The Retail Industry's Organizational Culture: A Special Reference to Bangalore City

Dr. Veena Ishwarappa Bhavikatti[1*], Apoorva M P[2], Meenakshi V[3]

[1*]*Associate Professor, Department of MBA, AMC Engineering College, Bangalore 560083, Karnataka, India.*
[2,3]*Assistant Professor, Department of MBA, AMC Engineering College, Bangalore 560083, Karnataka, India.*

Corresponding Email: [1*]*veenabhavikatti@gmail.com*

Abstract: This study looks at Bangalore's retail industry's organizational culture. By means of an extensive examination of business procedures, employee relationships, and leadership approaches, the study seeks to identify the fundamental components influencing the culture of the firm. The study's insights might help to clarify the distinctive cultural environment of Bangalore's retail industry, providing insightful viewpoints for both scholars and enterprises.
The research on organizational culture within the retail sector in Bangalore reveals the internal environment and influences their performance, employee engagement, and overall success. In the backdrop of the bustling city of Bangalore, renowned for its vibrant economy and diverse workforce, this research examines the multi-dimensional facets of organizational culture that shape the behavior, values, and interactions of retail businesses.

Keywords: Retail Industry, Corporate Culture, Work Employee Engagement, Leadership Skills, Team Dynamics.

1. INTRODUCTION

The word "organizational culture" speaks of an organization's common beliefs and objectives. It is feasible to progress a culture of respect, cooperation, and support within a company when everyone shares the same beliefs and objectives. Strong, encouraging business cultures are more likely to draw highly skilled, devoted workers who are aware of and act in the interest of the company.

The strengths of organizational culture in retail industries include fostering customer centricity, promoting teamwork and collaboration, encouraging innovation and adaptability to changing market trends and creating a positive and engaging work environment for employees. A strong

organizational culture in retail can lead to improved customer satisfaction, higher employee morale, enhanced brand loyalty, and better overall business performance.

Working during research is a way to learn about understanding and gaining practical knowledge and experience in a beneficial environment. Researchers broaden their understanding of their organizational structure and expand the number of working relationships. utilizing several interventions, this aids in closing the distance between knowledge and its functions. Additionally, it offers statistics on communication abilities and ought to draw attention to basic interrogation techniques. As per the retail index (2021), Bangalore ranked second in Retail attractiveness. According to the Federation of Karnataka Chambers of Commerce and Industry (FKCCI), there are around 4 lakh shops in Bruhat Bengaluru Mahanagara Palike (BBMP) limits, of which 12% to 15% have closed.

Objectives:
- To assess the attitude of employees toward the organizational culture.
- To analyze the significance of organizational culture and its effects on workers
- To comprehend the elements influencing organizational culture
- To analyze the business performance with the help of an organization
- To identify the cultural components in the Retail Industry

2. RELATED TO WORK

In his research paper titled "A study on attrition – turnover intentions in the retail industry," Batty Dorance Jeen (2014) assesses the impact of employee turnover intentions on organizational results. For this purpose, 100 first- and middle-line staff members from selected organized retail stores in Bangalore were given questionnaires. Because this is a qualitative study, a questionnaire was used to collect data. According to the econometric research, attrition variables including QWL, career growth, working hours, personal/family reasons, relationships with internal coworkers, welfare, working conditions, and remuneration are all impacted by turnover intention. .

A 2001 paper by Mitchell et al. titled "How to keep your best employees: Developing an effective retention policy" examined a number of recent studies and offered recommendations for handling turnover and retention. Researchers have noticed that workers often quit for non-work-related reasons. Most of the time, employees stick around because they feel comfortable and connected. For eleven years, researchers developed and tested novel theories on employee retention, reviewed practitioner and scientific literature, conducted interviews with many people who had departed their employment, and engaged in a broad variety of job-related activities. A few themes emerged, including the fact that many individuals were considering leaving after experiencing some shock. Seldom do individuals leave their jobs without looking for another one. According to a summary of the findings, "many people leave as a result of shock, lot of which are exterior and don't include money, many people are reasonably satisfied when they leave."

In their work "An analysis of retail sector with reference to employee retention management,"

Verma, Priyanka, and Likhitkar, Poonam (2015) examined how employee retention is one of the major issues that many businesses confront, particularly in the context of the insurance and retail sectors. Employers have the responsibility of implementing effective HR policies to retain important members of the workforce. Following analysis, it was shown that a variety of additional variables, in addition to money, influence an employee's decision to stay with or quit the company. These considerations include Work overload, employment uncertainty, a lack of a career plan, and compensation that isn't performance-based all have an impact on how long employees stay in the retail industry. .

