

A Study on Human Resource Management Practices in Organized Retailing Outlet with Special Reference to Selected Retailers in Coimbatore City

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ABSTRACT

This study aims to assess the retail formats in India have evolved vastly over a relatively short period of seven to eight years. Human resource management practices in Organized retailing outlet with special reference to selected retailers in Coimbatore city. Retailers today are focused on drawing customers into the Stores to drive sales while at the same time reducing cost overheads. This present study aims to focus on beyond the impact of globalization and mergers and acquisitions, retail organizations continue to struggle with the recruitment of service-oriented employees.

Keywords: Human Resource Management, Organized, retailing, Growth and retailers

1. INTRODUCTION

1.1. INTRODUCTION OF THE STUDY

This study focus on the retail sector is one of the fastest rising sectors in India, having the world's second largest place in consumer market. Retailing has the major business activities in India and leading sources of service generation in India. Due to extreme change in the behaviour, taste and preferences of the consumer, and the growing economy, earning capacity, less time and fast track life makes the emerging face up to in the retail sector of India. Organize retail has limited market share in comparison of unorganized retail sector. Recently Indian administration allowed FDI in single brand retailing and multi brand retail which comprises challenges for put on

the market industry. Due to changing in the scenario of world's economy retail sector attracts the attention of scholars to make some efforts relating to study of growth and challenges. Since efforts have been made in this paper to places of interest the present status, growth, opportunities and problems of retail sector in India.

1.2. SCOPE OF THE STUDY

The main purpose of the study current economical scenario, the role of retailing is growing rapidly with the entry of global players. Many Indian companies strongly maintenance their aim on entering in retail industry. With increasing globalization, firms are entering a forceful world of international business that is marked by liberalization of economic policies in a large number of emerging economies like India. To face the challenge of increasing competition that has resulted from liberalization, Indian organizations have initiated adoption of innovative human resource management practices both critically and constructively to foster creativity and innovation among employees. The huge opportunities in organized retailing encouraging the companies to enter in retail industry. The last 2 decades has witnessed the tremendous potential for organized retailing. Further, the increasing challenge in employee retention, absenteeism, job rotation, and lengthy laborious hours of work place are creating the organizations to face the hurdle of

retaining employees. And at the same time, the increasing entry of new entrants is also posing threats to maintain and preserve existing qualitative human resources. In view of these, the present study will thoroughly analyze the various human resource practices followed in select retail units in Coimbatore.

1.3. OBJECTIVES OF THE STUDY

- To find out acquisition of human resources by select organized retail companies in Coimbatore.
- To assess the human resource management practices pursued in the organized retailing in selected study area.
- To observe the retailer wise employee satisfaction on the various HRM practices employed in the retail outlet in the study area.

1.4. RESEARCH METHODOLOGY

The primary data is collected from a structured questionnaire from the sample respondents. The sample respondents include the employees of select retail organizations and the supervisors and HR managers of select retail organizations. While selecting a sample size of 360 respondents, convenience sampling method is applied. The secondary data is collected from the annual reports of select companies, internet, newspapers, magazines and articles pertaining to the HRM activities in organized retailing

1.5. SOURCES OF DATA

The study area is restricted to Coimbatore district.

1.6. SAMPLE SIZE

Sample size of the study is restricted to 360 business firms due to time constrains. The researcher used convenient sampling method to select the sample respondent

1.7. SAMPLING TECHNIQUE

The data have been collected from selected a sample size of 360 respondents, convenience sampling method is applied.

The secondary data is collected from the annual reports of select companies, internet, newspapers, magazines and articles pertaining to the HRM activities in organized retailing,

1.8. STATISTICAL TOOLS USED

The following statistical tools are used for the purpose of analyzing the collected primary data.

- Percentage table
- Chi-square test

1.9. LIMITATION OF THE STUDY

- The study was limited to only 360 sample units due to the time constraints
- The area of study has been confined only to Coimbatore district
- Personal bias in giving responses might be one of the serious drawbacks.
- The study covers only the HR professionals in particular area. Therefore, the study may not be generalized to all.
- There may be bias to the HR while answering the questions.

