



University of Barishal

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IN ATTRACTING AND RETAINING THE BEST EMPLOYEES
WITHIN SPORTS RETAIL**

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Submitted To : **Md. Erfan**

Chairman, Assistant Professor

Department of Computer Science & Engineering

University of Barishal

Submitted By: **Imran Hossain**

Batch ID : **01-04-25**

Accounting & Information Systems

University of Barishal

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Abstract

This research uncovers the underlying mechanisms of the motivational system used in Sports Retail to help reveal the most appropriate strategies resulting in employee satisfaction and retention. Incorporating a qualitative approach, the research was conducted with 50 human resource managers and employees through semi-structured interviews and questionnaires to dive more deeply into experiences and perceptions on a personal level. Fundamentally, this research points out the critical role of successfully applying personalized and flexible motivation mechanisms in creating a motivated workforce, emphasizing the importance of communication channels and feedback mechanisms. The recommendations specified in this work will improve the motivation of Sports Retail UK, which can be valuable for the whole retail sector. It deals with this academic question of employees' motivation. It has become an advantageous source of practical output for improving organizational practices and staff involvement in the UK sports retail industry.

1.0 Introduction

1.1 Background

The search for motivational tactics in retail workplaces like Sports Retail has been picked up in recent decades. The recruiting movement started mainly with the financial-based approaches. Still, as time passed, it evolved the extrinsic-intrinsic motivational toolset developed with changing business cultures and labour markets around the world (Li et al., 2023). Many researchers consider motivation a complex notion, with examples of such theories as Maslow's hierarchy and Herzberg's two-factor theory, as well as modern purpose-driven motivational approaches. Although the influence of motivational policies in the retail economy is becoming hard to predict, there is no denying the need to develop new strategies and support measures (Manoharan et al., 2023). Sports retail is where the researcher wants to investigate the motives that make people buy sports shoes, providing evidence and suggesting a direction to actions that may work in this sector. The study concerns the sports retail store (Szulc & Smith, 2021). With that in mind, its findings are valuable even outside this study's focus. They could be significant when recreated in the broader debate on motivating retail workers and devising future management strategies.

1.2 Rationale

In the dynamic and fierce world of UK retail, there is a significant war in hand for companies aspiring to get a competitive winning edge, and that war is the war for gaining and retaining A-grade staff. Sports retail, leading the pack among sports brand giants, faces the most significant industry difficulty (SOOMRO et al., 2021). This research is driven by the compelling need to bridge a critical gap identified in the literature: the exact work of motivational techniques as to an effect of workforce dynamism in UK sports retail holds special attention. The main idea of the research is to rigorously pick out the most efficient motivational tools and frameworks presently used by Sports and uncover relevant tactics that have a high impact on the everyday psychological needs of digital-age employees (Tien, 2020). The investigation is given its merit by chance to promote academic conversations and provide strategic insights for Sports regarding possible projects of employee engagement and retention strategies that could change the company. To ensure the feasibility of this endeavour, the research leverages a dual approach: the primary data and resources identified from secondary analysis (Ali & Anwar, 2021). It is not just the literature domain but the practical retail sector that would benefit from this research if its goals are aligned

with the gaps in the existing literature. The research is not just going to improve the academic domain but also the industry ecosystem through a storyline that can be decoded by academics and industrial stakeholders (Kumar, 2022).

1.3 Aim

This study aims to explore and evaluate the effectiveness of motivational strategies employed by Sports Retail in attracting and retaining top talent, identifying key factors that contribute to employee satisfaction and loyalty, and proposing actionable recommendations to enhance workforce engagement and competitive advantage in the retail sector.

1.4 Research Objectives

- To assess the current motivational strategies employed by Sports Retail and evaluate their effectiveness in attracting and retaining top talent within the competitive landscape of the retail sector.
- To identify key factors contributing to employee satisfaction and loyalty at Sports Retail UK, draw connections between these factors and the company's existing motivational practices.
- To compare Sports Retail UK's motivational strategies with best practices within the retail industry, identifying gaps and opportunities for enhancement in the company's approach to employee motivation.
- To develop actionable recommendations for Sports Retail to refine and improve their motivational strategies to boost employee retention, satisfaction, and overall organizational performance.

1.5 Research Question

1. What are the current motivational strategies employed by Sports Retail UK, and how effective are they in attracting and retaining top talent within the competitive retail sector?
2. Which factors significantly contribute to employee satisfaction and loyalty at Sports Retail UK, and how do these factors relate to the company's existing motivational practices?
3. How do Sports Retail motivational strategies compare with best practices in the retail industry, and where do gaps and opportunities for enhancement exist?
4. What actionable recommendations can be made for Sports Retail to refine and improve its motivational strategies to enhance employee retention, satisfaction, and overall organizational performance?

2.0 Literature review

2.1 Introduction

In determining and adopting comprehensive motivational strategies in the UK sports retail market, ensuring top employee satisfaction, engagement, and performance is an absolute prerequisite for organizational success. The following structure will analyze existing motivational policies, their equivalents in the best practice examples the world over, and finally, the approach of recycling the same. This systematic review of the literature selected for this discussion aims to focus on some relevant issues and theories that may address the effects of motivational practices on sports retailing. Also, it attempts to understand subjects like employee engagement and industry-specific innovation clearly.

2.2 Motivational Strategies in the UK Sports Retail Sector

The effect of motivational strategies becomes the most crucial factor in ensuring a competitive edge in the UK sports retail through attaining and retaining the best talents. The current competitive matrix is depicted by several innovative methods, including inner and outer rewards, which keep the team motivated. According to Tews et al. (2023), the study highlights that an individual-oriented approach consisting of recognition of achievements and development may be the most effective tool in HR policy and, as a part of it, future employee satisfaction and loyalty. Tews et al. (2023) also mention that close observation shows scars of dispersion of effectiveness by demographic groups at the workplace, and this brings the impression that a collective approach to these strategies will not be as practical as initially thought.

