

Enhancing Organizational Performance in Retail Through Employee Engagement

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Abstract

This study examines variables affecting worker performance and engagement from a sample of Delhi, India-based retailing businesses. Using the purposive sample technique, 150 respondents were chosen and given a questionnaire. Descriptive and inferential statistical techniques were used for measurement in order to take respondents' responses into account and make decisions appropriately. With an emphasis on non-financial elements, the study measured employee engagement in connection to organizational performance. The outcomes exhibit that retail worker commitment and occupation fulfilment were very high in Delhi's retailing foundations. Regardless, it was noticed that specialists in retail foundations battled to find some kind of harmony between their positions and their own lives. That's what this study exhibits, regardless of the connection between's work fulfilment and representative commitment, there is no connection between work task — a significant part of hierarchical execution — and worker commitment. The discoveries show that work task assumes an essential part in keeping labourers drew in and guaranteeing the life span and productivity of organizations.

Keywords: Organizational Performance, Retail Industry, Employee Engagement, Job Satisfaction.

1. INTRODUCTION

One of the businesses in India that is growing the quickest is retail, especially over the most recent quite a while. One of the businesses in India that is extending the quickest right currently is the retail business, which has seen unprecedented development as of late. Among the top 30 emerging markets for retail, India is in fifth place according to the 2012 Global Retail Development Index. Its emergence in India is both a cause and an effect of the country's rapid economic progress, which has created many job possibilities. It's reportedly the second-biggest industry in India in terms of job openings, right after agriculture. The retail business in India can be isolated into two classes: coordinated and chaotic.

The licensed merchants that are registered for income tax, sales tax, and other regulations, such as corporately controlled hypermarkets and retail chains, and individually held larger retail businesses, make up the organized sector. Unorganized retailing, which accounts for 97% of all businesses in India, includes traditional family-run businesses, small businesses, hand carts, and street sellers. In India, the retail industry is growing in popularity and organization in response to shifting consumer interests and preferences. Employees in the retail sector contribute to higher client satisfaction and sales. For retail businesses to thrive and improve the consumer experience, they require motivated staff members. In the current competitive environment, maintaining excellent customer service standards and maximizing sales in the retail industry depend more and more on employee engagement.

1.1. Employee Engagement in Retailing

The business and academic communities have given the idea of employee involvement a lot of attention. The practical value of employee engagement from a managerial perspective is highlighted by the association between it and firm performance. Recent surveys show that businesses with highly engaged workers see increases in net income, staff productivity, employee attrition, and their ability to draw in top talent. These findings support the notion that engaged employees are critical to both strategic and tactical initiatives because they are more likely to support organizational change projects and because their actions have an impact across the entire business. The personnel in retail have a major role in the success of its operations. With the rise of consumption, retailing has expanded throughout time in many countries and is the sector that generates the greatest number of jobs. Talent management has long been a top priority in global retailing. Many retailers have implemented HR policies and procedures to teach employees how to give superior customer service. During the last recession, many businesses struggled to expand, so they concentrated on training and developing their employees by putting in place the right procedures. Studies show that motivated employees are important assets to their businesses because they deliver the best results.

1.2.Objectives of the Study

- To evaluate the performance and employee engagement aspects of a chosen sample of Delhi, India's retail businesses.
- To investigate and ascertain, based on non-financial criteria, the connection between staff engagement and company's effectiveness and performance.

2. LITERATURE REVIEW

Gupta, N., & Sharma, V. (2016) offered an exploratory study on the evolution of concepts and terminology related to employee engagement in recent times, as well as the elements and causes that influence it, how to evaluate it, and how important it is for improved business outcomes. With an association with the points and goals of the organization, worker commitment has turned into an essential administration centered try to contend and act in a dynamic and serious climate. Chosen audits of the writing on worker commitment are essential for the procedure utilized in this review. It has been found that worker commitment is a continuous, exceptionally association explicit cycle. Representative commitment is challenging to characterize and is for the most part perceived to be the consequence of incorporating different social qualities, including responsibility, contribution, connection, optional exertion, energy, uplifting outlook, and mental presence. These characteristics empower workers to perform to their maximum capacity and are decidedly related with the outcome of their associations.

Grewal, D. (2017) suggested that businesses may provide more interesting and meaningful client experiences if they base their business practices on consciousness. A retailer or service provider with a conscious foundation operates with a higher purpose and values that are upheld and realized across the entire organization, optimizing benefits to all of its stakeholders (suppliers, customers, employees, investors, employees, the environment, and the community). By building on these pillars, merchants can engage customers more deeply, provide exceptional customer service, foster emotional bonds with them, and forge a common identity centered around values and a clear purpose.

