ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 3| March2026|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

THE HUMAN RESOURCE CONTRIBUTION TO BUSINESS GROWTH IN D- MART AT TIRUPPUR

Dr. N. Deepa M.Sc., M.Phil., Ph. D,[1], Sanjay S[2]
[1]Professor, Department of Commerce with Computer Science, Dr. N.G.P. Arts and Science College, Coimbatore
[2]III B.Com IT, Department of Commerce (IT), Dr. N.G.P. Arts and Science College, Coimbatore

ABSTRACT

Human Resource Management plays a crucial role in driving business growth, particularly in retail organizations such as D-Mart located in Tiruppur. The success of D-Mart in Tiruppur can be largely attributed to its effective human resource practices, including strategic recruitment, continuous employee training, performance management, and motivation initiatives. By hiring skilled and customer-oriented employees, the organization ensures efficient store operations and enhanced customer satisfaction. Training and development programs improve employee productivity, product knowledge, and service quality, which directly contribute to increased sales and customer loyalty. Furthermore, performance appraisal systems and incentive schemes motivate employees to achieve organizational goals while maintaining cost efficiency. Effective workforce planning and employee engagement also reduce turnover and create a stable work environment. Overall, the contribution of human resources at D-Mart in Tiruppur significantly supports operational efficiency, customer retention, and sustainable business growth.

KEYWORDS: *HRM, Business Growth, Employee Performance, Training, Motivation, Retail Sector, D-Mart, Tiruppur.*

INTRODUCTION

The Human Resources (HR) department plays a crucial role in driving business growth at D-Mart by recruiting skilled employees who ensure high-quality customer service and operational efficiency. Through continuous training and development programs, HR equips employees with the necessary skills to perform effectively and adapt to new technologies. The department enhances employee engagement and retention by implementing motivational policies, fostering job satisfaction, and building a loyal workforce. Performance management systems help align individual objectives with organizational goals, while a positive work culture encourages teamwork and innovation.

In addition, HR ensures compliance with labour laws, manages risks, and maintains a stable working environment. It supports business expansion by streamlining recruitment and onboarding processes for new stores, ensuring smooth scalability. The department also handles essential administrative functions such as attendance management, leave records, and employee integration. By aligning HR strategies with business objectives, HR significantly contributes to the sustained growth and overall success of D-Mart.

STATEMENT OF THE PROBLEM

The study aims to identify the key HR functions that drive productivity, enhance workforce satisfaction, and support D-Mart's expansion in the competitive retail market.

The problem lies in effectively harnessing the potential of Human Resources (HR) to contribute to D-Mart's business growth. Despite being a critical function, HR is often seen as a support system rather than a driver of business success.

REVIEW OF LITERATURE

Year	Title	Author	Research Methodology	Findings
2020	Human Resource Management	Gary Dessler	Conceptual / Book-based	HR is essential for formulating and implementing strategies that foster business growth
2023	Human Resources (HR)	Investopedia	Descriptive / Online	HR is the division responsible for recruiting, screening, training, and administering employee-benefit programs.
2013	Human Resource Management	R. Wayne Mondy	Conceptual / Utilization-focused	HRM is the utilization of individuals to achieve organizational objectives.
2014	Strategic Human Resource Management	Michael Armstrong	Conceptual / Strategic HRM	HRM is a strategic and coherent approach to managing an organization's people, contributing individually

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 3| March2026|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

OBJECTIVE

- To recruit, develop and retain skilled employees who can drive D-Marts operational excellence and innovations.
- To examine how HR strategies attract, retain, and develop talent, enhance employee productivity, and foster a positive workplace culture.
- To analyzing these factors, the study aims to identify best practices that can be implemented to support D-Mart's growth and ensure its competitive edge in the retail market.

RESEARCH METHODOLOGY

Area of Study: Tiruppur

Sampling Technique:SPS,Word,Excel,

Sample Size:110

Period of Study:3 months

DATA ANALYSIS & INTERPRETATION

PERCENTAGE ANALYSIS

AGE

Age	Frequency	Percent
18-20	74	67.9
23-26	26	23.9
30-35	9	8.3
Total	109	100.0

Source: Primary data

INTERPRETATION

From the following table, it is observed that the majority of the respondents (67.9%) are within the 18–20 age group, indicating that most participants are young adults. The 23–26 age group accounts for 23.9% of the total respondents, making it the second largest category. Meanwhile, only 8.3% of respondents fall within the 30–35 age range, representing the smallest proportion

Gender

Gender	Frequency	Percent
Male	86	78.9
Female	22	20.2
Total	108	99.1

Source: Primary data

INTERPRETATION

From the following table, it is observed that the majority of respondents were male, comprising 78.9% (86 out of 108), while females accounted for only 20.2% (22 out of 108). This indicates a notable gender imbalance in the sample. The data suggests that male perspectives are more prominently represented in this study. The total percentage of 99.1% reflects a slight rounding discrepancy in the reported figures.

Working Hours Per Week

Working Hours Per Week	Frequency	Percent
Less than 30	54	49.5
30-40	31	28.4
40-50	16	14.7
Above 50	8	7.3
Total	109	100.0

Source: Primary data

INTERPRETATION:

From the following table, it is observed that the majority of respondents (49.5%) work less than 30 hours per week. About 28.4% work between 30 and 40 hours, while 14.7% work 40 to 50 hours, and only 7.3% work more than 50 hours per week. This indicates that most participants have relatively shorter working hours

Training programs provided by HR

Training programs provided by HR	Frequency	Percent
Excellent	47	43.1
Good	45	41.3
Average	12	11.0
Poor	5	4.6
Total	109	100.0

Source: Primary data

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 3| March2026|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

INTERPRETATION

From the following table, it is observed that the majority of respondents (43.1%) rated the training programs provided by HR as excellent. Another 41.3% considered them good, while 11% rated them as average and 4.6% as poor.

Do you feel HR supports your career grow

Do you feel HR supports your career growth	Frequency	Percent
YES	86	78.9
NO	23	21.1
Total	109	100.0

Source: Primary data

INTERPRETATION

From the following table, it can be interpreted that a large majority of employees (78.9%) feel that HR supports their career growth. Only 21.1% of employees believe that HR does not provide such support. This indicates that HR initiatives for career development are positively perceived by most staff.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

• Majority of employees belong to the young and middle-age group.
• Majority of the workforce shows a balanced gender composition.
• Majority of employees have undergraduate education.
• Majority have 1–5 years of work experience.
• Majority agree that recruitment and selection are systematic.
• Majority state that training programs improve employee skills.
• Majority feel performance appraisal motivates employees.
• Majority are satisfied with job security and work environment.
• Majority feel compensation and benefits are fair.

SUGGESTION

• Introduce skill development programs for employees.
• Improve performance-based incentives to motivate staff.
• Conduct regular feedback meetings with employees.
• Provide better career growth and promotion opportunities.
•Improve employee welfare facilities.
•Encourage team-building activities.
• Implement digital HR systems for better management.
• Maintain transparent communication between staff and management.
• Develop leadership and managerial skills.

BIBLIOGRAPHY

1. *Gary Dessler (2020). Human Resource Management (16th ed.). Pearson Education.*
2. *K. Aswathappa (2021). Human Resource Management: Text and Cases (9th ed.). McGraw Hill Education.*
3. *P. Subba Rao (2018). Personnel and Human Resource Management (5th ed.). Himalaya Publishing House.*
4. *T. N. Chhabra (2019). Human Resource Management: Concepts and Issues. Sun India Publications.*
5. *C. B. Mamoria, & S. V. Gankar (2017). Personnel Management. Himalaya Publishing House.*