Employee Engagement Practices in Organized Retail Outlets
(An Empirical Study with Respect to Kurnool Town)

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Abstract
In the era of twentieth century, people have changed their tastes and preferences towards products and services. To meet the public needs and wants, the organizations are thriving hard to produce products and services. Retail sector is one such field where it can transform the requirements of the public towards the producer of the products. Retail sector is one of the fastest growing sectors in India, especially over the last few years. The success of the any retail sector depends upon their employee’s engagement towards their organization and also customers. The objective of the paper is to study Employee Engagement Practices in organized retail sector in Kurnool town. The study also focuses on measuring influence of Employee Engagement on gender diversity and also co-worker support of employees in Retail Sector.

Keywords: Organized Retail, Human resource, Employee engagement.

1. Introduction
Retail sector is one of the fastest growing sectors in India, especially over the last few years.

The Retail sector has witnessed unprecedented growth in recent times and is currently one of the fastest growing sectors in India. According to the Global Retail development Index 2012, India ranks fifth among the top 30 emerging markets for retail. Its expansion in India is both a cause and consequence of rapid economic growth
leaving ample employment opportunities. Indian Retail sector is categorized into two sectors—Organized and Unorganized. The organized sector consists of licensed retailers who are registered for sales tax, income tax etc. such as corporate run retail chains and hypermarkets and privately owned larger retail business. The traditional families run stores/small stores, hand cart and pavement vendors come under unorganized retailing which covers 97% of business in India. The Retail sector in India with the change of tastes and preferences of the consumers is getting more popular and getting organized as well. In Retail Sector, Employees play a role in increasing the sales and customer satisfaction. Retail organizations need engaged employees to grow and prosper and have a positive impact on the customer experience. In today’s competitive scenario, the Employee Engagement in the retail sector is an increasingly vital requirement to maintain exemplary customer service levels and also to maximize sales.

2. Organized Retail Sector in India
India is one of the fastest growing retail markets in the world, with 1.2 billion people. India’s vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets. The Industry is rated as the fifth most attractive emerging retail market; India is being seen as a potential goldmine. It has been ranked second in a global retail development index of 30 developing countries drawn up by AT Kearney.

Though the sale players such as Future group, Pantaloon, Tata, RPG, percentage of organized retail in India is less, but the Reliance, Trent, ITC, etc., having greater enforcement of modern retail formats are showing very interesting trends taxation mechanisms and better labour law monitoring due to changing lifestyles of consumers. In developed countries organized retailing is the established way of selling consumer products. The major constraint of the organized retail market in India is the competition from the unorganized sector.

Traditional retailing has been deep rooted in India for the past few centuries and enjoys the benefits of low cost structure, mostly owner-operated, therein resulting in less labour costs and little or no taxes to pay. Consumer familiarity with the traditional formats for generations is the greatest advantage to the unorganized sector. On the contrary, organized sector have big expenses like higher labour costs, social security to employees, bigger premises, and taxes to meet.

3. Literature Review
Employee engagement is the degree to which individuals are personally committed to helping an organization by doing a better job than what is required to hold the job. Kahn (1990) defines employee engagement as the harnessing of organization members’ selves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances. Employee Engagement is the positive feeling that employees have towards their jobs.
According to Tim Rutledge, truly engaged employees are attracted to, and inspired by, their work (“I want to do this”), committed (“I am dedicated to the success of what I am doing”), and fascinated (“I love what I am doing”) (Seijts & Crim, 2006).

4. Objectives of the Study
   2. To measure the impact of Employee engagement on Gender Diversity.
   3. To identify the variation of Employee Engagement with Team work.

5. Hypotheses
   1. **H1**: There is no significant association between Gender and Loyalty.
   2. **H2**: There is no significant association between Co-worker Support and Team work.

6. Methodology
   To fulfill the objectives of the study, primary data is collected from sixty five employees of organized retail stores in Kurnool town by administering the structured questionnaire. The employees are selected by adopting the Multistage and Simple random sampling technique. Majority of the respondents constitutes working employees of various retail stores like Kalanikethan, Dress Circle, Chandana-Bros, Kurnool Central, and Jyothi Mall. The working conditions, Job clarity, Dyadic relations, co-worker support, compensation & rewards related questions are included in the questionnaire by adopting Likert 5 point scale (1-Strongly Disagree to 5-Strongly Agree). The secondary data is collected from various refereed journals, Magazines and relevant records of selected companies. Statistical tools used are Chi-square, Cross tabulation, variance analysis and Multiple Regression using SPSS.

7. Results
   The Hypotheses is tested and following results arrived.

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>Sign Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: There is no significant relation between Gender and loyalty</td>
<td>0.002</td>
<td>Rejected</td>
</tr>
<tr>
<td>H2: There is no significant relation between Co-worker support and Team work</td>
<td>0.675</td>
<td>Accepted</td>
</tr>
</tbody>
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From the above table, we can conclude that the hypothesis of no significant association between gender and loyalty has rejected and the other hypothesis of no significant association between co-worker support and teamwork has accepted.

8. Conclusion
In order to have a better sales and pool customers means the retail outlets need to engage their employees continuously through employee friendly policies and empowerment so that they can be more loyal towards their work and organization. Hence, it is inevitable need for retail organizations to inculcate Employee Engagement Practices in the growing organized retail sector.

References