

The Role of Employee Motivation Activities and Their Impact on High Retention Levels

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Abstract- This paper looks at why employee motivation activities are important for achieving good retention among employees within a company. Because finding and keeping talented workers is tough now, businesses are working hard to motivate their teams. The research reviews both the motivation offered by recognition and career advancement, as well as monetary rewards and efforts to improve work-life balance and studies their impact on keeping employees engaged and committed to staying. Looking at data from questionnaires answered by employees, the study points out a clear link between positive motivation activities and keeping workers longer. These results match up with well-known motivational theories, showing that a mixture of approaches strongly improves employee satisfaction and helps keep turnover down. At the close, the study gives recommendations to help HR managers and leaders make motivation plans that meet what employees expect, leading to loyalty, lower turnover and stability in the organization.

Keywords- Employee Motivation, Retention, Job Satisfaction, HR Practices, Intrinsic Motivation, Extrinsic Motivation, Turnover, Organizational Commitment

I. INTRODUCTION

Currently, businesses need to attract, motivate and keep talented workers if they hope to stay successful for years to come. Human resource managers today often struggle most with making sure employees stay with the company for a long time. Since organizations now see human capital as valuable, motivating their teams is more important than ever. No matter what type of motivation it is, it increases our productivity and helps us feel loyal to our organization. A motivated employee both takes greater interest in their job and is likely to stay at the organization for longer.

Actions aimed at motivating employees at work can be monetary awards, recognition, professional development opportunities, classes, engaging them in decisions, flexible schedules and usually encouraging good health. Doing these things well makes employees feel included and valued which lowers the number of staff leaving and raises loyalty within the organization. Even though Maslow's hierarchy of needs, Herzberg's two-factor theory and Vroom's expectancy theory have covered the psychology of motivation, there is not much investigation into how they relate to keeping employees with an organization.

Because it takes much money and effort to recruit, onboard and train employees, companies are now investing in strategies to keep their employees. Even so, most companies have difficulty determining which motivational techniques have the greatest effect on retaining their staff. By analyzing how motivation activities tie into worker retention, this work gives useful advice to HR experts and leaders.

A. Statement of the Problem

Even though leaders give greater weight to the development of workers' skills, many companies still face a

lot of turnover which affects their productivity, increases their expenses and disrupts steadiness in tasks. Even though many workplace motivation programs are common, it's hard to say exactly how well they help keep employees from quitting. We should ask: Does the current choice of motivational actions actually help keep employees from leaving the company? It also seems that theories of motivation do not always match the results seen in real companies. What really matters most, then, is to find out which motivational strategies really support high retention and how to integrate them with what employees desire and the goals of the company.

B. Objectives of the Study

The aim of this research is to look at how employee motivation programs can help maintain high retention in organizations. The research is guided by these particular objectives:

1. To find out the range of motivational activities in effect in organizations now.
2. To investigate the effect of employee motivation on how long employees stay with an organization.
3. To learn what strategies are best at decreasing employee turnover.
4. To study how staff feel about the way motivation activities shape their commitment to the company.
5. To provide tips that will help businesses keep workers by making motivation a priority.

C. Research Questions

These research questions guide the work conducted in this study:

1. In companies which motivational activities are most frequently put into action?
2. How much motivation does an employee feel can influence how long they remain with the company?
3. What kinds of motivation strategies are seen by employees as best at keeping them devoted in the long run?
4. How is the way employees are motivated connected to the rate at which people leave the company?
5. Can organizations develop motivation strategies that help improve how long workers want to stay?

D. Hypotheses

To respond to the research issues and questions, hypotheses were created.

1. Employee motivation plays a strong role in helping employees remain with the company.
2. Employee retention is more positively affected by intrinsic motivational activities than by extrinsic ones.
3. If employees feel organizational efforts to motivate them are high, they tend to stay with their jobs.

