

THE IMPORTANCE OF MOTIVATION IN THE WORKPLACE AND HOW IT MOVES EMPLOYEES

DISSERTATION

Student name: Viktoriya Tancheva

Student Number: 1814113

Lecture's name: Anupam Mazumbar

Supervisor: Nandish Patel

Module Code: LCBB6000

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INTRODUCTION

Employees motivation is played major roles in order to cuss of organisation and also it is related to energy, commitment which is driving by employees of organisation. Also, when employees of organisation are motivated they can deal with any problem and always try to motivate others that's directly help to increases the employee satisfaction (Kriegbaum, Becker and Spinath, 2018). It also helps to develop the enthusiasm in employees so that they can deals with any situation. This is also related to improving and maintaining at the workplace that can be become problem at the workplace also it is necessary to find different ways which help to providing the motivation to the employees in order to work on slower the pace, spending time, avoiding the task that is also related to put energy on their work. Also, it is also help to accomplish the high standard which is necessary to improve by creating meeting important target. It also helps to build the interest in the employees in order to work on activities which is necessary to manage (Naimovna, 2021). Further, study focus in significance of motivations at workplace in order to encourage them for retaining the company. Present study is based on H&M (Hennes and Mauritis), it is Swedish multinational clothing company of headquartered in Stockholm. This is focus in fast fashion of clothing for men, teenager, women, children etc. There are more than 74 countries and 5000 stores under different brands of company.

Significance of the topic

On the basis of current research, it can be said that it helps to carry out importance of motivation in the workplace and how it helps to run with move employees within organisation. There are several benefits of motivation which helps enhance the performance of organisations such as higher productivity levels that help to implement employee's motivation techniques which encourage this work productivity for better revenue outcomes. The present report focuses on carry out the piece of information on the basis of strategies of motivation that can be used for encouraging employees and the challenge which is faced by company in order to encouraging workforce (Steinmayr and Spinath, 2019). Also, resent report can be used by researchers, firms, organisations, and professionals who are responsible for managing the human resource in such as way where it helps to enhance the employee motivation. Chosen company based on growing and developing in order to attain high quality of work that is why it also focus on improving employee motivation so that it helps to increase the productivity. Also, study focus on motivation theories and approaches which are helped for developing the knowledge as well as it helps to increase the performance of the employees.

Research Aim

"To analyse the importance of employee motivation at workplace and how it works employees." A study on H&M

Research Objectives

- To understand the concept and importance of employee motivation at workplace
- To identify different strategies that are used across organisations for motivating employees in H&M
- To analyse various challenges faced by management in the process of motivating employees in H&M
- To recommend the strategies for improving the challenges faced by H&M regarding employee's motivation.

Research Questions

- Analyse the concept and importance of motivation at workplace?
- What are the various strategies that are used by organisations for motivating and moving of employees in H&M?
- What are the various challenges faced by management in the process of motivating employees in H&M?

LITERATURE REVIEW

Theme1: The concept and importance of employee motivation at workplace

According to binti Ibrahim,(2021) employees' motivation is defined as attitude of employee towards their work and also it helps to desires the energy for how peoples interested and committed to job. It refers as crucial for organisation because it is the root from which stem both the progress and downfalls the company. This is most essential part of the company which helps to create interest in employees in order to work harder and also help to produce more. Then also develop the knowledge about work and improve quality of work which is necessary for the company in order to work harder. IT is not necessary whether company is small or big but the major thing is to focus on employees' motivation that's directly work on the basis of work with organisation to create more energy in employees who believe in mission and understanding the significant of company losses. Then when the employees are motivated, it help to completes the business goals which directly improve the productivity of the company.

According to Curcuruto and Griffin, (2019) it has been analysed that it is necessary to develop the work on interaction with employees so that's they feel positives for improving their natures as well as it helps to communicate the employees in effective way. There are some of the factors of employee's motivation which helps to reward values of goal in order to makes efforts as well as keep the employees motivated by increasing the work efficiently, producing the better result. It leads to stability in work force and also help to build the confidence among subordinates and then improving the performance by providing the facility of reducing absenteeism and increases the labour turnover. Also, it helps to improve image of organisation. Further, this is also help to improve customer service in order to work on higher standard that's help to put more efforts in order to create higher quality of work. This is also helps to improves the relation with worker and management so that they can share their thought with managements which help to build positives relationship.

According to Li, Chen and Menassa, (2019) there are two type of motivation and in which company can use accordingly. Intrinsic motivation helps to construct or pertaining from external factors in order to meet personal needs. In this type of motivations employee feel inspired and complete the task accordingly in order to create personal value in this any employee can get promotion,

larger pay which help to motivate them by increasing job satisfaction as well as increased the responsibilities. On the others hand, extrinsic motivation is related to get from external factors such as praise or compensate employee in order to drive by providing them bonus, awards, raise which help to maintain livelihood among other. This also help to change the attitude of employees in order to change perception and thought that's help to enhance their interaction by improving social engagement and also focus on making other people better.

Theme 2: Identify different strategies that are used across organisations for motivating employees

On the basis of Cote, (2019) Employee motivation is one of the main components of achieving the company success also it helps to give feeling of happiness and improves the performance of the employee also high quality of work reduce the employee turnover in orders to save money. There are different strategies used by company according the nature of employee. By setting attainable goals on the basis of SMART it helps to give excellent motivation also this is help for outline the criteria for giving something specific to employee. Organisation used this method in order to work according to the set objective so that it's also help to put mores potential to the team in order to improve the performance. For instance, H& M sets goals for employees to completes the target and then providing them rewards according to their potential. Also, another strategy which is followed by company are related to providing immediate praise for accomplishment so that it helps for providing the detailed feedback to employees that's help to boost their morale and then also providing positives praise to employees when projects or task completed.

Employee are also employees are responding for praise that motivates for continuing work hard. It is also important to provide individual praise or recognition for accomplishment let them to know valuable to the company. This is also help to provide positive reinforcement which is help for getting successful and then leave with empowerment. Chen, Chang and Wang, (2019). another strategy is related to creating the employee incentive program that help to improve the employee motivation which help to create an incentive program and directly rewards team members for their accomplishment. The promise of incentive program helps t encourage employee for doing best work in order to more focus on raising the big motivator for many. It can be in the form of incentives like bonus, trophies, paid time off, verbal recognition and gift cards. To provide challenges for daily life help to motivate others in order to

focus on completing the tasks in such as ways where its help to give them motivation for attending in better manner. In addition to this, said that it is also necessary for healthy work life balance which help to maintain better relation in orders to more focus on providing them different ways such as encouraging breaks that help to allow employee to rest. Gibson, and Stride, (2019) analysed employees feel refreshed it help to reducing the chance of burnout and also leadings for higher employee satisfaction and motivation. Further, offering flexible scheduling help to take time off for routine appointments and self-acre that's is necessary to maintains at the workplace. There are many organisations who are offering flexible times for working which help to enhance their work efficiency and in the peak season it helps to provide the secures life and them motivate them work in effective way. Also, providing work from home help to feel better in which employee can work according to their need and time and also help to increase the productivity. To create positive environment, help to support enthusiasm, motivation and collaboration that hep to play vital role in order to create and ideal environment for employees.

