

Impact of Employee Motivation and Performance of Printing Industry in Chennai

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ABSTRACT

In Tamil Nadu Printing Industry viral role in employment opportunity especially Chennai City and Sivakasi town. In this study covered by employee motivation and performance on the printing industry in Chennai.

The study employed both the quantitative and qualitative surveys on the printing industries within the given study area with emphasis on general printing technology which has been in existence for more than three decades. Socio Economic factor to determine and examine problems and growth in printing industry at Chennai and also to take 220 employees from 10 industry for analysis factor. The final part of this paper to find out the analysis facts on Printing Industry.

Keywords: Motivation, Performance, Printing Industry

Introduction

Printing and Print – Packaging industry in India is growing; people are taking keen interest in this key industry now. Indian Printing Industry has undergone many revolutionary changes in the past 15 years. India in the year 1990 initiated a process of reforms which aimed at shedding protectionism and embracing liberalization of the economy. Privatization was emerged with the aim of integrating the Indian economy with the world economy. This drastic change in the country's economy opened the doors for the Indian Print Industry to modernize, by investing in the innovative and latest technology and machinery. For the last 15 years the average compound annual growth rate has been higher than 12%. Post 1990 the trend was to acquire the latest and the best equipment & machines.

Indian Printing Industry today the progressive printers are equipped with the latest computer programed controlled printing machines and flow lines for binding, while the state-of-the-art digital technologies are being used in pre-press. Leading Printing companies have optimized the use of information technology in each and every area of the Printing business. Printers today are equipped at par with the best print production facilities in the world. India is becoming one of the major print producer & manufacturer

of printed paper products for the world markets. The Printing Industry's quality standards have improved dramatically with immense production capacities. Some Printers in the country have won recognition by winning prizes at international competition for excellence in printing.

Indian Printing Industry Brief Introduction Indian Printing Industry

Over the years the Indian Printing Industry has gradually grown in all parts of the country. This industry has not been affected by the advent of Television and Internet causing no hindrance to the growth of and requirement for printing professionals. In recent times the industry has made giant strides by improving its machinery in terms of the technology and speed. Today Computers and electronics have invaded all the departments of printing which are improving quality and speed of the multi-colour printing jobs executed with the consequent enhancement of costs enormously.

Indian Printing Industry In fact emergence of computers has complemented the printing business and has played a significant role in increasing its status as a clean profession. The So-Called Hubs for Printing Industry are a set of industry players who are growing systematically and regularly. They are usually the proprietors who carry their own business & who specifically do not belong to any specific region of India but are scattered all over the country. For ease there are clusters of printing Industry which are present in North: Amritsar, Delhi, Faridabad - West: Ahmedabad, Bombay, Gujarat - South: Bangalore, Coimbatore, Madras, Hyderabad.

The Printing business in the private sector is also quite large in number and these are scattered throughout the country. But generally majority of them are very small in operation and are carried out on proprietor basis. These are even confined to producing titles in Indian regional languages and catering the needs of the local markets in the cities. Very few (about 10%) of the Printing concerns in India are reasonably large producing more than 50 titles annually and are equipped with proper infrastructures and basic amenities such as printing presses and distribution networks, Indian Printing Industry.

In totality, today Indian Printing Industry is one of the greatest in the world and the country is counted among the top seven publishing nations. There has been an increased number of printers which are adopting newer modern technologies. The growth in these organizations indicate that recession is nothing but a changing trend towards adoption of new style of working. Today in this era the modern style of business is completely favoring consumers. The business owners ensure that they give optimum quality products at bare minimum price to the customers.

Probably in all areas of life the consumers are getting products at most competitive prices, which is definitely lower than yesterday's prices and printing industry is no exception. To meet this challenge, people in the printing industry have to find the solutions and not fret on decline in prices. Some printers with a vision have already taken a step towards it and are able to produce printed products at much lower unit price by adopting new technologies.

Size of the Indian Printing Industry

Indian screen printing industry can be defined as the multicolored and multi-layered as the country itself. It exists since 40-45 years and it has touched almost all segments like textile, ceramic, industrial, CDs, POPs, advertising and digital. India the country which is centuries old, vast, enormous and has second largest population in the world, the printing Industry is reasonably young and not that large probably doing the background work for all the main industries. Even though one would argue about numbers, the Indian screen printing industry can be said to have about 65,000 - 1, 00,000 printers. Despite the size of the Indian Printing industry, it is one of the most dynamic sectors of the Indian Economy with an annual growth rate of about 15 - 20%. Due to the huge potential of the Printing industry for growth, all international brands and players are represented in India either directly or through their distributors.