Tien (2020) states that, compared with global best practices, UK sports retailers could take advantage of a few effective motivational techniques, including a flexible mode of operations and those that reward employees holistically, like wellness programs, which have exhibited great potential in enhancing workforce engagement and loyalty globally. Another idea from Roy et al. (2020) is that the gap signifies a powerful source of the issue in the UK's sports retail industry, where they need to redefine and update their motivational tricks as these should meet the new expectations of the current workforce.

To summarise, whereas existing strategies for motivating workers in the sports retail sector of the UK form a good foundation for employee engagement, there is a sense of urgency to establish a

more holistic and individualized approach to staff motivation. Integration with globally recognized standards and application of output-based, welfare-focused remuneration may prove instrumental in creating a perfect professional environment where employers expect to deal with competent personnel as the principal privilege. Bazi et al. (2020) state that analysis of the data will not only reveal information about the industry today but also provide a foundation for new studies that will be conducted to help design uniquely adaptive motivational methods specific to certain aspects of the sports retail working environment.

2.3 Employee Satisfaction and Loyalty in the UK's Sports Retail Industry

The UK sports retail industry exists amidst difficulties and benefits that vary dramatically in worker satisfaction and commitment. Critical analysis in this sector reveals an intricate interrelation between workplace, recognition, and personal development, which profoundly impacts these factors, which indeed fortify the motivational strategy and are the fundamental ones to engage employees regarding their commitment. Lelonek-Kuleta & Bartczuk (2021) state that leaders rooted in positivity and an organization exhibiting a team spirit go a long way in raising employee morale and loyalty. Additionally, appreciation is a core factor in incentives and addressing significant efforts and successes regarding job satisfaction.

According to Munir (2020), personal and professional development is positively related to employee retention, training, and career progression, which are inherently associated with improving staff motivation and, eventually, employee commitment. Munir (2020) also suggests that these elements combine; they become the basis for a culture of satisfaction and loyalty that enhances the efficacy of the ethical system in the trade. According to Chung & Welty Peachey (2022), the implications of these results are more refined, and it is recommended that sports retailers revise their motivational frameworks even further to be in sync with their staff's desires and needs to hold a strive-and-fulfilled group of employees. Another idea from Loranca-Valle et al. (2021) through this critical investigation is that the underlying elements causing high and low satisfaction of employees are likely to be revealed; further emphasis is being placed on the significance of maintaining a close correlation between such two factors to build on the existing staff loyalty and commitment in the highly competitive sports retail business sector in the UK.

2.4 Benchmarking UK Sports Retail Industry's Motivational Strategies Against Retail Best Practices

The comparison of motivating forces within the UK sports retail industry with other retail global best practices provokes a picture with multiple facets, confirmation, and dissonance. A critical perspective provides an option for describing how the UK sports retail sector performs quite well by adopting motivational strategies such as performance-based perks and employee recognition but lags at hailing complex and holistic practices from top retail environments worldwide. Woratschek et al. (2020) state that through this inequality, the technology-based involvement gearings and the broadly implemented well-being programs, which have shown their value for employee motivation and retention in the extensive retail environment, come into effect.

Another concept from Vrontis et al. (2020), through the analysis of the outlined practices, is that an obvious possibility arises for UK sports retail businesses to enhance their motivational framework by introducing an entire approach. Vrontis et al. (2020) also state that bringing to play measures such as ensuring work-life balance, mental health support, and individual career development plans would fill the existing gap between employees, creating a more integrated and engaged workforce.

To sum up, the UK leisure market is currently supported by its motivational strategies, but there is much scope for further improvement. According to (SEONG (2021), taking a more comprehensive range of best practices into account will not only enhance employee satisfaction and loyalty but also ensure the industry's standing up trend in the global market of retail businesses. Another idea from Vélez et al. (2023) equivalence to a complete motivational camp is the main factor in developing the future and sustainability in the retail area, which faces change.

2.5 Enhancing Motivational Strategies in the UK Sports Retail Industry

Many sports shops in the UK apply motivational programs to attract more shoppers, and their effectiveness is evaluated through modern organizational theory. According to Wang et al. (2023), many of the solutions towards better employee retention, satisfaction, and entire organizational health involve recognizing and resolving issues related to social and economic changes affecting the working staff. A comprehensive approach that involves both intrinsic and extrinsic determinants of behaviour is to be emphasized for the targets to be reached.

According to Hultén & Pauli (2023), an imperative aspect would be the creation of an environment that promotes employee health, both physical and mental. Implementing holistic well-being programs and teleworking options has drawn our conclusion as a powerful suggestion. These programs serve short-term employee needs and play a key role in developing a culture of belonging and appreciation. Based on the information provided by Hultén & Pauli (2023), building an environment supporting ongoing learning and development is also a pressing matter. Including personal growth in the developmental list of goals is most important for individual motivation, and it would undoubtedly add more value for the organization, creating a more powerful impact on employee loyalty, motivation, and satisfaction with the job.

Baker et al. (2023) state that the technology tools that support the worker regularly and the recognition programs have effectively strengthened the employee-employer rapport. Reward is an inherent condition for achieving excellent results, and it is crucial to create a communication channel where teams receive their work appreciated and constructive feedback in a trustworthy and respectful environment.

Summing up, UK sports retail, as a part of the motivation strategy, involves a multipronged approach. According to Singh et al. (2023), Through attention to their workers' integral needs, cultivating the customs of endless personal advancement, and using technology to reinforce communication and recognition, the industry can impressively augment its retention of workers, satisfaction levels, and performance. This strategic adjustment coincides with theoretical introspections, is a blueprint for effective achievement, and promotes business effectiveness in the industry.

