



An analysis carried out to predict the development of brand equity in the Chinese apparel industry

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Abstract

The current economic situation has placed a significant burden of decision-making on businesses and their management teams. Downsizing, reorganization, and other cost-cutting measures are currently being planned. Furthermore, these actions and practices may have a negative impact on employees, affecting their motivation, loyalty, morale, perspective, and attitude. The purpose of this research is to look into the effectiveness of monetary and non-monetary incentive systems and programs in motivating employees to work toward the organization's stated goals. Many businesses face the question of what type of incentive program will best boost employee morale while also assisting the company in meeting its goals. The study aimed to answer the question of whether an effective incentive scheme really motivates workers. According to the survey results, both employers and employees place the highest value on monetary advantages. When compared to what organizations valued, employees prioritized professional development opportunities, guidance from experienced coworkers, and a healthy work-life balance. Furthermore, the findings show that organizations use both non-monetary and monetary benefits as part of their compensation package to meet the needs of their diverse workforce. Given the financial constraints faced by businesses in the current economic environment, there is a strong case for putting a greater emphasis on non-monetary awards to motivate employees. Although monetary incentives were ranked first, it is possible to provide a person with a reward package that includes both monetary and non-monetary incentives.

KEYWORD: Human Resource Management, Non-Monetary Motivator Strategies, Multinational Corporations' Human Resources.

INTRODUCTION

Human resource management, or HRM, encompasses all of the steps involved in recruiting and hiring new employees, as well as ensuring that they are properly oriented, trained, and motivated. It also entails effectively communicating with labor unions and other representative groups, as well as ensuring that employees are fairly compensated and have access to other benefits (Cappelli, 2020).

Human resource management (HRM) includes a wide range of tasks such as recruitment, hiring, orientation, training, evaluation, communication, and the promotion of a positive work



environment. The various components of HRM can be said to be following a road map set out by human resource policy. Human resource management (HRM) is essential regardless of whether standardization or adaptability are required. Due to cultural differences between the parent company and its subsidiaries, global human resource management presents more challenges than local counterparts. Certain companies' human resources policies appear to discriminate against individuals based on their religion, race, caste, sexual orientation, or place of origin. Companies such as Ford and Volvo, on the other hand, make an effort to treat their employees well. (dugar, 2013).

LITERATURE REVIEW

Job Performance and Satisfaction

Employees who aren't contributing their fair share can have a negative impact on the company's profitability and productivity. American businesses lose \$300 billion per year due to under performing employees. A variety of factors contribute to an employee's success on the job, including fostering a positive, effective working relationship between employees and managers. Employees who take pride in their work and receive fair pay are critical to the success of any business. The study's primary goal is to investigate how variables other than pay influence workers' productivity on the job. The goal of this study is to look beyond financial incentives to the other major fundamental factors that influence worker productivity.

EMPLOYEE EMPOWERMENT, PARTICIPATION, AND ENGAGEMENT

Employee empowerment, as defined by Carless (2004), occurs when workers are given a high degree of autonomy in making work-related decisions. An empowered workforce produces motivated and confident employees. Employee empowerment, as stated by Cheryl (1999), improves organizational performance for the following reasons.

Employees' workplace successes mirror their personal successes.

The organization's success can be attributed to the efforts of its employees, who are responsible for carrying out the company's stated mission and objectives. Employees' needs for social interaction and personal development are being met in a way that benefits everyone at work. One definition of employee empowerment is the degree to which workers can make choices. Without consulting their superiors (Michailova, 2002). Workers in this organization are given a great deal of autonomy and responsibility in their daily tasks. Employees benefit from this type of delegated empowerment because they can use their own methods on the job without constant supervision.

JOB ENRICHMENT

Managers can increase employee satisfaction by assigning more challenging and interesting



tasks. This is accomplished by giving workers more tasks to complete. They are thus increasing their efficiency as a result. If these goals (horizontal and vertical job expansion) are to be met, tasks must be rethought and workers given more autonomy. When employees' desires for self-respect and self-actualization are met, their productivity can rise. a hand in establishing their own work priorities and processes (Ekerman, 2006).

JOB SECURITY.