2.1. REVIEW OF LITERATURE

Dr D. Maheswara Reddy et.al (2011) the review has been understand the Retailing displayed its significance in India's market with tremendous contribution to the Indian economy. The expansion in the prepared retail sector has showed the perfect raised area to the Indian companies to enter into this sector.

The present study will provide a clear picture on the issues related to the HR practices and its impact on employees. The study will also focus on the various problems and challenges faced by the HR department in procure and retaining the workers of organized transaction companies. Indian government also allowing distant investors in retail sector which makes threat for Indian retailers.

This study based on according to Sunitasikri and Diptiwadhwa the Indian Retail sector having the fifth largest place in the world trade sector. There are mainly two types of retail sector organized and

unorganized. Indian retail business is growing rapidly over the last few years. Though the retail market in India is mostly captured by unorganized retail sector, however with the change of taste and preference of consumers, the organized Industry is getting more popular in these days and the share of this sector is growing.

This present study followed by Sanjay Manocha and Anoop Pandey states that the retail bazaar is changing rapidly in India and a largescale savings made by foreign and household players in India. This paper has tried to study the various HR practice in three selected retail organizations, namely, Reliance Super, Spencer's Retail and Big Bazaar.

The objectives of the paper were to analyze the human resource practices followed by the selected organized retail outlet in Greater Noida (UP), to identify various problems and challenges faced by HR managers in the execution of HR policy

and to propose measures to solve HR-related problems in the organized retail industry. It's observed from this study that training, routine assessment, proper utilization of skills and abilities of the employees and career development were the major areas of concern. In terms of level of insight towards the HR practices, it was found that, in general, employees had an 'average' perception towards the prevailing HR practices in all the three organizations Deepti Sinha et.al (2018). Finally the above literature very relevant to the present study.

3.1. ANALYSIS AND DISCUSSION

The present study conducted in order to analyze the various Human Resource (HR) practices adopted in the select organized retailers. For the purpose of studying the HR practices implemented and to evaluate, the following organized retailers are selected

Table: 1.1 Details About Retail Sectors

S.No	Name of the organized retail sector	Company Name	Places	District	Sample Size
1	Reliance Fresh	Reliance Industries Ltd	Saibaba Colony, Peelamedu, Saravanampatti, Ramanathapuram	Coimbatore	120
2	Kannan Departmental	Kannan Departmental Stores	Saibaba Colony, Vadavalli, Ram Nagar, Ganapathy	Coimbatore	120
3	Big Bazaar	Future Groups	Race course, Town Hall, Gopalapuram	Coimbatore	120

Source: Computed Primary survey 2021

From the above table indicate the various sample size of retail outlet. Overall, 3 organized retailing units are selected for the Coimbatore district. Kannan Departmental, Reliance Fresh and Big

Bazaar were selected only particular places for the study. The samples selected from the retail outlets include the sales persons, supporting staffs, teller employees, executives and managerial level employees.

Table:1.2 Details Of The Genders Working In The Organization

Particulars	Reliance Fresh	Big Bazaar	Kannan Departmental Store	Total	Percentage
Male	79	83	86	248	68.9%
Female	41	37	34	112	31.1%
Total	120	120	120	360	100%

Source: Computed Primary survey 2021

The above table details about gender working in the organisation. it is clearly indicating 68.9% of Male genders are mostly willing to work in retailing sector

and remaining 31.1% of Female genders are only working in retail sector due to working timings.

Table:1.3 Age Of The Respondents

Particulars	Reliance Fresh	Big Bazaar	Kannan Departmental Store	Total	Percentage
>21 to Below 30	23	46	58	127	35.3%
Below 40	59	55	46	160	44.4%
Above 40	38	19	16	73	20.3%
Total	120	120	120	360	100%

Source: Computed Primary survey 2021

The above table depicts that age of the group 35.3% of employees under age group below 30, 44.4% of employees under

below 40 and remaining 20.3% are under above 40, overall worked under various departments.

