



A STUDY ON RECRUITMENT AND SELECTION PROCESS AT SUPERK

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ABSTRACT:

This project titled “A Study on Recruitment and Selection at SuperK” Company, Kadapa District, Andhra Pradesh” aims to examine the recruitment and selection practices followed by the organization. Recruitment and selection are important human resource functions that help in attracting and selecting suitable candidates for the organization.

The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire and discussions with employees, while secondary data was gathered from company records, books, and websites. A descriptive research design was used, and the data was analyzed using simple statistical tools such as percentages, tables, and charts. The findings reveal the level of employee satisfaction with the recruitment and selection process and identify areas that require improvement.

KEYWORDS: Human Resource Management, Recruitment, Selection Process, Employee Satisfaction, Hiring Practices, Retail Sector.

INTRODUCTION:

Human Resource Management (HRM) is a fundamental function in every organization as it focuses on managing people effectively to achieve organizational success. Among the various activities of HRM, recruitment and selection are considered core processes because they determine the quality of human capital within an organization. The ability to attract and appoint capable employees directly influences productivity, service quality, employee retention, and long-term organizational performance. When organizations employ systematic and well-structured hiring practices, they are better positioned to meet operational goals and respond to competitive market conditions.

Recruitment is the process of identifying organizational staffing needs and attracting potential candidates through appropriate sources such as internal promotions, employee referrals, and external hiring channels. Selection, on the other hand, involves evaluating applicants through structured procedures such as screening, interviews, and assessments to identify the most suitable individual for a specific role. An effective recruitment and selection system ensures that the right person is placed in the right job at the right time, thereby improving workforce efficiency and organizational effectiveness. Moreover, transparent and fair hiring practices help build employee trust and strengthen organizational reputation.

In today's dynamic business environment, organizations must adopt strategic and technology-supported recruitment practices to attract talented individuals and maintain competitiveness. The integration of structured selection methods, competency-based evaluation, and systematic decision-making enhances the quality of hiring and supports sustainable organizational growth.



This project focuses on examining the recruitment and selection practices followed at Super K, located in Kadapa District, Andhra Pradesh. The study aims to analyze the sources of recruitment, methods of candidate selection, and the overall effectiveness of the organization's hiring procedures. By evaluating current practices, the study seeks to identify strengths and suggest improvements that can enhance workforce quality and support organizational development.

NEED FOR THE STUDY

- Recruitment and selection are critical HR functions that directly impact organisational performance and productivity.
- SuperK is a retail supermarket chain, where employees are key to maintaining customer service and store operations.
- Hiring the right candidates ensures better efficiency, reduces employee turnover, and improves overall service quality.
- Organised retail in Tier-III towns like Kadapa faces challenges in attracting and retaining skilled employees.
- Understanding SuperK's current recruitment and selection practices helps identify strengths and weaknesses in the process.
- The study provides insights for improving hiring procedures, enhancing workforce quality, and supporting business growth.
- Helps the company align recruitment practices with business goals and maintain a motivated and competent workforce.

SCOPE OF THE STUDY

- ➔ Focuses on the recruitment and selection process followed at SuperK Company in Kadapa District, Andhra Pradesh.
- ➔ Covers various sources of recruitment used by the company, including internal and external methods.
- ➔ Examines the selection techniques adopted, such as interviews, skill assessments, and other evaluation methods.
- ➔ Studies the employee satisfaction with the recruitment and selection practices.
- ➔ Provides suggestions for improving recruitment and selection, aligning HR practices with organisational goals.

REVIEW OF LITERATURE

- **Kaur & Sharma (2020)**: found that the use of online recruitment platforms and social media has improved candidate reach and reduced hiring time in retail and service industries.
- **Reddy (2021)**: observed that organizations adopting structured and competency-based interviews achieve higher employee retention and better job fit when compared to traditional hiring methods.
- **Patel & Desai (2021)**: concluded that AI-enabled HR tools and applicant tracking systems (ATS) are increasingly used to screen resumes, which enhances selection accuracy and reduces bias.
- **Singh & Kaur (2021)**: reported that transparent recruitment communication, including clear job descriptions and expectations, has a positive impact on employee satisfaction and job



