



Impact of Training and Development on the Employees of Luxury Retail Outlet

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Abstract – The luxury retail industry stands apart due to its commitment to superior customer service, exceptional product quality, and a distinctive shopping environment, all of which drive brand loyalty and reputation. Central to achieving these standards are the employees, whose expertise and engagement are critical in delivering the exclusive experience expected by customers. This study examines the influence of targeted training and development programs on employee performance within luxury retail, analysing how these initiatives contribute to customer satisfaction and organizational success. Through evaluating the effectiveness of these programs, the research provides insights into optimising human resource strategies to bolster employee capabilities, thereby supporting luxury retailers in sustaining their competitive advantage and market presence. Luxury retail does not only constitute luxury watches, luxury cloth, wear or luxury interior designing, et cetera. But it is a very vast topic that has multiple segments into it, to keep it streamlined. In this project report, we would solely be focusing on the goods that are the most sold in luxury sectors such as clothes, watches, et cetera. The luxury retail sector, though niche, is an ever growing market with a large customer base, usually of the rich class people, looking onto the experience primarily over the product or service provided, since the money spent is not a barrier in the transactions.

Keeping the same into mind, the training and development of employee should be taken into consideration and this project report will discuss on how the impact elevate is the overall experience of the employees serving in this growing industry.

Keywords – corporate training for luxury brands, emotional intelligence in luxury retail

I. INTRODUCTION

The luxury retail sector is distinguished by its emphasis on unparalleled customer service, high-quality products, and a meticulously curated shopping experience. In this market, brand reputation and customer loyalty are not merely desirable—they are essential for long-term success. As such, luxury retailers continuously seek to offer an environment that meets the highest standards of quality and service, appealing to a discerning customer base. One of the critical drivers behind achieving and sustaining these standards is the workforce.

Employees are not only the face of luxury brands; they are integral to delivering the unique experiences that define the industry. Consequently, the recruitment, training, and development of these employees are vital areas of focus for luxury retailers.

Training and development programs are particularly crucial in the luxury retail sector, where expectations are higher and customer interactions are more complex than in standard retail environments. Unlike conventional retail, where product and price competition dominate, luxury retail hinges on the customer's experience and the brand's reputation. Employees must be adept at understanding and responding to the unique needs of luxury clientele, who expect personalised attention, in-depth product knowledge, and a level of service that justifies premium pricing. Effective training and development equip employees with the skills needed to perform at this level, ensuring they are knowledgeable about products, confident in

communication, and capable of fostering long-term customer relationships.

This study explores the impact of structured training and development programs on employees within the luxury retail industry, focusing on three primary outcomes: employee performance, customer satisfaction, and overall business success. Employee performance is a foundational element, as well-trained employees demonstrate increased productivity, better service delivery, and enhanced adaptability in responding to customer needs. Such improvements directly correlate with higher customer satisfaction levels, as customers feel valued and engaged in an atmosphere where staff are both skilled and attentive. High satisfaction rates contribute to customer loyalty, which is vital for maintaining a luxury brand's market share and competitive edge. (Liu et al.2019)

Moreover, the effectiveness of training programs extends beyond individual performance; it is also essential for aligning human resource strategies with broader organizational goals. Luxury brands recognise that their employees are ambassadors who reinforce the brand's values and image with each customer interaction. As such, training and development are investments in the company's long-term success, allowing luxury retailers to build a workforce that can adapt to changing market dynamics and uphold the brand's standards over time. By examining the impact of these programs, this study seeks to highlight the strategic importance of employee development in luxury retail, offering insights into best practices that align employee competencies with organizational objectives.



In a sector where every aspect of the customer experience contributes to brand perception, luxury retailers cannot afford to overlook the importance of skilled and knowledgeable employees. Training and development not only enhance employee performance but also play a critical role in shaping the brand experience that customers associate with luxury retail. This report aims to provide a comprehensive analysis of these dynamics, evaluating how well-structured training programs contribute to competitive advantage and market sustainability within the luxury retail landscape. Through this exploration, the study underscores the need for ongoing investment in human resources, ensuring that luxury retail employees remain a key asset in enhancing customer satisfaction and supporting business success.

And now that we are talking about the employees, Employee training is essential in today's competitive business environment, as it directly influences both individual and organizational performance. Training equips employees with the knowledge and skills necessary to carry out their roles effectively, helping them stay aligned with the latest industry standards, tools, and practices. In industries where customer expectations are high, like luxury retail, the importance of training is amplified, as employees are often the primary point of contact between a brand and its clientele. Skilled and knowledgeable employees create a positive impression, handle customer inquiries with confidence, and provide high-quality service, all of which are crucial in building trust and loyalty. Moreover, well-trained employees are more adaptable to changes, whether in new product lines, updated protocols, or market trends, enabling the business to remain responsive and competitive.

In addition to improving customer experience, effective training enhances employee morale and job satisfaction. When employees feel well-prepared and confident in their roles, they are more likely to take pride in their work and be motivated to perform to the best of their abilities. This boost in confidence often translates to increased productivity, reduced errors, and a stronger sense of responsibility, which in turn benefits the organisation. For luxury retailers, training goes beyond just functional skills; it often encompasses brand culture, communication skills, and relationship-building techniques that contribute to a cohesive and consistent brand image. By investing in employee training, companies foster a more engaged and skilled workforce, which is fundamental for achieving long-term organizational success and maintaining a competitive advantage in the marketplace.

Background of luxury retail

The luxury retail industry has a rich history that spans centuries, reflecting societal changes and evolving consumer desires. It began in ancient civilisations, such as Greece and Rome, where luxury was expressed through fine arts, architecture, and extravagant lifestyles of the elite. The Romans, for instance, showcased their wealth

with grand villas and imported goods from the Silk Road, establishing a culture of opulence that would influence future generations.

As time progressed, luxury retail continued to evolve. During the Renaissance, luxury items became increasingly associated with artistry and craftsmanship, supported by influential patrons like the Medici family. The emergence of haute couture in the 19th century marked a significant milestone, with luxury fashion houses such as Chanel and Louis Vuitton setting new standards in craftsmanship and exclusivity. The rise of department stores, particularly in Paris, further revolutionised luxury shopping by providing a curated experience for consumers.

In the 20th century, luxury retail saw the influence of cultural movements like Art Deco and the Golden Age of Hollywood, where glamour became synonymous with luxury brands. The industry has continued to adapt to consumer trends, particularly in recent years with the integration of e-commerce and a growing emphasis on sustainability and ethical practices. Today, luxury retail is characterised by a blend of tradition and modernity, responding to changing consumer expectations while maintaining its heritage of exclusivity and high quality.

Explanation of terms:

Meanings of the words and the sense they are used in are as follows:

- **Luxury Retail Sector** – The segment of the retail industry that sells high-end, premium products and services, often associated with exclusive branding and high price points.
- **Brand Reputation** – The public perception or image of a brand, reflecting its credibility, reliability, and overall value in the eyes of customers.
- **Customer Loyalty** – The tendency of customers to repeatedly purchase products from a specific brand, driven by positive experiences and satisfaction with the brand.
- **Workforce** – The collective group of employees within a company or industry.
- **Development Programs** – Structured efforts by a company to enhance employees' skills, knowledge, and competencies over time.
- **Clientele** – The customers or clients who regularly purchase goods or services from a particular business.
- **Productivity** – The efficiency with which employees carry out their tasks, typically measured by output over time.
- **Adaptability** – The ability of employees or an organisation to adjust effectively to new conditions or changes in the environment.
- **Ambassadors** – Employees who represent a brand's image, values, and culture, acting as brand representatives to the public.
- **Competitive Edge** – An advantage a business has over its competitors, enabling it to attract and retain customers more effectively.