According to Senol's (2011) study, job security is the most important factor, among many others, that influences workers' behavior. The outcome was a shift and improvement in their attitudes and behaviors toward job loss. Miller, Erickson, and Yust (2001) conducted research on this topic and discovered that job security is a motivating factor that is positively related to workplace productivity. Workers' productivity and morale suffer when they lack confidence in their future employment opportunities.

Promotional Wards According to Herzberg (1986), giving employees the opportunity for internal promotions may serve as a workplace incentive. In addition, he claims that offering The prospect of advancement and growth for employees is a powerful motivator in and of itself. This is supported by Harrison and Novak's (2006) findings, which discovered that offering employees opportunities for advancement was a powerful motivator for both job satisfaction and performance.

Workplace Environment

The workplace environment refers to the physical setting in which employees perform their regular tasks, such as an office or a construction site. Other aspects of the working environment include ventilation, breaks, noise levels, and amenities such as daycare facilities. Depending on the specifics of the workplace, it can have either a positive or negative impact on employee happiness. Workers perform better when they have a pleasant working environment. Poor working conditions could have Employee morale suffers as a result of the increased risk of accidents that damage or destroy corporate property, causing serious injuries or even death. As a result, organizations should create positive working environments. Workplaces that are safe, quiet, well-lit, and comfortable to work in are just a few examples of the types of environments that have been shown to increase worker productivity (Weil, 2005).

Job-related stress and strain

According to French (1975), stress at work occurs when an employee's skills and knowledge are incompatible with the demands of the job. He elaborates on the idea that workplace stress is caused by the presence of danger. The organizations expect a certain output from its staff, but the staff may be unable to deliver due to the nature. of the jobs they have been assigned. That is, from the perspective of management, people aren't doing their jobs because organizational



demands exceed their capabilities.

When a person is overwhelmed by a high level of pressure or expectations, they may become stressed and lose control of their reactions. Workplace stress occurs when job demands exceed an employee's resources and talents (Ricardo, 2007).

STUDY DESIGN

The researcher conducted a rigorous cross-sectional investigation. The cross-sectional design required a single point in time data collection, which was quick and inexpensive. Due to the short timeframe and limited resources, the researcher chose a quantitative approach. Rao-soft software was used to estimate the sample size of 557; 600 questionnaires were distributed; 587 were returned; and 13 were rejected due to incomplete questionnaires. The study included 574 participants. The survey was administered to all respondents using random sampling. The researcher provided information about the study to participants who decided to participate, and he was also present to answer any questions the respondents had. When a respondent was incapable of reading or writing, or was confined to The researcher read the survey questions and response categories to them from their wheelchair and then recorded their responses in the survey form as they were spoken. In some places, people were given questionnaires to fill out and return all at once.

Study Area: The study was conducted in an office setting. The study sites were chosen based on employee availability.

Data collection: The study was conducted using a combination of surveys and interviews. The survey collection method and interview procedures are described in detail below. Respondents first answered control questions about the Chinese clothing market to predict brand equity and organizational size. This left a sample size of 557, as calculated by Rao Soft.

Sample: Data. The study's data was gathered through a collection method and interviews. The sample size calculated using Rao-soft software was 557; 600 questionnaires were distributed, 587 of which were returned, and 13 were rejected because they were incomplete. The final number of questionnaires used for the study was 574, with 276 females and 298 males. The study's respondents included 151 health care professionals (26.0%), 124 government employees (22.0%), 125 teachers (22.0%), and 174 private sector employees (30.0%).

Pilot Study.

All the procedures of the primary study are replicated in a pilot experiment, which confirms that



it is feasible by evaluating the inclusion/exclusion criteria for participants, the preparation of drugs/intervention, and the storage/testing of the The measurement instruments used in the experiment, as well as the training of the researchers and research assistants.

Quantitative research involves collecting and analyzing numerical data using mathematical, computational, or statistical methods to gain a better understanding of our surroundings. Quantitative research can collect data from current and potential clients using techniques such as random sampling and the distribution of online surveys, polls, and questionnaires.

The steps for carrying out quantitative research method:

- Quantitative data is collected using structured instruments such as surveys, polls, and questionnaires. Using such protocols, researchers can obtain more detailed and useful data from survey respondents.
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- Closed-ended questions are designed to align with the study's objectives. Because the answers to these questions are easily quantifiable, they are widely used in quantitative research.
- Prior research involves analyzing contextual factors before conducting surveys with participants.
- Quantitative data is typically presented in graphical or tabular formats instead of numerical ones. This makes it easier to interpret the data collected as well as demonstrate the market study's reliability.
- The study's findings are applicable to the larger community, enabling more effective measures to be implemented.