- performance.
- **Roy (2022):** emphasized that employer branding plays a significant role in attracting quality applicants, especially for frontline positions in customer-oriented sectors like retail.
 - **Mehta & Gupta (2022):** noted that organizations conducting pre-employment assessments, simulations, and work samples experience improved predictive validity in candidate selection.
 - **Agarwal (2023):** found that mobile-friendly hiring systems and online application processes increase engagement from both experienced and fresh candidates.
 - **Narayan & Kumar (2023):** stated that referral programs and internal talent pools are effective recruitment sources, providing reliable hires and reducing recruitment costs.
 - **Thomas (2023):** highlighted that organizations using structured onboarding and training post-selection see better performance acceleration and reduced early turnover.
 - **Sharma & Rao (2024):** examined the role of psychometric testing in selection and found that combining psychological assessments with interviews improves candidate–job fit.
 - **Naik (2024):** concluded that data-driven decisions in recruiting, supported by analytics, improve hiring quality and align recruitment with business goals.
 - **Verma & Singh (2024):** emphasized that continuous feedback loops in recruitment processes help HR teams refine selection criteria and adapt to changing job requirements.
 - **Kapoor (2025):** reported that organizations that invest in diversity-focused recruitment strategies gain a competitive advantage by increasing innovation and employee engagement.
 - **Iyer & Menon (2025):** found that speed of hiring is directly linked to positive candidate experience, influencing employer reputation and future applicant interest.
 - **Joshi (2025):** studied recruitment in retail SMEs and concluded that technology adoption, training integration, and structured selection significantly enhance HR effectiveness and operational performance.

OBJECTIVES

1. To study the recruitment and selection process at SuperK Company, Kadapa District.
2. To identify the sources of recruitment used by SuperK Company.
3. To understand the selection methods followed by the company for hiring employees.
4. To study employee satisfaction with regard to the recruitment and selection process

LIMITATIONS OF STUDY

- ❖ The study is limited to SuperK Company in Kadapa District and may not represent all SuperK locations.
- ❖ The research was conducted within a limited period of 52 days, which restricted in-depth analysis.
- ❖ The sample size was limited, so results may not be fully generalised.
- ❖ Data collected is based on employee responses, which may include personal bias.
- ❖ The study focuses only on recruitment and selection, not other HR functions.

RESEARCH METHODOLOGY

INTRODUCTION

Research is a systematic and organized process of collecting, analyzing, and interpreting data to find solutions to research problems. It helps in generating new knowledge and understanding relationships



between different variables. In the present study, research methodology has been designed to analyze the level of customer satisfaction towards Super K.

RESEARCH DESIGN

The research design adopted for this study is Descriptive Research Design.

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It focuses on understanding customer opinions, preferences, and satisfaction levels regarding SuperK's products and services.

TYPE OF RESEARCH

The study is based on:

- Descriptive Research
- Quantitative Research

The quantitative approach is used to measure customer satisfaction through numerical data and percentage analysis.

RESEARCH APPROACH

The study is conducted using a survey method. A structured questionnaire was prepared and distributed among customers of SuperK to collect relevant data.

DATA COLLECTION

Data collection is one of the most important steps in research. The data collected for this study is classified into two types:

1. Primary Data

Primary data was collected directly from customers of SuperK through:

- Structured Questionnaire
- Personal interaction with customers

This helped in understanding customer satisfaction levels, buying behavior, service perception, and overall experience.

2. Secondary Data

Secondary data was collected from:

- Company records (if available)
- Books and journals



- Websites
- Previous research studies
- Online articles related to customer satisfaction

QUESTIONNAIRE PREPARATION

A structured questionnaire was prepared containing close-ended questions.

The questionnaire includes multiple-choice and rating-scale questions to measure:

- Customer satisfaction level
- Product quality perception
- Pricing satisfaction
- Service quality
- Overall shopping experience

SAMPLING DESIGN

Sample Size

The sample size for the study is 140 respondents.

Sampling Technique

Convenience Sampling method was used for selecting respondents. Customers who visited SuperK during the study period were selected for the survey.