Table:1.4 Distribution Of Qualification Of The Employees Working In The Organization

Particulars	Reliance Fresh	Big Bazaar	Kannan Departmental Store	Total	Percentage
HSLC	89	102	97	288	80%
Under Graduate	31	18	23	72	20%
Total	120	120	120	360	100%

Source: Computed Primary survey 2021

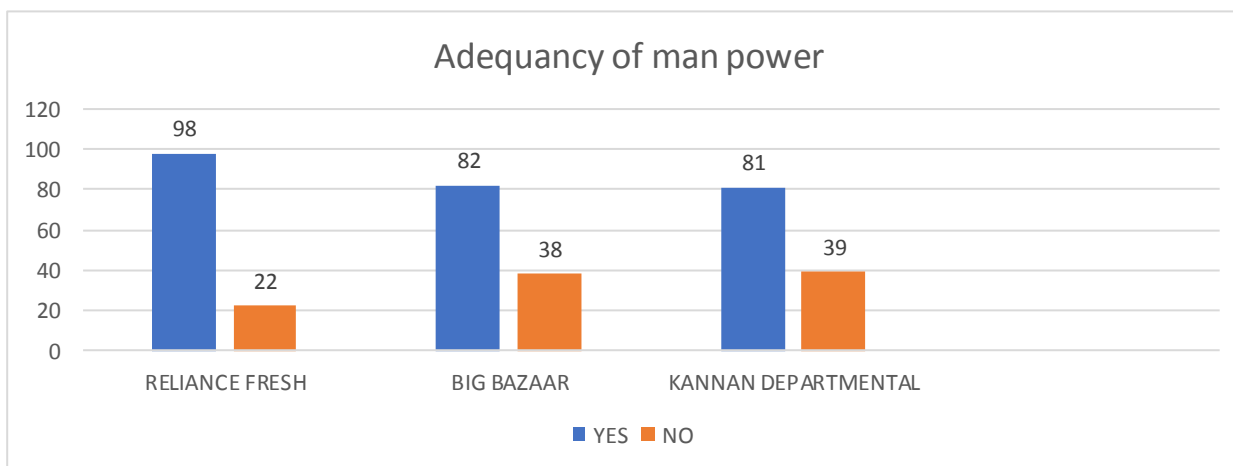
The table explained that 80% of employees completed higher secondary working as a lower level employees in

retailing sector and remaining 20% of employees are completed and working as a higher authority .

Table:1.5 Details Of Employees' Opinion Towards Adequacy Of Man Power

S. No	Option	Company Category			Total	Percentage
		Reliance Fresh	Big Bazaar	Kannan Departmental Store		
1	YES	98	82	81	261	72.5%
2	NO	22	38	39	99	27.5%
	Total	120	120	120	360	100%

Source: Computed Primary survey 2021



Concept: Employee's opinion towards adequacy of man power

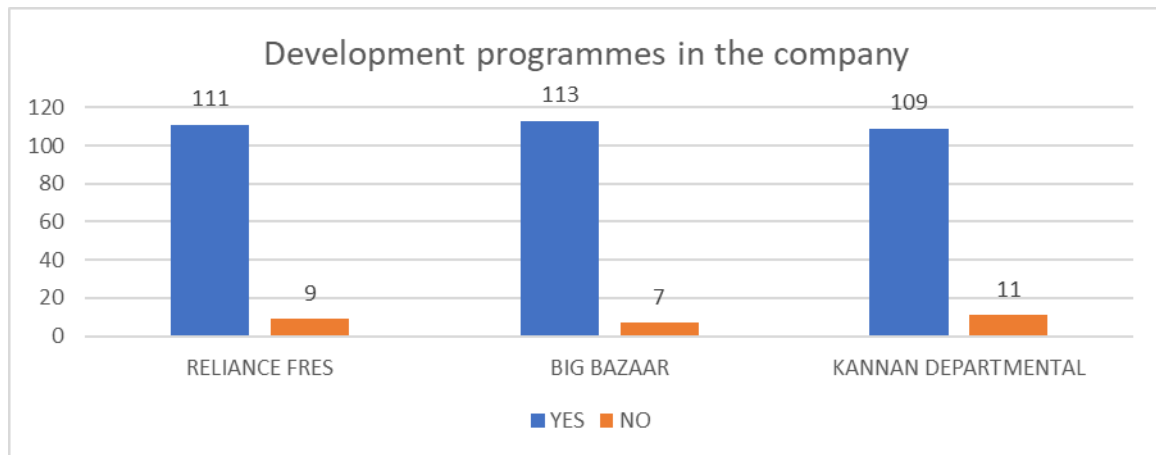
The above table and chart have been focus on 72.5 % of the employees opined that they have adequate manpower in their organization and remaining 27.5 % of the

