

A Study on the Impact of Training and Development Practices on Employee Performance in Digital Marketing at Hirehappi, Bengaluru

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ABSTRACT

Training and development have become important practices in organizations because employees need continuous learning to perform effectively in the workplace. In the digital marketing industry, employees are expected to handle changing technologies, social media trends, SEO updates, content strategies, and online marketing tools regularly. Because of these rapid changes, companies focus more on employee training to improve work performance and efficiency.

The present study focuses on understanding the impact of training and development practices on employee performance in digital marketing companies with special reference to Hire Happi, Bengaluru. The study examines whether training programs help employees improve their skills, productivity, confidence, and work efficiency. Primary data was collected from 200 employees using a structured questionnaire. Secondary data was collected from books, journals, websites, and research articles related to human resource management and digital marketing. The study used percentage analysis, Chi-square analysis, and correlation analysis for interpreting the collected data. The findings show that employees believe training programs positively influence their job performance and help them improve technical knowledge and workplace efficiency. The study also reveals that employees are generally satisfied with training practices provided by their organizations. The research concludes that effective training and development programs improve employee performance and support organizational growth in digital marketing companies.

KEYWORDS

Training and Development, Employee Performance, Digital Marketing, Skill Development, Productivity, Work Efficiency, Human Resource Management, Organizational Growth.

INTRODUCTION

In today's business environment, digital marketing has become one of the fastest-growing industries. Most organizations use digital platforms such as social media, search engines, websites, and online advertising to reach customers and improve business growth. Due to the rapid growth of technology and changing customer behaviour, employees working in digital marketing companies are expected to continuously improve their knowledge and skills.

Training and development play an important role in helping employees improve their work performance. Training mainly focuses on improving employee skills required for current job responsibilities, while development focuses on long-term career growth and learning.

Employees who do not receive proper training may face difficulties in adapting to changing digital marketing trends and technologies. This can affect productivity, work quality, and overall organizational performance. Therefore, many organizations invest in training and development programs to improve employee efficiency and organizational effectiveness.

In many digital marketing companies, practical knowledge is considered more important than theoretical learning. Employees who attend regular training sessions are usually able to complete tasks more efficiently and confidently. Training programs also help employees improve communication skills, creativity, teamwork, and technical abilities.

The present study attempts to analyse the impact of training and development practices on employee performance in digital marketing companies with special reference to Hire Happi, Bengaluru.

OBJECTIVES OF THE STUDY

1. To study the impact of training and development on employee performance in digital marketing companies.
2. To analyse how training programs help employees improve their skills and work efficiency.
3. To understand employee satisfaction and perception towards training and development programs.

REVIEW OF LITERATURE

Noe (2023) explained that employee training programs help organizations improve workforce knowledge and technical capabilities. The study also highlighted that continuous learning is important in industries where technology changes rapidly.

Aguinis and Kraiger (2021) stated that training and development activities positively influence employee productivity, job satisfaction, and workplace performance. Employees who receive effective training generally show better efficiency and confidence in their work.

Salas et al. (2022) explained that practical training methods improve employee understanding and help employees adapt better to modern workplace requirements. The study emphasized the importance of real-time learning methods in technology-oriented industries.

Garavan et al. (2022) pointed out that employee development programs help organizations improve long-term productivity and employee performance by encouraging continuous learning culture.

Kumar and Reddy (2024) found that employees working in digital marketing companies require regular training to stay updated with changing online marketing trends and digital tools.