AREA OF THE STUDY

The study was conducted at SuperK store located in Kadapa

PERIOD OF THE STUDY

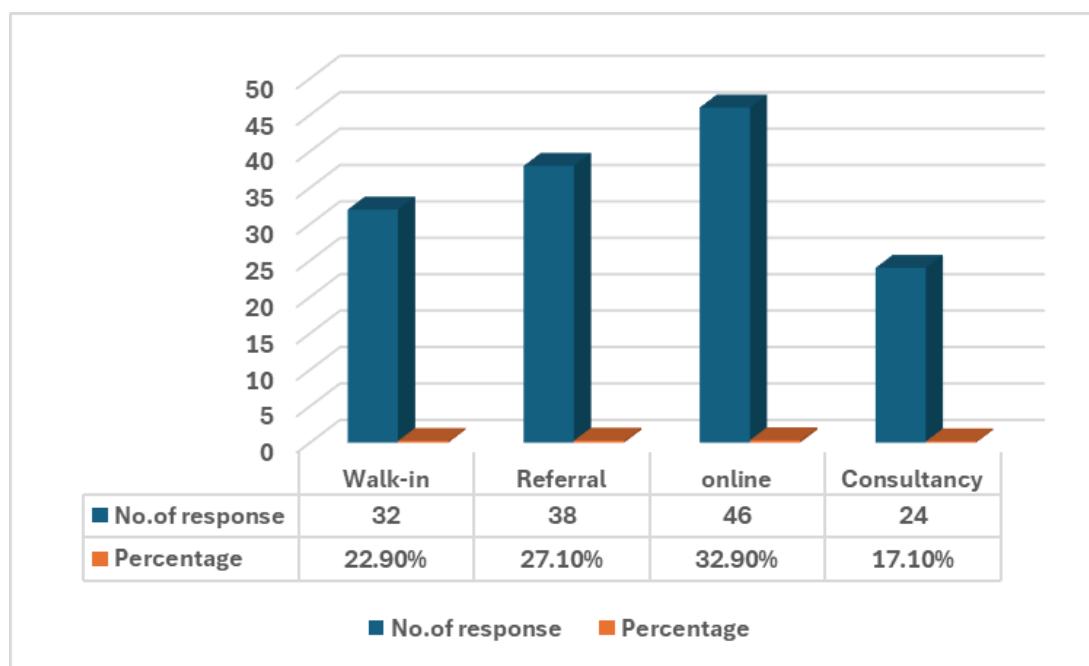
The period of the study was from December 2026 to March 2026 (4 months).

DATA ANALYSIS & INTERPRETATION

1. How did you come to know about this job?

Scale	No.of response	Percentage
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Walk-in	32	22.9%
Referral	38	27.1%
online	46	32.9%
Consultancy	24	17.1%
Total respondent	140	100%

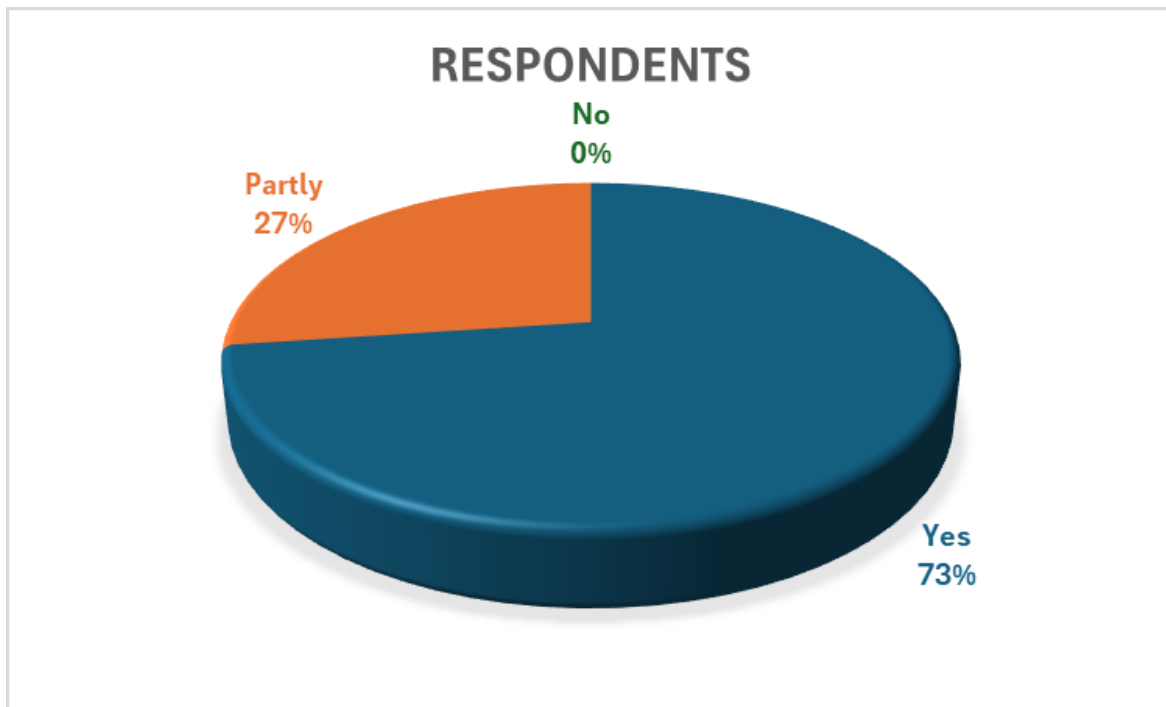


Interpretation:

The majority of employees (32.9%) learned about job opportunities through online sources, indicating the growing importance of digital recruitment channels. Referrals (27.1%) also play a significant role, showing internal networks support hiring. Walk-ins account for 22.9%, reflecting accessibility for local candidates.

2. Was the job information clearly explained during recruitment?

Response	Respondents	Percentage
Yes	102	72.9%
Partly	38	27.1%
No	0	0%
Total	140	100%

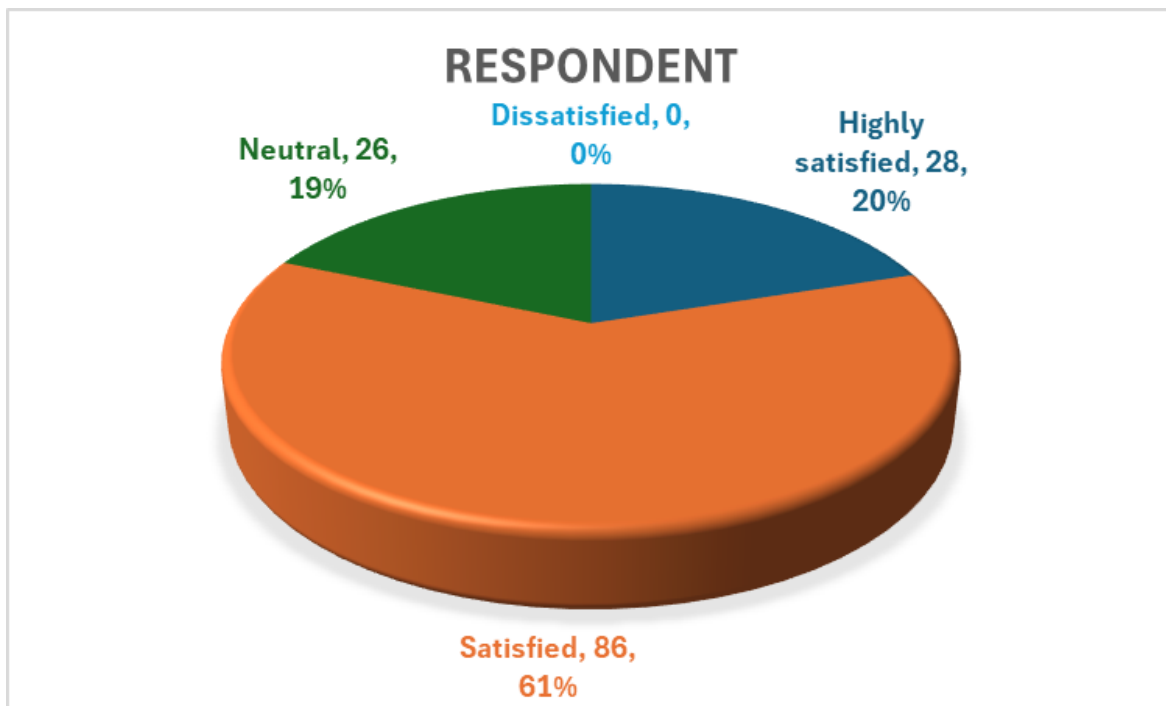


Interpretation:

A majority of respondents (73%) stated that job information was clearly explained, indicating transparency in communication. However, 27.1% reported partial clarity, suggesting scope for improvement in explaining job roles and responsibilities. Only a small percentage (0%) reported lack of clarity.