- **Organizational Goals** – The specific, strategic objectives that a business sets to achieve its overall mission and vision.
- **Human Resources Strategies** – Approaches and policies used to manage and develop an organisation's workforce effectively to support business goals.
- **Customer Satisfaction** – The degree to which a product or service meets or exceeds the expectations of customers.
- **Market Share** – The portion of an industry's total sales that is earned by a particular company over a specific time period.
- **Sustainability** – In this context, the ability of a business to maintain its operations, competitive position, and customer base over the long term.
- **Cohesive** – Something that is unified, consistent, and sticks together effectively as a whole.
- **Dynamic** – Refers to constant change, activity, or progress, often describing the changing nature of markets or industry trends.
- **Brand Image** – The perception of a brand as viewed by the public, shaped by its reputation, marketing, and customer interactions.

Industry profile

The luxury retail industry is known for its high-end offerings, ranging from designer fashion, fine jewellery, and luxury watches to high-quality leather goods, exclusive cosmetics, and premium fragrances. These products cater to a clientele that values exclusivity, brand heritage, and exceptional quality. Major

players like LVMH, Kering, and Richemont drive the sector, focusing on maintaining elite brand images while adapting to emerging market demands, particularly in regions like the Asia-Pacific, where luxury sales are growing rapidly due to the rise in high-net-worth individuals and younger consumers investing in premium brands.

Additionally, global shifts such as increased urbanisation and a growing emphasis on digital integration have made physical and online luxury experiences central to the retail strategy. Companies are investing in flagship stores in prime locations, but they're also enhancing digital experiences, such as virtual try-ons and customised services, to meet the expectations of a more digitally savvy audience. This dual approach allows luxury brands to capture market share across diverse consumer segments, aligning with trends that underscore personalisation, sustainability, and localised offerings.

Another major trend is the rise of personalised and localised shopping experiences. Luxury brands are tailoring their offerings to specific markets, which means product lines may vary depending on cultural or seasonal demands in different regions. Moreover, personalised shopping assistance, either through in-store stylists or AI-

driven recommendations online, is becoming a key differentiator. This personalised approach helps foster deeper connections with consumers and builds brand loyalty, essential in an industry that values exclusivity and long-term relationships. Sustainability has also become a crucial factor, with consumers increasingly favouring brands that demonstrate environmental responsibility through ethical sourcing and transparent supply chains.

The luxury retail industry in the Indian subcontinent has seen significant growth over the past few decades, driven by a rising affluent class, increasing disposable incomes, and evolving consumer preferences. Traditionally dominated by high-end jewellery, textiles, and artisanal products, the market has expanded to include international luxury brands, high-fashion apparel, luxury automobiles, and premium beauty products. Brands such as Louis Vuitton,

Gucci, Burberry, Rolex, and Cartier have established a strong presence, appealing to India's elite and aspiring consumers who value status, exclusivity, and global trends. Additionally, Indian luxury brands like Sabyasachi, Manish Malhotra, and Tanishq have gained prominence, blending traditional craftsmanship with modern luxury, appealing to both domestic and international markets.

Luxury malls like DLF Emporio in New Delhi and Palladium in Mumbai have become hubs for international brands, offering a dedicated luxury retail experience. The rapid rise of e-commerce and digital platforms has also

impacted the industry, with companies like Tata CLiQ Luxury and Ajio Luxe providing online access to luxury goods, broadening reach beyond urban centres. Notably, luxury automobile brands such as Mercedes-Benz, BMW, and Audi have leveraged this demand, setting up exclusive showrooms and service experiences tailored to high-net-worth customers. The industry also benefits from India's rich heritage in arts and crafts, allowing luxury brands to create culturally resonant products and bespoke services.

Over time, India's luxury sector has evolved to prioritise customer experience and personalisation, with brands investing heavily in employee training and development to maintain high standards. With a young, affluent consumer base and increasing demand for premium experiences, the luxury retail industry in the Indian subcontinent is poised for continued growth, appealing to both traditional and modern sensibilities. This growth is further encouraged by the country's push towards becoming a global luxury market destination, creating significant potential for both international brands and homegrown labels to thrive.

Government policies

In India, government policies supporting luxury retail focus on foreign direct investment (FDI) reforms, infrastructure upgrades, and sustainability measures to strengthen the sector. Notably, the Indian government has



relaxed FDI norms, permitting 100% FDI in single-brand retail under the automatic route. This policy helps luxury brands enter the Indian market with fewer regulatory hurdles, promoting growth in luxury retail, especially for brands that want a direct market presence rather than franchising or partnerships.

Additionally, India's implementation of the Goods and Services Tax (GST) streamlined logistics by removing inter-state tax barriers, reducing costs and speeding up product movement across the country. This tax reform directly benefits luxury retail by lowering supply chain expenses, enabling brands to enhance their competitive edge and service quality. With GST, brands can offer more seamless and efficient shopping experiences, contributing to the industry's growth.

The Indian government has also encouraged sustainability in retail. For example, Flipkart, with backing from policy initiatives, achieved 100% elimination of single-use plastic in its packaging. Such efforts are part of a broader governmental push for environmental responsibility across sectors, including luxury retail. This focus aligns with consumer demand for sustainable practices, which helps luxury brands position themselves favourably among eco-conscious consumers.

There is no scope of luxury retail without RETAIL in itself, so to describe it :

What is Retail?

Retail refers to the sale of goods or services to consumers for personal or household use. It includes various formats, including brick-and-mortar stores, online platforms, and mobile applications. Retailers can range from small independent shops to large multinational chains, and they offer a wide array of products, from everyday necessities to luxury items. The retail sector is often categorised into several types:

- **General Retail:** Stores that sell a variety of goods, such as department stores and supermarkets.
- **Specialty Retail:** Stores that focus on specific product categories, such as clothing boutiques, electronics stores, or beauty shops.
- **E-commerce:** Online retail platforms that allow consumers to purchase goods over the internet, exemplified by giants like Amazon and Alibaba.
- **Luxury Retail:** High-end stores that sell premium products, offering exclusive brands and personalised service.

Why is Retail Important?

Economic Contribution: Retail is a significant driver of economic activity. It contributes a substantial portion to GDP and provides millions of jobs worldwide. In the United States, for example, the retail sector accounts for about 10% of GDP and employs approximately 16 million people . This economic impact is mirrored globally, with retailing being a vital industry in both developed and emerging markets.

Consumer Access and Convenience: Retail makes goods and services accessible to consumers, facilitating their daily lives. The variety of retail formats allows consumers to choose how and where to shop based on their preferences, whether they prefer in-person shopping experiences or the convenience of online purchases .

Cultural Exchange and Trends: Retail is often at the forefront of cultural trends, reflecting and shaping consumer preferences. It serves as a platform for introducing new products and innovations, making it a key player in consumer culture . For instance, luxury retail not only sells products but also promotes lifestyle aspirations and brand narratives that resonate with consumers.

Supply Chain Facilitation: Retail acts as the link between manufacturers and consumers, playing a critical role in the supply chain. Retailers manage inventory, distribution, and logistics, ensuring that products are available where and when consumers want them . This function is especially important in today's fast-paced market, where demand can shift rapidly.

Economic Resilience and Adaptation: The retail industry has shown remarkable adaptability, especially during challenges such as economic downturns or the COVID-19 pandemic. Retailers have increasingly embraced technology and innovation to meet consumer needs, demonstrating resilience and an ability to pivot operations—such as through enhanced e-commerce capabilities .