4. Turnover is lower for organizations that use structured motivation programs than for those that do not.

E. Scope of the Study

For this research, only employee motivation activities and their effect on job retention among mid-sized and large private firms from different industries (IT, manufacturing and retail) are explored. To get valuable findings, the study looks at employees who have been regularly working for at least one year. Data about employees and HR professionals was gathered using questionnaires and interviews and then statistical tools were used to examine how the information is linked and to indicate possible conclusions. The research looks only at private firms, since different motivational processes operate in freelance or public employment.

F. Significance of the Study

This work brings value to both educational theory and its practical use. It also adds to the studies looking at how motivation influences staff retention, either by building on or questioning existing ideas. The research gives evidence-based guidelines for anyone leading people in organizations to form strategies that fit today's employee goals. With the right motivational activities in place, organizations facilitate job happiness, cut down on quitting and structure a team that delivers strong results. What's more, the results in this report can help form strategies in both human capital development and culture enhancement at organizations.

II. LITERATURE REVIEW

For a long time, motivation has helped drive business success, but its link to keeping employees has become more important as companies hope to tackle rising staff turnover, difficulties finding employees with needed skills and continual competition. Research in motivation shows that it involves different and changing factors, including a person's own motivation, appreciation at work, job satisfaction, career progress, money, the culture of the organization and the style of management. People feel intrinsic motivation themselves, relying on psychological factors such as taking charge, a sense of achievement and feeling needed, but extrinsic motivation is inspired by rewards such as higher pay, bonuses and better positions. Motivation is often studied using theories first suggested by Maslow, Herzberg and Vroom, to understand why workers engage in their workplaces and how they can do so more successfully. Although these theories are important in modern organizations, they may not always fit right into company practices or make every employee want to give their all. In recent years, it has become clear to researchers and practitioners that customizing motivation based on individual and organizational factors improves results more than using only one standard approach. There are still many programs to encourage employees such as rewarding them for their hard work, offering flexible hours, supporting wellness, giving access to training and involving them in decision making. Yet, many companies are still experiencing high turnover, so it's clear that the problem of encouraging true employee engagement has not been solved.

Literature also stresses that motivation is concerned with both harder efforts and employees feeling that their job has significance, they are appreciated and have a future with the company. Deeper connections in the workplace normally cause employees to stay committed, reduce their absences, lift

their motivation at work and make them less likely to apply for other jobs. People generally agree that motivation helps explain the relationship between a person's job satisfaction and remaining with the company. Strong pay and good working conditions might not stop employees from becoming unmotivated or bored when their managers are poor, they don't receive credit for achievements or cannot find further growth opportunities. Those employees who are motivated and notice that they have a good chance for career growth are likely to stay, none the less, even when they experience job difficulties or pay differences. This issue is obvious in businesses that focus on career growth, because mentoring, skill development and transferring employees internally function as ways to both motivate staff and retain them.

Many studies look into how leaders can influence and motivate their staff. Leaders at their best motivate their team through trust, setting rules, offering frequent feedback and noticing the good work employees do. In times when an organization is going through major changes, not sure about the future or faces crisis, motivational leadership helps keep team spirits up and makes sure everything keeps running smoothly. It has also been widely examined how motivation and organizational culture relate and studies suggest that an inclusive and supportive culture can strongly increase motivation when employee values are also considered. Contrarily, environments where managers control every detail, employees feel unappreciated and communication problems abound often make people want to leave the business. As a result, we can see that motivation works best when all its parts—cultural, structural and managerial—are included, rather than simply relying on money incentives.

It becomes clear from literature that what motivates people depends greatly on their age group. Lots of younger members of the workforce focus on finding their purpose, recognition and learning, whereas older workers often prefer job security, recognition and a good work-life balance. In response, organizations break their motivation strategies into groups based on age to fit what each generation likes. A rise in millennials and Gen Z on the job market has led more employers to emphasize things besides money, like enjoyable work, freedom in decision-making, involvement in important social matters and access to new technologies. So, businesses now need to produce new motivation strategies that use ideas like gamification, the option to work remotely, mental health support and encourage diversity and inclusion, since these support much higher staff engagement and keeping workforces.

