

EMPLOYEE MOTIVATION IN DUROFLEX COMPANY AT HOSUR.

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ABSTRACT:

Motivation refers to the willingness to perform tasks and assignment motivation can be both internal and external to an individual. It is most crucial as it is the driving force. An employee may possess capacity to perform and skilled but if he does not have motivation, he is unlikely to be productive. Thus, performance appraisal is a tool to motivate employees to perform better. Motivation is influenced significantly by the needs of a person and the extent to which these have been fulfilled. To motivate the subordinates, the manager must, therefore, understand their needs. Unmotivated employees are likely to spend little or no effort in their jobs, avoid the workplace as much as possible, exit the organisation if given the opportunity and produced low quality work. On the other hand, employees who feel motivated to work are likely to be persistent, creative and productive, turning out high quality work that they willingly undertake. Employers need to get know their employees very well and use different tactics to motivate each of them based on their personnel wants and needs

KEY WORDS: Employee Motivation, Performance Appraisal, High Quality Work and Tactics.

INTRODUCTION:

Motivation originally from the Latin root word move, which the word motive. Motive maybe defined as an inner state of our mind that activates and directs our behaviour. It is always internal to us and is externalized via our behaviour. Motivation is one's willingness to exert efforts towards the accomplishment of his/her goal.

It refers to the willingness to perform tasks and assignment motivation can be both internal and external to an individual. Motivation is most crucial as it is the driving force. An employee may possess capacity to perform and skilled but if he does not have motivation, he is unlikely to be productive. Thus, performance appraisal is a tool to motivate employees to perform better. It has been found that often the causes of poor performance entails lack of motivation, or lack of skill or both. Motivation is a drive to behave or act in a certain manner, often to satisfy certain conditions such as wishes, desires, and goals. Olden theories of motivation included rational thought and reasons as guiding factors of human motivated behaviour. Motivation is an inner drive to behave or act in a certain manner. It is the difference between waking up before dawn to pound the pavement and lazing around the house all day. These inner conditions such as wishes, desires, and goals, activate to move in a particular direction in behaviour.

TYPES OF MOTIVATION

ACHIEVEMENT:

This is the motivation of a person to attain goals. The longing for achievement is in every man, but not all persons look to achievement as their motivation. They are motivated by a goal in order to attain that goal, they are willing to as far as possible. The complexity of the goal is determined by a person's perception.

SOCIALIZATION:

Some people consider socialization to be their main motivation for actions. This is especially evident in the situation of peer pressure. Some people are willing to do anything to be treated as an equal within a group structure. The idea of being accepted among a group of people is their motivation for doing certain things.

INCENTIVE MOTIVATION:

This motivation involves rewards. People who believe that they will receive rewards for doing something are motivated to do everything they can to reach a certain goal. While achievement motivation is focused on the goal itself incentive motivation is driven by the fact that the goal will people benefits. Incentives motivation is used in companies through bonuses and other types of compensation for additional work. By offering incentives companies hope to raise job productivity and motivate their employees to work hard.

FEAR MOTIVATION:

When incentives do not work, people often turn to fear and punishment as the next tools. Fear motivation involves pointing out various consequences if someone does not follow a set of prescribed behavior. This is often seen in companies as working hand-in-hand with incentives motivation.

CHANGE MOTIVATION:

Sometimes people do things just to bring about changes within their immediate environment. Changes motivation is often the cause of true progress. People just become tired of how things are and thus think of ways to improve it.

IMPORTANCE OF MOTIVATION:

- Motivating employee is always looking for better ways to be a job. The statement can apply to corporate strategists and production workers.
- Well motivated employees put in maximum efforts in discharging their duties. This leads to higher output and thereby reduces the average cost per unit produced.
- When an organization has property motivated staff, there will be better inter-personal relationship.
- The superiors trust their subordinates and vice versa. There is also greater co-operation among employees.
- Employees resorts to strike only when their demands are not conceded by their employer.
- The employer will be forced to declare lock –out when he is unable to avert strike by workers.

REVIEW OF LITERATURE:

FARLAND (2011)¹ This explanation identifies that in order to attain assured targets; individuals must be satisfactorily energetic and be clear about their determinations. In view of it is an internal drivers to satisfy an unsatisfied need and the well to accomplish. Also motivation is a progression of moving and supporting goal.

MAHAZRIL (2012)² A organizations had the study to appreciate the employee from time to and offer other form of benefits such as payment , will help in employee motivation.