The 2013 research "Employee Retention practices in Indian Corporate - A study of selected MNCs" by Nazia, Sultana, and Begum, Bushra, focused on the methods employed by a few Indian MNCs to retain their staff members and also highlighted the views of the staff members about these methods. The author has shed light on the strategic measures that Indian MNCs are taking to hold onto their talent. By examining the various strategies used by Indian MNCs to retain their workforce and evaluating the effects of the three R's—Respect, Recognition, and Rewards—on employee satisfaction, this research aimed to close any gaps in the knowledge. According to the study's findings, employers need to take steps to relieve workers of their burden, such as rotating jobs, moving offices, and engaging in other leisure activities.

In the 2016 study "Job Satisfaction - A Major Factor Behind Attrition or Retention in Retail Industry," Dr. Sarabjeet Kaur and Ms. Ritu Vijay noted that there are a number of other factors that affect employee retention in the retail industry in addition to money. These factors include work overload, job ambiguity, a lack of career planning, and performance pay.

3. RESEARCH METHODOLOGY

A purposeful solution to search issues is search technology. gives a logical overview of the many scientific advances made to determine various approaches.

Research Design:
The framework of the research is viewed as a framework or strategy to direct the study and help with information gathering and investigation. For this test, the setup for the search may be testable, demonstrative, and experimental.

Scope of the Study:
Establish the culture of the organization. It is useful to find out how employers feel about the work and how content they are with it. The business can use this analysis to pinpoint areas where workers are satisfied and unsatisfied with their jobs. This study aids in the company's administrative decision-making.

Collection of data:
Primary: Direct meeting with company employees and questionnaire
Secondary: websites and annual reports
Sample procedure:

Universe: The universe of the study is the retail sector of Bangalore
Population: Employees of the Retail Sector in Bangalore
Sample Unit:100
Sample Size:100
Sampling tool: Questionnaire

Statistical Tools and Techniques Used
- Frequency distribution table
- Figures and charts
- Chi-square test

Limitation of the Study:
1. The study is restricted to the Retail sector of Bangalore
2. The sample size is restricted to 100 respondents only.
3. The analysis is in keeping with the employee's responses in the retail sector of Bangalore

Testing of Hypothesis Statement:
H0-There is no significant relationship between the age and educational level of the respondents.

H1 - There is a significant relationship between the age and educational level of respondents.
Significant level (α)=0.05

AGE EDUCATION	SSLC	PUC	GRADUATE	POSTGRADUATE	TOTAL
20-30	1	2	44	53	100
31-40	1	1	3	95	100
41-50	0	0	0	0	0
51-60	0	0	0	0	0
TOTAL	2	3	47	148	200

Table 1 shows the Age and Education details of respondents

Chi-Square Analysis
Calculation of Total Expected Value:
Expected value = total of each row × total of each column ÷ Total sample size

Observed Frequency	Expected Frequency	O-E	(O-E)2	(O-E)2/E
1	1	0	0	0
2	1.5	0.5	0.25	0.166
44	23.5	20.5	420.25	17.88
53	74	-21	441	5.95
1	1	0	0	0

1	1.5	-0.5	0.25	0.166
3	23.5	-20.5	420.25	17.88
95	74	21	441	5.959
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
				$\Sigma=48.001$

Table 2 Shows the Chi-Square analysis

χ^2 is calculated $=48.001$
Degree of freedom $=$(Column-1)(Rows-1)
$= (5-1)(4-1)$
$= 4*3$
$= 12$
χ^2 Tabular $= 21.03$ Here,
χ^2 calculated $> \chi^2$ tabular Therefore,
We reject the null hypothesis (H0) and accept the alternative hypothesis (H1).

4. RESULTS AND DISCUSSION

1. Figure computation the majority of respondents said top management in our company always makes an effort to recognize and tap into employees' potential.
2. Here, the majority of respondents unambiguously concurred that organizational culture plays a big part in developing and preserving a distinct identity.
3. By a majority of respondents in the chart calculation, sufficient authority over resources was required to fulfill the task.
4. Here, the most of respondents cited being adaptable and tolerant when changes are required.
5. The majority of respondents agree that each person and each team should have definite objectives that are related to the mission and goal of the company.
6. The majority of respondents firmly feel that this organization, the positional value system is understood by the staff.
7. The majority of respondents firmly agreed they were important to make sure that everyone on staff is aware of the company's mission and basic values.
8. The majority of respondents indicated they feel empowered and well-supported by our organization's managers and executives.
9. Calculated from the chart, it is obvious that the hierarchy culture in the retail industry is one of process-oriented control.