2.6 Conceptual Framework

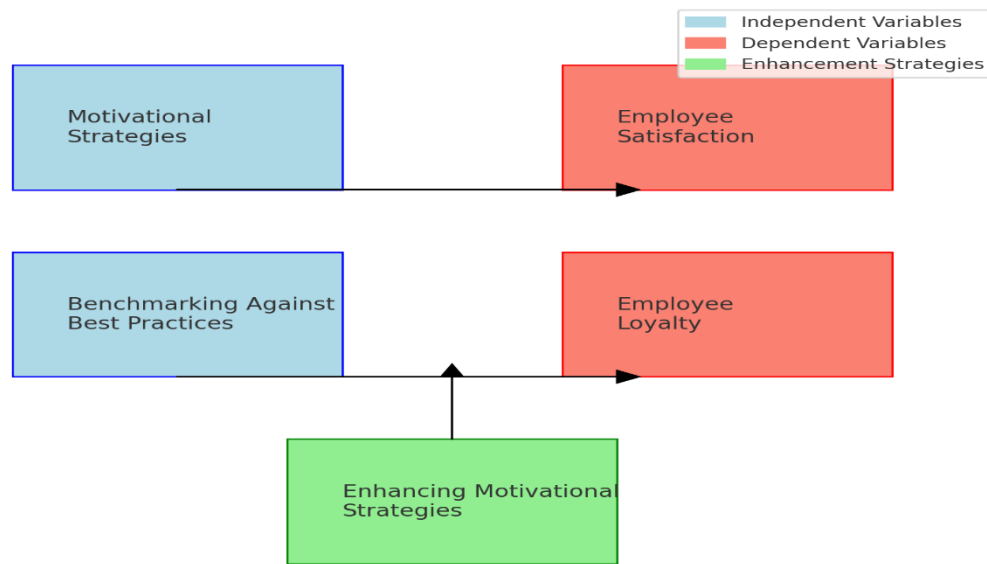


Figure 2.6.1: Conceptual Framework: Motivational Strategies in UK sports retail sector
(Source: own designed)

The conceptual framework establishes the interlinking web of motivation techniques' influence on employee satisfaction and loyalty in the UK sports retail sector, signifying a central point for research and practice (Heinemann, 2023). Through these means, it develops a systematic, analytical framework for evaluating existing practices and their potential for change. But, it must be said that the various kinds of linkages are not the ultimate edges of the framework alone. Its ability to pinpoint promotion of strategies as crucial factors makes it most powerful. Recognizing that the purpose of this study is also to understand and enhance employee retention and satisfaction is following the research objectives (Wilby et al., 2023). The discussion till now shows that the complex manner of motivation calls for concrete approaches that will ensure a more detailed view of the specific aspects of these strategies. In addition to pondering the correlation between theory and practice, the plan requests a portion of the approach that shall analyze the UK sports retail industry in light of its unique environment (Yang et al., 2023). Finally, the model provides the core principles. At the same time, its effectiveness is revealed through data in-depth exploration and application of critical insights to the field, ultimately contributing to better mentoring practices.

2.7 Conclusion

It becomes evident that motivational tactics are an integral part of the UK sports retail sector and are associated with an excellent opportunity to strengthen employee engagement and overall business performance. The crucial analysis accentuates the imperativeness of a more holistic and personalized structure to motivation mixed with the latest and best practices from all global retail contexts (Wallwey & Kajfez, 2023). By implementing creative, wellbeing-oriented, and technology-assisted strategies, UK sports retailers can get high staff to maintain their jobs, stay satisfied, and enhance their performance (Mathews et al., 2023). Therefore, This study review adds to the academic discourse and provides practical ideas for leaders in the fields concerned who are making efforts to generate a dedicated, loyal, and high-performing workforce.

3.0 Research Methodology

3.1 Introduction

This research takes a qualitative approach whereby the most basic data will be collected from human resources managers at Sports Retail and employees at the same company. The approach enhances understanding of each personal evaluation and view by studying the motivational strategies to attract and retain the best skills source. The research methods selected cater to the explorative character of the study to acquire a thorough knowledge of the multifaceted behaviour in the UK sports retail sphere where the products and the sports goods market intersect.

3.2 Research Approach

This study utilizes a qualitative approach to get responses regarding how the motivation program at Sports Retail is unique and elicits specific results. Such an approach is practical because of its power to uncover the depth and complexity of human behaviour in organizations and the corresponding practices for which quantitative methods alone may not provide sufficient information (Mohajan & Mohajan, 2023). Through the interviews with HR managers and the employees, we will manage to build solid and qualitative data, which will give us an understanding of how these strategies are contributing to attracting and retaining top talents (Butler, 2023). Using this methodology, the researchers are submerging into these specific stories that generally reveal things according to people's subjectivity. After doing veritable qualitative research, it develops an overall enraptured perception. Some management strategies are also techniques that can motivate the employees in Sports Retail when we see them in the original setting.

3.3 Research Strategies

This research employs qualitative methods predominantly because of the semi-structured interviews used to find the consequences of employee welfare and longevity at Sports Retail due to motivation strategies. Through this technique, the interviewers can get to the HR managers' and employees' points of view on work motivation/motivation. The method gives a holistic view of the subjects that might have been ignored in the numerical data. This undertaking will explore the intricate effects of both the planning and execution of these methods to provide a comprehensive understanding of the process they employ and their overall usefulness (Braun & Clarke, 2023). The aim of this research is, evidently, more significant than the collection of experiences and views

of the people involved; it also aspires to excel in the opinions of Sports Retail and improve its performance (Naeem et al., 2023).

3.4 Data Sample and Sources

The research method will represent a combination of primary data collection obtained from 10 HR managers at Sports Retail through semi-structured interviews and questionnaires to fill deeper and broader gaps in data collection (Squires, 2023). This will help better understand employees' tales and thus measure the effectiveness of motivational strategies for job satisfaction and retention. Furthermore, questionnaires help us identify more significant trends and patterns to make valid conclusions (Saunders et al., 2023). This two-fold approach guarantees a thorough investigation of the effectiveness of motivational practices. It, therefore, allows for well-grounded findings and recommendations to be developed based on the converging analysis of quantitative and qualitative data (Guest et al., 2023).