Employment Opportunities: The retail sector provides a wide range of job opportunities, from entry-level positions to management roles. It offers flexibility, making it a popular choice for students, part-time workers, and those seeking full-time employment. Furthermore, retail jobs often serve as a stepping stone for career advancement in various fields, including management, marketing, and supply chain .

Statement of problems

“ To study the impact of training and development of employees in a luxury retail outlet”.

The problem statement, “To study the impact of training and development of employees in a luxury retail outlet,” addresses a critical aspect of operational excellence in the luxury retail sector. This sector is characterised by intense competition, high customer expectations, and a focus on providing exceptional service. Unlike general retail, luxury retail is not just about selling products; it's about curating an exclusive experience that reflects the brand's identity and values. Consequently, the role of employees becomes paramount, as they are the direct representatives of the brand and are responsible for delivering the high standards of service expected by discerning customers.

Importance of Training and Development



Training and development initiatives in luxury retail outlets serve multiple purposes. First, they enhance employees' product knowledge, enabling them to provide informed recommendations and answers to customer inquiries. For instance, staff trained in the nuances of luxury products can communicate the unique selling propositions of items, from artisanal craftsmanship to heritage storytelling, which are crucial in influencing purchase decisions .

Second, effective training helps in cultivating essential soft skills, such as communication, empathy, and problem-solving. Luxury retail employees must be adept at reading customer cues and providing personalised service, which requires a deep understanding of customer preferences and behaviours. Training programs that emphasise these skills can lead to improved customer interactions, resulting in heightened customer satisfaction and loyalty .

According to a study by Deloitte, organisations that invest in comprehensive training programs see a marked increase in employee engagement and performance, which translates to better customer experiences .

Impact on Business Outcomes

The impact of training and development extends beyond individual performance; it significantly affects overall business outcomes. When employees feel confident and well-equipped to perform their roles, it enhances their job satisfaction and reduces turnover rates. High employee retention is particularly vital in luxury retail, where the cost of recruiting and training new employees can be substantial . Furthermore, long-tenured employees build valuable relationships with customers, contributing to brand loyalty and repeat business.

Moreover, luxury retail brands that emphasise ongoing training and development create a culture of excellence that resonates with customers. Brands like Louis Vuitton and Gucci invest heavily in employee training to ensure their staff embodies the brand's ethos, thereby elevating the customer experience and reinforcing brand prestige . This approach not only enhances customer perceptions of the brand but also positions the company as a leader in service quality within the competitive luxury market.

Building on the understanding of the impact of training and development on employees in luxury retail outlets, it is essential to explore the broader context of industry dynamics and employee engagement strategies. The luxury retail environment is uniquely positioned, requiring brands to balance high-quality product offerings with unparalleled service. As the luxury market evolves, so do consumer expectations, increasingly favouring brands that deliver personalised experiences over mere transactions . In this landscape, well-trained employees are indispensable; they not only represent the brand but also influence consumer perceptions and loyalty.

A critical aspect of effective training and development is its ability to foster a strong sense of brand identity among employees. When employees are well-versed in the brand's history, values, and product specifics, they can convey this information confidently to customers. This connection to the brand enhances employee motivation and engagement, leading to a positive feedback loop where satisfied employees contribute to higher customer satisfaction levels .

For example, luxury brands like Hermès and Chanel have implemented robust training programs that emphasise the storytelling aspect of their products, allowing employees to connect emotionally with customers. This approach not only enriches the customer experience but also instills pride in employees, enhancing their commitment to the brand.

Moreover, ongoing training initiatives help employees stay abreast of industry trends and technological advancements that are increasingly shaping the retail landscape. The rise of e-commerce and digital interactions has necessitated that luxury retailers adapt their service delivery to include online platforms .

Training programs that encompass digital skills equip employees to engage effectively with customers through various channels, ensuring a seamless omnichannel experience. This adaptability is crucial for luxury brands, as consumers often expect the same level of service online as they would in-store . The implementation of advanced customer relationship management (CRM) systems and data analytics tools further enhances employees' ability to personalise customer interactions, thereby driving loyalty and repeat business.

In addition, the luxury retail sector's emphasis on corporate social responsibility (CSR) has led to a growing focus on sustainability and ethical practices within training programs. As consumers become increasingly aware of environmental issues and seek brands that align with their values, luxury retailers are tasked with not only offering high-quality products but also demonstrating a commitment to sustainable practices . Training programs that incorporate these principles enable employees to communicate the brand's sustainability efforts effectively, fostering a deeper connection with eco-conscious consumers.

Companies that prioritise ethical training can thus differentiate themselves in a competitive market, enhancing brand loyalty and customer trust . Ultimately, the study of employee training and development within luxury retail outlets reveals its multifaceted impact on business success. By investing in comprehensive training programs that focus on product knowledge, customer engagement skills, technological proficiency, and sustainable practices, luxury retailers can cultivate a highly skilled workforce capable of delivering exceptional



customer experiences. This investment not only enhances employee satisfaction and retention but also positions the brand favourably in the eyes of increasingly discerning consumers. As the luxury retail landscape continues to evolve, the strategic importance of training and development will remain a key driver of competitive advantage

Objectives

The general objective of the study is to find out the impact of training and development on the employees of luxury retail outlets on an overall basis, but the specific objectives, complementing the same are:

- Evaluate how training programs enhance employees' skills and competencies.
- Analyse the correlation between training initiatives and improvements in job performance and productivity.
- Investigate the impact of training on employee satisfaction.
- Examine how training and development influence employee retention

The study seeks to explore the impact of training and development on employees in luxury retail outlets, focusing on several critical areas that influence both individual performance and organizational success. One of the primary objectives is to evaluate how training programs enhance employees' skills and competencies. This is particularly important in the luxury sector, where exceptional customer service and product knowledge are paramount.

Effective training not only equips employees with the necessary technical skills but also fosters a deep understanding of brand values and customer expectations, ultimately leading to a more tailored and satisfying shopping experience .

Additionally, the research aims to analyse the correlation between training initiatives and improvements in job performance and productivity. By examining metrics such as sales performance, customer feedback, and overall employee efficiency before and after training, the study will shed light on the tangible benefits that effective training programs can provide. Furthermore, investigating the impact of training on employee satisfaction will reveal how professional development opportunities can contribute to higher morale and engagement levels. This, in turn, is expected to influence employee retention positively, as satisfied employees are more likely to remain with an organisation that invests in their growth and development. Overall, this study aspires to provide valuable insights that luxury retail brands can leverage to enhance their workforce capabilities and maintain a competitive edge in a challenging market .

Need of study

The need for this study arises from the increasingly competitive nature of the luxury retail industry, where exceptional customer service and brand loyalty are essential for success. As consumers become more discerning and demanding, luxury retailers must ensure their employees possess not only the necessary skills but also a deep understanding of the products and the brand ethos.

Training and development programs are critical in this context, as they empower employees to deliver superior service, which can significantly influence customer satisfaction and loyalty. Research indicates that organisations that prioritise employee training see better performance metrics and enhanced customer experiences, underscoring the importance of investing in human capital .

The luxury retail sector is characterised by high employee turnover rates, which can be particularly detrimental in a market where personalised service is a key differentiator. By understanding the relationship between training initiatives and employee retention, this study can offer valuable insights for luxury brands seeking to cultivate a stable and experienced workforce.

Retaining skilled employees not only reduces recruitment costs but also fosters a consistent brand experience for customers. Studies show that companies with effective training and development programs enjoy higher retention rates, which directly correlate with improved performance and customer satisfaction .

Also, the growing emphasis on sustainability and ethical practices in the luxury retail market further highlights the need for this study. As consumers become more conscious of the social and environmental implications of their purchases, luxury brands must adapt their strategies accordingly. Training programs that educate employees on sustainable practices and ethical sourcing can help organisations align their operations with consumer values. Understanding the impact of such training on employee awareness and engagement can provide luxury retailers with a roadmap for developing responsible practices that resonate with modern consumers .