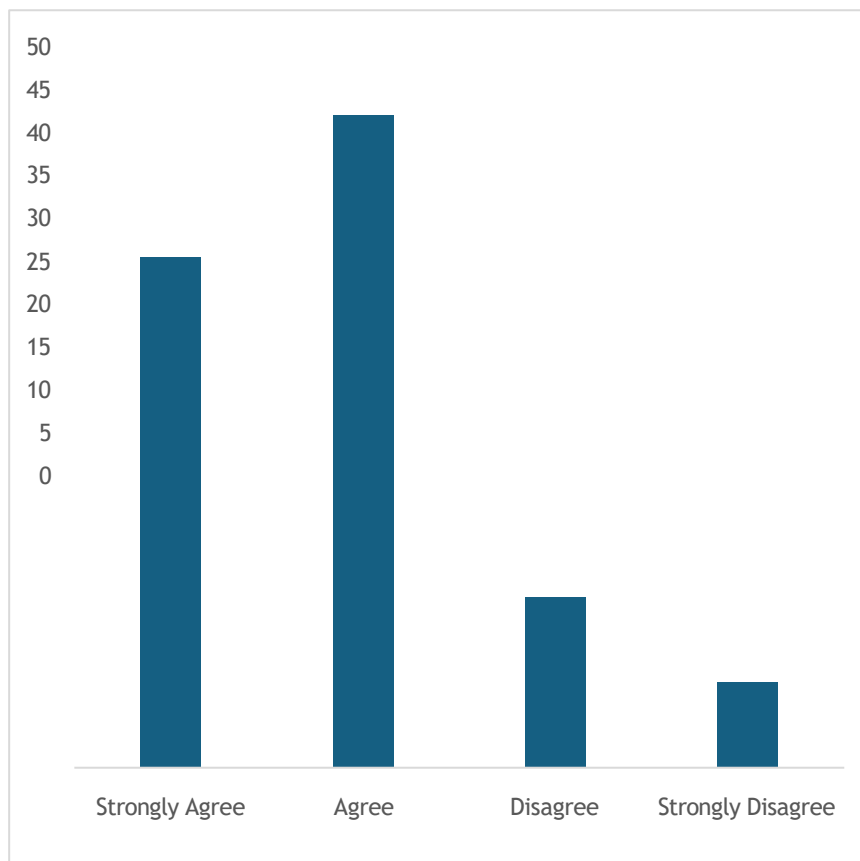
RESEARCH METHODOLOGY

The present study is descriptive in nature and focuses on analyzing the impact of training and development practices on employee performance in digital marketing companies with special reference to Hire Happi, Bengaluru. Both primary and secondary data were used for the study. Primary data was collected from 200 employees through a structured questionnaire, while secondary data was collected from books, journals, websites, and research articles. Simple random sampling method was adopted for selecting respondents. The collected data was analyzed using percentage analysis, Chi-square analysis, and correlation analysis to understand the relationship between training and employee performance.

DATA ANALYSIS AND INTERPRETATION

Objective 1: To study the impact of training and development on employee performance

Options	No. of Respondents	Percentage
Strongly Agree	72	36%
Agree	91	46%
Disagree	25	12%
Strongly Disagree	12	6%
Total	200	100%



Interpretation

The above table shows that most employees believe training and development programs improve their work performance. Around 46% of respondents agree and 36% strongly agree that training programs positively influence productivity and efficiency. This indicates that employees consider training important for improving job performance.

Objective 2: To analyze how training programs improve employee skills and work efficiency

Options	No. of Respondents	Percentage
Strongly Agree	71	36%
Agree	88	44%
Disagree	28	14%
Strongly Disagree	13	6%
Total	200	100%

Interpretation

The table shows that employees feel training programs help them improve digital marketing knowledge and practical skills. Many respondents believe training sessions help them stay updated with changing technologies and online marketing strategies.

Objective 3: To understand employee satisfaction towards training programs

Options	No. of Respondents	Percentage
Highly Satisfied	52	26%
Satisfied	94	47%
Dissatisfied	37	19%
Highly Dissatisfied	17	8%
Total	200	100%

Interpretation

The table shows that majority of respondents are satisfied with the training and development programs conducted in their organizations. Employees believe that training sessions are useful for improving their skills and overall job performance.

CORRELATION ANALYSIS

Objective

To identify the relationship between training and development and employee performance.

Null Hypothesis (H₀)

There is no significant relationship between training and development and employee performance.

Alternate Hypothesis (H₁)

There is a significant relationship between training and development and employee performance.

Variables	Correlation Value (r)	P-Value
Training and Development & Employee Performance	0.842	0.001

Interpretation

From the above table, the correlation value is 0.842, which indicates a strong positive relationship between training and development and employee performance.

Since the p-value is less than 0.05, the null hypothesis is rejected, and the alternate hypothesis is accepted. Hence, it is concluded that training and development programs positively influence employee performance in digital marketing companies.

FINDINGS

- Majority of respondents belong to the age group of 18–30 years, showing active participation of young professionals in digital marketing activities.
- Most employees stated that their organizations conduct regular training and development programs.
- Employees believe that training programs help improve work performance, technical skills, and efficiency.
- Majority of respondents are satisfied with trainer knowledge and training delivery methods.
- Employees who attend training programs regularly are able to perform tasks more independently and confidently.
- The study shows that training programs positively influence employee productivity and organizational performance.
- Employees working in digital marketing companies require continuous learning due to rapidly changing technologies and market trends.

SUGGESTIONS

- Organizations should conduct training programs regularly to help employees stay updated with current digital marketing trends.
- More practical and hands-on learning sessions should be included during training programs.
- Companies should provide training related to SEO, AI tools, social media analytics, content marketing, and paid advertising.
- Employee feedback should be collected after every training session to improve program quality.
- Organizations should improve training materials and provide interactive learning methods.
- Digital marketing companies should encourage employees to participate actively in skill development activities.

CONCLUSION

The study concludes that training and development practices have a positive influence on employee performance in digital marketing companies. Employees who participate in training programs show improvement in technical knowledge, work efficiency, confidence, and productivity.

The study also reveals that regular training programs help employees adapt to changing technologies and digital marketing trends more effectively. Employees believe that training programs improve their ability to perform tasks independently and contribute better to organizational goals.

In the current competitive business environment, continuous learning has become essential for both employees and organizations. Therefore, organizations should focus on conducting regular and effective training programs to improve

employee capabilities and overall organizational performance.

The study finally concludes that training and development programs are important tools for improving employee performance and maintaining long-term organizational growth in digital marketing companies.

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