3.5 Time Horizon

Tasks	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Research Design and Ethics Approval						
Participant Recruitment and Interview Scheduling						
Data Collection (Interviews and Focus Discussions)						
Transcription, Analysis, and Report Writing						

Table 3.5.1: Gantt Chart (own designed)

The research revolves around the informing period for the first two months, including the research design and ethical approval. In the third month, the research team will complete participant recruitment and scheduling, followed by an interview and group discussion collection period for two months (Sukmawati, 2023). The last month allowed for data transcription, analysis, and organization of the report, with the submission of the outcomes and conclusion. It will enable a

well-planned path from the initial planning to the finalized analysis, retaining a structured approach throughout the research area (Xing & Qi, 2023).

3.6 Data analysis

Thematic analysis will be selected as the method of analysis for the qualitative data collected through the semi-structured interviews and focus groups. Themes related to motivational strategies at Sports Retail will be considered (Zarnuji, 2023). This way, there is a possibility of getting insights, patterns, and trends on how these strategies are employed, enabling an evaluation of effective strategies aimed at employee retention and morale improvement. Such methodology seeks to provide in-depth insights into the experiences of HRM managers and employees (Chi et al., 2023). This leads to a united, detailed account of data that aligns very well with the purpose of the study and provides valuable information regarding the organizations and their practices.

3.7 Accessibility, reliability, validity and ethics

The study is focused on accessibility, which involves participant engagement in a manner that allows them to get information whenever they are ready, using various data collection methods to fit their preferences (Pincus, 2023). The trustworthiness of the data is reinforced by standardized questionnaires and interview protocols, assuring that there will be a uniformity of responses. Validity protects us from including inaccurate responses and concepts in the instruments we design, and we qualitatively use thematic analysis to add depth and insight (Watson et al., 2023). Ethics is the most significant matter due to respect for the rights to informed consent, confidentiality, and withdrawal, which are all the cases here. The processes in this full measure help ensure the findings are credible and ethically sound, thus leading to an approach that thoroughly explores the motivation strategies used by sports retail.

3.8 Conclusion

A qualitative methodology employed in this study offers an elaborate foundation for awareness of multifaceted factors that we map in the motivational strategies of sports retail. The research utilizes personal conversations and surveys to capture subjective dimensions of employee satisfaction and commitment, providing essential knowledge for HR departments. Even if the research has some methodological limitations, it opens up a way for other researchers to develop future studies and apply them in the real world, making a notable contribution to the existing knowledge about employee motivation in the retail sector.

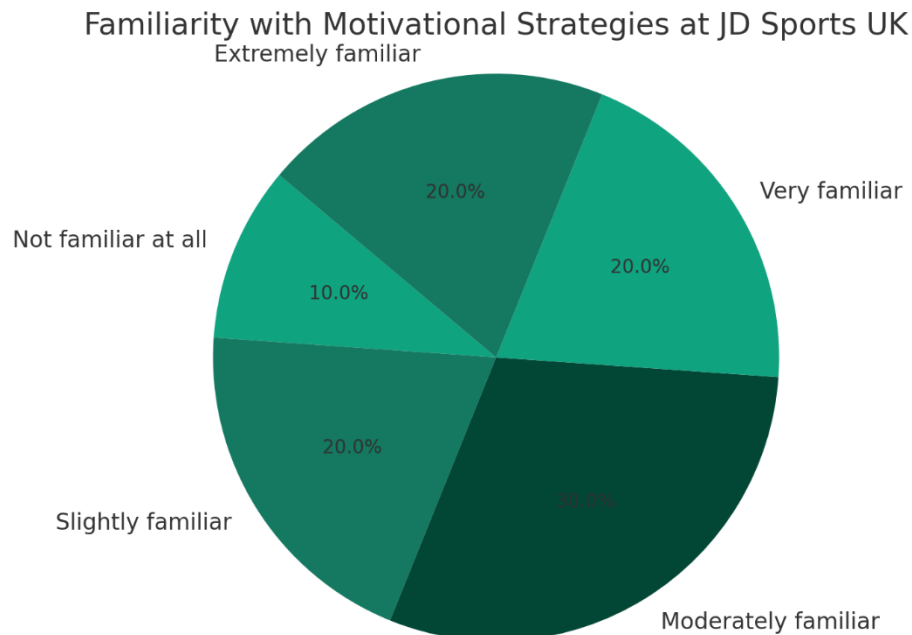
4.0 Data Analysis and Results

4.1 Introduction

This series, composed of seven questions, was placed to develop and explore different viewpoints and motivational strategies at sports retail, emphasizing the effectiveness of such measures on employee satisfaction, loyalty, and overall organizational environment. Thus, with the help of direct feedback from Human Resources (HR) managers and employees, the authors have developed a questionnaire that, through comprehensive understanding, will be able to document the target activities and their perception as per their actual effects on the company.

