
THE CORRELATION BETWEEN EMPLOYEE ENGAGEMENT AND PERFORMANCE AT A RETAIL INDUSTRY IN DELHI.

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ABSTRACT

The study revealed the realities about staff engagement strategies used in Delhi's retail sector. Initiatives to increase employee engagement are thought to be a useful tactic for success, The goal of the study is to determine how engaged employees are with their workplaces and how it affects their overall productivity. To understand the effect of engagement on performance, several factors are used. The idea is that employee engagement motivates workers to increase organisational performance, decrease attrition rates, enhance their health, and feel better about going to work. Total (112 respondents) were selected as the population. As per secondary, several factors affect employee engagement, and effective engagement methods are crucial to the profitability of the retail industry as well as the professional development of workers.

Keywords- Effort, Passion, Engagement, Performance, Employee

INTRODUCTION

One of the best tools for a company's success is employee engagement techniques, according to experts. In other words, an organization's expansion, growth, and development are all reliant on the dedication of its personnel to its success. The assertion makes it crystal clear that a company's success or failure is directly related to its employee engagement policies, and that senior management and those in positions of authority are responsible for inspiring their workers to completely support the objectives of the company.. According to Vasani and Pillai 2019) it is inferred that employees are completely satisfied with the business's performance. The knowledge required to do their jobs is provided to employees. All the employee engagement-related characteristics have a favorable impact on employees' performance at the company. The organization's overall compensation system is viewed favorably by all of the employees. All staff members can receive training from the organization, which also enables it to effectively explain its objectives, strategies, and

directives to them.

Different metrics can be used to measure employee engagement. An engaged employee is one who delivers outcomes, doesn't switch jobs frequently, and, more importantly, acts as the company's constant brand ambassador. When workers see themselves receiving praise from their immediate superiors, they are more engaged with the company and feel that the leadership is paying attention to them (for example, one-on-one conversations). Making a good mentor or manager and clearly communicating the vision are determined to be the two leadership attributes that have the greatest influence. To improve employee engagement in entrepreneurial enterprises, the leadership must be future-focused, visionary, and involve the staff in their goals.

One of India's fastest-growing industries, the Indian retail market is the fifth largest in the world. One of the pillars of India's economy, retailing has seen some exceptional successes as well as tremendous growth over the past few decades. This is solely due to rising income, middle-class lifestyle changes, and more digital connectivity. To maintain and expand the business, each retail company has its own distinct tactics and offerings. One of the key factors in India's expanding retail industry is the development of mega malls. Many major firms are entering this market and vying for survival, but it is difficult to distinguish out from the competition, therefore only a select few have succeeded.

REVIEW OF THE LITERATURE

Kaliannan et al. (2015) reported that focusing on employee engagement is a successful management tactic in both the internal and external areas. A company's brand and reputation can be enhanced by using effective personnel management techniques. Ghanaian researchers make an effort to concentrate on the advantages and disadvantages of employee engagement programmes. Researchers' findings in this article demonstrate that appropriate levels have been attained by implementing engagement policies among employees.

Dr B Rose Kavitha Maya Salimath G (2020) underline that a company's employee engagement initiatives are what ultimately determine its performance. In this study report, the facts regarding the connection between employee engagement practices and growth are disclosed. Researchers use 10c's to look at the realities and hypotheses underlying the performance of a manufacturing company based on employee engagement initiatives.

Maya Salimath G. (2021) Researchers claim that the outbreak caused increased stress to be found among workers, which had a negative effect. As a result, this study piece establishes the connection between employee engagement and their welfare with the help of two main consents, such as a model for enhancing employee engagement and its management suggestion.

(Chandani et al., 2016) The study also demonstrates that employee engagement leads to a

decrease in employees' intentions to leave their jobs and an increase in innovative work-related behavior. No matter how high-quality a training Programme may be, engaging employees requires a long-term strategy and cannot be achieved in one training session. Organizations can boost employee commitment and engagement through encouraging opportunity thinking and bettering staff decision-making.

OBJECTIVES

1. To explore the practices for employee engagement that are necessary.
2. To study the various elements that influence employee engagement strategies.

RESEARCH METHODOLOGY

Population - Employees of various retail outlets in Delhi make up the population of the sample from the total respondents.

Sampling Design

Sampling Design: - Since the size of the actual population is unknown, a nonprobability sampling technique is chosen.

Sampling Technique: - In order to make it convenient for respondents to answer, convenience sampling is utilized for data collecting.

Sample Size: - 112 respondents are considered as sample size.

Questionnaire	Recurrence	(%)
Communicated	120	100
Obtained	112	93
Refused	8	7

Study's sample

Research Instrument - Self Structured questionnaire.

Sources of Data - Through survey, primary data have been gathered with the aid of standardized questionnaires. Secondary data was gathered through publications such journals, research papers, and books as well as online sources.

DATA ANALYSIS AND INTERPRETATION

Gender (N=112)	Frequency	Percent
Male	76	68
Female	36	32
Age (N=112)		
18 to 25 years	36	32
26 to 35 years	44	40
36 to 45 years	32	28
Education (N=112)		
Graduation	60	53
Post- Graduation	10	9
Others	42	38
Income (N=112) in lakhs		
Up to 2.50/annum	50	44
2.50 to 5.00/annum	42	38
above 5.00/annum	20	18

Respondents' Demographic Profile

Data analysis and interpretation are two of the most crucial components of any research project. The table above shows the demographics of the respondents. Out of the 112 responses, it was discovered that 36 of them were written by women and 76 by men, respectively, making up 68 and 32% of the population. According to age, 36 respondents under the age of 18 to 25 made up 32% of the population, 44 respondents between the ages of 26 and 35 made up 40% of the population, and 32 respondents between the ages of 36 and 45 made up 28% of the population.

To determine respondents' points of view in the form of numbers, a frequency analysis is first utilized. According to different parameters, the table below shows diverse responses and suggestions from respondents.

S. No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Employer-adopted fair compensation policies	14	12	12	34	40
2	Healthy working conditions and surrounds	16	24	38	20	24
3	Improved professional advancement is present	18	11	13	30	40
4	Conflicts at work are present	28	20	27	21	16

5	Job rewards and recognition given by company	34	45	14	9	10
6	Unsatisfactory system of performance evaluation	27	14	15	20	36
7	Freedom to make choices	19	13	16	30	34
8	Adaptability to the task at hand	14	18	22	30	38

Interpretation: - Most people think that their organization has a higher potential for growth because of the favorable working conditions and surroundings. Out of the entire population, (with 40 strongly agreeing) believe that their employer's remuneration schemes are fair, while the majority denies the existence of professional rivalry and an unfair performance assessment system. Another survey found that most people agreed or strongly agreed that duties should be flexible and that they were happy to have the flexibility to choose their own paths as well as be recognized and awarded for their hard work.

RESULTS

- Frequency study reveals that most respondents believe their retail industry offers decent career opportunities and fair compensation policies.
- Most employees claim that the working environment and surroundings are not healthy and familiar due to the lack of professional rivalry and an unfair performance grading system.
- Most respondents feel they have the flexibility to make their own decisions and are content with the way their work is recognized and rewarded.

CONCLUSION

In this research study, it is examined how effective employee engagement methods result in a productive business environment. The findings of this study paper show that the privileged organization is consistently the outcome of exceptional employee engagement tactics and a few crucial elements that motivate staff at any retail locations to achieve their objectives. The study's findings show a strong correlation between employee engagement techniques and a company's numerous traits and attitudes, which either directly or indirectly affects a company's work culture.

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