Al Mehrzi, N., & Singh, S. K. (2016) offered a structure for grasping, gauging, and overseeing factors impacting laborer commitment in the public area in the Unified Bedouin Emirates (UAE). As well as investigating the writing on representative commitment, the paper offers specialists a reasonable system for persuading staff individuals toward hierarchical supportability and progress. A system of worker commitment was made as per the writing-based study. It shows how representative inspiration goes about as a middle person in the connection between the pioneer, group, saw hierarchical help, and authoritative culture. The study's examples of employee engagement are appropriate for use in the UAE's public sector. It is necessary to conduct more empirical research to determine the impact of the suggested framework and theories. In order to help practitioners discover treatments that can help engage and keep talented workers for the benefit of enterprises, the study integrates factors of employee engagement into a framework.

Cheche, S. G. (2019) tried to look into how employee involvement affected state enterprises in Kenya's performance in training and research. The importance of research and training grows as the population grows and the demand on limited resources rises along with it. On the other hand, there is a dearth of empirical research regarding state enterprises' success in training and research. The study specifically aims to look into how demographic traits affect the relationship between employee engagement and state businesses' effectiveness in training and research in Kenya. The results of the study showed that tenure, age, and education all had a moderating effect on the the connection between staff engagement and company's effectiveness and performance. The survey found that despite creating a safe and secure work environment that reduces staff turnover, businesses should be mindful of the demographic makeup of their workforce.

Kang, H. J. A. (2018) examined the intervening effects of worker commitment and tried a calculated model of the connections among turnover goal, mental capital, administration environment, and representative commitment. The proposed affiliations were explored utilizing underlying condition displaying, and the effect of hierarchical progressive system was

surveyed utilizing an invariance test on an example of forefront and the board cordiality staff. To increment representative commitment, mental capital and the assistance environment were viewed as more compelling for directors than for cutting edge staff. Representative commitment was likewise a pivotal middle person. By analysing hierarchical order and showing complementary relationship aberrations between cutting edge faculty and chiefs, the review closes huge holes in the writing on neighbourliness and advances hypothesis of social trade.

3. RESEARCH METHODOLOGY

3.1. Study Framework

Illustrative and correlational exploration plans were utilized in the review. "The construction of the examination issue, the structure, association, or arrangement of the connections among concentrate on factors, and the arrangement of examination used to get exact proof on those connections are undeniably communicated in the exploration plan." Participant response categories on a nominal scale, calculated as a proportion of responses taking into account the following scale: Employee engagement can be categorized as no commitment, low commitment, moderate commitment, commitment, and high commitment; the organization performance aspects can be classified as satisfactory or not satisfactory.

3.2. Selected Population and Sample Size

The staff of the 25 retail establishments chosen in Delhi, India, were the subject of this study. These organizations' activities included food staffing, guesthouses, gas stations, mini-supermarkets, retailing a variety of clothing and other things, and the retailing of used machine spare parts. Utilizing the purposive sample technique, participants were chosen. There were 150 participants in this study. Six people were chosen from each organization using convenience sampling techniques. Employees' job assignments were planned at different times, therefore it was difficult to get everyone to complete the study.

3.3. Data Collection and Instrument

A structured questionnaire was utilized in the study in which participants from particular retail firms answered. The questionnaire was divided into two portions, each with a specific focus. The first segment asked questions about employee engagement metrics, while the second section concentrated on questions about the performance of the organization. To evaluate representative inclusion for information coding, the accompanying reaction choices were chosen: none by any stretch of the imagination, little responsibility, moderate responsibility, committed, and profoundly dedicated. Also, there were palatable and non-acceptable reactions for hierarchical execution. To work with the interaction for the members, the specialist changed the ostensible different decision rating framework into a mathematical choice framework: 1 denotes complete noncommitment, 2 minimal commitment, 3 indicates moderate commitment, 4 indicates committedness and 5 indicates extreme commitment.

3.4. Data Analysis

With the aid of SPSS, participant responses were analysed and encoded to facilitate the understanding of the data. In order to comprehend the opinions of the participants on employee engagement and organizational performance, percentages from frequencies were described. Person correlation was used to evaluate the theory.

