

Research strategy for employee motivation research



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“ Research is seeking through methodical processes to add to one’s own body of knowledge and to that of others, by the discovery of nontrivial facts and insights” (Sharp et al., 2002). Davis (1999) defines business research as a systematic, controlled and critical investigation of phenomena which used to help the managerial decision makers. Before conducting a research there is a need of clear planning of how to conduct the research. According to Saunders et al. (1997) research strategy is the general plan of how the researcher will answer the research question that has set. There should be clear objective that derived from the research question and specify the source form where to collect data for the research. For this research primary and secondary data will be used. Primary data is the data which does not found in a compiled way. The researcher need to collect it and compiled in such a format that help in the decision making process (Bryman, 1988). On other side those data that has already been collected by someone for some other purpose is known as secondary data (Gill & Johnson, 2002). Research is a scientific and systematic search for related information about topics and its study. It is a systematic method of finding solutions to problems.

According to Clifford woody “ research comprises of designing and redesigning problems, forecasting hypothesis, collecting, organizing, and evaluation of data, making deductions and research conclusions at last carefully testing conclusion to determine whether they fit the formulating hypothesis”.

RESEARCH DESIGN: bit modified required

Research design can be thought of as the structure of research – it works like “ glue” that connects the entire found element in a research project and put them together.

For doing my research on motivation of employee performance in ASDA, CROSSHURBOUR (London, UK), I choose Descriptive research method. The objective of this research is to portray accurately the characteristics of a particular group, situation or individual.

For this research I would like to do make interview and questionnaires that is a quantitative research method. A well defined questionnaire was used effectively to gather information on both overall performance of the test system and specific components of the system. For this I will follow the following steps,

- I will ask permission form the appropriate person in the ASDA Croeehurbour, UK that I can start to research on the store,
- Then I will make a questioner form related to the employee motivation,
- After this I will run a pilot testing of the questioner form, to see weather they are acceptable or not according to the business and academic standard,
- Then I will randomly give the questioner form to the employers of ASDA, i. e., involving some managers, team-leaders, supervisors, day and night shift colleges both male and female.
- Then I will analysis the collected data and find out conclusions on these.

I believe this method will narrow down a very broad field of research into easy researchable topics. This research design is also useful for testing whether scientific theories and models actually work in the real world.

PILOT/ PRE-TESTING:

To see how actually the questionnaire works a pilot/ pre-testing of questionnaire was conducted, which was distributed to some people who are expert in the field and then all of them were collected back as completed questionnaires and take their feedback. On the basis of doubts raised by the respondents of this collected questionnaire, the questionnaire was redialed to its present form. As a result of the pilot test, minor changes in word selection and instructions were made to the questionnaire.

METHODOLOGY

The research design for this study employed a descriptive survey method. The target population of this study included employees at the ASDA, Crosshurbour London, UK).

The sample size included all 50 employees of the target population out of 300. Forty-eight of the 50 employees participated in the survey for a participation rate of 96%.

From a review of literature, a survey questionnaire was developed to collect data for the study [(Bowen & Radhakrishna (1991); Harpaz (1990); Kovach (1987)]. Data was collected through use of a written questionnaire hand-delivered to participants. Questionnaires were filled out by participants and returned to me.

The questionnaire asked participants to choose the appropriate relevant to them, ranking the importance of factors that motivated them in doing their work: 1= strongly agree . . . 5= strongly disagree.

DATA COLLECTION METHOD:

I collect data through by two ways,

- Primary data
- Secondary data

The data that required for our project will be collected through two sources, firstly from the primary sources and this source consists of the data analyzed from questionnaire and interaction with the user at that time only and secondly for secondary data I will be collected from records, company websites journals, books and magazines, internet as a source.

ETHICAL CONSIDERATION:

While conducting the research some issues need to follow. The procedure of data collection should maintain properly. Reliability and quality of data should be ensured. The permission of the appropriate authority is necessary before doing the investigation for primary research. The information cannot be used for any other illegal or unfair purposes and the information must remain as the property of the researcher.