employees opined that they did not provide with adequate manpower in their organization.

Table:1.6 Details About Development Programmes In The Company

S. No	Company Category	Development programmes in the company		Total
		Yes	No	
1	Reliance Fresh	111	9	120
2	Big Bazaar	113	7	120
3	Kannan Departmental Store	109	11	120
	Total	333	27	360
	Percentage	92.5%	7.5%	100%

Source: Computed Primary survey 2021



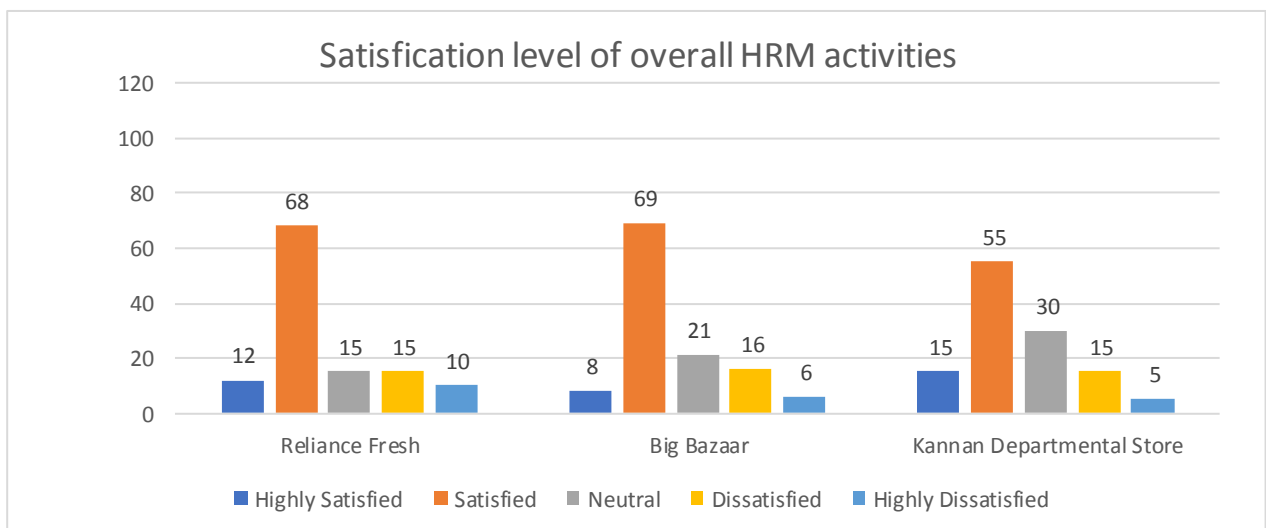
The above table and chart details about development programme that 92.5 % of the employees opined that there are training and development programmes

provided in their company and remaining 7.5 % of them were not agreeing with the above statement.

Table 1.7 Distribution About Employees Opinion On Overall HRM Activities In The Retail Companies

S. No	Company Category	Satisfaction level on overall HRM activities					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Reliance Fresh	12	68	15	15	10	120
2	Big Bazaar	8	69	21	16	6	120
3	Kannan Departmental Store	15	55	30	15	5	120
	Total	35	192	66	46	21	360
	Percentage	9.7%	53.3%	18.4%	12.8%	5.8%	100%

Source: Computed Primary survey 2021



Concept: Employee's opinion on overall HRM activities in their organization

From the above table and chart satisfaction level of HRM activities in 9.7% of the employees opined that they were HS with the satisfied in overall HRM activities,

53.3% of them were satisfied, 18.4% of them were N, 12.8 % of them were DS and remaining 5.8% of them were HDS with the above statement.