4. DATA ANALYSIS

4.1. Employee Engagement

Table 1 presents a range of employee engagement metrics, displaying a complex distribution of satisfaction. Strong satisfaction was shown in the areas of Job Autonomy (40.6%) and Company's Community Image (28.5%), where the highest ratings (5%) were found. Lower satisfaction was observed with Acknowledgment of Performance, with only 5.2% rating it at 5% and a notable 50.6% at 3%, indicating potential for improvement. A mixed picture can also be seen in equity in incentives, with only 5.7% at the highest satisfaction level, 31.8% at 3%, and a noteworthy 22.5% at 1%. Overall, the data shows a range of satisfaction levels across many engagement characteristics, with autonomy and community reputation showing notable strengths, but performance acknowledgment and reward equity showing issues.

Table 1: Employee Engagement

Engagement Parameters	5 (%)	4 (%)	3 (%)	2 (%)	1 (%)	Total
Job Autonomy	40.6	29.3	12.7	4.8	12.3	100
Access to Tools and Resources	35.4	29.2	16.0	10.0	9.2	100
Acknowledgment of Performance	5.2	24.0	50.6	15.1	5.1	100
Equity in Rewards	5.7	10.0	31.8	30.0	22.5	100
Appreciation of Ideas and Suggestions	16.5	21.5	39.2	15.2	7.4	100
Consideration of Individual Needs	6.9	17.3	41.5	26.9	7.4	100
Commitment to Job Responsibilities	15.6	29.4	25.6	20.2	9.2	100
Likelihood of Referring to Others	12.3	34.4	34.0	15.2	4.1	100
Company's Reputation in the Industry	23.5	19.0	37.7	15.8	4.0	100
Company's Community Image	28.5	37.3	12.3	14.4	7.5	100

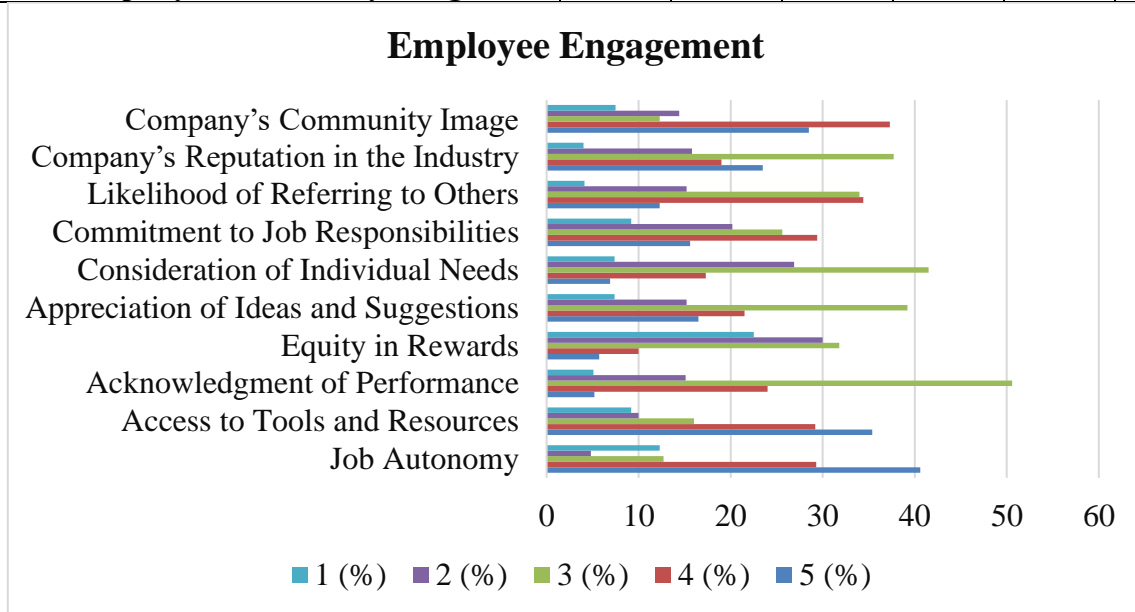


Figure 1: Employee Engagement

4.2. Organizational Performance

Table 2's data show that only 30% of respondents were satisfied with their work assignments, with 70% of respondents finding them to be unsatisfactory. 32% of respondents thought their connections with peers or coworkers were satisfactory, compared to 68% who did not find them satisfactory. Of those surveyed, 37.3% expressed satisfaction with organizational performance and 62.7% expressed dissatisfaction with work-related stress. 39.3% of respondents expressed satisfaction with work-life balance, compared to 60.7% who expressed unhappiness. Remarkably, respondents' work satisfaction was evenly split, with 50% expressing pleasure with the organization's performance and the other 50% expressing dissatisfaction. These findings point up potential areas for improvement within the company in order to raise overall employee happiness.

