

'IS SKILL DEVELOPMENT A MUST FOR RETAIL EMPLOYEES' - A STUDY OF HYPERMARKET'S EMPLOYEES IN THANE DISTRICT

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Abstract : As service sector, retailing is the largest generator of employment after agriculture. From driving the sales inside the store to assuring that the buyers become repeat customers, staff people on the floor has to be groomed enough to perform the show successfully. Sales people play the role of true 'catalysts' that convert shoppers into buyers while remaining unaffected themselves. While product, price and ambience play a limited role as passive influencers of purchase decision; it is the human ingredient that holds the highest potential to influence shopping behaviors. So, every store retailer should consider their employees the valuable asset for the long term success of the store and provide them regular training. They should also motivate them by giving proper incentives so that they will actively take participation in training program. This research paper attempts to study the present job of big bazaar's employees and to study & understand the employee's view on skill development (i.e. further studies in any of the field). Thirty employees are taken as sample for the purpose of the study from two Big Bazaars (hypermarkets) situated in Thane district. After the analysis of the study, researcher recommends that getting salespeople to be better catalysts should be at the heart of any training program.

Key Words: India's Retail sector, Big Bazaar, Staff People, Training program

INTRODUCTION

Indian retail market stood at \$396 billion in 2011 which may swell to \$785 billion in 2015. The share of organized retail is around 7 % in 2011 valued at \$28 bn which is expected to grow nine times to \$260 bn in 10 years.

Retailing in India accounts for 10% of GDP.

As service sector, retailing is the largest generator of employment after agriculture.

-- Business Monitor International (2011)

According to a study by Y. Chandrashekhara (2010), a 'planned purchases' comprise only 30 percent of all purchases made. The remaining 70 percent are influenced on the shop floor - a good part of them by sales people. Getting salespeople to be better catalysts should be at the heart of any training program. While product, price and ambience play a limited role as passive influencers of purchase decision; it is the human ingredient that holds the highest potential to influence shopping behaviors. Having untrained salespeople on the shop floor is like having all the characters on stage and having no script to follow. So, they have to be trained to behave in the desired way to bring about favourable responses from the customers. Today, a store is reflections of lifestyles of catchments. Today's stores are more than just shopping avenues. But to make it run successfully in present cut throat competition, store management has to provide all the possible services to the customers of all age group. And quite a lot depend on staff people working in the store at different levels. Customer's loyalty towards store also depends on the behavior and timely service of the employees of a mall. The occupancy and success of any store is highly defined by their staff people. It is rightly said that staff people play the role of true 'catalysts' that convert shoppers into buyers while remaining unaffected

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themselves. This research paper attempts to highlight the big bazaar's employee's present job environment and their view on skill development (i.e. further studies in any of the field).

II) RESEARCH METHODOLOGY OF THE STUDY

A) OBJECTIVES OF THE STUDY

Following are the objectives of the study.

- ✍to study the present job of big bazaar's employees.
- ✍to study and understand the employee's view on skill development (i.e. further studies in any of the field).
- ✍to give suitable conclusion and suggestion on the basis of the study.

B) SCOPE OF THE STUDY

Thirty employees are taken as sample for the purpose of the study from two Big Bazaars (hypermarkets) situated in Ulhasnagar and Kalyan in Thane district. The study is undertaken to find out the employee's view on skill development (i.e. further studies in any of the field). The Period of the data collection for the study is February 2015.

C) LIMITATION OF THE STUDY

The present study has some limitations like:

- ✍It is restricted to only employees of hypermarket segment.
- ✍Sample size of 30 employees is taken for the study.

D) METHODOLOGY OF THE STUDY

Primary method of data collection is used for this present study such as questionnaires and observation methods. All the information and datas are properly classified and arranged in tabular form. Simple percentage method and Charts are used as statistical tool for this study.

III) DATA ANALYSIS AND INTERPRETATION

1) Sample of Hypermarket's Employees

Table & Chart 1.1: Profile of Employees

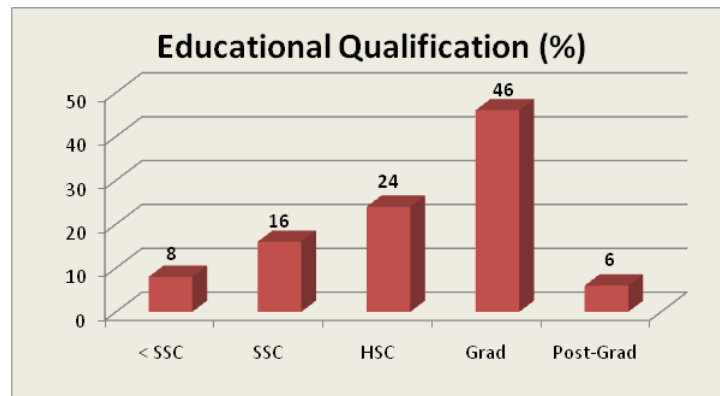
Job Title	Sales Manager	Salesperson	Cashiers	Accountant	Total
Numbers	2	22	3	3	30



Table and chart 1.1 shows that total 30 employees of big bazaars are selected as a sample for the study which includes four categories of employees such as Sales Manager (2), Salesperson (22), Cashiers (3), and Accountant (3).