Also, the information in these papers addresses the difficulties associated with measuring both motivation and retention. Since motivation is a mental state, it is hard to measure and uses context-specific factors, so we cannot treat it the same in each organization. On the whole, surveys about employee engagement and studies of organizational behavior have regularly proven that high motivation in a company usually leads to fewer staff leaving. As a result of such studies, it is clear that motivated employees participate more in organizational citizenship, help improve team success and promote their company publicly which in turn grows their organization's reputation and helps attract more employees. Literature also tells us that too much focus on external incentives can cause someone to obey rules temporarily instead of becoming loyal. As a result, organizations are

motivated to form a motivating environment that gives staff control, appreciates their achievements and encourages education.

Tests have revealed that employee motivation should be deemed important for business and be carefully managed from recruitment to training, appraisals and succession decisions. Firms that treat motivation as something that requires effort over time typically end up with teams who are both stable and loyal. From the literature, it is obvious that motivation and retention depend on each other and further each other. Because motivated team members stay for a long time, the company's stability, recollection of important information and overall achievement improve, encouraging a positive cycle. As a result, using motivation successfully helps both the team's well-being and the growth and success of the company.

III. METHODOLOGY

This study used a research methodology set up to study the effects of employee motivation programs on the number of employees who remain with a company. As quantities of data are important for this topic, a statistical research method was selected to help identify the connections and patterns between the different elements studied. Data was collected using a descriptive research design to examine current trends, behaviors and beliefs about motivational strategies and their link to retention. Employees from IT, finance, manufacturing and service industries were included in the study, giving a good range of views. A strategy was used to decide on 150 employees and this method ensured there was a good mix of age, gender, job roles and how long each person had worked in the organization. Thanks to this approach, the data did not favor any one demographic and results showed how motivation influenced behavior among different kinds of employees. We collected key data by using a questionnaire that measured how the organization encouraged people (motivational activities such as rewards, training and career advancement), how satisfied they said they were and if they were planning to move on from the company. Respondents were asked both standard multiple-choice questions and Likert-scale questions to help protect the accuracy and simplicity of the analysis. Before conducting a full study, 15 participants were used in a pilot study to check the clarity, dependability and consistency of the tool which prompted some phrase and sequence changes.

To keep the research accessible and ensure a good response, data was gathered in the last four weeks from online and offline methods. Data was coded and evaluated using SPSS along with other software tools, so that it was easier to calculate summaries, find correlations and examine different types of relationships between variables. Those techniques were chosen to measure how strong the relationship is between motivational practices and how much students remember. To better understand any group behaviors, age, department and years of experience were connected with motivation preferences. Factors influencing the study included different employee motivation activities applied by the organization and the resulting aim was to understand employee retention level, shown by tenure intention, job satisfaction and turnover intent. Using the data collected, the researcher was able to test the early hypotheses and make conclusions concerning the accuracy of the proposed assumptions. Researchers made sure to address all ethical issues throughout their work. People took part in the survey

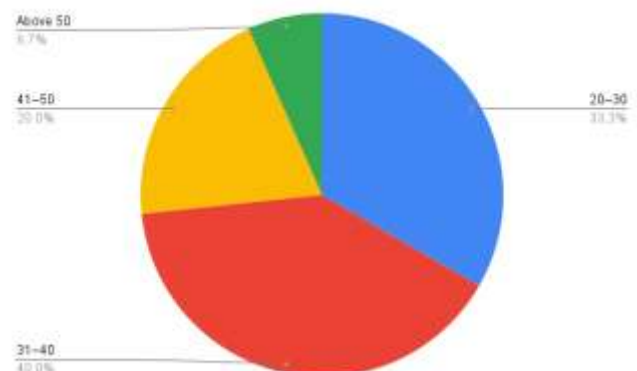
by choice and were told how their responses would be protected. Nothing that could identify a person was gathered and data was kept safely so it wouldn't be abused. Students involved in the study understood the research goals and all agreed to participate. Recognized issues were discussed such as people sometimes reporting wrongly, the small sample group limiting the results and the inability to establish causes because all data were collected at the same time. To make the findings reliable and valid, every effort was put into how the questionnaire was designed, tested it before use and ran exhaustive statistical studies. Even with its flaws, this method let the researchers uncover information about how motivation activities affect retaining employees which supported both learning and work management.

