

# WELL STRUCTURED TRAINING AT RETAIL CHAINS IN INDIA

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## Abstract

*Retail business is the business which heavily relies on the transaction ability and efficiency of the sales force. If we talk about the organized retail chains running in India, Reliance and Big Bazaar are the leading retail chains. They are having outlets across the nation, having huge number of sales personnel to whom they also provide specified training. An effort was made through this research work to study whether the training provided at the retail chain is well structured and is there any difference in their structure. Keeping this in mind this study was conducted on the training program of Reliance Smart and Big Bazaar situated in Ahmedabad, Vadodara, Jaipur and Udaipur cities. T test and Z test were used to check the level of significance and significant difference.*

**Key Words: Training, Well structure, Reliance Smart, Big Bazaar**

## Introduction:

Retail sector is rising significantly. Even in the COVID 19 pandemic the retailers were not all that affected in fact they run their business effectively and earned good profit. In this crisis situation the sales force of these retail houses specially the Reliance and Big Bazaar managed their clients and provided them with the best of services. Probably the training that was provided to them earlier helped them to serve in a professional and proficient manner. The training which is provided at these organizations are formal and well structured but to what extent these are well knitted as per the organizations need and how systematically and scientifically these training programs are developed an effort was made in this research to ascertain this phenomenon.

Good quality of training ensures individual and organizational efficiency and growth. Training provided to sales force can develop trust and positivity among salespersons their attitudinal change can be brought (Rahman et al., 2015).<sup>1</sup> Training and development activities at any retail house can generate significant benefits for different stakeholders. Proper attention is required on pre preparation of training programme and appointment of trainers. (Herman Aguinis and Kurt Kraiger, 2009)<sup>2</sup> Very few researches have been done on the effect of training on sales force. Training design can play a significant role in its outcome. A lot also depends on the delivery and timing of training programme (Churchill et al., 1997).<sup>3</sup> Sales training increases productivity, quality and profitability of the institution. Though the accurate outcome of training is very difficult to measure (Vijay Lakshmi et al. 2015).<sup>4</sup>

**Research Objectives:**

- To know whether the training provided to employees of retail chains is well structured.
- To know the difference between of retail chains related to well structured training.

**Research Hypothesis:**

- Training provided to employees of retail chains is not significantly well structured.
- There is no significant difference in training programme at Reliance Smart and Big Bazaar as far as good structure is concerned.

**Sample:**

80-80 respondents were randomly selected from Reliance Smart and Big Bazaar operating at Ahmedabad, Vadodara, Jaipur and Udaipur cities. Thus in all 160 employees of these retail chains were investigated related to the structured training.

**Data analysis and interpretation:**

Opinion of sales persons from Reliance Smart and Big Bazaar were collected through the questionnaire related to the well structured training programme. Most of the respondents were having an opinion that training provided at Reliance Smart is well structured. There is less ambiguity, everything is quite well planned, certain and well scheduled. The overall score for the structured training programme at Reliance Smart was 70% (see table 1).