Table & Chart 1.2: Educational Qualification of Employees (In %)

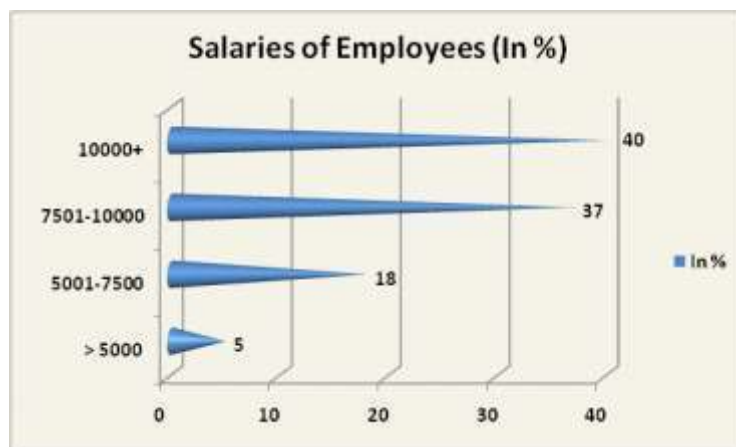
Educational Qualification	< SSC	SSC	HSC	Graduate	Post Graduation	Total
Total	8	16	24	46	6	100



It is found out from the above table and chart 1.2 shows that 8% of employees of stores has education less than SSC, 16% has SSC degree, 24% of employees has HSC degree, 46% are graduate and remaining 6% of employees are post-graduate.

Table & Chart 1.3: Salaries of Employees (In %)

Salaries (Rs.)	> 5000	5001-7500	7501-10000	10000+	Total
In%	5	18	37	40	100



Above table and chart 1.3 highlights that 5% of employee's salary is less than 5,000 Rs. 18% of employee's salary is in the range of Rs. 5,001 – 7,500, while 40% of employee's salary is more than Rs. 10,000, and remaining 37% of employee's salary is in the range of Rs. 7,501 – 10,000.

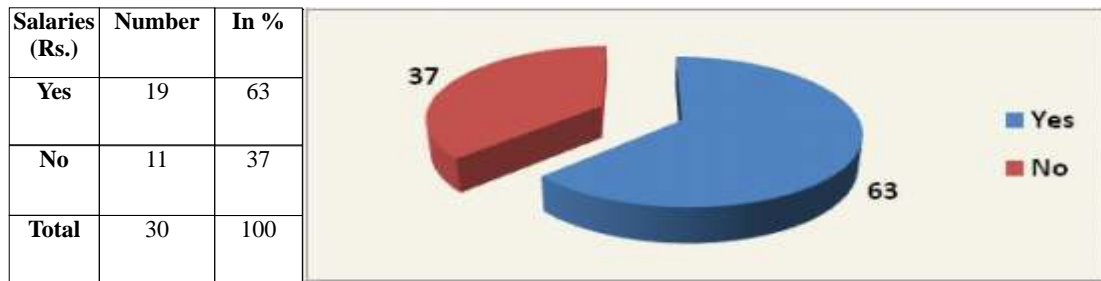
Table & Chart 1.4: Whether training provided for the job is sufficient? (In %)

Salaries (Rs.)	Number	In %
Yes	9	30
No	21	70
Total	30	100

Response	Percentage (%)
No	70
Yes	30

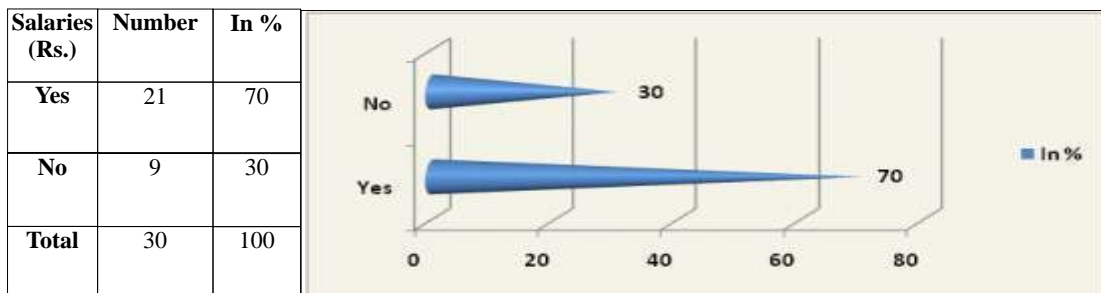
It is evident from the table and chart 1.4 that 70% of employees are unsatisfied with the present training program given by the retailer and remaining 30% of employees are satisfied

Table & Chart 1.5: Will you continue to work in Retail field in future also? (In %)



It is clear from the above table and chart 1.5 that 63% of store's employees want to continue their job in the retail field, while remaining 37% want to switch their job for other attractive offers.

