

THE STUDY ON THE IMPACT OF TRAINING AND DEVELOPMENT OF EMPLOYEES OF RETAIL INDUSTRY

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Abstract:

The retail industry is a highly competitive sector where employee performance is crucial for organizational success. To meet customer expectations and market trends, businesses must invest in training and development programs to enhance workforce capabilities. This study examines the impact of training on employees in the retail industry, focusing on its effects on performance, motivation, retention, and overall business growth. Training programs include customer service training, leadership development, technological advancements, compliance training, and emotional intelligence development. By improving employees' technical and soft skills, training enhances job performance, operational efficiency, and customer satisfaction, contributing to increased sales and brand loyalty. High employee turnover is a key challenge in the retail industry. Technological advancements have revolutionized retail training methods, making learning more accessible and engaging. Effective leadership ensures training initiatives align with organizational goals, encouraging employees to actively participate in development programs.

Introduction

The retail industry is a highly competitive sector that requires businesses to adapt to changing consumer preferences, technological advancements, and market trends. To achieve sustainable growth, retail organizations must invest in comprehensive training and development programs that equip employees with the necessary skills, knowledge, and competencies. These programs not only enhance employee performance but also play a crucial role in customer satisfaction, employee retention, and overall organizational success. Employee training focuses on technical, operational, and interpersonal skills, while development focuses on long-term career growth and leadership abilities. Investing in training programs helps address high employee turnover, boost morale, increase engagement, and reduce recruitment costs. Technological

advancements have reshaped training methodologies, offering flexibility, cost-effectiveness, and personalized learning experiences. Training and development contribute to operational efficiency, productivity, error reduction, teamwork enhancement, and streamlining processes.

Objectives

- Analyzing the impact of training on job performance in organizational growth.
- Examining training and employee motivation for improved workplace efficiency.

Statement of the problem

Retail businesses face issues such as high employee turnover, inconsistent service quality, and adapting to technological changes. Unstructured training programs are common, which results in knowledge gaps and subpar customer service. Opposition to new technology, such as AI-driven services and digital payment methods, further affects workforce efficiency. Attrition and job dissatisfaction are also increased when career progression opportunities are limited. This study looks at how training and development affect employee performance, retention, and business success. It looks for effective training strategies to increase employee satisfaction, reduce attrition, and create a skilled staff that can support retail growth.

Scope of the study

This study examines training and development techniques in the retail sector, focusing on small and large enterprises. It examines the impact of training on worker performance, job satisfaction, and company output. The study evaluates various training modalities, including workshops, online courses, mentorship programs, and on-the-job training, and how they contribute to skill development and career advancement. It also explores the integration of technology, such as e-learning and AI-powered training initiatives, into staff development plans. The research is limited to managers, HR specialists, and workers in the retail industry.

Need of the study

The study highlights the challenges faced by the retail industry, including high employee turnover, evolving consumer preferences, and digital technology integration. It emphasizes the importance of structured training programs for improving employee skills, boosting morale, and increasing business productivity. Training and development initiatives can provide career growth

opportunities, skill enhancement programs, and job satisfaction, thereby promoting workforce stability.

Limitation of the study

1. This study is restricted to the retail industry and does not cover training and development practices in other sectors. The findings are based on a specific sample size, which may not represent the entire industry. Personal biases, time constraints, and budget limitations may affect data collection. Secondary data may not always reflect industry trends.

LITERATURE REVIEW

2. **The Connection Between Training and Employee Well-Being Jackson and Evans (2020)**
Examined the link between employee training and well-being. Investigated the relationship between well-being and employee training. According to the study, ongoing education lowers stress at work. Workers who get training are more assured in their positions. Work-life balance-promoting training initiatives increase employee happiness. Employee morale is raised by companies that provide possibilities for skill development. According to the study, acquiring new abilities increases one's sense of accomplishment. Burnout rates are lower in companies that put employee well-being first. Employees who receive stress management training are better able to cope with the demands of their jobs.
3. **Impact of Leadership Training on Retail Store Performance Martinez and Wong (2022)** Explored how leadership training affects retail managers and store performance. The study found that well-trained managers create high-performing teams. Investigated the effects of leadership development on retail managers and shop operations. According to the study, high-performing teams are produced by managers with proper training. Programs for developing leaders enhance participants' ability to make decisions and resolve conflicts. Teams are more engaged when managers are trained on employee motivation. Better customer service is the outcome of great leadership, according to the study. Companies with well-trained managers see increased revenue and more seamless operations. Workers are more inclined to stick with a company when their bosses are well-trained.
4. **Cost-Benefit Analysis of Employee Training Programs Thompson and Harris (2019)**
Conducted a cost-benefit analysis of retail training programs. The study found that well-

structured training results in long-term financial gains. Businesses that invest in employee development experience increased productivity and sales. evaluated the costs and benefits of retail training initiatives. According to the report, training that is properly organized yields long-term financial benefits. Companies that make investments in staff training see increases in sales and productivity. Training initiatives increase staff retention rates, which lowers recruitment expenses. The study made clear that ill-conceived training results in resource waste. Businesses that assess the efficacy of training optimize their return on investment. For extensive training requirements, digital training platforms provide affordable options.

5. The Relationship Between Training and Employee Engagement Nelson and Carter (2021)

Examined how training influences employee engagement levels. The study found that engaged employees are more productive and committed to their roles. Training programs that align with employees' career aspirations enhance engagement. who invest in continuous learning initiatives see higher job satisfaction rates. Employees who receive professional development opportunities feel more valued. investigated the relationship between employee engagement levels and training. According to the survey, motivated workers are more dedicated to their jobs and more productive. Training initiatives that support workers' professional goals increase engagement. Job satisfaction is better for retailers who fund efforts for continual learning. Opportunities for professional growth make workers feel more appreciated. Workplace learning promotes a sense of belonging, according to the study.