Table:1.8 Chi Square Test

Details Of Employees Opinion Towards Motivational Process Implemented in Retail Companies Observed Numbers (O)

S. No	Company Category	Initiators for motivation at work place					Total
		Branch Manager	Floor Manager	Senior Executives	Peers	No source of motivation	
1	Reliance Fresh	4	61	35	20	0	120
2	Big Bazaar	40	40	30	10	0	120
3	Kannan Departmental Store	35	15	48	20	2	120
	Total	79	116	113	50	2	360

Excepted numbers (e)

S. No	Company Category	Initiators for motivation at work place				
		Branch Manager	Floor Manager	Senior Executives	Peers	No source of motivation
1	Reliance Fresh	1.33	38.67	37.67	16.67	0.67
2	Big Bazaar	26.33	38.67	37.67	16.67	0.67
3	Kannan Departmental Store	26.33	38.67	37.67	16.67	0.67

Observed –Expected (o-e)

2.67	22.33	-2.67	3.33	-0.67
13.67	1.33	-7.67	-6.67	-0.67
8.67	-23.67	10.33	3.33	1.33

Observed –Expected square root (o-e)²

7.11	498.78	7.11	11.11	0.44
186.78	1.78	58.78	44.44	0.44
75.11	560.11	106.78	11.11	1.78

Excepted square/Excepted (o-e)²/e

5.33	12.90	0.19	0.67	0.67
7.09	0.05	1.56	2.67	0.67
2.85	14.49	2.83	0.67	2.67

Source: Computed Primary survey 2021

Degree of Freedom

$$DF = (r-1) * (c-1)$$

$$= (3-1) * (5-1) = 8$$

$$X^2 = \sum [(O_{r,c} - E_{r,c})^2 / E_{r,c}]$$

Chi square test = 55.29

Probability = 3.87

Details of employee's opinion towards motivational process implemented in Retail Companies. According to the statistical analysis of table value is less than calculated value so we reject null hypothesis and accept alternate hypothesis. There is significant difference between customers' opinion about affordability of Retail Companies.

4.1 FINDINGS

✓ The major finding is that the various sample size of retail outlet. Kannan Departmental, Reliance Fresh and Big Bazaar were selected only particular places for the study. The samples selected from the retail outlets include the sales persons, supporting staffs,

teller employees, executives and managerial level employees.

- ✓ To find out the 68.9% of Male genders are mostly willing to work in retailing sector and remaining 31.1% of Female genders are only working in retail sector due to working timings.
- ✓ The majority 80% of employees completed higher secondary working as lower level employees in retailing sector and remaining 20% of employees are completed and working as a higher authority.
- ✓ The common finding is that 92.5 % of the employees opined that there is training and development programmes provided in their company and remaining 7.5 % of them were not agreeing with the above statement.

SUGGESTIONS

- ❖ Finally, it's suggested to hire retail managers to run your Store. Interview each candidate and hire only the most
- ❖ It's observed to find hire qualified sales employees. Pay commissions to your sales staff to save expenses and increase revenue.
- ❖ To develop to entry-level floor personnel to the stock shelves, keep the Store clean, and work as cashiers. Instruct your managers to thoroughly train each entry-level employee.
- ❖ The main suggestion is innovative and experienced security personnel. Set up cameras throughout the Store to allow the security personnel to prevent theft.

CONCLUSION

Finally organized retail is a new occurrence in India and the marketplace is growing very rapidly. The middle class growing very rapidly that is important factor which contributing in the growth of Indian retail sector in the digital age, an increasing number of retailers are seeking to reach broader markets by selling through multiple channels, including malls, bazars and online retailing the FMCG products. Its conclude and observed that present study have been analyzed to develop retail markets based on innovative systems. The government should take necessary step to improve retail and should provide flexibility in working hours and should encourage with make an arrangement for economic growth development.

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