CANDIETAL (2013)³ Growing recognition of the opportunities of innovation is through experience staging. That rewards and recognition and communication may motivate them to work. Recognition enhances the level of productivity and performance at job whether it is a first time performance or a repeated action at the job in a progressive way and ultimately reinforces the behaviour of employee.

GREENBERG AND BARON (2014)⁴ People turn to be guided by their interested in making a good impression on others , doing interesting work and being successfully in what they do.

YOUNG (2015)⁵ Suggests that motivation can be defined in a variety of ways , depending on who you ask . Ask someone on the street , you may get response like it's what drives us. It makes us do the things we do. Therefore motivation is the force within an individual that account for the level , direction , and persistence of effort expended at work .

ANTONIONI (2016)⁶ The amount of effort people are willing to put in their work depends on the degree to which they feel their motivational needs will be satisfied. On the other hand. An individual becomes de-motivated if they feel something in the organization prevents them from attaining goods outcomes.

OBJECTIVES OF THE STUDY:

- To perceive the motivational factors influencing employees for their achievements.
- To know the monetary and non-monetary factors which influence the employee's motivation.

RESEARCH METHODOLOGY

This survey is conducted to study and analyses the attitude of employee motivation in DUROFLEX Company at Hosur. The primary data was collected through structure questionnaires and secondary data was collected from books, research papers, journals, magazines and internet. A sample 50 employees taken for the study of DUROFLEX PVT.LTD at Hosur. Convenience sampling method was used to collect data from the customers. The data analyzed by using percentage method, chi square method and other statistical tools.

LIMITATIONS OF THE STUDY

1. Due to time constraint it was not possible to cover all the employees.
2. Respondents were hesitant to fill the questionnaire because they were busy with their work.
3. The detailed study of the project was not able to do due to cost constraints.
4. Some of the respondents were unwilling to share information with us.

ANALYSIS OF EMPLOYEE MOTIVATION TOWARDS PVT.LTD HOSUR

TABLE NO. 1

TABLE SHOWING CLASSIFICATION BASED ON AGE GROUP OF THE RESPONDENTS

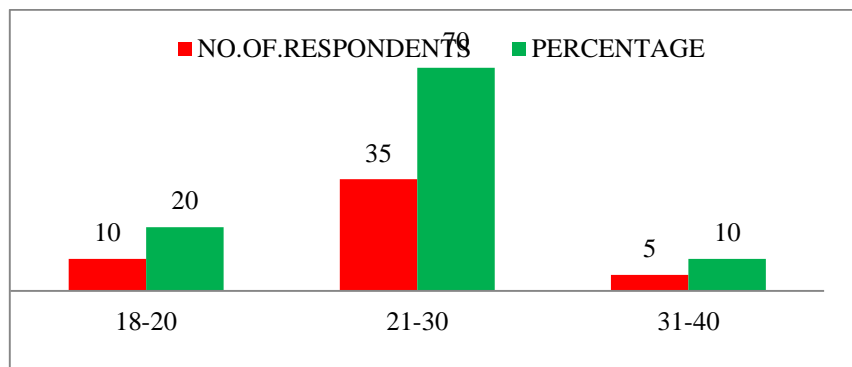
AGE	NO.OF RESPONDENTS	PERCENTAGE
18-20	10	20

21-30	55	70
31-40	5	10

SOURCE: PRIMARY DATA

CHART NO. 1

CHART SHOWING CLASSIFICATION OF AGE GROUP OF THE RESPONDENTS



INTERPRETATION:

The above table shows that 20% of respondents are belonging to age group of 18-20, 70% of them in the age group of 21-30, and the remaining 10% of them in the age group of 31-40. It reveals that 90% of the respondents are belonging to age group of 18-30.