4.2 Findings

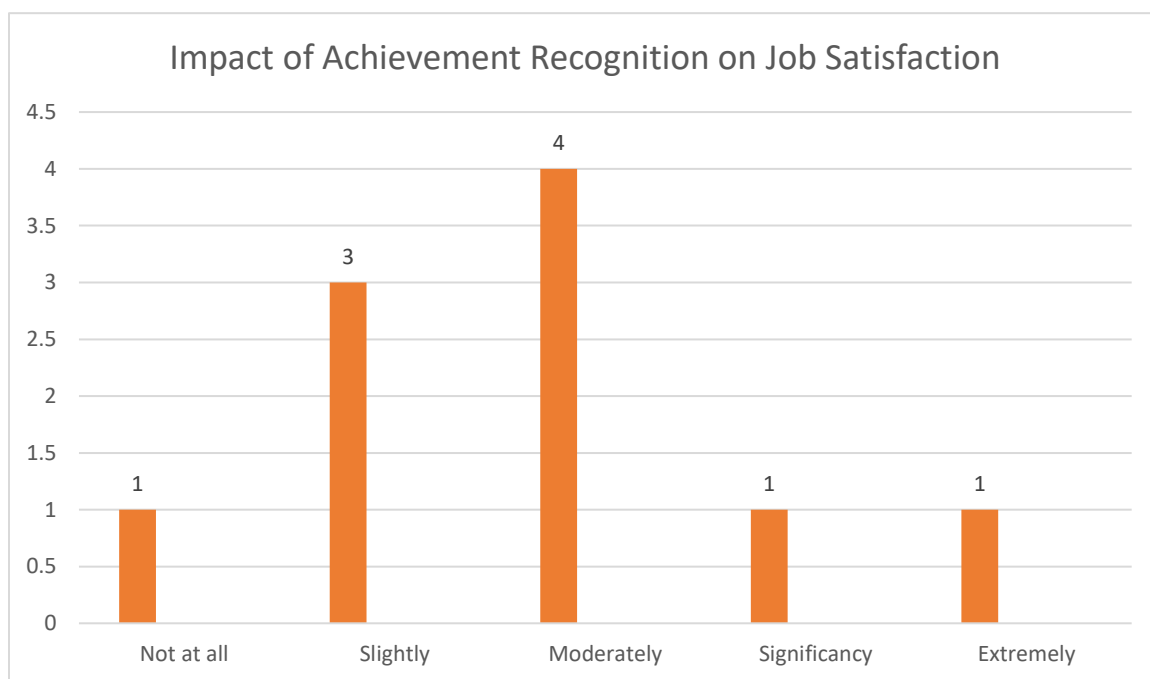
1. How familiar are you with the motivational strategies currently employed by sports retail in the UK?



The chart shows what proportion of 10 participants could present both sports retail motivational strategies they are familiar with and what they find intriguing about them. Around a third, 30%, of the respondents mark themselves as reasonably familiar rather than already good at these strategies, signifying a general awareness but probably a relatively shallower understanding of them. Slightly familiar thought to have around 20% share of the answer, and Total are familiar around 20% share, implying the variable influence of the strategies and their implementability (Wu

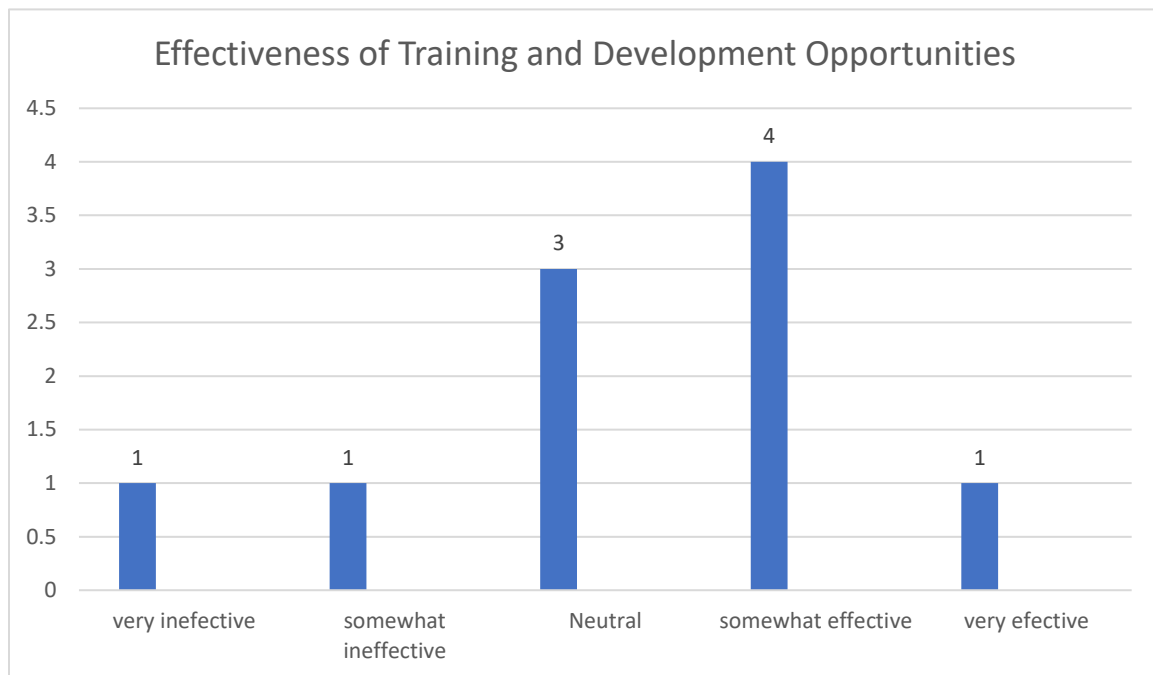
& Wang, 2024). The 20% of responses in the 'Extremely familiar' and the 'None at all' categories indicate this gap regarding the recipient's prior awareness of the existing motivational strategies (Kearney et al., 2023). This shows the company's emphasis on employee awareness of motivational techniques and, hence, the need to introduce a more ample and meaningful communication plan to avoid situations where a more significant portion of the workforce does not understand or feel motivated.