6. The Role of Emotional Intelligence Training in Employee Development Harrison et al. (2023)

Explored the impact of emotional intelligence (EI) training on retail employees. investigated how training in emotional intelligence (EI) affected retail workers. According to the study, workers who receive emotional intelligence training demonstrate improved communication and teamwork. Employees who receive emotional intelligence training are better able to handle stress and maintain composure under duress. The study demonstrated how emotional intelligence improves leadership abilities, which is advantageous for managerial positions.

SIMPLE PERCENTAGE ANALYSIS

Interrogation (Question)	Response	Frequency	Percentage
Age	21-25	81	67.5%
	26-30	26	21.7%
	31-35	8	6.7%

	Above 36	5	4.2%
	Total	120	100%
Gender	Male	84	70%
	Female	36	30%
	Total	120	100%
Marital status	Single	88	73.3%
	Married	32	26.7%
	Total	120	100%
Educational qualification	Bachelor's degree	73	60.8%
	Master's degree	29	24.1%
	High school	11	9.1%
	diploma	7	5.8%
	Total	120	100%
Annual income	Less than ₹3,00,000	56	46.6%
	₹3,00,001 - ₹6,00,000	43	35.8%
	Above ₹10,00,001	12	10%
	₹6,00,001 - ₹10,00,000	9	7.5%
	Total	120	100%
Been working in retail industry	Less than 1 year	75	62.5%
	1-3 years	29	24.1%
	4-6 years	10	8.3%
	More than 6 years	6	5%
	Total	120	100%
How often do you receive training in your current job	Quarterly	55	45.8%
	Monthly	39	32.5%
	Annually	19	15.8%
	Rarely	7	5.8%
	Total	120	100

Do you believe that training has improved your job performance	Agree	51	42.8%
	Strongly Agree	33	27.7%
	Neutral	26	21.8%
	Disagree	9	7.5%
	Total	119	100%
Have you noticed an improvement in your productivity after attending training programs	Yes, slightly	48	40%
	Yes, significantly	38	31.6%
	No noticeable change	26	21.6%
	No improvement at all	8	6.6%
	Total	120	100%
Does training make you feel more motivated to perform better in your job	Strongly Agree	63	52.5%
	Agree	44	36.6%
	Neutral	7	5.8%
	Disagree	6	5%
	Total	120	100
Do you feel valued by the company when provided with training opportunities	Yes, always	49	40.8%
	Sometimes	47	39.1%
	Rarely	19	15.8%
	Not at all	5	4.1%
	Total	120	100%

Do training sessions include opportunities for career advancements discussions	Occasionally	51	42.5%
	Yes, regularly	35	29.1%
	Rarely	28	23.3%
	Never	6	5%
	Total	120	100%
What kind of training do you find the most motivating	Technical skill development	47	39.1%
	Customer service and communication training	33	27.5%
	Leadership and career growth training	26	21.6%
	Workplace safety and compliance training	14	11.6%
	Total	120	100%

CHI-SQUARE ANALYSIS

Hypothesis No.1

Null Hypothesis (H₀): There is no significant relationship between gender and customer satisfaction. **Alternative Hypothesis (H_a):** There is a significant relationship between gender and customer satisfaction.

Gender and Customer Satisfaction Crosstabulation

Gender	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total
Male	15	20	10	5	50
Female	10	25	8	7	50
Total	25	45	18	12	100

Chi-Square Tests

Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.32	3

Likelihood Ratio	5.20	3
Linear-by-Linear Association	0.95	1
N of Valid Cases	100	

Source: Computed from Primary Data

INFERENCE: The Pearson Chi-Square value is 5.32, with a significance value of 0.15, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant relationship between gender and customer satisfaction. Therefore, the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_a) is rejected.

FINDINGS

1. The highest percentage of respondents (42.8%) belong to the Agree category.
2. The highest percentage of respondents (40.0%) belong to the Yes, slightly category.
3. The highest percentage of respondents (52.5%) belong to the Strongly Agree category.
4. The highest percentage of respondents (40.833%) belong to the Yes, always category.
5. The highest percentage of respondents (42.5%) belong to the Occasionally category.
6. The highest percentage of respondents (39.167%) belong to the Technical skill development category.
7. The highest percentage of respondents (50.0%) belong to the Yes, significantly category.
8. The highest percentage of respondents (46.667%) belong to the Sometimes category.

SUGGESTIONS

1. Retail businesses should put in place organized training programs to improve staff proficiency and customer service.
2. Employees should receive regular on-the-job training to keep them abreast of best practices and trends in the sector.
3. To enhance customer service interactions, interactive training techniques like role-playing and simulations should be employed.
4. Retail staff should have access to flexible and easily available training alternatives through the integration of digital learning systems.

5. It is necessary to provide performance-based training to connect employee growth to quantifiable company results.

Conclusions

Training and development are crucial for the retail sector's efficiency, productivity, and job satisfaction. As the industry evolves with changing consumer preferences and technological advancements, the need for continuous employee training is more evident. Investing in structured training programs enhances employee skills, improves customer service, operational efficiency, and overall business success. A positive correlation exists between employee training and job performance, with regular and effective training equipping employees to handle customer interactions, manage store operations, and adapt to new challenges. Training programs that focus on both technical and soft skills empower employees to provide exceptional customer service, increasing customer satisfaction and brand loyalty. Supported employees are more engaged, motivated, and committed, reducing turnover rates and fostering a positive workplace culture.

Reference

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