

## A Study on Employee Attrition and Retention in Retail Industry



**L. Megha**  
megha\_rao@yahoo.com  
Ph.No: 0 81529 83213

<b>Student's Name</b>	<b>L. Megha</b>	<b>HRM (FT-2014)</b>
<b>Academic Supervisors</b>	H. N. Nagesha	
<b>Industrial Supervisor(s)</b>	A. Michael, Bigbazaar, Hebbal, Bengaluru	

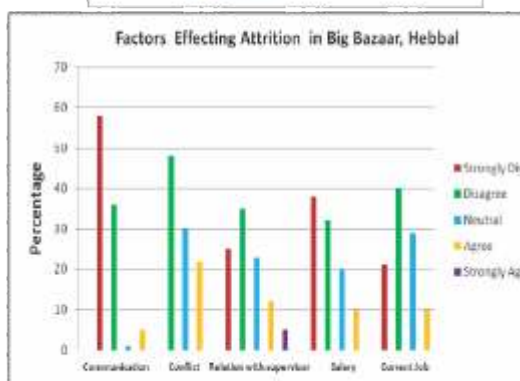
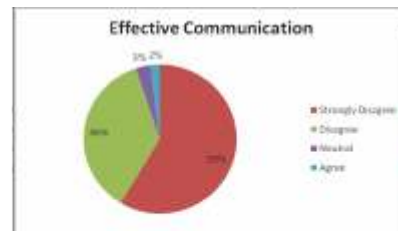
**Keywords:** Employee Attrition and Retention, Retail Sector

**Abstract:**

Retailing plays a major role worldwide. Employee Attrition and Retention of staff has become a major concern for HR department in retail industry. High amount of turnover affects employees as well as the organisation. In the present scenario HR managers have to look into how to retain the employees which is a greater challenge.

The purpose of the study is to assess employee attrition and retention with special reference to Big Bazaar, Hebbal. The methodology used is random sampling technique for sample size of 100 respondents through questionnaire. The data is analysed through regression and correlation using SPSS 22 software package. This paper highlights the causes for employee attrition in Big Bazaar, Hebbal and suggestions are made to retain employees and reduce attrition in the organisation.

It was found that 62% of the employees are not satisfied with salary, and 59% respondents agree that there is no effective communication among employees and supervisor. Some of the suggestions made are the management has to look into various factors like rewards, bonding programme, flexible working hours and employee's career paths



Month	Budget	Total No. of Staff Quit	Percentage (%) attrition
May'15	105	8	13%
June'15	105	20	6%
July'15	105	10	10%
Aug'15	105	13	9%
Sept'15	105	11	10%
Oct'15	105	8	13%
Nov'15	105	16	7%
Dec'15	105	13	8%
Jan'16	105	18	6%
Feb'16	105	9	12%
Mar'16	105	5	20%
Apr'16	112	4	28%
May'16	112	10	11%
<b>Total</b>	<b>1788</b>	<b>156</b>	<b>11%</b>

**Conclusion:** Around 62% of the employees are not satisfied with salary, and 59% respondents agree that there is no effective communication among employees and supervisor