2. To what extent do you believe that recognition of your achievements impacts your satisfaction at work?



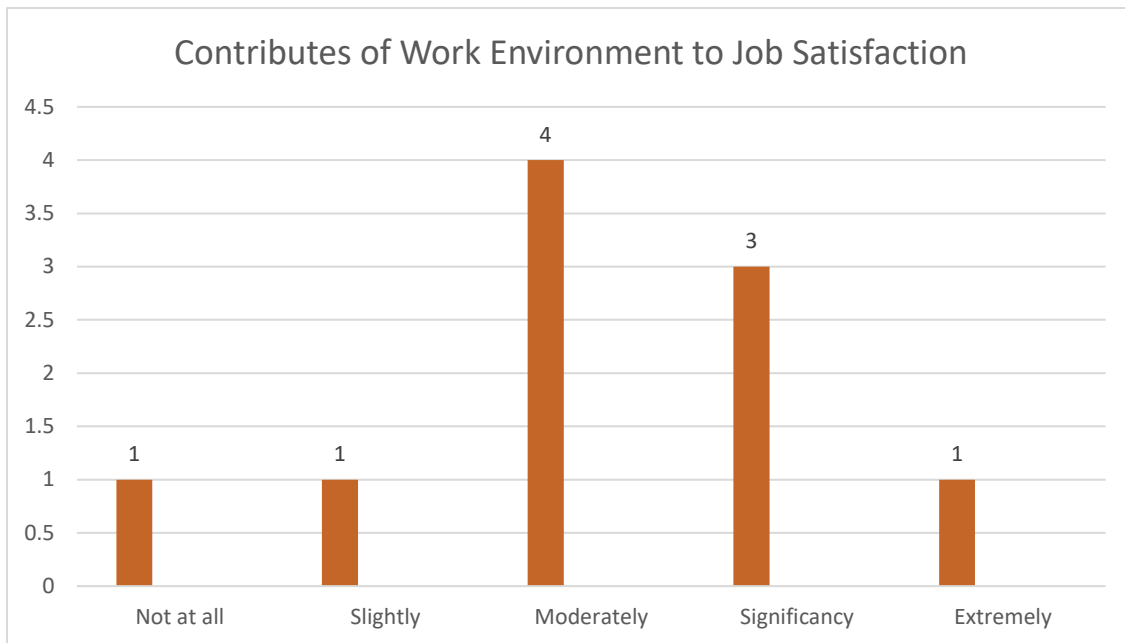
The bar chart shows that the participants will be in Sports Retail and indicates how recognition of success is related to their job satisfaction. Over 40% of the people questioned (40%) maintained 'Moderately' positive effects, meaning that though recognition is highly appraised, its impact on elements of satisfaction is not very catching (Aljumah, 2023). The phrase 'Slightly' shows the story that 30% of the people prefer, implying that a fraction of them are reasonably inspired by such recognition but do not highly enjoy it. The 'not at all' option encompasses 10% while 'significantly' has the exact figures. Additionally, 10% also goes for 'extremely' as the other extreme, showing varied perceptions on the priority of that particular aspect (Lee & Na, 2023).

3. How would you rate the effectiveness of Sports Retail UK's training and development opportunities in enhancing your work motivation?



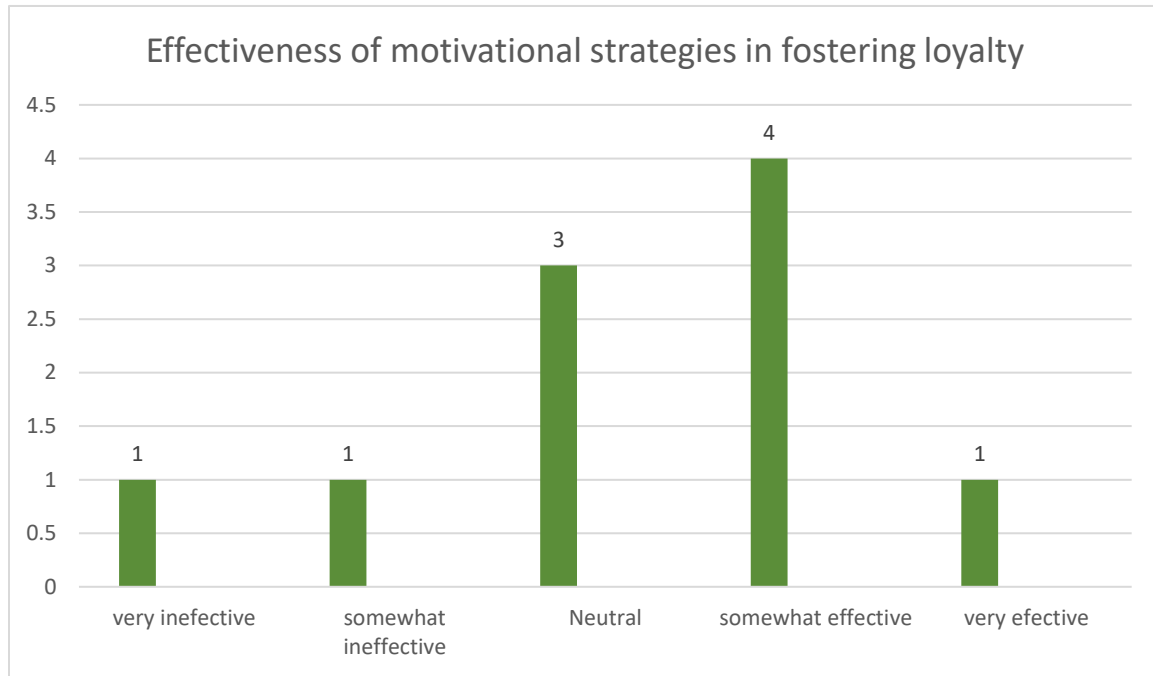
The graph ascertains that most participants, who account for 40%, announced training and development functions undertaken by Sports Retail to be 'Somewhat effective' in improving job motivation (Chapman et al., 2023). 'Neutral' views are the most common ones after all that, with the ones closer to 'Very ineffective' and 'Very effective' responses being substantially less frequent and thereby indicating a diversity of views.