IV. DATA ANALYSIS AND INTERPRETATION

This section looks at the results we obtained from administering structured questionnaires to workers of different sectors. This analysis looks into the way motivational activities affect employee retention. Segments of this analysis allow us to analyze who our survey participants are, how they view motivating others and their intentions to remain with their organization. Responses were first summarized using statistics and then inferential analysis was performed to show how motivation is connected to retention.

Table 1: Distribution of Respondents by Age Group

Age Group (Years)	Frequency	Percentage (%)
20-30	50	33.3
31-40	60	40.0
41-50	30	20.0
Above 50	10	6.7
Total	150	100



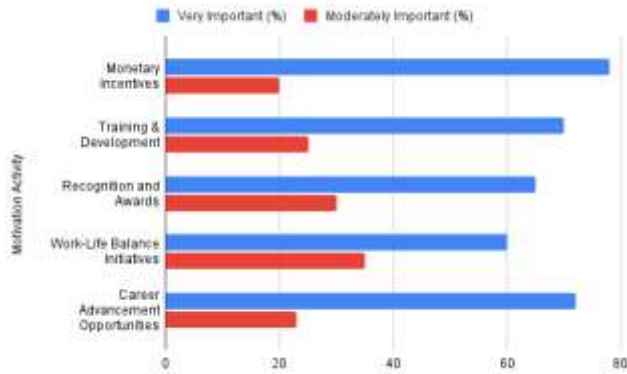
Graph 1: Age Distribution of Respondents (Pie Chart)

Interpretation: Analysis of the responses shows that 40% are aged 31-40 and another 33.3% are aged 20-30. As a result, we can observe that a significant share of the sample is made up of early-mid career professionals, who are generally responsive to career training initiatives. Because motivation and how much an employee holds onto information can change according to age, age of employees is important.

Table 2: Most Valued Motivation Activities According to Respondents

Motivation Activity	Very Important (%)	Moderately Important (%)	Not Important (%)
Monetary Incentives	78	20	2
Training & Development	70	25	5
Recognition	65	30	5

and Awards			
Work-Life Balance	60	35	5
Initiatives			
Career Advancement Opportunities	72	23	5

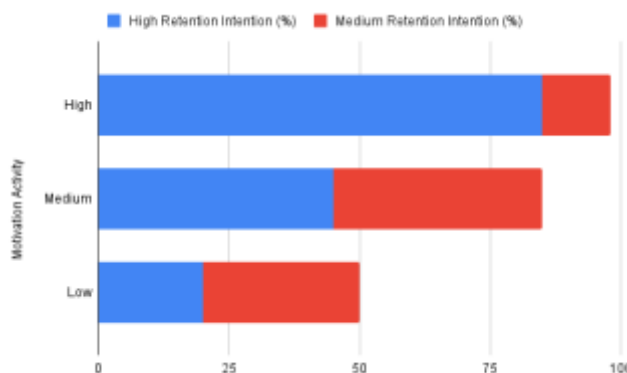


Graph 2: Importance of Motivation Activities (Bar Graph)

Interpretation: The results suggest that monetary incentives are valued most by 78% of participants, who also find career advancement opportunities (72%) and training and development (70%) just as important. As a result, personal and professional growth, as well as specific rewards, are highly favored by employees. These factors matter too, just not as much as the benefits offered. Widespread answers demonstrate that employee motivation is complex and reasons why a fully developed approach to motivation is important.