LIMITATIONS OF THE STUDY:

There are some certain limitations for this study which are mentioned below-

- Survey has been done only on the employee of ASDA, CROSSHARBOUR (London, UK), not whole ASDA in UK.

- The time of study was limited.
- The study is based on a sample size of data collection.
- The employers were chosen randomly.
- It was very difficult to get the information from the primary sources due to busy scheduling.

Ref: Used in this chapter

<http://www.joe.org/joe/1998june/rb3.php>

– Bowen, B. E., & Radhakrishna, R. B. (1991). Job satisfaction of agricultural education faculty: A constant phenomena. *Journal of Agricultural Education*, 32 (2). 16-22.

– Harpaz, I. (1990). The importance of work goals: an international perspective. *Journal of International Business Studies*, 21. 75-93.

– Kovach, K. A. (1987). What motivates employees? Workers and supervisors give different answers. *Business Horizons*, 30. 58-65.

Questionnaires to the managers

Date: 20. 02. 2011

Manager

ADSA Supermarket

Crosshourbour

London, UK

<https://assignbuster.com/research-strategy-for-employee-motivation-research/>

A STUDY ON EMPLOYEE MOTIVATION

Sir/Madam,

As a part of my project I would like to do research and gather some information from you, about employers' motivation in the organization. It will help me in an in depth study of project. I would be obliged if you co-operate with me in filling the questionnaire. Since the questionnaire is being used for academic purpose, the information gathered will be strictly confidential.

Sincerely

Md. Badiuzzaman

MBA Researcher

Please see attachment below.

Kindly answer the following:

Name of the employee:

Position:

Researcher: Md. Badiuzzaman

Organization name: ASDA, crosshurbour

Date: 20/02/2011

(Please put cross [X] in the appropriate box)

1. How long been you are working here?

A) Less than 1 year B) 01-05 years C) 06-10 years

D) 11-15years E) More than 15 years

Is the Present HR functions is working effectively in the company to motivate employees?

Highly satisfied Satisfied Neutral

Dissatisfied Highly Dissatisfied

How employee motivation adding value to the company? By-

(Rank 5- strongly agree, 4-Agree, 3-neutral, 2-disagree, 1-strongly disagree)

No

Factors

Rates

1

Employees are sincere to their job

2

Giving best output to the customers

3

Making good relations with the managers

4

Making the work place as a friendly environment

5

Helpful attitude towards change

Is the human resource management strategies meeting firm goals and objectives:

Yes No Occasionally

Is the motivating factors increasing firms profitability?

Influence Does not influence No opinion

What are the most effective factors that being used to motivate the employees?

(Rank 1, 2, 3, 4.... respectively)

No

Factors

Rank

Salary increase

Bonuses

Leave

Motivational talks

Recognition

What other HRM practices could ASDA implement to improve employee motivation?

(Rank 5- strongly agree, 4-Agree, 3-neutral, 2-disagree, 1-strongly disagree)

No

Factors

Rank

Rewarding on weekly basis sales

Employee of the months (recognition)

Selected goal for the individual

Seasonal instant reward

Offer help with career goals

Pinpoint each employees personality

Find out employees need at work

What HRM strategies are generally using by ASDA to motivate their employees?

Questionnaires to the EMPLOYEES

Date: 20-02-2011

A STUDY ON EMPLOYEE MOTIVATION

Sir /Madam,

As a part of my project I would like to gather some information from you which will help me in an in depth study of the project. I would be obliged if you co-operate with me in filling the questionnaire. Since the questionnaire is being used for academic purpose, the information gathered will be strictly confidential.

