

RELATIONSHIP BETWEEN EMPLOYEE MOTIVATION AND WORK

PERFORMANCE IN KENYA SUPERMARKETS:

(A case study of Uchumi Supermarket in Nairobi)

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ABSTRACT

The influence of motivational rewards on the staff performance in Kenya is quite of concern, going by the recent trends. To be successful in the twenty-first century, retail companies must be able to attract, recruit, and retain a competent workforce. By decreasing costs associated with recruiting and training, and by delivering higher value to customers, retailers are better able to compete in a highly competitive marketplace. To achieve these retailers must understand how to build proper levels of employee job satisfaction. The purpose of this study was to study the motivational needs, of supermarket employees in Kenya and the effects of motivational rewards of staff on organization performance and the motivational rewards that are offered by Uchumi supermarkets limited. Its objective was to find out various financial motivation rewards which had been introduced at the Uchumi Supermarkets Limited. The effect of motivation rewards on performance of the staff at Uchumi Supermarkets Limited was also of concern. Besides, it was to establish which motivation rewards should be recommended as the most effective on the work performance of the Uchumi Supermarkets Limited staff. The Methodology comprised of research design, target population, sampling techniques, instruments of data collection, data collection procedures and data analysis. Data collection instruments included questionnaires, interview schedules and personal observations. The findings of the research was analyzed using computer packages such as excel and SPSS that enabled the study to come up with recommendations for adoption by the relevant stakeholders to address these challenges.

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