As the retail landscape evolves with technological advancements and changing consumer behaviours, the need for continuous professional development becomes ever more critical. With the rise of e-commerce and digital experiences, retail employees must be adept at navigating new tools and platforms while maintaining high standards of customer service. This study can illuminate how ongoing training and development can equip employees to thrive in a rapidly changing environment, ensuring that luxury brands remain relevant and competitive. By examining the multifaceted impact of training on luxury retail employees, the research will contribute valuable



insights that can help organisations enhance their strategies for workforce development and customer engagement .

Scope and significance of the study

The scope of this study encompasses a comprehensive examination of training and development programs specifically within the context of luxury retail

outlets. It aims to analyse how these programs influence various aspects of employee performance, customer satisfaction, and overall business success. By focusing on luxury retail, the study recognises the unique challenges and expectations that employees in this sector face. It will explore the effectiveness of different training methodologies, such as onboarding, continuous education, and specialized skill development, to understand how they contribute to enhancing employee capabilities and meeting the high standards set by luxury brands.

One significant aspect of this research is its focus on employee performance. The study will investigate how training programs enhance employees' skills, competencies, and confidence, enabling them to deliver exceptional service that meets the expectations of discerning customers. Enhanced employee performance not only translates to increased sales and productivity but also positively affects customer experiences. Satisfied employees are more likely to engage with customers effectively, fostering stronger relationships and loyalty to the brand .

The significance of the study also lies in its potential to inform luxury retailers about the importance of investing in their workforce. By providing insights into the correlation between training initiatives and employee satisfaction, the research underscores the need for companies to prioritise human resource strategies that support employee growth. A well-trained workforce can adapt to evolving market demands, embrace new technologies, and provide the personalised experiences that luxury consumers seek . This investment in employee development not only boosts morale but also contributes to reducing turnover rates, ensuring a stable and skilled workforce.

Furthermore, the study highlights the broader implications of effective training and development for maintaining brand reputation and competitive advantage in the luxury sector. As the retail landscape continues to evolve, luxury brands must differentiate themselves through superior service and exclusive experiences. By understanding how training initiatives contribute to these elements, retailers can develop targeted strategies that enhance their market position. The research will provide valuable insights that enable luxury retailers to align their training programs with their overall business goals, reinforcing their commitment to quality and excellence .

In addition to enhancing employee performance and customer satisfaction, this study will also delve into the significance of training and development in fostering a culture of continuous improvement within luxury retail organisations. By cultivating an environment where learning is prioritised, companies can encourage employees to take ownership of their professional growth. This proactive approach not only motivates employees but also instills a sense of loyalty and commitment to the brand. A strong learning culture can lead to innovative practices and solutions that further enhance the shopping experience and keep luxury brands ahead of market trends .

Moreover, the research will explore the potential for training programs to address the challenges posed by rapid technological advancements and shifting consumer expectations. As e-commerce and digital engagement become increasingly vital in luxury retail, employees must be equipped with the skills to navigate these changes effectively. Understanding how training initiatives can prepare employees to utilise new technologies and engage with customers through digital platforms is crucial. This aspect of the study will not only provide insights into the current state of luxury retail but will also offer foresight into the future demands of the industry. By proactively addressing these challenges through strategic training, luxury retailers can maintain their esteemed position and adapt to an ever-evolving market landscape .

Finally, the findings from this study can serve as a valuable resource for industry stakeholders, including human resource professionals, retail managers, and executives. By offering data-driven recommendations, the research will empower decision-makers to design and implement effective training programs tailored to the unique needs of luxury retail outlets. This strategic approach to workforce development can lead to improved service quality, enhanced customer loyalty, and ultimately, long-term organizational success .

II. LITERATURE REVIEW

The Value of Training And Development On Employees'performance In Organised Retail

By - Kakumanu Kiran Kumar, Chandra Sekhar Patro
EPRA International Journal of Research and Development, ISSN, 2455-7833, 2018

Summary- Training and Development is crucial for achieving organizational goals by aligning the interests of the organisation and its workforce. In today's fast-paced business environment, effective training enhances the skills and productivity of both employees and the organisation. As a necessary investment, it ensures that organisations have a knowledgeable and competent workforce. A study focusing on the organised retail sector demonstrates a strong correlation between employees' perceptions of training and their performance and satisfaction. Therefore, management



must continue to invest in training initiatives to foster new ideas and improve employee performance.

Objective – The main objective of this literature was to find out the perceptions of employees working in retail outlets.

An Analysis of Factors that Influence Training and Development among Employees in Retail Industries
G Arutchelvi, DK Tripathi, A Logaprabhu, MK Sharma
International Journal of Engineering and Management Research (IJEMR) 6 (4), 141-147, 2016

Summary - Training involves enhancing employees' knowledge and skills to perform their jobs effectively, shaping their behaviour, attitude, and aptitude to meet organizational requirements. It helps bridge the gap between job demands and employee capabilities, although not all employees are intrinsically motivated to pursue training, leaving room for external incentives. The Indian retail industry, a rapidly growing sector contributing over 10% to the country's GDP, is the focus of this study, which examines employees in the Ghaziabad district of Uttar Pradesh. The research aims to understand employees' perspectives to tailor training programs effectively. Additionally, it seeks to identify common motivational factors that encourage efficient learning, enabling companies to optimize their resources and enhance employee performance.

Objective -The objective of the research was to understand employee perspectives in the retail sector to tailor training programs that enhance performance and identify motivational factors for effective learning.

An investigation into Internal employer branding initiatives on employee satisfaction and consumer experience within the luxury retail environment
By- Katie Higgins
Dublin, National College of Ireland, 2021

Summary -The study explores the importance of branding in the luxury retail industry, focusing on the often-overlooked employee perspective in brand initiatives. It examines how employees value their store's branding efforts and how motivation and retention impact employee satisfaction and consumer experience. Using qualitative primary research and thematic analysis, the findings reveal that strong, communicative relationships between employers and employees lead to greater brand loyalty. Additionally, well-trained and engaged employees perform better with consumers. The study suggests further research on internal branding in the post-COVID environment and the role of experiential design in shaping consumer demands.

Objective - To determine and compare various understandings of internal employer branding through the employer to employee relationship.

IV. LUXURY EMPLOYEE'S AND THEIR INFLUENCE ON CONSUMERS THROUGH SENSE OF BELONGING

Diamond Caprice Scott

California State Polytechnic University, Pomona, 2023

Summary- This thesis helps gain a better understanding on how employees in the luxury industry are able to influence consumers in different ways through sense of belonging. With specific companies in the luxury industries their regulations on the employees can be confiding towards what they can and cannot wear for work.

However, since consumers can be influenced by different aspect of a companies, the employee's help portray the brands image onto the consumers. Having a diverse group can implicate that consumer's yearn for a feeling of sense of belonging. Which can influence consumers brand attitude and ultimately their purchase intention.

It is examined how a diverse group versus a uniformed group affects the participants feeling of sense of belonging through measurement tools. An experiential 2 x 2 research, factorial design was used to help examine the impact of diverse and uniform group of store employees on consumers responses. A quantitative approach was used for this study using an online survey.

Objective - The aim of this study was to understand the different ways how consumers are influenced by a diverse employee group within the luxury industry.