Theme 3: Analysing various challenges faced by management in the process of motivating employee

According to Sonnenstuhl, W.J. and Trice, (2018) it has been analysed that there are different challenges faced by company during the process of motivation. It impacted on the performance of the employees in order to decreases the productivity of the company. Also, low self-confidence helps to improves the performances of motivation which is necessary task because confidence help to enhance the performance of an employee. When employees not feel confident it impacted by feeling unworthy and unable to take decision. At that's employees not able to form good work relationship or assert themselves which is important for success at workplace. Fear of failure is another challenge that can be faced by employees at that's time they did not able to face challenges to complete the task. The achievement of anxiety is related to sensitives punishment that is include criticism or loss of something they value. For example, employee may begin the particular activity which need to stop before completed the task. Also, they are not able to understand the potential of negative feedback. Further, during the process of motivation employees are feel demotivated in order to understand other employee as competitor at that time it is necessary to focus more on developing knowledge. Khusainova, (2018) said that sometimes employees are not able to get the point of motivations they only focus on affecting by challenges by lack of

interest in subject matter. When employee has no interest in particular task it helps to reduce the interest of others peoples also they can influence by other thing. When employee have low-esteem it can a major challenge that is faced by any company it directly affect by low morale of employees. Then lack of clarity impacted by not understand the reason behind the particular task and it is necessary to develop the idea of revisit the project goal.

RESEARCH METHODOLOGY

Research methodology refers to the specific procedure or techniques that is used to identify , process and analyse the detailed information about the study. With the help of this methodology researcher can critically evaluate the overall validity and reliability of the study. The research methodology encompasses the way in which researcher carry out its study(Pandey, and Pandey, 2021). It includes various data collection methods, statistical analysis etc. The research methodology includes type of research, philosophy, approaches , research strategies, data collection methods, sampling , data analysis, limitations, ethical consideration and validity and reliability.

Research Type: The study is classified into two segments i.e. Qualitative and quantitative methods. Both method has been uses for distinctive properties and data collection methods. Qualitative research is the method that collects the data using various conventional methods such as open ended questions. With the help of this method , researcher can easily understand the views and opinions of the respondents. On the other hand quantitative methods is related to the numerical data. This method is the systematic way tp collect the relevant data form the sources. The responses collected are essentially non-numerical. The current study quantitative research has been used that will help to evaluate the numerical data based on the research topic (Sürücü, and MASLAKÇI, 2020). Apart from this various strategies related to employee motivation has been used in the study.

Research philosophy: Research philosophy is considered as the basis of the research that involves the selection of the strategy, formation of the problem , data collection and analysis. It has been classified into Positivism and Interpretivism. In Positivism, research includes the factual knowledge that is gained through observation and on the other hand Interpretivism involves the research to assume various elements of the study (Chirkov, and Anderson,2018). In the present study, Positivism philosophy has been used by

the scholar in order to measure the numerical data. The main purpose of using this method is that it helps in analysing the numerical data to obtain detail information about the research.

Research approach: Research approach is defined as the plan and procedure with the detailed analysis of the research steps. The research approach is classified in two parts i.e. Inductive and Deductive approaches. Deductive approach is concerned with developing a hypothesis that is based on the existing theory and on the other hand inductive approach is related to the emerging with new theories(Armat, and et.al., 2018). For the current study deductive research approach has been used that require to collect the data in numerical and primary form. With the helps of this approach , the scholar can easily evaluates the numerical data in short period of time.

Research strategies: Research strategy must be demonstrated in considering the perfect and relevant information and has great significance to conduct the study effectively and efficiently. The strategy helps in determining the effective techniques in order to collect the correct and reliable data within the given duration(Melnikovas, 2018). In the research study different types of strategies are involved such as literature review, case study survey etc. In the current study, the survey has been used as research strategy in order to collect the effective numerical data. Furthermore, under this research method , questionnaire has also been used that includes various close ended questions in order to effectively carry out the study.

Data collection methods and tools: Data collection is the process of gathering, measuring and analysing the accurate data from variety of reliable sources in order to find the answers to the research problems and also helps in measuring the outcomes. There are two types of data collection methods i.e. Primary and secondary methods(Cr, 2020). Primary data collection includes interviews and questionnaires whereas secondary data is collected from various sources which has already being published. For the present study, primary data collection has been used as it helps in generating raw data through questionnaire method. In addition to this secondary data collection method has also been used in order to get the relevant data form the published sources such as books, articles journals etc.

Sampling: It is the process that is used in statistical analysis in which specific number of observations are drawn from the large population. There are two types of methods that is used in this process i.e. probabilistic and non- probabilistic for collecting the information. Fro the present study probabilistic sampling method has been used as it helps in collecting information from large number of respondents through random method where 25 managers has been selected as participants in order to collect the information regarding motivation at workplace.

Data Analysis: Data analysis is defined as the process of cleansing, transforming and modelling the data with the aim of discovering reliable information and detail that underpin the research. The main purpose is to extract relevant information form the data collected and take decisions based on that. There are two methods that helps in evaluating the data i.e. thematic and SPSS. Furthermore,SPSS approach has been adopted by the scholar in order to analyse the key findings regarding the study(Pallant, 2020). In addition to this, MS-Excel has been used in the current research, different themes, chart and graphs has been used in the study in order to present the research in presentable manner.

Ethical consideration: Ethical consideration refers to the collection of the principles and values that is followed by the scholar in their study in order to receive relevant and reliable information about the form the participant. In order to conduct research in effective manner, it is necessary to comply with the ethical principles. Along with this to fulfil the ethical aspect of the study, signature of the respondents has been taken that specify their willingness to answer the questions by the researcher. In addition to this, reference list has been added in the end of the research that represent that data has been collected from reliable source. , the researcher has been maintained proper communication between scholar and candidates. Furthermore, all the provisions regarding the data protection have been complied throughout the study.

Validity and Reliability: The validity and reliability of the research methodology plays significant role in the research which ensure that scholar has completed the whole study in appropriate and ethical manner. In order to enhance the reliability and validity of the present study, the scholar has been used the reliable and authorised sources such as articles published after 2017. This has helped the scholar to achieve the aim of analysing the importance of employee motivation at workplace and how its work for employees in H&M

company. Further, to enhance the reliability of the outcome and result of study, the scholar has been assessing the article using the keywords (Mohajan, 2018). In addition, the scholar has been not changed the data or does not alter the data which they have collected through survey method in order to keep the data realistic and correct. This has helped the researcher to complete the whole process in an appropriate manner so that researcher can achieve the overall aim and objectives and also reach to final conclusion.

Limitation: This is another part of research methodology which should consider by the scholar in order to identify the factor that are affecting its research outcome. The limitation attach with present study is lack of time and resources. Because of the lack of time as a limitation, the scholar is unable to include more responded for the purpose of survey method. However, in order to mitigate this limitation, the scholar has been used the simple random sampling method to select sample and avoid the biasness among the 100% population (Pandey and Pandey, 2021). Further, it is also analysed that due to lack of resource, the scholar unable to gather data regarding the employee motivation at H&M workplace as majority of website of company fall under the category of paid. But on the other hand, in order to avoid this limitation, the scholar has been assessed the relevant articles using key words. This has helped the researcher to reach a final conclusion and determine the answer of each and every research question.

DATA ANALYSIS

This chapter entirely based upon the primary research in which scholar uses different graphs and charts in order to determine the views of selected respondents. Further, the chosen methodology is related to quantitative and that is why, it will help to determine the results by using software that provide valid outcome and generate a better outcome.

Descriptive statistics

With the help of this statistics, scholar will able to describe, show and summaries the basic features of a dataset found in given study that helps to describe data sample and its measurement. The below mention table clearly indicated about the central tendency of the dataset.