3. Are you satisfied with the recruitment process?

Response	Respondent	Percentage
Highly satisfied	28	20.0%
Satisfied	86	61.4%
Neutral	26	18.6%
Dissatisfied	0	0%
Total	140	100%

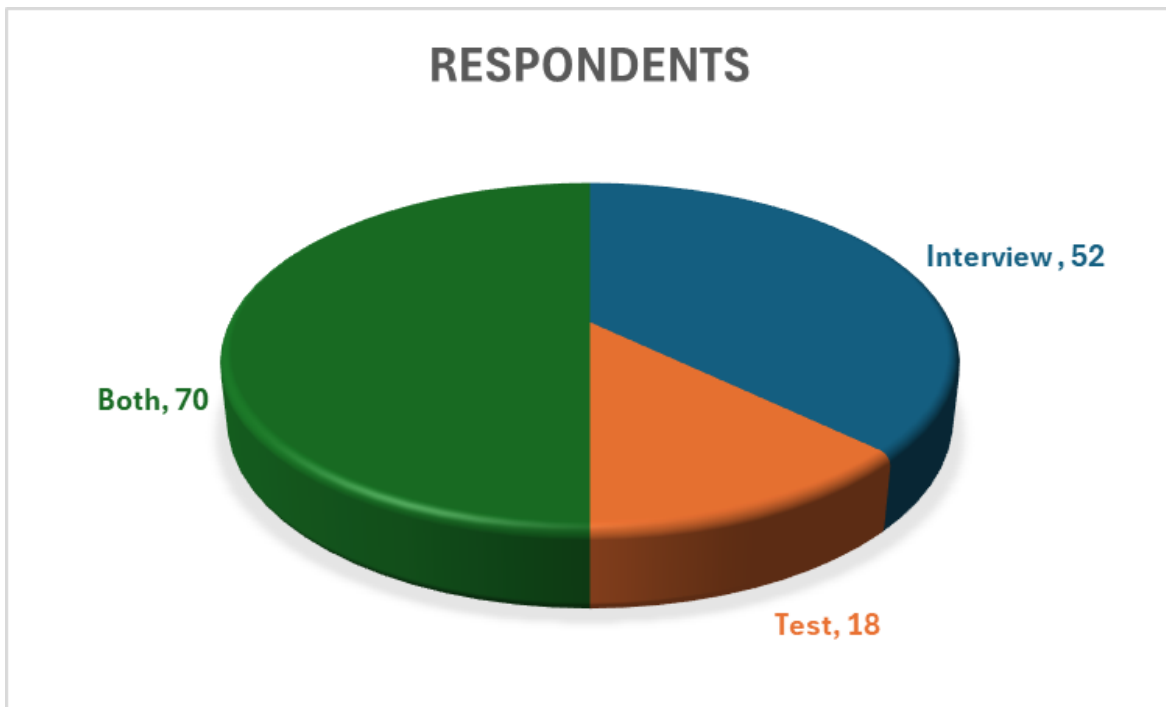


Interpretation:

Most respondents (68.6%) expressed satisfaction with the recruitment process. This indicates positive perception regarding hiring procedures. A small group (11.4%) expressed dissatisfaction, highlighting areas for improvement in process efficiency or communication.

4. Which selection method was used?

Method	Respondents	Percentage
Interview	52	37.1%
Test	18	12.9%
Both	70	50.0%
Total	140	100%



Interpretation:

Half of the respondents experienced both tests and interviews, indicating a structured selection system. Interviews alone were used for 37.1% of employees, while only a small group underwent tests alone. This shows a balanced approach to candidate evaluation

FINDINGS

- 32.9% of employees came to know about the job through online sources, showing the importance of digital recruitment channels, followed by 27.1% through referrals.
- 72.9% of respondents stated that job information was clearly explained, while 27.1% felt it was only partly explained.
- A majority of employees (80%) are satisfied with the recruitment process, indicating a positive perception of hiring practices.



- 50% of respondents underwent both tests and interviews, showing the organization uses multiple methods for candidate selection.

SUGGESTIONS

- The company should continue using online recruitment and also strengthen referral programs to attract quality candidates.
- Job roles and responsibilities should be explained more clearly to all applicants to avoid confusion.
- The recruitment process can be improved by reducing delays and making procedures faster.
- Structured selection methods like tests and interviews should be used consistently for all positions.

CONCLUSION

The study concludes that SuperK follows an effective and systematic recruitment and selection process. The organization mainly relies on external recruitment and interview-based selection methods, which employees generally perceive as fair and satisfactory. Clear communication of job roles and reasonable selection time contribute to positive employee perceptions. However, adopting structured evaluation methods and modern recruitment techniques can further improve hiring effectiveness. Overall, efficient recruitment and selection practices play an important role in enhancing workforce quality and organizational performance.

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