Employees' experience of emotional handling and work performance post-pandemic: A Narrative Analysis of women luxury apparel retail segment

Renu Sharma, Bhawna Sharma

NeuroQuantology 20 (16), 1092, 2022

Summary – The post-pandemic world—or most appropriately a business world coming to terms with a pandemic on the wane—throws a wonderful opportunity for practitioners and academic researchers alike to delve deep into the business- altering scenarios the pandemic has left in its trail. Of our interest, is the changed (or not changed) emotional handling and work life balance of shop floor employees of women luxury apparel retail firms in a landscape that calls for a far greater emphasis on customer dealing than ever before. Rendering experiences of employees through a narrative analysis, the current study provides a first-hand view of the employees' own set of stories that captures use of emotions handling and work life balance. As the landscape evolves, bringing newer equations into the fold, the study is essentially a sneak-peek into the luxury retail employees' experiences before the scenario becomes more clearer and comprehensible

Objective - To explore and understand the emotional handling and work-life balance of luxury retail employees



as they navigate the changing dynamics of customer engagement in a post-pandemic world.

What is the impact of Employee Service Quality between Luxury Value Dimensions and Customer-Based Outcomes? An application in luxury markets

Helena Isabel Sá Gomes

Summary- To strengthen theoretical and practical understanding of consumers' perceptions of luxury brands, previous literature has scrutinised the financial, functional, individual, and social dimensions of luxury value. However, few authors have focused on linking the antecedent dimensions of luxury value to further attitudinal outcomes, besides purchase intention. Also, the few studies considering both dimensions focused on age or culture as moderator dimensions between such constructs. The gap identified in the literature constitutes the originality of the present study.

Objective - In the context of the Portuguese luxury fashion market, it is intended to measure the direct impact of luxury value perceptions in customer- based outcomes, as well as the possible moderator effect of employee service quality in the relationship between luxury value dimensions and customer-based

outcomes, in terms of customer engagement, customer satisfaction and customer loyalty.

The CSR perception of front-line employees of luxury fashion businesses

Robert K MacGregor, Włodzimierz Sroka, Radka MacGregor Pelikánová
Organizacija 53 (3), 198-211, 2020

Summary - This study investigates the perception of Corporate Social Responsibility (CSR) among front-line employees at the top luxury fashion businesses in Prague, Czech Republic, addressing whether these employees align with their companies' sustainability initiatives. Utilising an investigative case study approach, the research employs a holistic meta-analysis, manual Delphi method, and three rounds of interviews, supplemented by mystery shopping techniques.

The findings reveal several issues: (i) a lack of awareness among employees regarding CSR, (ii) ignorance of the legal framework governing CSR, (iii) an imbalance in focus on certain CSR categories, (iv) contradictions in their understanding of CSR, and (v) a significant concern regarding the use of fur in fashion.

The study concludes that these inconsistencies highlight the need for further research to understand the underlying causes and to correct the misalignment in CSR perceptions among these key stakeholders to meet organizational expectations.

Objectives- The main objective of the study is to discover, critically assess and compare the CSR perception of the front-line employees of the top luxury fashion industry businesses located in Prague, Czech Republic.

Rapport-building in luxury fashion retail: a collectivist culture case Katherine Braun Galvão Bueno Sresnewsy, Angela Satiko Yojo, Andres Rodriguez Veloso, Laura Torresi *Journal of Fashion Marketing and Management: An International Journal* 24 (2), 251-276, 2020

Summary – The authors conducted in-depth interviews with salespeople, managers and team supervisors from four global luxury retailers from Britain, France and Italy that operate in Brazil. In total, the authors interviewed 20 employees with an average of greater than 7 years of experience in luxury sales.

The authors based their analysis on a theoretically generated coding guide and content analysis theories.

When expanding to culturally different countries, retail companies should adopt global strategies, especially when luxury is involved and when customers demand exclusive attention from companies. Additionally, the authors suggest that the effectiveness of rapport building strategies is culturally dependent and should be adapted to the microlevel, especially for continental countries that are culturally diverse

This is employee-view research, with no inputs from customers or corporate managers. Luxury fashion brand stores did not grant permission for official research within their employees nor the observation of their customers during in-store interactions. Researchers interviewed employees as individual professionals, and their identities will remain anonymous.

When expanding to culturally different countries, luxury retailers should give special attention to the adaption of sales strategies, training and sales guidelines.

Objectives - 1) Does the luxury fashion brand country of origin affect the rapport-building strategies of salespeople?; (2) How do luxury fashion employees classify customers from collectivistic cultures with emerging economies, such as that in Brazil?; and (3) What are the rapport-building strategies used by these salespeople for each of these luxury fashion customer segments?

Developing a framework for the informal training/learning for retail store employees

Sunanda Kaila

Journal of Psychosocial Research 16 (1), 179-197, 2021

Summary- Providing a stellar customer service has become more important than ever before. Covid-19 has reshaped Consumer behaviour and their needs, and digitalisation has accelerated the change. When shopping and browsing is just at the tip of your fingers, where does it leave the brick and mortar stores? The pandemic has struck the hardest on



the Retail industry. To cut costs, many brands have restricted their marketing, training budgets, where as many had to let go of their employees. With resources at a shrink, it's tricky to provide that stellar customer service that consumers expect. This paper aims to develop a framework on informal training for the retail's frontline employees, from the existing resources that a retail brand has, that is the customer service experience of the frontline employees. To develop the framework this paper aims to review the present literature on informal training/learning. Also, a survey is done on ninety frontend retail employees to understand their learning and development process (formal and informal training). The survey further evaluates how their experience in customer service can be leveraged in a structured learning process for their colleagues. Throughout this paper, we use 'retail' to refer to sales made across chains (multi-national, national and regional) and independents, in all physical format stores (eg, exclusive brand outlets, multiple brand outlets and department stores).

Objectives -The objective of this paper is to develop a framework for informal training of frontline retail employees by leveraging their customer service experiences and existing resources to enhance overall service quality in the retail industry.

Management Training and Its Effect on Sales Force in Retail Sector Praveen Mustoor, Sangeeta Deshpande

International Journal of Management, IT and Engineering 6 (5), 162- 180, 2016

Summary - Various factors associated with the 'Retail' industry have influenced it over the past few years in India-increase in young working population, hefty pay-packets, nuclear families in urban areas, increasing working-women, increase in disposable income, customer aspiration, inclination towards luxury items, etc. are the major ones among them. The ultimate aim of any retail store would be to enhance customer relation and the profits arising out of it. Front line sales employees play a major role in achieving this aim. Training positively effects job performance of sales staff and their contribution to revenue generation and is also seen as a useful means for dealing with changes of all kind; be it technological innovation, market competition or organizational structuring. Job of sales force in retail sector may appear simple, but is one of high importance since this is the company's interface with its consumers. The current study aims to find the contribution of trained staff to overall profitability of retail business. The study also intends to understand the perception of trained employees on footfall, product knowledge and maintaining goodwill. Knowledge and skills of employees is extremely crucial to maintain a competitive edge and training is an effective way to accomplish this as it improves employee productivity. In practice, however, organisations generally face the challenge of cost control even when it comes to training.

Objective- The objective of this study is to evaluate the contribution of trained frontline sales employees to the

overall profitability of retail businesses in India and to understand their perceptions regarding footfall, product knowledge, and maintaining customer goodwill.

Kapferer, J.-N., & Bastien, V. (2012). The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. Kogan Page.

Summary- This book provides an in-depth analysis of luxury brand management, emphasising the critical role of employee training in delivering exceptional customer service that aligns with luxury brand values. The authors discuss how employees are the face of luxury brands and how their training directly impacts consumer perceptions and brand loyalty.

Objective- To explore how effective employee training and development can enhance brand image and customer satisfaction in the luxury retail sector.

McEwen, C. M. (2019). Developing Employee Engagement in the Luxury Retail Sector. Palgrave Macmillan.