Statistics											
		How long you are working in H&M?	Does your company put any efforts to motivate the employees?	Rate your level of satisfaction with the working culture of an organization?	Do you agree that management is interested in motivating employees of H&M?	Do you involve your employees into the decision making process?	What type of incentives offered by the management to employees?	According to you which of the following factors motivated employees the most?	Do you think that incentives and other benefits influence employee's performance?	Do you conduct any open session to understand the issue faced by employees or to motivate them?	Which of the following challenge faced by you at the time of motivating employee?
N	Valid	25	25	25	25	25	25	25	25	25	25
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		2.4400	1.7200	2.9200	2.6800	2.0800	2.8400	2.4400	1.9200	1.8400	2.6800
Median		2.0000	2.0000	3.0000	2.0000	2.0000	3.0000	2.0000	2.0000	2.0000	3.0000
Mode		2.00	1.00	2.00	1.00	3.00	4.00	1.00	1.00	1.00	4.00
Std. Deviation		1.08321	.79162	1.25565	1.46401	.90921	1.17898	1.22746	.86217	.85049	1.14455
Variance		1.173	.627	1.577	2.143	.827	1.390	1.507	.743	.723	1.310

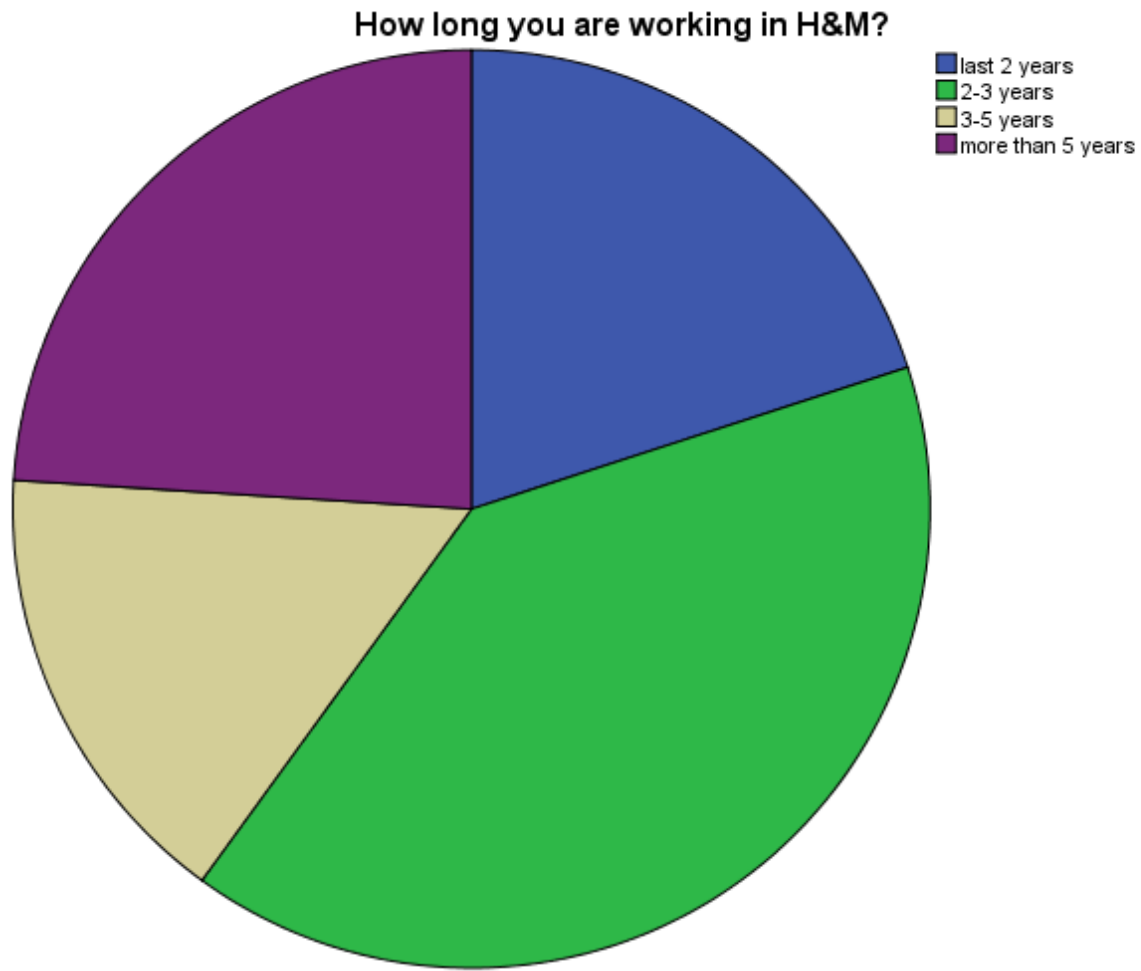
Interpretation: The above descriptive statistics entails that majority of the managers of H&M working from last 2 to 3 years and it might be varied by 1% as per the standard deviation reflected. Further, 50% of the selected participants are strongly agreed that quoted firm make efforts in order to motivate their employees in order to improve the performance. Whereas average selected participants stated that they are agreed with the statement and most of the selected managers stated that they are satisfied with the working culture of an organization but 50% of them stated that average. Also, average number of managers within a company are agreed that management is interested in motivating the employees so that they can perform the work effectually.

In addition to this, most of the respondents stated that managers occasionally involved their employees into a decision making but 50% of the employees stated no. Along with this, company provide appreciation letter to their employees in order to make them motivated towards the work whereas most of them stated that there are different incentives provided which include incentive reward, promotion. Also, most of the employees stated that salary increases is the major factor that affect their motivation level and that is why, company keep focusing upon the same in order to improve the performance. Apart from this, 50% of the selected managers reflected that there is no influence of incentives over the employee performance whereas most of the managers agreed with the same. That is why, budgetary issue is the major challenge faced by the managers while implementing different methods of motivation. Overall, the descriptive statistics reflected that company need to implement effective motivational strategies in order to create a better outcome and make their employees motivated to perform work effectually.

Thematic analysis

Theme 1: Most of the employees are working from last 2-3 years

		Frequency	Percent
	last 2 years	5	20.0
	2-3 years	10	40.0
	3-5 years	4	16.0
	more than 5 years	6	24.0
	Total	25	100.0



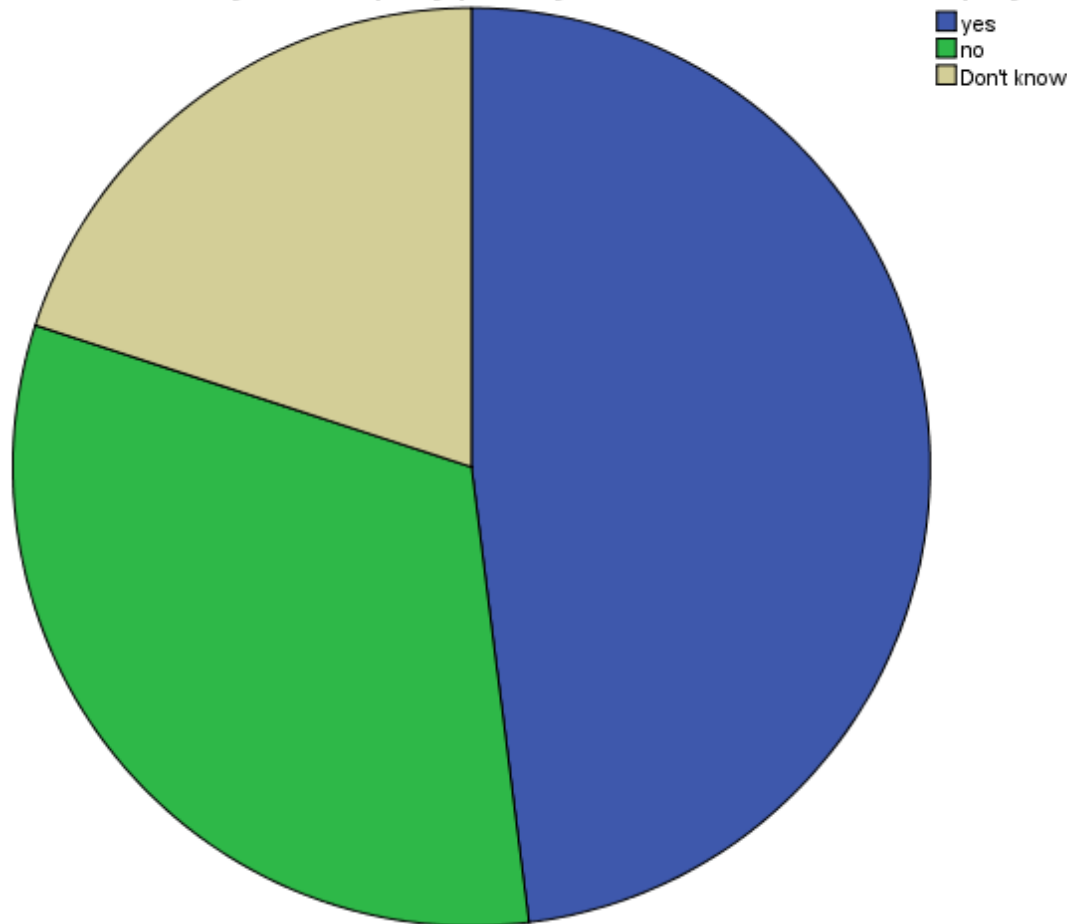
Interpretation: As per the above graph, it has been interpreted that 40% from the total respondents stated that they work so long i.e. 2-3 years. Whereas, 20% of them stated that they work for the company from last 2 years and 16% of them stated that they work in a