10. The majority of respondents were likely to say that our organization's desired culture is strengthened by equipping employees with cutting-edge tools and work processes.
11. In this case, the majority of respondents affirmed that a positive organizational culture fosters employee engagement and increases productivity.
12. The majority of respondents indicated that workplace culture could be enhanced with the appropriate techniques and communications.
13. The majority of respondents indicated that teamwork is a part of the highest caliber and is demonstrated throughout the business.
14. We can see plainly that business decisions are frequently made using facts rather than just impressions or assumptions.

Results and Discussion:
1. Engage workers all year round By Implementing regular employee engagement surveys to gather feedback and Foster open communication channels for employees to express their ideas and concerns.
2. Coach personnel Provide continuous training and development opportunities. And encourage mentoring programs to facilitate knowledge transfer and skill development.
3. Be effective in your employee communications and implement a transparent communication strategy to keep employees informed about company goals and changes.
4. Establish a formal recognition program that acknowledges both individual and team achievements.
5. Celebrate milestones and accomplishments publicly to boost morale.
6. Have difficult discussions and make difficult decisions. Trains leaders on effective communication and conflict resolution skills. Create a culture that encourages constructive feedback and honest discussions.
7. Make it clear to workers that they are loved by you and the culture of your company. Foster a supportive and inclusive work environment. Implement initiatives that demonstrate care for employees' well-being, such as wellness programs or flexible work arrangements.

5. CONCLUSION

The study on the organizational culture of retail industries in Bangalore reveals diverse cultural practices, emphasizing the significance of strong leadership, employee engagement, and customer-centric approaches. It underscores the importance of fostering a positive and inclusive work environment to boost employee morale and productivity, additionally, the study highlights the impact of organizational culture on employee satisfaction, retention, and overall business performance. Further research and tailored interventions can help companies in Bangalore enhance their organizational culture for sustained growth and success in the dynamic retail market.

6. REFERENCE

1. Jyoti Kumari, Dr Vijay Kumar (2023). Employee Retention Issues in Retail Industry: A Review of Literature, journal of emerging technologies and innovative

research,10(10),2389-5162.

2. S. Batty Dorance Jeen (Jan-March 2014) "A study on attrition – turnover intentions in retail industry" International Journal of Business and Administration Research Review, I(3).

3. Terence Mitchell, Brooks C. Holtom &Thomas Lee (November 2001) "How to keep your best employees: Developing an effective retention policy" Academy of Management Perspectives,15(4).

4. Verma, Priyanka and Likhitkar, Poonam (2015), "An analysis of retail sector with reference to employee retention management", International Journal in Management and Social Science,3(3).

5. Sultana Nazia and Bushra Begum (2013), "Employee Retention practices in Indian Corporate – A study of selected MNCs" International journal of Management and Social Science Research, Vol 2,12-16.

6. Dr. Sarabjeet Kaur1 & Ms. Ritu Vijay (2016) "Job Satisfaction – A Major Factor Behind Attrition or Retention in Retail Industry" Imperial Journal of Interdisciplinary Research (IJIR) Page 993 ISSN: 2454-1362.

7. Vyas, S. K, Vyas, L, & Singh, S. (2023) "A Review on Impact of E-commerce Websites on Small Kirana Shops in India. Intelligent Sustainable Systems: " Selected Papers of WorldS4 2022, Volume 2, 29-38.

8. Beckers.J, Weekx, S., Beutels.P, & Verhetsel, A. (2021) "COVID-19 and retail: The catalyst for e-commerce in Belgium?" Journal of Retailing and Consumer Services, 62, 102645.

9. Kulkarni, Dr & Khan, Ms. (2023) "THE EVOLUTION AND IMPACT OF E-COMMERCE ON MALLS IN INDIA: A COMPARATIVE ANALYSIS. EPRA" International Journal of Economic and Business Review,24-29. 10.36713/epra13456.

10. McDonald, S., Oates, C., Thyne, M., Alevizou, P., and McMorland, L. A. (2009) "Comparing sustainable consumption patterns across product sectors" International Journal of Consumer Studies,33(2), 137-145.