Summary- This book focuses specifically on employee engagement strategies within the luxury retail sector. It argues that training and development are crucial for fostering employee engagement, which in turn leads to better customer service and increased sales. The author provides case studies from leading luxury brands to illustrate successful training initiatives.

Objective- To analyse the relationship between employee training, engagement, and its impact on customer experience and business performance in luxury retail.

III. RESEARCH METHODOLOGY

Research methodology

The research design of this paper, on the topic "to study the impact of training and development on the employees of luxury retail outlets" is that of a qualitative nature. Qualitative research methods are usually used to understand the way people experience the world. There are many approaches to qualitative research which tend to be flexible and focus on retaining rich meaning when interpreting the data. The most common qualitative methods are observation, interviews, focus groups, surveys and secondary methods.

Research design

The research design used is the sequential design. In sequential research design, the process unfolds in a series of stages, each building on the previous one to gradually accumulate enough data over time. Since data is collected in intervals, this approach is adaptable, allowing for adjustments based on interim findings. This flexibility in structure is beneficial when investigating complex or evolving topics where initial findings might reveal new areas to explore. Additionally, the sample size in sequential designs remains flexible rather than fixed, making it a resource-efficient choice, especially in fields



where it's challenging to predetermine sample size requirements accurately.

Sampling techniques

In this study simple Non probability method and Convenience sampling techniques were used to obtain via the employees of many different luxury retail stores across the city, for the sample of the study. Convenience sampling is perhaps the easiest method of sampling, because participants are selected based on availability and willingness to take part. Useful results can be obtained, but the results are prone to significant bias, because those who volunteer to take part may be different from those who choose not to (volunteer bias) and the sample may not be representative of other characteristics, such as age or sex.

Sources of data

Primary data

The data for this study was collected by way of a survey questionnaire administered on to the base employees of many luxury retail outlets of Pune City, like of Rolex , Armani exchange, Breitling etc. out of the 70 people, 58 responded to the given questionnaire which , examines the employees' opinions about the Impact of Training and development on the generalised output of them in their outlets, In this research 15 sets of questions were distributed to general public. People were instructed in the survey to offer information about their experiences and the impact of their training and development on their overall growth and output on a cohesive level.

Secondary Data

- Research from books
- E-magazines
- E- Journals
- Research from internet, blogs
- Google scholar Data Collection Tool

The online survey form was a structured, web-based questionnaire which was prepared in English using Google Forms.

Structure of questionnaire

The questionnaire, that was given to the employees was closed ended with the probability of question as and the related answers were known, because the open ended questions weren't as qualitative and may have differed from person to person and would have caused a needless loophole in the process of this research. The detailed structure of the questionnaire was as shown below :

Rating Scales: Many questions use a 1-5 scale or a similar ordinal scale to assess various aspects like effectiveness, impact, satisfaction, support, and benefit (e.g., Question 1 on effectiveness, Question 3 on job satisfaction, etc.).

Frequency Questions: These questions measure how often certain activities occur (e.g., Question 2 on applying skills, Question 5 on updating programs, Question 10 on receiving follow-up).

Agreement Scales: A few questions use agreement scales to gauge the respondent's level of agreement with specific statements (e.g., Question 7 on employee retention).

Multiple-Choice Selections: Some questions provide specific options for the respondent to choose the most relevant answer, like Question 8 (greatest impact aspect) and Question 15 (preferred training format).

Descriptive Assessment: Some questions assess qualitative experiences, such as Question 11 on the difficulty level of training programs .

This finally complied the efforts of all the qualitative and quantitative models of research to get to the final conclusion , and also to help in the data analysis.

Sample size

The sample size consisted of 53 normal entry level employees, and 5 mid level management employees, of over 4 luxury retail companies.

The total number of people given the survey was 70, but the responses given were only 58.

Period of study

The study of the primary data took place from the 1st of October 2024, to the 28th of October 2024, in which the research was done also on the secondary levels. The survey time was of 25 days, but was extended to 28 days, after which the final results were taken into consideration and the primary data too was used for the same, the study for the research via the secondary data, I.e through e-journals and internet based sources was being collected and reviewed for 2 months prior to making this report.

Location and Target Market

The location for the same was throughout the entire city of Pune, from Pune Camp (MG Road) to Paud road, from Phoenix mall of the millennium, to the Westend mall and in the same way over 9 locations were taken into consideration while making this report, which were :

- MG Road
- JM Road
- Baner
- Aundh
- Viman nagar
- Koregaon park
- Senapati Bapat road
- Paud Road
- Wakad

The target market for the same was the employees working in the luxury retail outlets of the same, may it be standalone outlets or the outlets of the mall, and were usually the sales person, but also some responses came out from managers of store, the level manager, etc.

The target market of the customers looking onto the same were the customers who could afford to buy in these exclusive retail, and were having an annual income of more than 50-60 lacs.



IV. DATA ANALYSIS AND INTERPRETATION

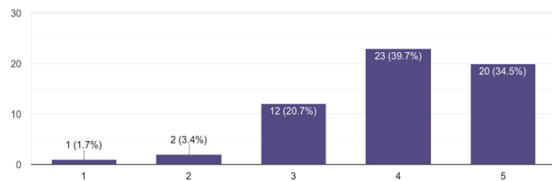
Data analysis and Interpretation

How effective are your training programs, in enhancing your job skills?

Table 4.1.1- Table indicating effectiveness

Effectiveness Tier	Number of respondents	Percentage
20%	1	1.7
40%	2	3.4
60%	12	20.7
80%	23	39.7
100%	20	34.5
Total	58	100

On a scale of 1 to 5, how would you rate the effectiveness of the training programs in enhancing your job skills?
58 responses



Interpretation:

From the above table, that shows how effective are the training programmes in enhancing one's job skills, there was only a few percentage that shows the lower tiers whereas 20.7% considered 60%, 39.7%, considered 80% and 34.5% considered hundred percent effectiveness in enhancing once job skills by training.

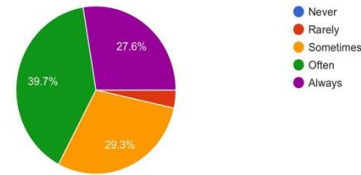
Inference:

From the above table, we can clearly state that the majority would choose an 80% share of their training in enhancing their job skills.

How often do you apply the skills gained in these training programs to your daily work? Table 4.1.2- Table indicating application of skills gained during training.

Application Tier	Number of respondents	Percentage
Never	0	0
Rarely	2	3.4
Sometimes	17	29.3
Often	23	39.7
Always	16	27.6
Total	58	100

How often do you apply the skills gained from the training programs in your daily work?
58 responses



Interpretation:

From the above table, that shows how effective are the training programmes in enhancing one's job skills, there was only a few percentage that shows the lower tiers whereas 20.7% considered 60%, 39.7%, considered 80% and 34.5% considered hundred percent effectiveness in enhancing once job skills by training.

Inference:

From the above table, we can clearly state that the majority would choose an 80% share of their training in enhancing their job skills.

How often do you apply the skills gained in these training programs to your daily work? Table 4.1.2- Table indicating application of skills gained during training.

Interpretation:

From the above we can clearly indicate how often does the employee apply the skills gain from the training programs in their daily work. Only a small percentage of employees rarely uses their skills, a large chunk of employees say that the skills taught in the training programs are relevant in their daily work and the majority believes that the skills gained by the training programmes are applicable in their daily work often. A large majority of the same also believes that the skills gained in the training programmes are always relevant in the daily work.

Inference:

the major majority believes that the skills gained from training programs are applicable in their daily work often, to a percentage score of 39.7% out of hundred.