firm from last 3-5 years and 24% of them stated that they work for more than 5 years. That is why, having a good experience in this company will help to provide better outcome and different strategies implemented by the firm that create a better results.

Theme 2: Yes, company put any efforts to motivate the employees

		Frequency	Percent
	yes	12	48.0
	no	8	32.0
	Don't know	5	20.0
	Total	25	100.0

Does your company put any efforts to motivate the employees?



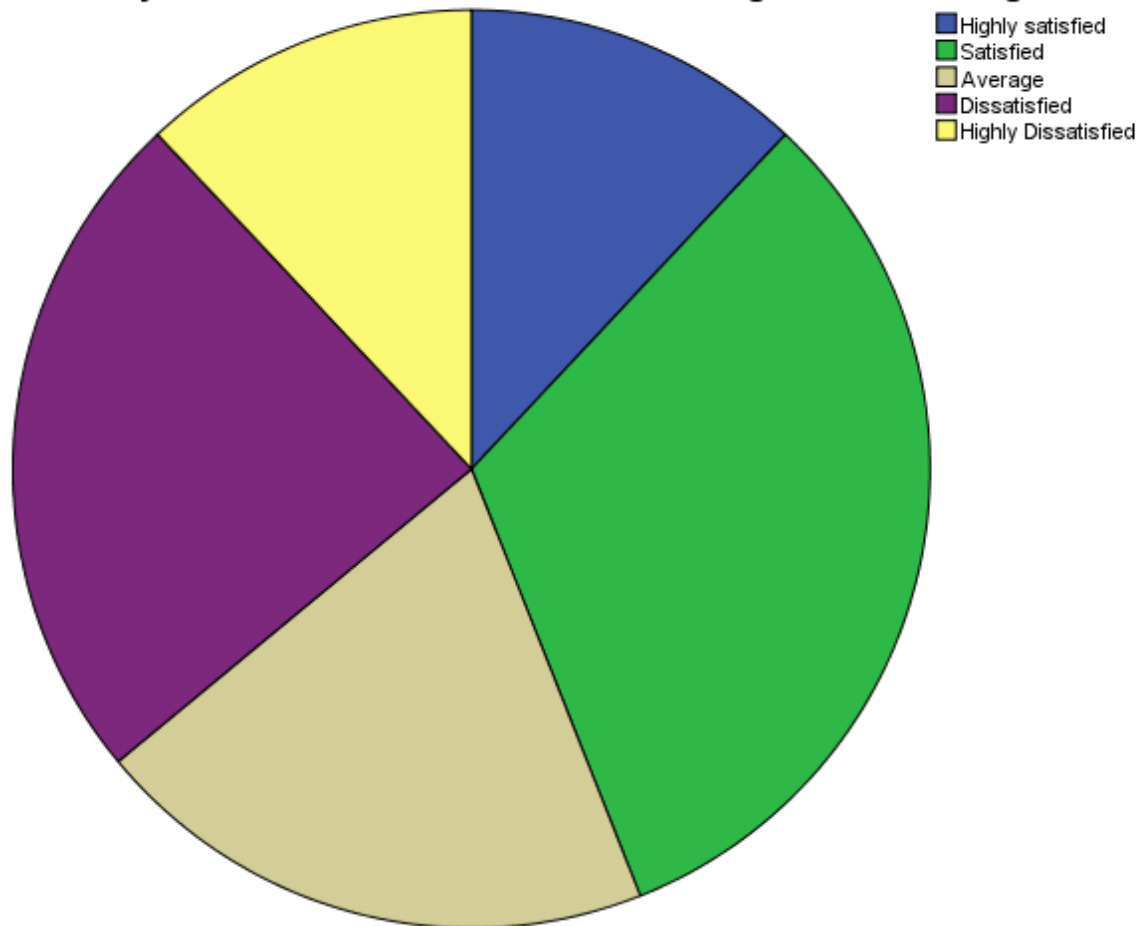
Interpretation: In accordance with the above graph, it has been identified that yes, company put many efforts in order to make their employees motivated. Such that out of 100%, 48% of them stated yes and 32% of them stated no and only 20% of them do not know about anything. That is why, it can be stated that focusing upon employee performance will help to make them realize that they are an important asset. Implementing effective strategies to improve the employees will always create a better outcome and make their

employees feel happy in the existing working culture. This in turn contribute to their working performance and remain them satisfied that causes positive impact over the business.

Theme 4: Level of satisfaction with regard to working culture of an organization

		Frequency	Percent
	Highly satisfied	3	12.0
	Satisfied	8	32.0
	Average	5	20.0
	Dissatisfied	6	24.0
	Highly Dissatisfied	3	12.0
	Total	25	100.0

Rate your level of satisfaction with the working culture of an organization?



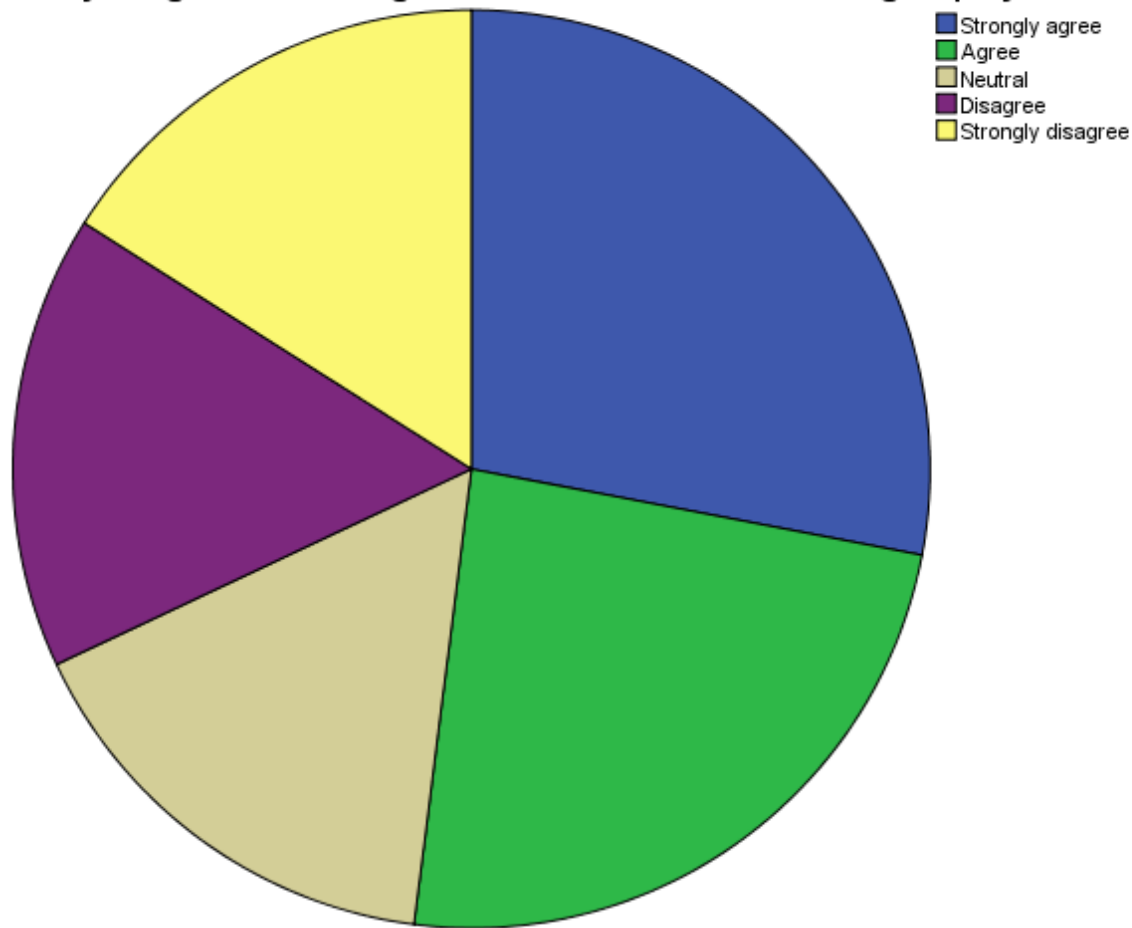
Interpretation: As per the above table, it has been interpreted that out of 25 managers of H&M, 8 of them stated that they are satisfied with the working culture of an organization whereas 6 of them stated that they are dissatisfied and only 3 of them are highly satisfied. Therefore, it reflected that company's motivation strategies are far better as compared to other and that is why, the level of satisfaction

