



EXPLORING THE RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND DEMOGRAPHIC VARIABLES: A STUDY IN THE RETAIL SECTOR

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Abstract: *Employee Engagement (EE) is essential to the development and success of enterprises in India's retail industry. One of India's largest employers, the retail industry employs millions of people around the nation. Because to the low levels of EE, the industry is also infamous for its high turnover rates. In our study, we have tried to find out the influence of demographic variable on EE using multiple regression. 298 samples were collected using questionnaire from retail employees of Prozone Shopping mall in Coimbatore. Descriptive design with Multistage stage sampling is used. Except Gender, all the variables are found influencing EE.*

Key word: *Employee Engagement, Retail sector, staff retention, productivity*

Introduction

In recent years, many Indian merchants have begun to regard EE as a crucial factor in their ability to succeed. They have come to understand that motivated staff members are more productive, offer superior customer service, and are more likely to stick with the company. Retailers in India have used a variety of tactics to raise EE. Providing opportunities for training and development, delivering rewards and incentives to employees, giving regular feedback and recognition, and fostering a happy work atmosphere are a few of these techniques.

Overall, the Indian retail industry is placing more and more emphasis on EE. Retailers who prioritise EE are likely to have a competitive edge and provide better company results when market competition rises.

Review of Literature

Regular feedback sessions, according to our research, have a positive impact on EE. According to research, giving employees feedback can increase their sense of worth and engagement (Gallup, 2020). This has proven crucial in the retail industry, where workers may feel underappreciated and undervalued (Hunt et al., 2020). Providing incentives and bonuses to employees has shown to be a successful tactic for raising EE in our company. According to research, granting employees