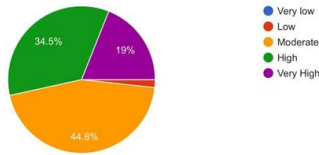
How would you rate the impact of training programmes on improving customer interactions?

Table 4.1.3- Table indicating impact of training programmes on improving customer interactions

Application Tier	Number of respondents	Percentage
Very low	0	0
Low	1	1.7
Moderate	26	44.8
High	20	34.5
Very high	11	19
Total	58	100



How would you rate the impact of the training programs on improving customer interactions?
58 responses



Interpretation

According to the table stated above, the impact of training programmes on improving customer interactions with the employees is having a majority of a moderate impact with 44.8% followed by high impact of 34.5%, a very high impact at 19% and low impact at 1.7%.

Inference:

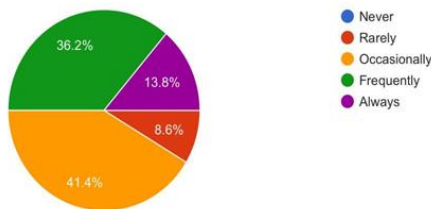
The employees belief at a major majority at 44.8% that a moderate impact is done of training programmes on improving the customer interactions.

How frequently are training programmes updated to address new market trends?

Table 4.1.4-table, addressing the frequency of the updation of training programmes

Application Tier	Number of respondents	Percentage
Never	0	0
Rarely	5	8.6
Sometimes	24	41.4
Often	21	36.2
Always	8	13.8
Total	58	100

How frequently are training programs updated to address new market trends?
58 responses



Interpretation:

As we can see from the above chart and the table the training programs as per the employees are occasionally updated to address the new market trends with a 41.4 percentage majority followed by frequently updation of the programs with 36.2% and 13.8% that say the training programs are updated always to address your market trends and finally the 8.6% According to which the training programmes are rarely updated to the new market trends.

Inference:

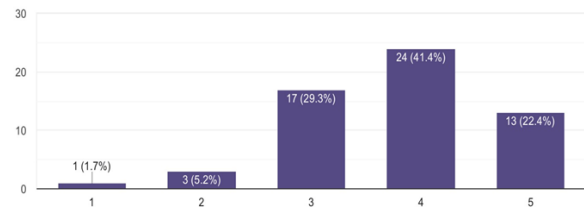
As stated in the chart clearly, the majority believes that occasionally the training programs are updated to address the new market trend with a 41.4 percentage out of 100.

On a scale of 1 to 5, how much do you agree with the statement,“The training programs have improved overall employee retention in the store”?

Table 4.1.5-table, showing the percentage of employees that believe that the training programs have improved the overall employee retention in the store.

Application Tier	Number of respondents	Percentage
1	1	1.7
2	3	5.2
3	17	29.3
4	24	41.4
5	13	22.4
Total	58	100

On a scale of 1 to 5, how much do you agree with the statement: “The training programs have improved overall employee retention in the store”?
58 responses



interpretation:

According to the above stated chart and the table on a scale of 1 to 5, the majority of employees believe that an 41.4% that believe that four tier share, goes to the training programs on improving the overall employee retention and Store followed by 29.3% that believe a three year share goes to the same followed by 22.4% that believe a five year share goes to the same followed by 5.2% and believe a two year share goes to the same and lastly a single person believe that a one year share goes to the training programmes on improving the overall employee retention and Store.

Inference:

According to the above given chart, the majority believes that a four year share goes to the training programmes on improving the overall employee retention in the store.

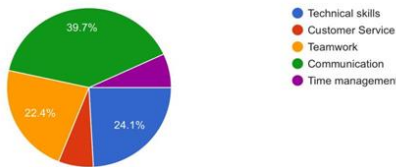
Which aspect of the training do you feel has the greatest impact on your job performance?



Table 4.1.6-A table showing, which aspect of training has the greatest impact of job performance.

Aspect	Number of respondents	Percentage
Technical skills	14	24.1
Customer service	4	6.9
Teamwork	13	22.4
Communication	23	39.7
Time management	4	6.9
Total	58	100

Which aspect of the training do you feel has the greatest impact on your job performance?
58 responses



Interpretation:

According to the above stated chart and the table, we can observe that the employees believe that communication has the greatest impact on the job performance with 39.7% votes followed by technical skills at 24.1%, followed by teamwork at 22.4% followed by both customer service and time management at 6.9% each.

Inference:

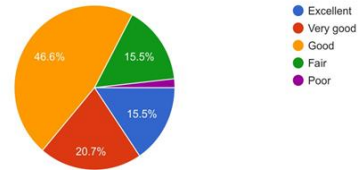
From the above stated chart, we can observe that the employees believe that communication has the greatest impact on job performance in an overall aspect.

How would you rate the overall support provided by the management for ongoing training and development?

Table 4.1.7-a table, showcasing the overall support provided by the management for ongoing training and development

Application Tier	Number of respondents	Percentage
Excellent	9	15.5
Very good	12	20.7
Good	27	46.6
Fair	9	15.5
Poor	1	1.7
Total	58	100

How would you rate the overall support provided by the management for ongoing training and development?
58 responses



Interpretation:

according to the above given chart and table, we can clearly see that the majority of employees believe that a good support is given by the management for the ongoing training and development programmes followed by 20.7%. People who believe that a very good support has been given followed by both excellent and fair with an equal percentage of 15.5% each and lastly, a 1.7% percent of employees believe that the management gives poor support to the overall training and development.

Inference:

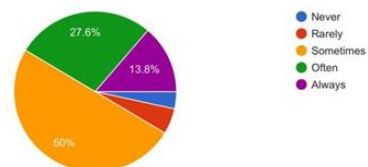
According to the above, given chart and table, we can clearly conclude that 46.6% of employees believe in majority that a good support is provided by management for ongoing training and development.

How frequently do you receive follow-up or feedback after attending a training session?

Table 4.1.8- A table showcasing the frequency of feedback received after training sessions.

Application Tier	Number of respondents	Percentage
Never	2	3.4
Rarely	3	5.2
Sometimes	29	50
Often	16	27.6
Always	8	13.8
Total	58	100

How frequently do you receive follow-up or feedback after attending a training session?
58 responses



Interpretation:

According according to the above given chart and table the frequency of follow-up of feedback after attending a training session is considered to be in a year of sometimes with a 50% score to the same, followed by an often by 27.6% followed by always at 13.8% followed by rarely at 5.2% and lastly followed by never at 3.4%.



Inference:

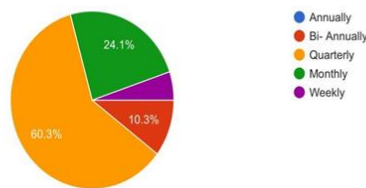
From the above stated chart and table, we can clearly infer that the majority believes that sometimes a follow-up question of feedback is taken by the authorities of the management after attending a training session.

How often do you believe training programs should be conducted to stay effective?

Table 4.1.9 –A table, on how often training program should be conducted for the employees to stay effective in the organisation.

Application Tier	Number of respondents	Percentage
Annually	0	0
Bi- Annually	6	10.3
Quarterly	35	60.3
Monthly	14	24.1
Weekly	3	5.2
Total	58	100

How often do you believe training programs should be conducted to stay effective?
58 responses



Interpretation:

According to the upper stated chart and table, we can clearly see that the employees believe that training programmes should be conducted quarterly(60.3 percent) followed by monthly at 24.1% followed by by annually at 10.3%, followed by weekly at 5.2%.

Inference:

From the above stated chart and the table, we can clearly see that the major majority of employees at 60.3% believe that the training program should be conducted quarterly.