**TABLE -1**

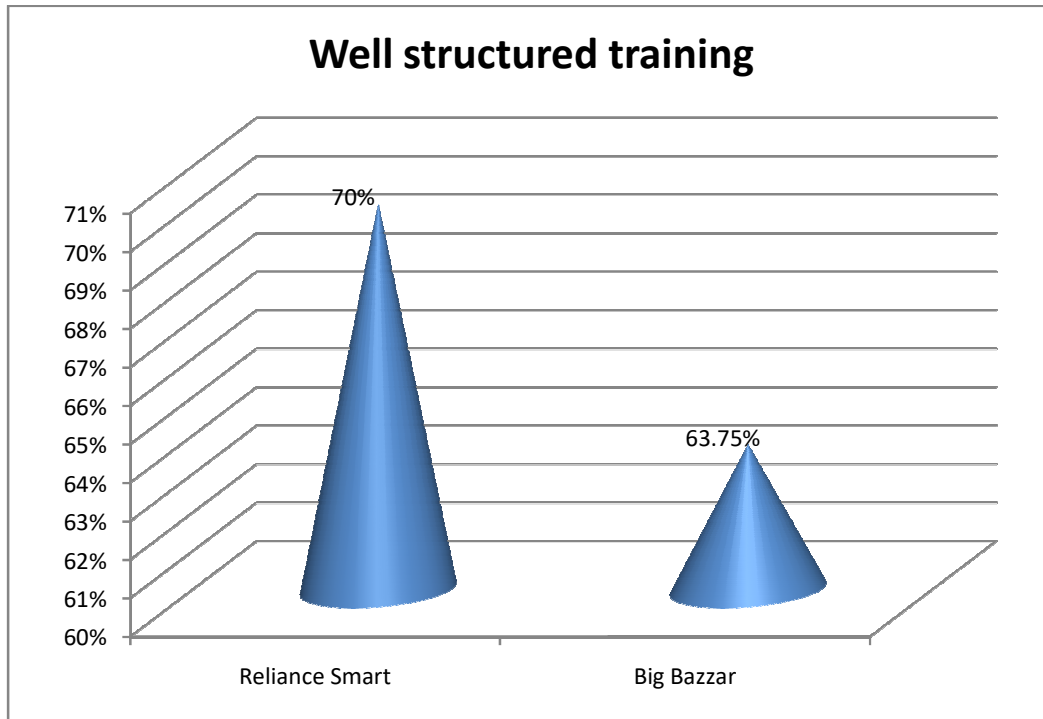
<b>Well structured Training at Reliance Smart</b>			
<b>Particular</b>	<b>No. of respondents</b>	<b>Weight</b>	<b>Score</b>
Strongly Agree	24	4	96
Agree	30	3	90
Somewhat Agree	14	2	28
Disagree	10	1	10
Strongly Disagree	2	0	0
<b>Total</b>	<b>80</b>		<b>224</b>

The overall score for the structured training program at Big Bazaar was a 63.75% (see table 2); little less than Reliance Smart. At Big Bazaar also majority of the employees were having an opinion that the training program is well structured. It is informed and planned in advance. Proper feedback is also taken after the training program and it is a continuous process that is not confined to the induction and orientation only.

**TABLE 2**

<b>Well structured Training at Big Bazaar</b>			
<b>Particular</b>	<b>No. of respondents</b>	<b>Weight</b>	<b>Score</b>
Strongly Agree	30	4	120
Agree	20	3	60
Somewhat Agree	7	2	14
Disagree	10	1	10
Strongly Disagree	13	0	0
<b>Total</b>	<b>80</b>		<b>204</b>

CHART 1



To assess whether the difference between the scores of well structured training program is significant Z test was done. It indicates the calculated Z value is 0.84 which is less than the table value 1.96 so it can be said that the difference is not significant. Training is almost equally well structured in both the retail houses. Hence the second hypothesis is accepted.

$$|Z| = \frac{|P_1 - P_2|}{\sqrt{P_0q_0\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

$$= \frac{0.70 - 0.6375}{\sqrt{0.6688 \times 0.3312\left(\frac{1}{80} + \frac{1}{80}\right)}} = 0.84$$

To assess the overall level of well structured training T test was done at 60% basis. 60% was considered as the significant level above which if the training consistent, it will be considered as significantly well structured. Research data has shown that the P value is 0.014 which is less than 0.05 that means training is significantly well-structured in both the retail houses. Hence the first hypothesis is rejected.

T Test on the basis of 60%

N	Mean	df	SD	t	Sig.
160	66.88	159	1.34	3.22	0.014

**Conclusion and Suggestion:**

Training being provided in both the retail houses is quite well structured. Employees find it systematic and scientific. They find it meaningful and well planned though the scope of improvement is still there. It can be more structured provided we incorporate few standard operating procedures. It will certainly help in providing better results. More professional trainers services may be availed to make it more structured, effective and interesting even for the existing employees working for long period. To stimulate dynamism and to incorporate new changes training must be well structured and well knitted with other operations of business.

**References:**

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