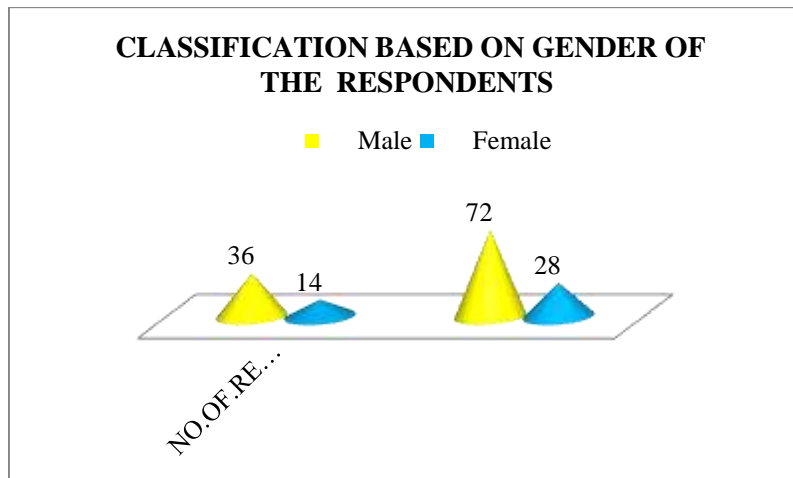
TABLE NO. 2

TABLE SHOWING CLASSIFICATION BASED ON GENDER OF THE RESPONDENTS

GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	36	72
Female	14	28
Total	50	100

SOURCE: PRIMARY DATA

CHART NO. 2
CHART SHOWING CLASSIFICATION BASED ON GENDER OF THE RESPONDENTS



INTERPRETATION:

The above table exhibits that majority of the respondents (i.e.) 72% of them are male, and remaining 28% of them are female.

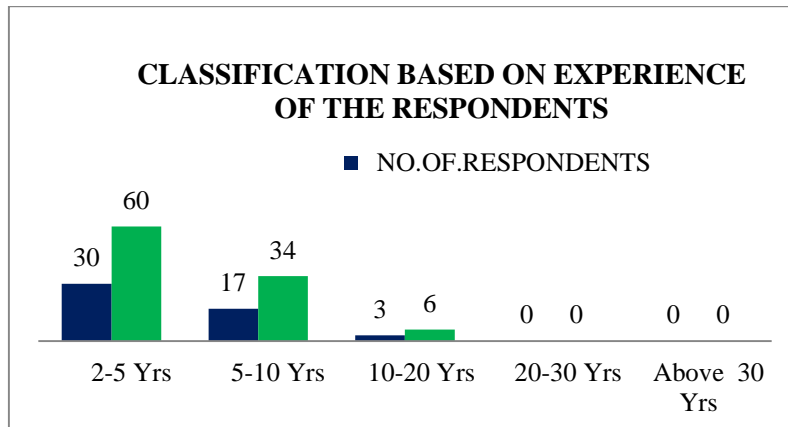
TABLE NO. 3
TABLE SHOWING CLASSIFICATION BASED ON EXPERIENCE OF THE RESPONDENTS

EXPERIENCE	NO.OF RESPONDENTS	PERCENTAGE
2-5 Yrs	30	60
5-10 Yrs	17	34
10-20 Yrs	3	6
20-30 Yrs	0	0
Above 30 Yrs	0	0
Total	50	100

SOURCE: PRIMARY DATA

CHART No 4.3

CHART SHOWING CLASSIFICATION BASED ON EXPERIENCE OF THE RESPONDENTS



INTERPRETATION:

The above table depicts that majority of the respondents 60% of them are having working experience of 2 -5 years, 34% of them are experience of 5 -10 years , and the remaining 6% of them are having experience of above 10 years. It reveals that 94% of the respondents are having experience of 5 -10 years. This indicates the company retain their employees for long period.

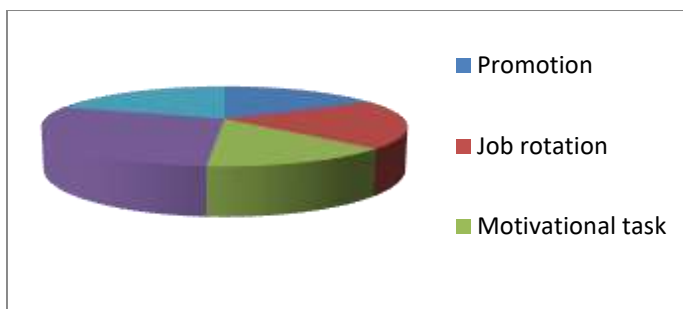
TABLE NO. 4

FACTORS INFLUENCING EMPLOYEES' ACHIEVEMENT

particulars	HI		I		N		NI		NHI		Total	
	RES	%	RES	%	RES	%	RES	%	RES	%	RES	%
Training	15	30	17	34	14	28	2	4	2	4	50	100
Promotion	13	26	16	32	10	20	9	18	2	4	50	100
Job rotation	15	30	10	20	18	36	4	8	3	6	50	100
Motivational task	11	22	24	48	9	18	6	12	0	0	50	100
Physical working condition	22	44	17	34	8	16	2	4	1	2	50	100
Challenging work	15	30	14	28	15	30	3	6	3	6	50	100