among managers is satisfied. Hence, having strong employee motivation level, company can keep their employee satisfied and happy which improve their performance and help to sustain the brand image at global level.

Theme 4: Yes, management is interested in motivating employees of H&M

		Frequency	Percent
	Strongly agree	7	28.0
	Agree	6	24.0
	Neutral	4	16.0
	Disagree	4	16.0
	Strongly disagree	4	16.0
	Total	25	100.0

Do you agree that management is interested in motivating employees of H&M?



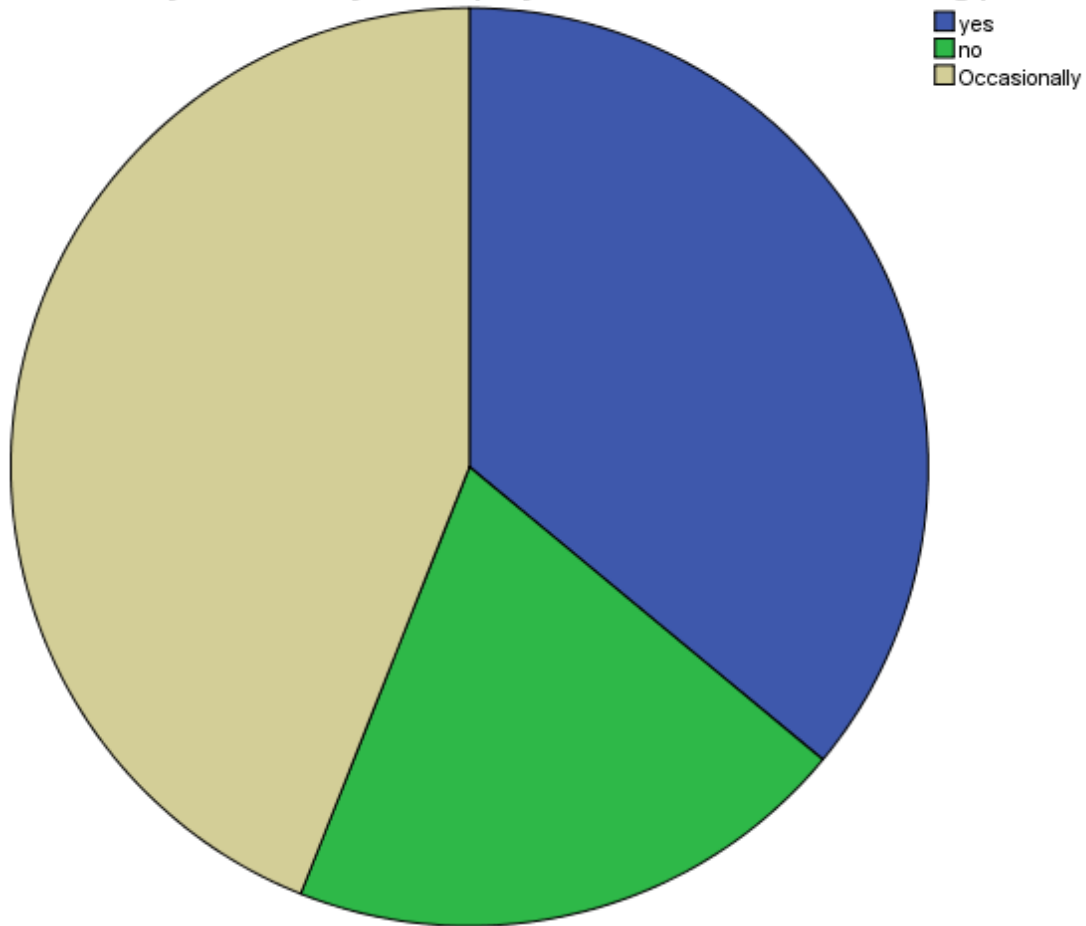
Interpretation: As per the above graph and table, it has been interpreted that management of the company is keep providing different ways to improve the motivation level. This can be identified by primary research in which 24% of them stated that they are satisfied and 16% of them stated neutral, disagree and strongly disagree. However, majority of the selected participants are strongly agreed that

they are strongly satisfied with the management is interested in motivating employees of H&M. Thus, it is supported by the literature review that providing proper support from management will be beneficial for the company in order to improve the business performance and create a better outcome.

Theme 5: Managers involve the employees into a decision making process occasionally

		Frequency	Percent
	yes	9	36.0
	no	5	20.0
	Occasionally	11	44.0
	Total	25	100.0

Do you involve your employees into the decision making process?