Selection of Research Methodology

This research was based on descriptive research. According to Shields, Patricia, and Rangarjan (2013), the descriptive research design was used to describe the characteristics of the population or phenomenon under investigation. Similarly, in this descriptive study, a cross-sectional design was used to compare the respondent's demographic variables and brand equity. Age, gender, occupation, length of employment, technical knowledge, surveillance skill, and income were among the demographic variables considered and analyzed. Essentially, this study described the public survey and its characteristics, so it was descriptive.

Method of analysis: Data can be analyzed using SPSS software version 25 for various statistical tests. As part of this study, SPSS will be used to analyze survey questionnaire data.



Descriptive Statistic Method: For Scientific

This is the most straightforward approach to data analysis, ensuring that all relevant data is available for comparison and analysis. They served as the foundation for nearly any quantitative data study, as well as basic pictorial analysis.

Reliability Test: Each item on a scale is compared to the total of the remaining elements to determine how well each item correlates. It measures the consistency and dependability of the various factors on a scale. Cronbach's alpha coefficient measures internal consistency and trustworthiness. If Cronbach's alpha is greater than or equal to 0.700, the strength data can be accepted.

Independent t-test – With parametric and regularly distributed data, the independent-test is a powerful but limited test. It is used to see if the means of two unrelated groups or situations are statistically different.

One-way analysis of variance (ANOVA) If two or more independent variables are statistically significant, one-way ANOVA is used (unrelated group). In this study, a one-way ANOVA was used to determine whether there was a significant relationship between age, gender, and occupation level and various domains of surveillance and brand equity awareness. To estimate statistical significance, the researcher uses the statistical significance threshold at 5 percent and 95 percent confidence intervals. As long as the p-value exceeds 0.05, the null hypothesis is accepted. Although one-way ANOVA is an omnibus test statistic, it does not tell the researcher which individual groups were statistically significantly different from each other. Other; it simply informs the researcher that at least two groups were different. As a result, if the significance level is less than 0.05 and an alternative hypothesis is accepted indicating that the data is abnormally distributed, a post-hoc test is required. A post-hoc test revealed which groups were statistically distinct from one another.

Data Analysis Software - Data can be analysed using SPSS version 25.

This section presents the study's conceptual framework and hypothesized relationships. However, some of the variables in the model's basic model, which examined the direct effects of five variables on commitment, may have been mediated by other variables. In a conceptual framework, additional concepts Empirical facts are gathered from the relevant body of research, and one or more formal theories are incorporated (either in part or entirely). The purpose of this



section is to demonstrate the connections between these ideas and how they relate to the topic of the investigation.

CONCLUSION

The study investigated how non-monetary reward elements can motivate employees. The organization's problem was to determine the best reward program that could be used to increase employee motivation while still meeting the organization's goals. The study's goal is to determine whether a redesigned reward program or framework motivates employees and improves the strategic fit between them and the company.

Future Study

Employee loyalty, emotions, work schedule flexibility, business culture and values, employee retention, and other factors may all have an impact on employee performance. However, none of these potential factors were the focus of the research or investigation performed for this study. It would be fascinating to expand this study to include all of the other locations where the two companies operate. More research is urgently needed in both the public and commercial sectors of the telecommunications industry. Because this study does not include a large number of managers, future research should include a representative sample of managers in their data sample and conduct interviews as part of the data collection procedure. Furthermore, it would be beneficial to include a representative sample of managers in their data set. In subsequent articles, it may be advantageous to rely on additional sources of information, such as the results of the performance assessment technique used by companies themselves. It is possible that more research should be conducted on the numerous dimensions of the other, unrelated concerns at play, such as the nature of the job. Environmental factors in the workplace may include lighting, space, and design, as well as noise level and other elements. Future research may look at the "before" and "after" effects of various factors on employee performance. Employee performance, for example, could be measured before and after training to compare results and determine the value of the training provided. To broaden the scope of research, it may Other factors, such as regional trends and demographics, may need to be considered. Finally, possible topics for future research include the various degrees to which certain factors have an impact on different parts of the same organization at different levels of management.

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