CHART NO.4

FACTORS INFLUENCING EMPLOYEES' ACHIEVEMENT



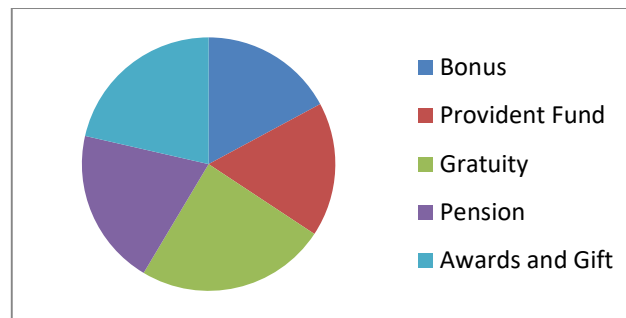
INTERPRETATION:

Factors influencing employee’s achievement: 30% of respondents are highly influenced by training programs provided by the organization and 4 % of the respondents are not highly influenced. 32% of respondents are influenced by promotion given by the organization and 4% of the respondents are not highly influenced.48% of respondents are influenced by job rotation given by the organization and 4% of the respondents are not influenced.48% of respondents are influenced by motivational task given by the organization and 6% of the respondents are not influenced by the motivational task.34% of respondents are highly influenced by physical working condition provided by the organization and 2% of the respondents are not highly influenced.30% of respondents are highly influenced by challenging work given by the organization and 6% of the respondents are not highly influenced.

TABLE NO. 5
Table showing the opinion about the monitory factors provided by the organization.

Particulars	HM		M		N		NM		HNM		Total	
	Res	%	Res	%	Res	%	Res	%	Res	%	Res	%
Financial incentives	28	56	12	24	10	20	0	0	0	0	50	100
Bonus	12	24	22	44	7	14	9	18	0	0	50	100
Provident Fund	12	24	8	6	17	34	10	20	3	16	50	100
Gratuity	17	34	20	40	9	18	4	8	0	0	50	100
Pension	14	28	22	44	10	20	4	8	0	0	50	100
Awards and Gift	15	30	9	18	10	20	5	10	11	22	50	100

CHART NO 5
Chart showing the opinion about the monitory factors provided by the organization



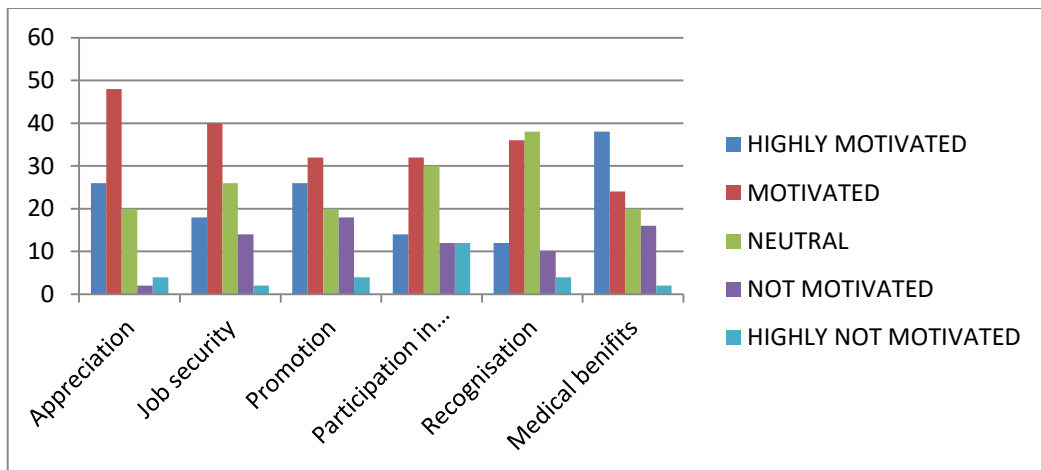
INTERPRETATION:

Opinion about Monitory factors provided by the organization: 56% of the respondents are highly motivated on financial incentives provided by the organization and 20% of the respondent are neutral.44% of the respondent are motivated on bonus given by the organization and 14% of the respondent are neutral.34% of the respondent are neutral on provident fund provided by the organization and 6% of the respondent are motivated.40% of the respondents are motivated on gratuity given by the organization and 8% of the respondent are not motivated.44% of the respondent are motivated on pension given by the organization and 8% of the respondents are not motivated.30% of the respondents are highly motivated on awards and gifts provided by the organization and 10% of the respondent are not motivated.