Table & Chart 1.6 (a): Are you still Studying? (In %)



Regarding their continuation of studies (table and chart 1.6-a), then it is found out that 70% of store's employees are still continuing their studies, while remaining 30% are not.

Table & Chart 1.6 (b): In which field you are/want to Studying? (In %)

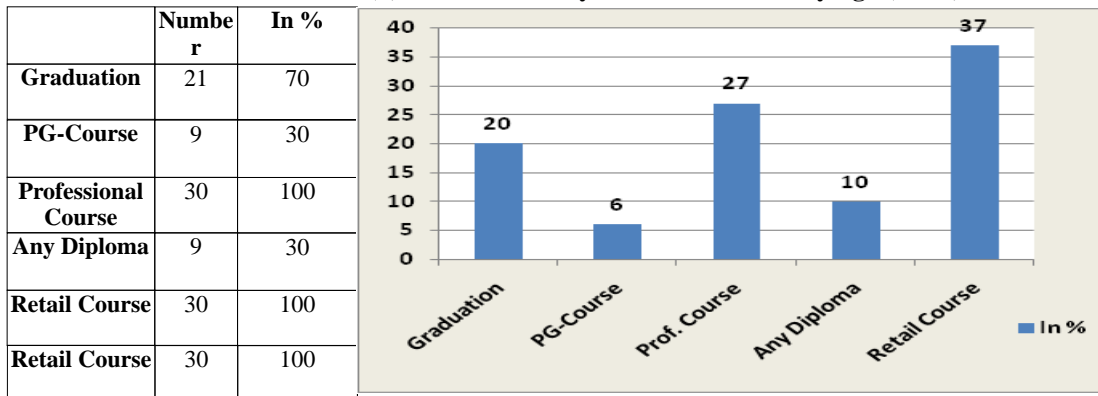
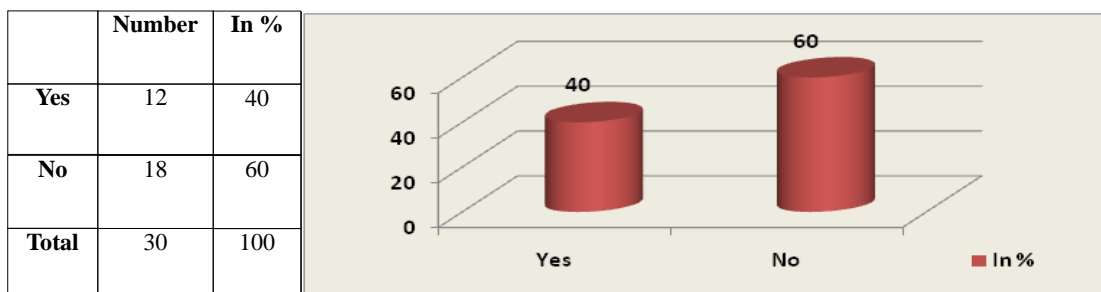


Table and chart 1.6 (b) shows that majority (i.e. 37%) of employees are studying/want to study retail sector. 27% of them shows interest in professional, 20% of employees in graduation, followed by 10% in diploma course and remaining 6% of employees in PG course.

Table & Chart 1.7: Are you aware of availability of various retail courses? (In %)



It is found put from the table and chart 1.7 that 60% of store's employees are not aware of the availability of various retail courses, while remaining 40% are aware of this.

IV) CONCLUSION AND SUGGESTIONS

It is found out that majority of employees are unsatisfied with the present training program provided by retailers. Even many of the employees are working in the lower range of salaries. Still nearly two-third of employees wants to continue their job in the retail field, as they find this field very attractive and highly growing sector. But training program plays a vital role for the success of any store.

It is also observed that many staff people want their training program should be designed in such a way that it would not only help in their current job but also in their career development. In true sense, training program should take into consideration the employees need as well as the store need for achieving long term success. So, they have to be trained to behave in the desired way to bring about favourable responses from the customers. This makes our sales people the most pivotal of all interfaces between a shopper and a store. So, every store retailer should consider their employees the valuable asset for the long term success of the store and provide them regular training. They should also motivate them by giving proper incentives so that they will actively take participation in training program.

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