4. To what extent do you feel the work environment at Sports Retail contributes to your overall job satisfaction?



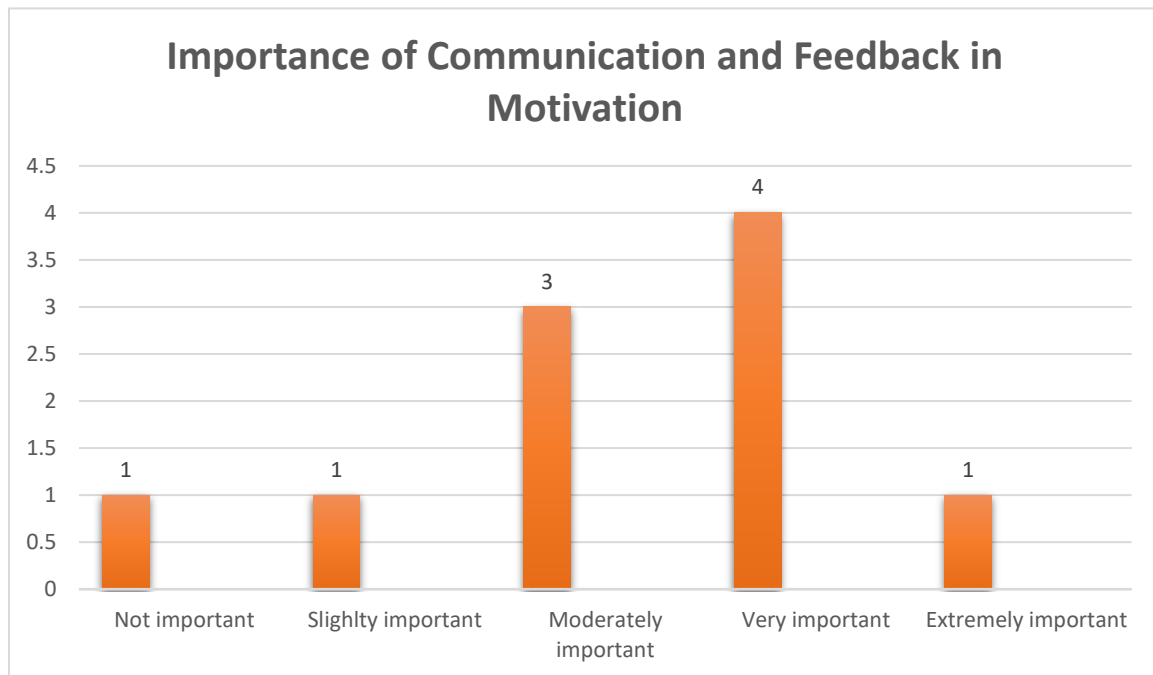
The chart shows that many Sports Retail employees view their job satisfaction as moderately attributed to their workplace environment, whereby 'Moderately' and 'Significantly' predominantly appear as their answers (Coco et al., 2023). This shows the varied but positive perception of the climate on contentment high workplace employees, but a small number find it worrying, and fewer find it contributing little.

5. How effectively do you think Sports Retail UK's motivational strategies foster a sense of loyalty among the employees?



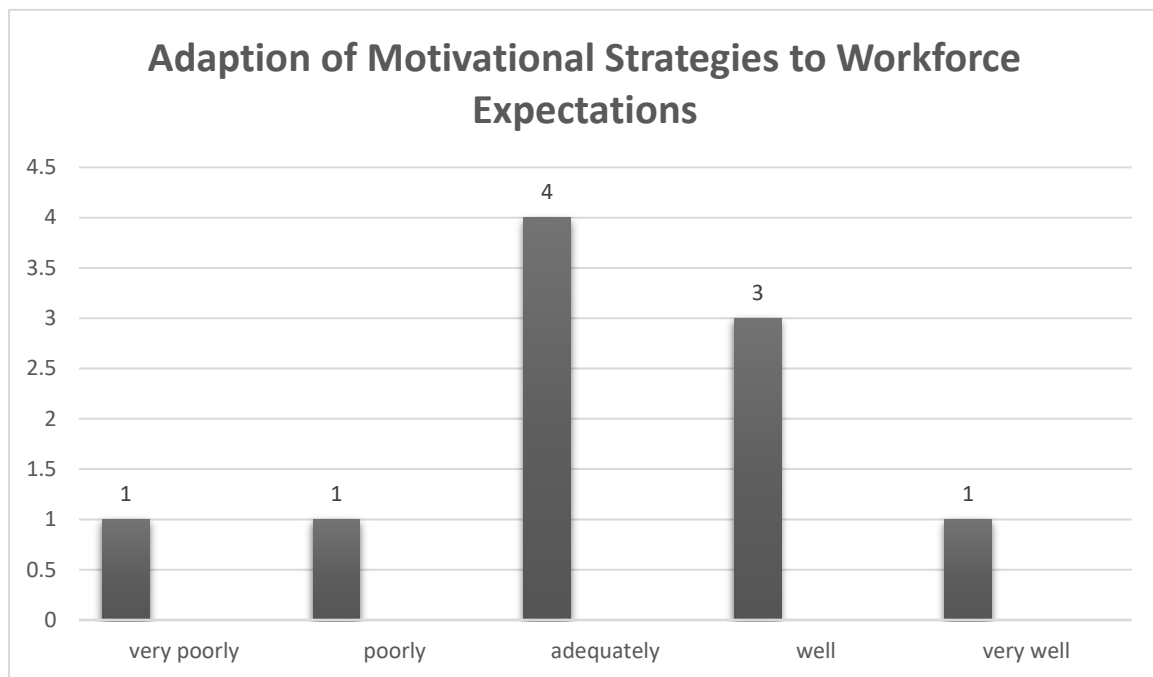
The figure shows the reactions of the Sports Retail staff members to motivational approaches that help the company encourage employee loyalty. Many participants of these strategies attribute their loyalty to sociability and look at it generally in a good light as otherwise. Neutral answers can also be noticed (Frie et al., 2024). At the same time, only a few feel that those strategies are very inefficient, indicating different viewpoints on the impact they brought.