TABLE NO. 6
Table showing opinion about the non-monitory factors provided by the organization

Particulars	HM		M		N		NM		HNM		Total	
	Res	%	Res	%	Res	%	Res	%	Res	%	Res	%
Appreciation	13	26	24	48	10	20	1	2	2	4	50	100
Job security	9	18	20	40	13	26	7	14	1	2	50	100
Promotion	13	26	16	32	10	20	9	18	2	4	50	100
Participation in decision making	7	14	16	32	15	30	6	12	6	12	50	100
Recognition	6	12	18	36	19	38	5	10	2	4	50	100
Medical benefits	19	38	12	24	10	20	8	16	1	2	50	100

CHART NO.6
Chart showing opinion about the non-monitory factors provided by the organization



INTERPRETATION:

Opinion about the non-monitory factors provided by the organization: 48% of the respondents are motivated on appreciation provided by the organization and 2% of the respondent are not motivated.40% of the respondents are motivated on job security provided by the organization and 2% of the respondents are highly not motivated.32% of the respondents are motivated on promotion given by the organization and 4% of the respondents are highly not motivated.32% of the respondents are motivated on participation in decision making and 12% of the respondent are highly not motivated.38% of the respondents are neutral on Recognition given by the organization and 4% of the respondents are highly not motivated.38% of the respondents are highly motivated on medical benefits provided by the organization and 2% of the respondents are highly not motivated.

TABLE NO. 7

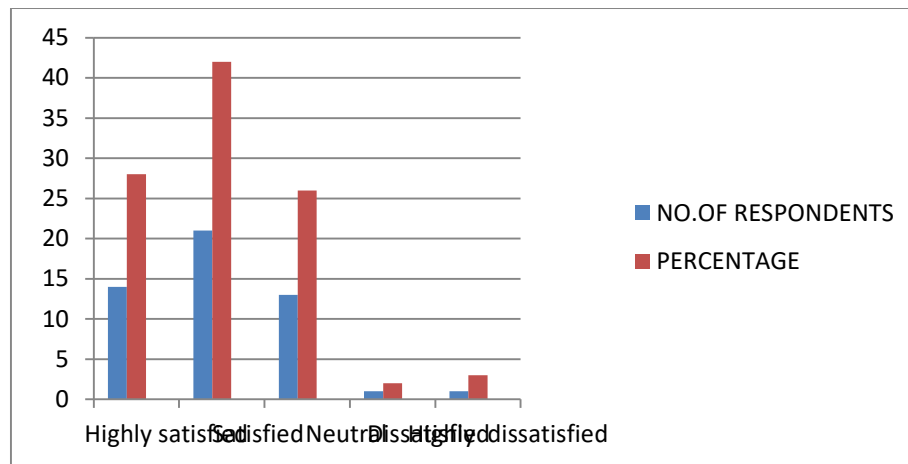
TABLE SHOWING THE RESPONDENTS OVER ALL MOTIVATION OF THE EMPLOYEES

OVER ALL MOTIVATION OF THE EMPLOYEES	NO.OF.RESPONDENTS	PRECENTAGE
Highly satisfied	14	28
Satisfied	21	42
Neutral	13	26
Dissatisfied	1	2
Highly dissatisfied	1	3
TOTAL	50	100

SOURCE: PRIMARY DATA

CHART NO. 7

CHART SHOWING THE RESPONDENTS OVER ALL MOTIVATION OF THE EMPLOYEES



INTERPRETATION:

The above table shows that the 42% of the employees are satisfied in the organization, 28% of the employees are highly satisfied in the organization, 26% of the employees are neutral in the organization, 2% of the employees are dissatisfied in the organization, and the remaining 2% of the employees are highly dissatisfied in the organization.

CONCLUSION:

From the study of employee motivation in Duroflex Pvt. Ltd, it is very clear that the company is showing its interest to motivate the employees by using various factors. The relationship is important in the organization and the supervisors must be in a friendly manner with subordinates for the betterment of the company. Motivation is the most important technique of the human resource department. As stated earlier, no organization can get a candidate who exactly matches with the job and the organizational requirements. Hence, motivation is important to develop the employee and to select the new efficient faculty.

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