

Key Motivational Factors Shaping Gen Z Employees in the Workplace

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ABSTRACT

This study aims to investigate the key motivational factors influencing Gen Z employees in the workplace. Motivation plays a vital role in determining an employee's commitment to their organization, and a lack of it often results in reduced loyalty and higher turnover. Recent research reveals that Gen Z employees frequently switch jobs and demonstrate relatively lower organizational loyalty compared to previous generations, posing a significant challenge to many industries. This trend highlights the pressing need to understand the factors that can inspire Gen Z's commitment and retention in the workplace. Although financial benefits, such as competitive wages and bonuses, remain important, non-monetary factors have emerged as equally influential in shaping Gen Z's motivation. While monetary rewards are a consideration, they are not the primary factor when Gen Z evaluates job opportunities. Being an image-oriented generation, Gen Z places significant value on aspects like job autonomy, flexible working arrangements, and Employee Well-being. These elements fulfil their psychological needs, providing a sense of purpose and personal fulfilment, which are critical for fostering long-term loyalty and engagement. By addressing both financial and non-monetary motivators, organizations can create an environment that resonates with Gen Z's values and priorities. This study aims to provide actionable insights for employers to design strategies that ensure Gen Z employees feel valued, motivated, and committed. Understanding and catering to these motivators will not only enhance individual satisfaction but also contribute to overall organizational success and employee retention.

Keywords: Gen Z Employees, Workplace Motivation, Non- Monetary benefits.