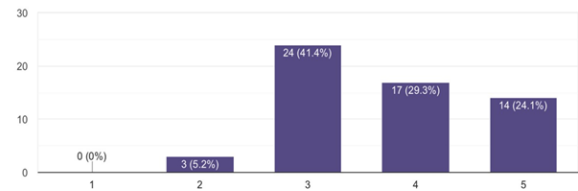
How would you rate the impact of training on your ability to meet sales targets?

Table 4.1.10 – a table, Showcasing , the impact of training on the ability to meet sales targets by the employees on a scale of 1 to 5.

Application Tier	Number of respondents	Percentage
1	1	1.7

2	3	5.2
3	24	41.4
4	17	29.3
5	14	24.1
Total	58	100

How would you rate the impact of training on your ability to meet sales targets?
58 responses



Interpretation:

According to the above stated table and charts, we can clearly see that the majority of employees believe at 41.4% that the impact of training on the ability to meet sales target only constitute 60% of their overall output followed by 29.3% employees at believe. It's at an 80% followed by 24.1% employees that believe it's at 100% followed by 5.2% employers that believe it just constitutes 40% of the overall output.

Inference:

According to the above stated chart, we can clearly see that the majority of employees at 41.4% believe that a 60% constituency is given to the impact of training on the ability to meet their sales target.

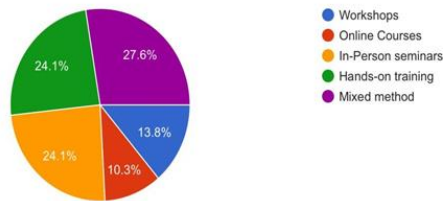
Which format of training do you find most effective for learning new skills?

Table 4.1.11- a table, showcasing the format of training, which is found to be most effective for learning new skills by the employees.

Application Tier	Number of respondents	Percentage
Workshops	8	13.8
Online courses	6	10.3
In- person seminars	14	24.1
Hands-on-training	14	24.1
Mixed method	16	27.6
Total	58	100



Which format of training do you find most effective for learning new skills?
58 responses



Interpretation:

According to the above rate chart as well as table, we can observe that the format in which the most effective learning of new skills with employees is done in mixed method at 27.6% followed by both in percent seminars and hands on training at 24.1% each followed by workshops at 13.8% and lastly the online courses at 10.3%.

Inference:

From the above stated chart and table, we can clearly observe that the employees believe that the format of training in which the most effective learning of new skills can be done is mixed method that is a combination of all methods together.

V. CONCLUSION

Findings

The key findings that we can notice by the survey taken are as follows:

Effectiveness of Training Programs: 74.2% of employees rated the effectiveness of training programs at 80% or higher in enhancing job skills, with 34.5% seeing full effectiveness .

Application of Skills in Daily Work: Most employees apply their training regularly, with 39.7% using skills often and 27.6% always applying them .

Impact on Customer Interactions: Training programs have a moderate to high impact on customer interactions, as reported by 79.3% of employees .

Updating Training Programs: Employees feel training is occasionally updated to meet market trends, with 41.4% stating updates happen sometimes and 36.2% saying often .

Effect on Employee Retention: 41.4% of employees agree that training significantly improves employee retention, while 22.4% feel it has the highest impact possible .

• **Greatest Impact on Job Performance:** Communication skills are seen as the most impactful aspect of training, cited by 39.7% of employees, followed by technical skills (24.1%) .

Management Support for Training: 46.6% believe management provides good support for training initiatives, and 20.7% rate this support as very good .

Frequency of Feedback Post-Training: Half of the employees (50%) receive feedback occasionally after training sessions, with 27.6% receiving it often .

Frequency for Conducting Training: The majority (60.3%) feel training should be held quarterly to stay effective, with 24.1% preferring monthly training sessions .

Training's Impact on Sales Target Achievement: A 41.4% majority believes training contributes around 60% towards achieving sales targets, with 24.1% seeing full impact .

Preferred Training Format: Mixed-method training is the most effective for learning new skills, chosen by 27.6% of employees, followed by in-person seminars and hands-on training at 24.1% each.

Need for Training Enhancements: There is an opportunity for improving feedback and program updating frequency to better align training with employee needs and market demands .

Suggestions

There aren't many suggestions looking into the survey but by nitpicking we can consider some suggestions to be taken, such as :

- **Increase Feedback Frequency:** As only half of the employees receive regular feedback post-training, implementing consistent follow-ups after every session could reinforce learning and help employees apply skills more effectively.
- **Improve Program Updates:** Since 41.4% of employees noted training is only occasionally updated, consider revising training programs more frequently to keep pace with evolving market trends and technology.
- **Incorporate a Diverse Training Mix:** Given that employees find mixed methods most effective, future programs could leverage a blend of hands-on training, workshops, and online resources to accommodate various learning styles and increase engagement.
- **Emphasise Communication Training:** As communication skills were deemed most impactful, enhancing modules on interpersonal skills and customer interactions could further improve employee performance and client satisfaction.
- **Focus on Retention Outcomes:** Since training has a noticeable impact on retention, developing training that strengthens career paths and personal growth may further boost retention rates, enhancing job satisfaction.
- **Quarterly Training Structure:** With a preference for quarterly training, implementing structured quarterly sessions could ensure training remains relevant and manageable without overwhelming employees.

Limitations of study

Though the study has been thoroughly reviewed, there are some differences which can't be ignored for the same, out of which, some notable ones are:



- **Sample Size Constraints:** With a relatively small sample size, findings may not fully represent the broader employee population, which could limit the generalisability of the results.
- **Self-Reported Data:** Since the study relies on employees' self-reported responses, there may be biases such as overestimation of training application or satisfaction levels due to social desirability.
- **Limited Longitudinal Analysis:** The study captures a snapshot in time rather than tracking changes over time, which may overlook
- the long-term effects of training on job performance and employee retention.
- **Focus on Specific Metrics:** Certain factors, like team dynamics or external market conditions, that could influence training
- effectiveness may not have been considered, potentially limiting the depth of the analysis.
- **Variability in Training Content:** Differences in training content across departments may mean that results are not fully comparable or universally applicable within the organisations.
- **Lack of Objective Performance Data:** The study primarily uses subjective feedback rather than objective performance metrics (e.g., sales data, customer satisfaction scores), which could provide a more concrete measure of training effectiveness.

Conclusion

Coming to the end, this study has demonstrated the significant role that training and development programs play in enhancing employee performance and job satisfaction in the luxury retail sector. The findings reveal that a large majority of employees recognise the positive impact of training on their skills, with 74.2% rating the programs highly effective. Additionally, training contributes notably to employees' daily work application and overall customer interaction, reinforcing the importance of these programs in maintaining the high standards expected in luxury retail.

The study further highlights that employees see a need for more frequent updates to training content, with 41.4% indicating that updates occur only occasionally. Many employees also believe that consistent feedback following training sessions would improve their ability to apply skills effectively. There is a preference for mixed-method training approaches, suggesting that a combination of workshops, hands-on sessions, and online courses would cater to varied learning styles and make the training more effective.

Employee retention is another area where training programs appear to have a beneficial impact. With 41.4% of respondents affirming that training improves retention rates, the study suggests that further investment in training could reduce turnover. As luxury retail thrives on consistent, high-quality service,

retaining skilled employees is especially advantageous in this sector, where personalised service and brand familiarity are critical.

In summary, this research emphasizes the value of tailored, regularly updated training programs in luxury retail. By aligning training with evolving market trends and employee needs, luxury retailers can strengthen their workforce's capabilities, enhance customer satisfaction, and achieve a sustainable competitive edge. The study underscores the need for continuous investment in human resources as a vital component in meeting the dynamic demands of the luxury retail industry.

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