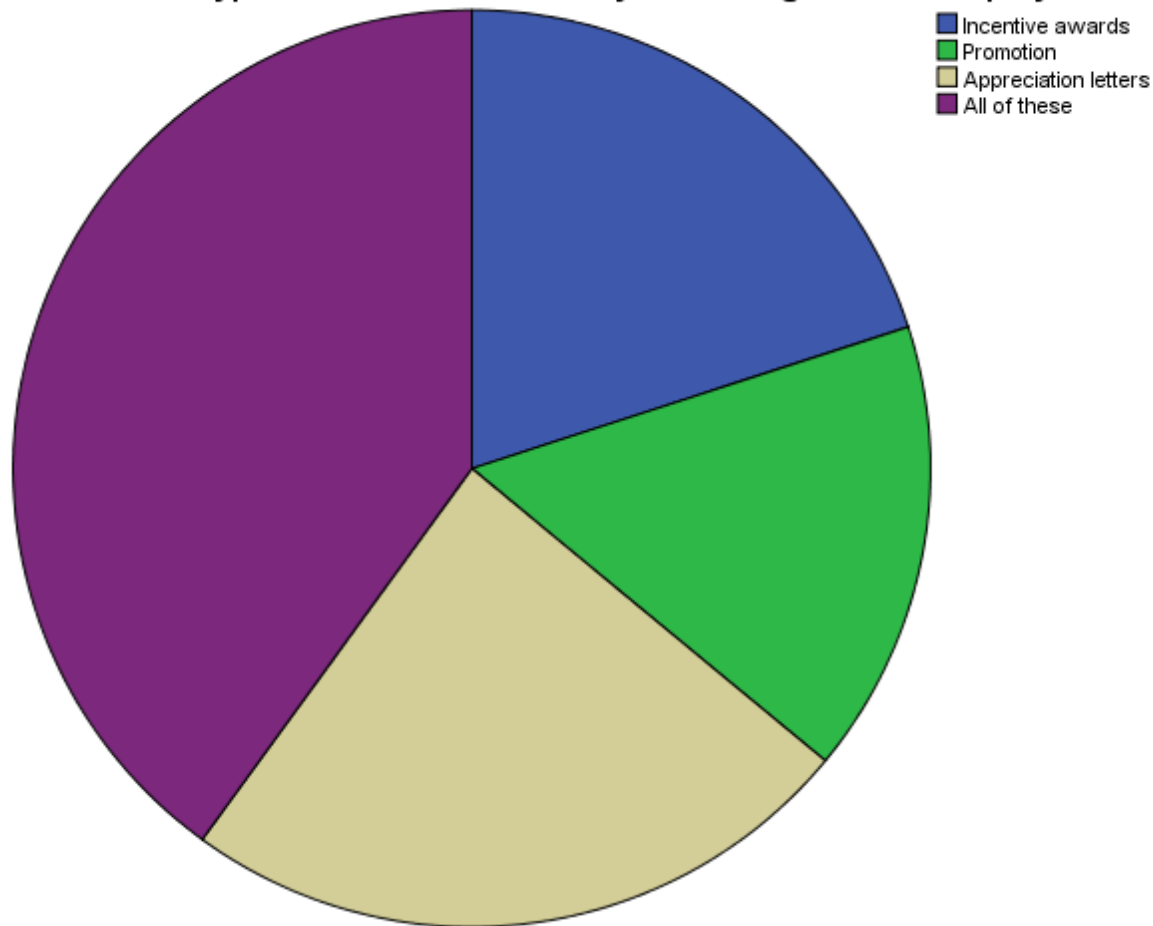
Interpretation: By conducting primary research, it has been identified that out of 25 managers, 11 of them stated that they occasionally involve their employees into a decision making process whereas 9 of them stated yes and only 5 of them stated no. This in turn reflected that company value their employees because it is not necessary to involve employees each and every time. Thus, to

take their views occasionally will be beneficial for the company to provide better views and improve the brand image of a company as well.

Theme 6: H&M provide different type of incentives to their employees

		Frequency	Percent
	Incentive awards	5	20.0
	Promotion	4	16.0
	Appreciation letters	6	24.0
	All of these	10	40.0
	Total	25	100.0

What type of incentives offered by the management to employees?



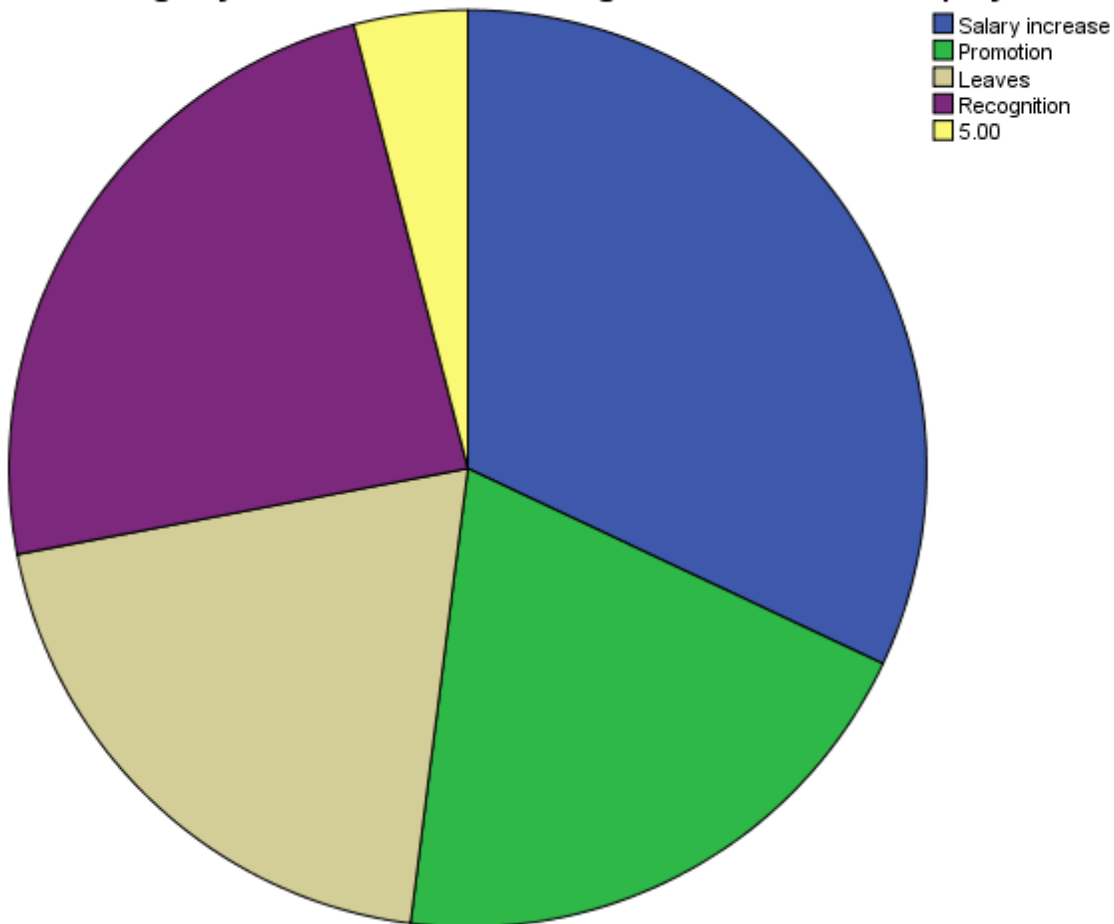
Interpretation: In accordance with the above graph, it has been interpreted that quoted firm provide different types of incentives to their employees and that is why, majority of the selected managers are satisfied with the same. By considering the views of the respondents it has been identified that 20% of them said incentive award is offered by the firm as a form of incentive and 16% of them stated that promotion is the way through which quoted firm offer incentives and only 24% of them stated that appreciation letters are

provided to the employees. However, 40% of them stated that these all are offered by the company in order to remain them motivated and assist firm to grab the opportunities as well.

Theme 7: Salary increase the following factors motivated employees the most

		Frequency	Percent
	Salary increase	8	32.0
	Promotion	5	20.0
	Leaves	5	20.0
	Recognition	7	28.0
	Total	25	100.0

According to you which of the following factors motivated employees the most?