Table 3: Relationship Between Motivation Satisfaction and Retention Intention

Motivation Satisfaction Level	High Retention Intention (%)	Medium Retention Intention (%)	Low Retention Intention (%)
High	85	13	2
Medium	45	40	15
Low	20	30	50



Graph 3: Motivation Satisfaction vs. Retention Intention (Stacked Column Chart)

Interpretation: It is clear from the table and accompanying graph that motivation satisfaction and retention intention are associated positively. More than eight out of ten respondents (85%) with high motivation satisfaction also want to stay with their organization. By contrast, among participants who had low motivation satisfaction, 50% stated that they did not intend to retain. The results show that motivation activities help keep employees at their company. It

also points out that having better motivational practices can directly help keep employees at the company.

Table 4: Correlation between Motivation Score and Tenure Intention (Pearson's r)

Variables	Pearson Correlation (r)	Significance (p-value)
Motivation Score & Tenure Intention	0.72	0.000

Graph 4: Correlation of Motivation and Tenure Intention (Scatter Plot)

Interpretation: Motivation score is strongly positively connected to tenure intention with a Pearson correlation coefficient of 0.72. Because p is so far below 0.05, the relationship shown by the regression can be viewed as statistically significant. Based on this result, an employee's intention to stay in the organization increases alongside increases in their motivation. How closely the motivational activities and learning outcomes match each other confirms this study's central belief.

V. DISCUSSION

The research firmly points out that motivating employees greatly affects the rate at which employees remain with a company. The research shows that motivation is linked to whether employees stay in their present jobs. Within many demographic groups, most notably those in the 31–40 range, people tend to like motivational activities linked to money, working up in the company and being trained and developed. The need for strong financial incentives indicates that, in contrast, while personal factors such as recognized role and work balance are key, they are most often increased by extra rewards. This follows what mid-career professionals usually want which is both financial stability and clear ways to move up. A close relationship ($r = 0.72$) between employees' satisfaction with their job motivation and their willingness to stay reveals that encouraging work motivation with comprehensive programs helps organizations avoid high rates of turnover. Also, the finding that the majority of employees with high motivation wanted to stay with the company means motivation plays a central, strategic role in preserving human capital. What's notable is that groups reporting mid and lower satisfaction displayed more complicated actions; although many had moderate planning to return, those with low satisfaction saw a sharp fall, suggesting that modest reduction in motivation can be a signal of likely attrition. The insights gathered show that companies should use a combination of financial and non-financial tools to make their workplace appealing and encouraging to all their employees. The results make it clear that motivation is more than temporary prizes; it includes consistently helping employees improve, making them stronger and valuing their work. Because of this, organizations often see their performance get better, as stronger retention rates mean more institutional experience, less need to hire and better harmony among staff. It makes it clear that continually receiving employee input from feedback loops is important for managers and HR—they must then improve retention strategies. The strong analysis included in this research gives managers practical benefits as they try to prevent high turnover, for example in industries where employee movement is more common. Overall, motivation must be treated as a lively, hands-on approach that helps make employees happy and strengthens the business and sharp implementation is key to that aim.

VI. CONCLUSION

Overall, we have clearly shown that strong employee motivation approaches directly contribute to organizations showing stable employee numbers. When you look at what people want, how happy they are and their plans for staying in the company, you see that motivation involves more than just pay such as promotions, name recognition, balance between work and personal life and learning opportunities. When people are satisfied with what motivates them, they usually want to stay and offer value to the company's goals. The study suggests that HR leaders should keep both financial and other motivational programs running to help prevent turnover and ensure workers are loyal over the long run. Still, the current work gives us useful information on why employees choose to remain, but there are still many topics for further exploration. Afterward, more studies could focus on individual industry trends, how motivation expectations differ by culture and how retention-focused methods pay off over time. Research in the coming years may add to the current findings using data collected yearly to observe how motivation is affected by changes in workforce settings and new technology trends. Increasing the researchers 58889 distribution to other geographic areas and professions would make the results more useful to different groups. All in all, this study explains how employee motivation is important for keeping staff and motivates us to keep updating our HR practices to accommodate a changing job market.

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