Table 2: Organization Performance

Performance Parameter		Male	Female	Frequency	Percent
Work Assignment organization	Satisfactory	23	22	45	30.0
	Not satisfactory	52	53	105	70.0
Relationship with peers or colleague's organization	Satisfactory	23	25	48	32.0
	Not satisfactory	55	47	102	68.0
Work related stress organization	Satisfactory	30	26	56	37.3
	Not satisfactory	60	34	94	62.7
Work life balance organization	Satisfactory	37	22	59	39.3
	Not satisfactory	44	47	91	60.7
Job satisfaction organization	Satisfactory	60	15	75	50.0
	Not satisfactory	30	45	75	50.0
Total		90	60	150	100

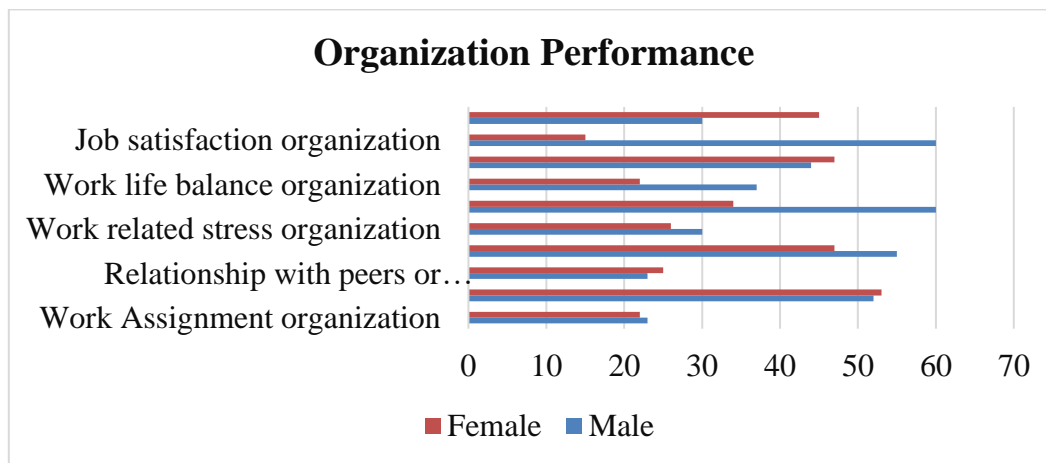


Figure 2: Organization Performance

4.3. Relationship between Employee Engagement and Organizational Performance

The association between key organizational performance metrics and employee engagement criteria is shown in Table 3. Interestingly, fair rewards have a positive link with job satisfaction (0.407), work-life balance (0.285), and work assignment (0.225), suggesting that fair compensation improves these performance metrics. However, there is a negative correlation between job happiness and acknowledging ideas and suggestions (-0.644) and individual requirements (-0.546), indicating that ignoring these areas may result in poorer employee satisfaction. The relevance of employee dedication to activities in sustaining employee morale is highlighted by its positive correlation (0.484) with work satisfaction. Furthermore, the company's industry reputation (0.479) has a favourable influence on job satisfaction, whereas its reputation in the community has a mixed effect, improving peer connections (0.292) but having a negative impact on job satisfaction (-0.390). While there is a mixed link between the likelihood of suggesting the organization to others, peer relationships, work-related stress, and job satisfaction (0.240), the availability of tools and resources (0.326) also positively promotes job satisfaction. These results highlight how crucial it is to improve organizational performance through just compensation, acknowledgment, and a solid reputation in the field.

Table 3: Relationship between employee engagement and organizational performance.

	Work assignment organization	Relationship with peer's organization	Work related stress organization	Work life balance organization	Job satisfaction organization
Availability of tools and resources					0.326"
Provision of fair rewards for work	0.225			0.285**	0.407**
Recognition of ideas and suggestions					-0.644*
Importance to the individuals needs					-0.546"
Employee commitment for his activities					0.484**
Refer to a friend or colleague		-0.321"	-0.231		0.240
Image of the company in the Industry sector					0.479"
Image of the company in the community	0.240	0.292"			-0.390"

5. CONCLUSION

The research emphasizes how important employee engagement is to improving organizational success in the retail industry. Findings show that important organizational performance measures including job satisfaction, work-life balance, and work assignment organization are positively impacted by equitable compensation, a solid industry reputation, and the access of resources as well as tools. Conversely, low job satisfaction is linked to both disregarding individual needs and failing to acknowledge ideas, which highlights areas where retail firms need to make improvements in order to cultivate a more engaged staff. Two other important elements that might influence employee happiness and overall organizational success are employee dedication and a favourable corporate image. In order to improve employee satisfaction and organizational performance, the research emphasizes the necessity for retail firms to prioritize employee engagement initiatives that centre on equitable compensation, recognition, and upholding a good industry reputation.

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