6. How important do you consider the role of communication and feedback in feeling motivated at Sports Retail UK?



The figure shows that communication and feedback have greatly influenced employees to consider the aspect as 'Very important' in their work life at Sports Retail UK, demonstrating a firm conviction for positive impact (Fong & Schallert, 2023). 'Moderately important' and 'Significant' responses also show many respondents agree on their importance, as very few give negative feedback. At the same time, none find them unnecessary, demonstrating a broad agreement on their role in raising workplace motivation.

7. In your opinion, how well does Sports Retail adapt its motivational strategies to meet the evolving expectations of its workforce?



The graph shows participants' attitudes regarding Sports Retail UK's shift in motivational techniques that align with the staff's expectations. There is a coincidence with the number of 'adequately' and 'Well,' which shows general satisfaction with the company's attempt to make strategies match customers' needs (Cheng et al., 2023). Nevertheless, a few people considered the adaptation 'Very poorly' or 'Poorly,' limiting some avenues for development that exist, as well. The graph reveals an upward trend compared to actual adaptation, which echoes that adaptations should be dynamic, too.

4.3 Conclusion

From the survey, it is possible to get detailed information to investigate the motivators of sports retail, wherein some strengths and areas to develop are also identified. The results reflect a generally positive image of the company's efforts to maintain committed workers and lead to continuous development, including the necessity of communication, attentiveness to employee feedback, and responsiveness (Wu & Wu, 2023). Nevertheless, these varied responses emphasize the necessity of constantly monitoring and changing these strategies to meet employee expectations and improve a more connected and satisfied workforce.

5.0 Conclusions and Recommendations

5.1 Conclusions

The data obtained from HR managers and employees within Sports Retail depicts a complex picture of the success or failure of these techniques. The majority of the participants expressed satisfaction with the current strategies while at the same time pointing out the importance of the personalized and flexible approaches to make them even happier and to reduce the percentage of those who don't come back again. The study shows the importance communication and feedback play in our motivation and can be the difference between a company that reaches the peak of it all and one that doesn't.

5.2 Limitation

The methodological limitation of this research is that it wholly pieces on the self-reported data derived from the interviews and questionnaires. This could further lead to inconsistencies in the results since people could avoid or exaggerate their experiences. The specificity of the qualitative approach limits the opportunity to conclude the phenomenon under investigation for the whole sports retail sector in general since the results are strictly related to sports retail stores in the UK (Stewart et al., 2023). Moreover, 50 respondents may not fully cover the complete range of stories and views since not all less common but meaningful viewpoints can be overseen in the process. Those constraints contain the wisdom of the hour for a prudent assessment and the use of the study's findings (Tews et al., 2023).

5.3 Recommendations

To make motivational techniques much more effective, Sports Retail can form more individual recognition programs that motivate individual achievements and career goals. Furthermore, the introduction of a continual, legible, and value-additive feedback system can be a step further for retaining employees (Guiguema, 2023). Besides, the company could be further helped by implementing flexible working methods and wellness programs by considering the experience of the leading retailers nowadays. These progressive measures can surely raise employee satisfaction and dedication and, in general, the organization's performance.

5.4 Areas of Future Research

Further studies should assess personalized motivation tactics' potential to overlook the different kinds of employee classes in the retail industry. This line of investigation will shed more light on demographic-specific preferences and challenges (Madera et al., 2023). An additional study may be of great value by looking into the duration of the adaptation of work flexibility and happiness programs to bring more data on the remaining workforce and performance. Additionally, study examples in UK retail industries might help set trends and establish practices of the best companies for workforce motivation and retention, contributing further to strategists (Bickford, 2023).

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Appendices

1. Reflective Report

While conducting this research focused on applying motivational strategies in sports retail, I went through a beautiful mix of challenges and lessons confronting me. These invaluable lessons impacted my academic and personal development, making me more mature and knowledgeable (Moghrabi et al., 2023). When I switched to qualitative methodologies, which are interviews and questionnaires, I gained some experience with the complex connection between employee motivation and satisfaction and the organizational methods used to achieve corporate goals. This annoyance drew me deeper to see with my own eyes the fragility of human resources that mean business and the stimulation role of the proper motivation in commodity picking.

The thing that I have understood from the study of this research is that adaptability and readiness to change are two crucial factors that significantly contribute to By interacting with HR Managers, employees, through first-hand experience, I learned the importance of roles they play in organizations like Sports Retail when it comes to motivation and retention strategies, which stress the need for organizations to shift their approaches to meet diverse expectations of their employees systematically (Naeem et al., 2023). On the other hand, I discovered that the significant limitation of the data collection process was that it was based on self-reported information, making it quite hard to understand participants' subjective experiences accurately. This limit has long been a classroom for mastering the quantitative and qualitative data process they can use as a framework for structured future research and obtain a holistic view of organizational practices.

Ultimately making a shift to the recommendations as they emerge, this study, based on the findings – lets us through a recognition program that's personalized, continuous performance evaluation systems, flexible working arrangements, and wellness initiatives – thus serving as actionable strategies that Sports Retail can use and offer a template to other retailer organization that aim to elevate their motivation to do well and achieve their organizational goals (Braun & Clarke, 2023).

One of the things worth detecting is whether personalized motivational methods can be used. Moreover, the influence of flexible work arrangements on long-term impacts should be examined. The study aims to elicit extensive scholarly and practical curiosity (Squires, 2023). These future

research directions indicate the importance of unveiling this intrinsic element further to grasp all factors impacting employee satisfaction and loyalty in the retailing sector.

Given the research process, I know that the extensive critical thinking skills, data analysis, and empathetic connection with participants present invaluable opportunities for continuing my growth (Chapman et al., 2023). Combining these competencies and deepening my knowledge will serve as a solid basis for me to embark on my future academic activities and professional goals in organizational behaviour and human resource management (Chi et al., 2023). The process of conducting this research has been a transformative experience for me, prompting me to question stereotypes, face complexity, and carry on alongside the discussion on what workers need to work best.