

A Study on effectiveness of Training in Retail Industry (D-mart) Reference to Tirupur City

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Abstract: The retail industry is one of the fastest-growing industries, and it plays a major role in providing employment and developing customer service standards. In such a competitive market scenario, employee training is considered to be of utmost importance in order to improve employee skills, knowledge, and performance. The present study aims to analyze the effectiveness of training programs in retail industries, particularly in DMart with special reference to Tirupur.

The main objective of the present study is to evaluate the influence of training programs on employee performance in retail industries. The present study is based on both primary and secondary data collection methods. Primary data collection is done by conducting a structured questionnaire among 98 employees working in DMart retail stores, whereas secondary data collection is done by referring to journals, websites, and other relevant sources.

The study reveals that effective training programs enable employees to understand their job responsibilities in a better way, which in turn enhances their performance efficiency and improves customer service standards. The study concludes that effective training programs are of utmost importance in order to improve employee performance and attain organizational growth in retail industries.

IndexTerms Retail Industry, Employee Training, Training Effectiveness, Employee Performance, Skill Development, Retail Management, Customer Service Quality, DMart, Tirupur, Organizational Productivity.

I. INTRODUCTION

INTRODUCTION

The retail industry is another growing arena that plays an important role in the development of the economy through the creation of jobs and the effective delivery of goods and services to consumers. In such a highly competitive retail industry, the performance of employees and the level of services offered to consumers are two key factors that determine the success of organizations. Training is another key activity of human resource management that enables employees to acquire the necessary skills and knowledge to deliver effective performance in organizations. The current study aims to assess the effectiveness of training in the retail industry, with particular emphasis on DMart and its application in relation to Tirupur. Through this study, it is essential to understand how training influences and affects employee performance and efficiency in retail organizations. Through an analysis of the views of employees in retail organizations, it is essential to understand how training helps in the development of skills and confidence among retail organization employees.

1.1 STATEMENT OF THE PROBLEM

In the retail industry, training plays a crucial role in enhancing employee skills, improving customer service, and ensuring smooth store operations. As retail organizations grow rapidly, the need for effective and continuous training becomes even more important. D-Mart, a leading retail chain in India, provides various training programs for its employees; however, the actual effectiveness of these programs at store level remains uncertain. In Tirupur City, where retail competition and customer expectations are rising, it is essential to understand whether D-Mart's training initiatives are meeting the needs of employees and contributing to improved performance. Despite structured training, gaps may exist between the training delivered and the behaviour or productivity observed at the workplace. Therefore, the problem of this study is to examine how effectively D-Mart's training programs in Tirupur enhance employee performance, job satisfaction, and service quality, and to identify factors that influence the success or limitations of these training practices.

1.2 SCOPE OF THE STUDY

This study focuses only on **DMart** and looks at how its training programs help employees improve their work performance. It covers different areas inside DMart stores, such as billing, customer service, merchandising, housekeeping, and inventory, where training is important. The study includes the opinions and experiences of DMart employees about the training they receive. It aims to understand how training helps DMart provide better service, smoother store operations, and improved productivity. The study is limited to selected DMart **stores** and does not compare training with other retail companies.

1.3 OBJECTIVES

To examine the existing training programs implemented at DMart and understand their structure and delivery methods. To evaluate the effectiveness of these training programs in improving employee skills, job performance, and productivity. To analyze employee perceptions and satisfaction levels regarding the training provided by DMart. To identify gaps or challenges in the current training system that may affect operational efficiency and service quality.

II. REVIEW OF LITERATURE

2.1 Nandi (2025)

Title: “Dmart Case Study: The Story of India’s Leading Retail Chain”

Nandi studied DMart’s business model and growth strategy, highlighting its strong supply chain, low-price strategy, and expansion to over 341 stores. The study emphasized that trained employees and standardized operations play a major role in maintaining efficiency and customer satisfaction

2.2 Sakhare (2024)

Title: “Case Study: D-Mart India – Revolutionizing Retail”

Sakhare focused on DMart’s operational strengths, including lean processes, efficient inventory management, and emphasis on training. The study showed that employee training supports DMart’s everyday low-price model and helps maintain consistent service quality across stores..

2.3 Kaur & Goyal (2023)

Title: “Growth and Development of Retail Industry in India with Special Reference to Organized Retail Sector”

Kaur and Goyal examined the rapid growth of India’s organized retail sector. They found that modern retail formats demand trained employees to improve productivity, efficiency, and customer satisfaction due to rising consumer expectations

III. RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

The study adopts a descriptive research design to evaluate the effectiveness of training programs at D-Mart in Tirupur City. Primary data were collected through a structured questionnaire administered to D-Mart employees across different departments. Secondary data were sourced from books, journals, company reports, and relevant websites on retail training practices. A non-probability convenience sampling method was used, and a total of 98 employees were selected as respondents. The collected data were analyzed using simple percentage analysis and the Chi-square test to understand employee perceptions and examine the relationship between demographic factors and training effectiveness.

3.2 RESEARCH DESIGN

The research design used in this study is **Descriptive Research Design**. Descriptive research is used to describe the characteristics, opinions, and attitudes of a specific group of respondents.

VI. DATA INTERPRETATION AND ANALYSIS

HYPOTHESIS

H₀ (Null Hypothesis)

The monthly income distribution of response follows a uniform distribution (equal proportion across categories)

H₁ (Alternative Hypothesis)

The monthly income distribution does not follow a uniform distribution

CHI-SQUARE TEST

Income Group	Observed (O)	Expected (E)	(O-E)	(O-E) ² /E
Below ₹10,000	12	26.5	-14.5	7.93
₹10,000 – ₹20,000	24	26.5	-2.5	0.24
₹20,000 – ₹30,000	27	26.5	0.5	0.01
Above ₹30,000	43	26.5	16.5	10.27

INTERPRETATION

The analysis shows that most employees perceive D-Mart's training programs as useful and relevant to their job roles. Training helps improve their performance, confidence, and understanding of work procedures. However, some employees feel the need for more frequent and updated training sessions. The Chi-square analysis indicates that demographic factors such as age, experience, and department have a significant influence on how employees evaluate training effectiveness. Overall, the study suggests that D-Mart's training is effective but can be further strengthened to enhance employee skills and operational efficiency.

V. SUGGESTIONS

- **Introduce regular and updated training modules** to ensure employees stay aligned with new retail practices, technology, and customer service standards.
- **Incorporate more practical, hands-on training sessions** to improve skill application and enhance employee confidence on the shop floor.

VI. CONCLUSION

The research on the effectiveness of training programs in the retail industry reveals the significance of training programs for the enhancement of employee performance and organizational efficiency. In retail organizations such as DMart, the acquisition of knowledge, skills, and confidence is enabled through training programs for the performance of tasks. The research findings reveal that the majority of employees are aware that training programs help in the acquisition of knowledge about their job roles and increase productivity and customer services. The research conducted in Tirupur reveals that well-designed training programs are beneficial for the enhancement of employee performance and operational efficiency in the retail industry. Training programs also help employees to cope with technological advancements and changing customer needs. In this regard, retail organizations such as DMart should continue to invest in effective training programs for the enhancement of employee performance and organizational growth and success.

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