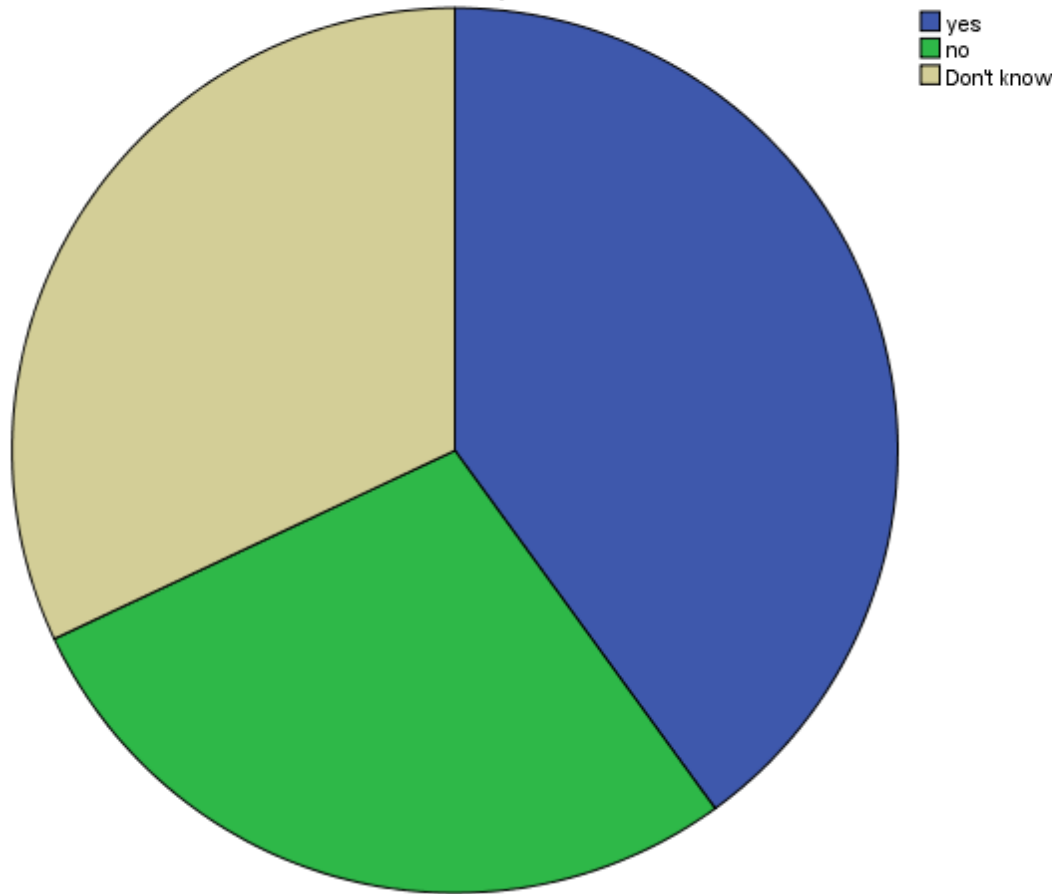
Interpretation: In accordance with the above table, it has been identified that salary increase is the major factor that motivate the employees as compared to other. In this, it can be stated that company keep improving the performance of an employees. Also, 20% of them stated that promotion and leaves are the major factor that motivate employees whereas recognition is consider the major

motivated factor. Thus, it can be stated that with the help of effective motivation strategies, company keep improving the business performance and make employees realize about their importance within a firm.

Theme 8: Yes, incentives and other benefits influence employee's performance

		Frequency	Percent
	yes	10	40.0
	no	7	28.0
	Don't know	8	32.0
	Total	25	100.0

Do you think that incentives and other benefits influence employee's performance?



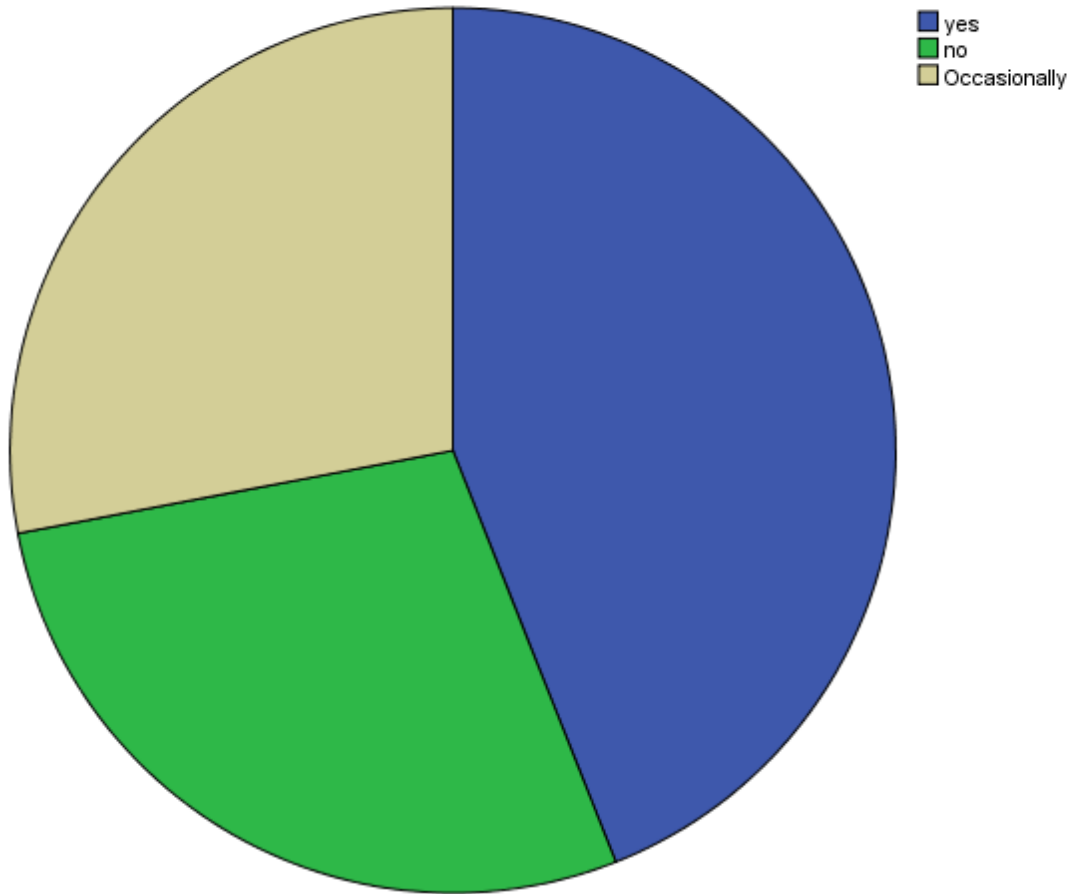
Interpretation: From the above graph, it can be stated that 40% of the selected respondents are agreed that incentives and other benefits influence employee's performance. However, 28% of them stated no and only 32% of them stated they do not know. Therefore, it can be stated that offering effective motivational strategy will assist the firm to improve the business performance and

this in turn create a strong performance. Along with this, by implementing effective motivational strategy, H&M is able to raise the performance of employees as well as company which in turn increase the competitive advantage.

Theme 9: Yes, open sessions are conducted in order to understand the issue faced by employees or to motivate them

		Frequency	Percent
	yes	11	44.0
	no	7	28.0
	Occasionally	7	28.0
	Total	25	100.0

Do you conduct any open session to understand the issue faced by employees or to motivate them?