Kind regards

MD. Badiuzzaman

Kindly fill the following:

Name of the employee:

Position:

Researcher: Md. Badiuzzaman

Organization name: ASDA, crosshurbour

Date: 20/02/2011

<https://assignbuster.com/research-strategy-for-employee-motivation-research/>

(Please put cross [X] in the appropriate box)

1. Are you satisfied with the support from the HR department?

A) Highly satisfied B) Satisfied C) Neutral

D) Dissatisfied E) Highly Dissatisfied

2. How long been you are working here?

A) Less than 1 year B) 01-05 years C) 06-10 years

D) 11-15years E) More than 15 years

3. Management is really interested in motivating the employees?

A) Strongly agree B) Agree C) Neutral

D) Disagree E) strongly disagree

4. Are you satisfied with the effort to you and your performance by the superior and the team members?

A) Highly satisfied B) Satisfied C) Neither satisfied nor dissatisfied

D) Dissatisfied E) Highly Dissatisfied

5. Which type of incentives motivates you more?

A) Financial incentives B) Non-financial incentives C) Both

4. How far you are satisfied with the incentives provided by the organization?

A) Highly satisfied B) Satisfied C) Neutral

D) Dissatisfied E) Highly Dissatisfied

7. Do you think that the incentives and other benefits will influence your performance?

A) Influence B) Does not influence C) No opinion

8. Does the management involve you in decision making which are connected to your department?

A) Yes B) No C) Occasionally

9. What is your suggestion about the recognition given by the management?

A) Highly satisfied B) satisfied C) neither satisfied nor dissatisfied

D) Dissatisfied E) Highly Dissatisfied

10. Whether your suggestion will be considered during your job?

A) Frequently B) Rarely C) Occasionally

11. Does the mission and purpose make you feel the importance of your job?

A) Always B) Mostly C) Sometimes

D) Rarely E) Not at all

12. Do you agree that frequent chance has been given to improving your skill and job knowledge?

A) Highly agree B) Agree C) neither agree nor disagree

D) Disagree E) Highly Disagree

13. Do you agree with the company functions conducted in your organization?

A) Highly agree B) Agree C) Neither agree nor disagree

D) Disagree E) Highly Disagree

14. Are you satisfied with the stress relief programs conducted in your organization

A) Highly satisfied B) Satisfied C) Neither satisfied nor dissatisfied

D) Dissatisfied E) Highly Dissatisfied

15. Do you get the information you need to do your job well?

A) Highly agree B) Agree C) Neither agree nor disagree

D) Disagree E) Highly Disagree

16. Please provide the following rates.

(5- Strongly agree, 4- Agree, 3-Neutral, 2-Disagree, 1-Strongly disagree)

No

Factors

Rates

Reasonable periodical increase in salary

Job security exist in the company

Good relationship with co-workers

Effective performance appraisal system

Effective promotional opportunities in the organization

Good safety measures adopted in the organization.

Performance appraisal activities are helpful to get motivated

Support from the co-worker is helpful to get motivated

Company recognize and acknowledge your work

17. Rank the following factors which motivates you the most?

(5- Highly, 4- Normal, 3-Neutral, 2-Not much, 1-Not at all)

No

Factors

Rank

Salary increase

Promotion

Leave

Motivational talks

Recognition

18. What changes can be made to improve the work place environment?

Have to include SEX: M or F

(Source: <http://www.scribd.com/doc/7523739/sathy> at 23. 02. 2011 at 09. 20pm)

(Source: <http://www.experiment-resources.com/case-study-research-design.html>)

(Source: www.knowthis.com/principles-of-marketing-tutorials/marketing-research/research-validity-and-reliability/ , 22/02/2011, 5. 10pm)

(Source: <http://www.knowthis.com/principles-of-marketing-tutorials/marketing-research/research-validity-and-reliability/> , 22/02/2011, 8. 15 pm.)

(source: www.knowthis.com/principles-of-marketing-tutorials/marketing-research/research-validity-and-reliability/ , 27/01/2010, 8. 15 pm.)