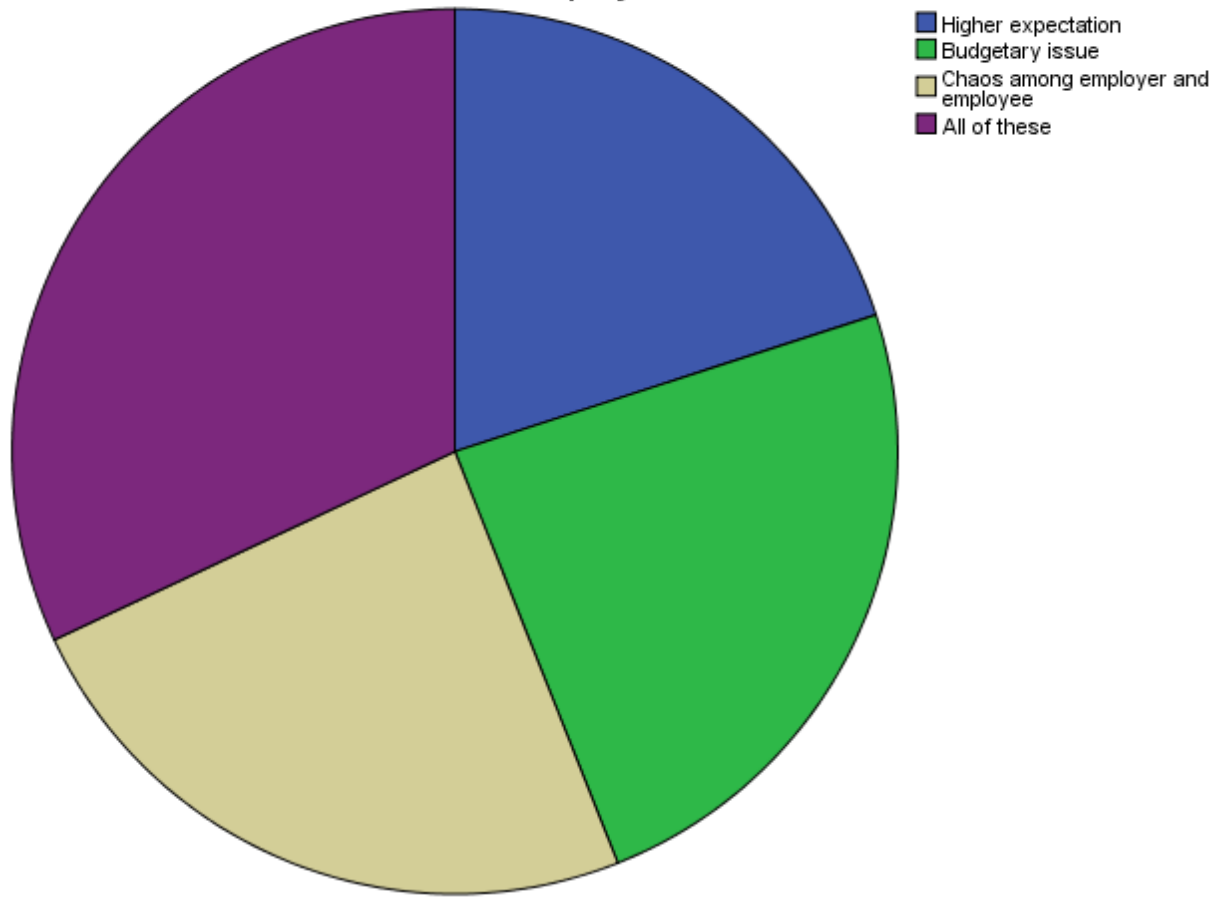
Interpretation: Through the above primary research, it has been identified that out of 25 managers, 11 of them stated that company conduct open sessions in order to let employee share their information with others openly. Whereas, 7 of them stated that no, company is not organizing any open session for their employees. However, 7 of them stated that managers conduct the same but occasionally.

Thus, it can be stated that with the help of effective outcome, company is able to determine the views of employees and also share their issue. If they face any and this in turn creates a sense of collaboration within a workplace and contributes to motivate the employees. That is why, conducting an open session for employees will help to let them know about the views and issues so that steps can be taken accordingly.

Theme 10: Different challenge faced by you at the time of motivating employee

		Frequency	Percent
	Higher expectation	5	20.0
	Budgetary issue	6	24.0
	Chaos among employer and employee	6	24.0
	All of these	8	32.0
	Total	25	100.0

Which of the following challenge faced by you at the time of motivating employee?



Interpretation: As per the above table, there are different challenges faced by the managers while implementing motivational strategies. Such that out of 25 respondents, 5 of them stated that high expectation from employees affect the business performance and when this is not met then it affect the performance. Whereas 6 of them stated that budgetary issues and chaos among employer and employee is consider another challenge faced by the managers during motivation implementation. However, 8 of them stated that all of these are considered as a major challenge for the company that affect the business performance, if solutions not taken. This is also supported under literature review where company need to implement the solution in order to meet the challenge so that effective outcome can be generated.

CONCLUSION AND RECOMMENDATION

Conclusion

After summing up the above information, it has been concluded that motivation plays vital role towards the retention and development of employee. The company should adopt different strategies in order to keep their employee motivated and engaged at the workplace which ultimately result into the achievement of business financial as well as non-financial goals. The present study has been concluded the concept and importance of employee motivation at workplace and the list of different strategies used by retail industry to keep their employee motivated.

From the secondary information, it has been concluded that the different strategies use by retail industry in order to keep their employee motivated are setting attainable goals, rewards distribution, detailed feedback implementation, individual praise and recognition and creating the employee incentive program. This are some of the common strategies which are used by retail sector of Sweden. Also, through secondary information, it has been analysed that offering flexible schedule or work life balance to employee is one of the best strategy which is used by retail sector to keep employees motivated and happy.

Further, it has been also analysed that the retail sector has been also faces different challenges in the process of motivating the employee. This challenges identified from literature review includes low self-confidence, fear of failure, achievement of anxiety and lack of interest. Further, from the primary data collection and data analysis, it has been concluded that H&M company of Sweden put more focused towards the employee motivation at their workplace. It has been identified and analysed through SPSS data result that employee engagement is a strategy used by manager of H&M along with providing incentives to employee in order to keep their employee motivated. With the help of quantitative research method, the scholar able to complete the whole dissertation on time and also able to achieve the ultimate aim and objectives of present study.

Further, from the data analysis section, it has been concluded that increase in the salary is the factors that motivates the employee of H&M more as compared to promotion, leaves and recognition. It means for the employee of H&M; financial incentives are more important than non-financial incentives. On the other hand, from the data analysis, it has been analysed that incentives and

other benefits can influence the employee performance if they provided to employee on a regular interval basis. The open session or 360-degree feedback sessions has been conducted by the manager of H&M in order to understand the issues faced by employee and motivate them. Lastly, it has been also concluded from the above information, that budgetary issue and conflict among employee and employer is the biggest challenges faced by manager in the process of keeping their employee motivated. Hence, in order to reduce the challenges, the management of H&M should adopt some strategies recommended in the present dissertation.

Recommendation

On the basis of above information, it has been analysed that H&M company faces challenges such as budgetary issues and chaos among employee and employer in the process of keeping employee motivated. In order to overcome the same, the following strategies are recommended to H&M company:

- In order to solve the budgetary issues, it is recommendable to the company that they should prepare flexible budget rather than rigid budget in order to keep manage the minimum cash balance at the end of the year. It is because the fund requirement is always an important factor that should be consider if the company wants to provide proper training and financial incentives to its employees. With the implication of this strategy, the company able to enhance their motivation and performance (Paais and Pattiruhu 2020).
- Further, it is also advisable to company that they should arrange informal get together as well as parties for the employees in order to provide them some time so that they can understand each other beliefs and thoughts (Hanaysha and Majid, 2018). It is because this is one of the best strategy to enhance the cooperation among employee and reduce conflicts among employee and employer. The employer and employee should attend this party together.

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Questionnaire

Demographic information

Gender:

- Male
- Female

Age:

- 18-25 year
- 26 to 35 years
- 35 to 50 years
- above 50 years

1. How long you are working in H&M?

- last 2 years

- 2-3 years
- 3-5 years
- More than 5 years

2. Does your company put any efforts to motivate the employees?

- Yes
- No
- Don't know

3. Rate your level of satisfaction with the working culture of an organization?

- Highly satisfied
- Satisfied
- Average
- Dissatisfied
- Highly dissatisfied

4. Do you agree that management is interested in motivating employees of H&M?

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly disagree

5. Do you involve your employees into the decision making process?

- Yes
- No
- Occasionally

6. What type of incentives offered by the management to employees?

- Incentive awards
- Promotion
- Appreciation letters
- All of these

7. According to you which of the following factors motivated employees the most?

- Salary increase
- Promotion
- Leaves

- Recognition

8. Do you think that incentives and other benefits influence employee's performance?

- Yes
- No
- Don't know

9. Do you conduct any open session to understand the issue faced by employees or to motivate them?

- Yes
- No
- Occasionally

10. Which of the following challenge faced by you at the time of motivating employee?

- Higher expectation
- Budgetary issue
- Chaos among employee and employer
- All of these.

11. Please suggest the ways through which employee performance can be improve.