Indian Printing Industry Latest developments Indian Printing Industry

Today the Indian Sub- continent has over 1,30,000 of all types of printing presses all over the country and more than 10 Million family involved in the Print Industry crossing 20 Billion + Turnover and the Per capita consumption of Paper & boards - 4.5 KGs per year. Today the machinery new and second hand, used is predominately from China, England, and France, Germany, Italy, Japan, the Netherland, Switzerland, Spain, Taiwan, USA. Employment created by Indian Printing Industry is Total No. of Printing Presses Turnover Directly 7,00,000 1,30,000 20 Billion + Indirectly 4,50,000 60,000(offset, multi-colour sheetfed and webfed).

RELATIONSHIP BETWEEN EMPLOYEE MOTIVATION AND PERFORMANCE

Motivation is an employee's intrinsic enthusiasms about and drive to accomplish activities related to work. According to (Chaudhary & Sharma, 2012), motivation is the interior drive that causes a person to decide to take action. Now and then managers neglect to comprehend the significance of inspiration in fulfilling their central goal and vision. Actually, when they comprehend the essentialness of motivation, they do not have the expertise and learning to give a workplace that can cultivates employee motivation. Employee motivation is a process whereby one individual has the willingness to fulfil their needs. Individual needs can be in term of survival needs, safety, social, esteem and self-actualization. This need will lead the individual to perform batter in their career in the simple they can perform in their job performance. Performance can be on their customers, salary or others. Chaudhary and Sharma (2012) argued that motivated employees are inclined to be more productive than non-motivated employees If employee is satisfied and happy, then he/she will do his/her work in an extremely amazing manner. The result will be good, and to add motivated employee will motivate other employees in office. Chaudhary and Sharma (2012) states that, study shows that the employee motivation has direct effect on gainfulness and development. A highly motivated employee tries his or her best in carrying out each and every aspect of his or her duties and responsibilities. Improved job performances of the employee will increase the value to the organization itself and to the employee's productivity.

In order to increase work effectiveness and performance, it is important to address a number of issues, including increasing motivation among employees, making them feel satisfied with their job and increasing their-job related well-being in general (Bogdanova & Naunivska, 2008). A motivated person has the familiarity with particular goals must be accomplished in particular ways, according on how he or she coordinates the push to attain that such goals (Owusu, 2012). It means that motivated person is best fit for the goals that he/she wants to achieve, as he/she is fully aware of its assumptions. Therefore, when workers are motivated, their ability to increase productivity will be high (Ali and Ahmed, 2009). Employees' motivation is one of the policies managers take to increase effectual job amongst employees in organizations (Olluseyi & Ayo, 2009).

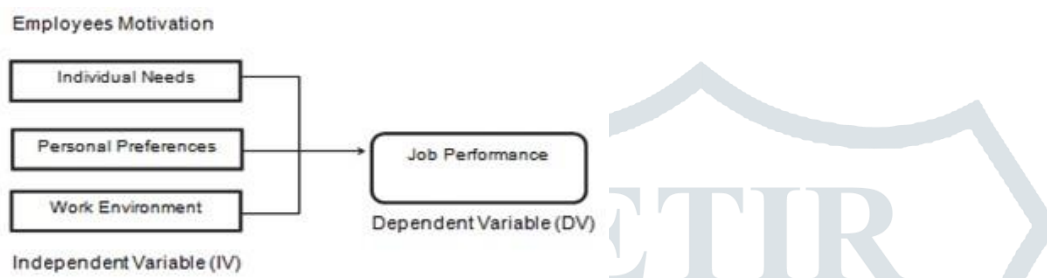


Figure 1. Conceptual Framework of Relationship between Independent Variables and Dependent Variable

STATEMENT OF THE PROBLEM

Employees are more loyal and productive when they are satisfied, and these satisfied employees affect the Employee Motivation and Performance. Printing industry is an important industry of Chennai district providing employment and thereby improving the standard of living of its labour. While Chennai is famous for sEducation, Business activities, News Paper and Magazines Publishing, Books Publishing, industry grows day by day to support these industries in packages. Printing industry is less risky, compare to match work and firework industries. Therefore, employees and employers personally so do not care about the working and safety conditions. As a result, it leads to unsatisfied working conditions. The working conditions, compensation schemes, incentives plans, working hours, etc. are also not up to the level of employee expectation. It increases the problems and reduces the Employee Motivation and Performance in printing industry. Therefore, there is necessary to study Employee Performance level and problems faced by the employee in printing industry.

OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives.

1. To study the socio-economic conditions of employees of printing industries in Chennai.
2. To identify the motivational factors of employee motivation.
3. To offer suitable suggestions to implement employee motivation and performance in the study limits.

RESEARCH METHODOLOGY

The researcher becomes taken through systematic studies has been hired. This study is based on an analytical and descriptive nature. It depends upon each primary and secondary statistics. The methodology is the details of the section which governs the outcome of the studies. It encompasses and directs the researcher to perform the research in a methodical manner which ensures and enables the truthfulness of the effects. It deals with the statistics collected for the examine, assets of information, sampling plan the populace of the take a look at, vicinity of the research, instrument used to acquire statistics, approach of collecting records, analysis and interpretation of the gathered records with one-of-a-kind statistical equipment so that you can find out the strength of the accrued facts and barriers of the study. The secondary supply comprises to be had substances. Such as Printing industries records and report, Journals, Magazines, News Paper, Books, Websites, etc. The secondary records became composed from Head Quarters of every of the detailed public area and private printing industries for the education and presence of the chapter, profile of the have a look at. The study focused on the ten selected printing industries within the Chennai based on their patronage by customers and their strategic locations within the Chennai city. Respondents were randomly selected to represent each of the 10 printing industries. The researchers targeted 10 employees from each of the 22 printing industries under study resulting in a total of 220 respondents. Questionnaires were sent to the employees in the selected printing firms in Chennai by the researchers. For clarity, the items (in English language) on the questionnaire in some instances were translated to Tamil (local language) for the benefit of the respondents. The data collected were analyzed.

Statistical Analysis

The statistical tests have been used to analyze the data includes, Simple Percentage, ANOVA, Chi-square test, SPSS (Statistical Package for Social Sciences) version 21 was used to compute and analyze the data.

Data Analysis and Interpretation

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	133	60.5	60.5	60.5
	Female	87	39.5	39.5	100.0
	Total	220	100.0	100.0	

Motivation in Printing Industries					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	70	31.8	31.8	31.8

	Highly Satisfied	42	19.1	19.1	50.9
	Neutral	40	18.2	18.2	69.1
	Dissatisfied	34	15.5	15.5	84.5
	Highly Dissatisfied	34	15.5	15.5	100.0
	Total	220	100.0	100.0	

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto 20,000	62	28.2	28.2	28.2
	20,001 - 30,000	70	31.8	31.8	60.0
	30,001 - 40,000	34	15.5	15.5	75.5
	More than 40,000	54	24.5	24.5	100.0
	Total	220	100.0	100.0	

Performance in Printing Industries					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	62	28.2	28.2	28.2
	Hightly Satisfied	74	33.6	33.6	61.8
	Netural	41	18.6	18.6	80.5
	Dissatisfied	23	10.5	10.5	90.9
	Highly Dissatisfied	20	9.1	9.1	100.0
	Total	220	100.0	100.0	

The above table reveals that out of 220 respondents only 133(60.5%) of respondents are a male group and remaining 87(39.5%) of respondents are a female group of amongst respondents. Regarding the Motivation in Printing Industries 70(31.8%) of respondents are satisfied their available and 42(19.1%) of the respondents their answers regarding available is highly satisfied in their desired. Regarding the survey 70(31.8%) of their income under 20,001 – 30,000. Very less than the respondents of their income between 30,001 – 40,000. As per the table, the respondents only 32(14.5%) of respondents are their is neutral. The above table shows related to respondents Performance in Printing Industries their 74(33.6%) of respondents are having highly satisfied their Performance in Printing Industries.

Chi-Square Test

According Classification of Gender and Performance

		Performance					Total
		Agree	Strongly Agree	Neutral	DisAgree	Strongly Disagree	
Gender	Male	43	28	24	24	14	133
	Female	27	16	8	17	19	87
Total		70	44	32	41	33	220

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.596 ^a	4	.108
Likelihood Ratio	7.648	4	.105
Linear-by-Linear Association	2.115	1	.146
N of Valid Cases	220		

The above table indicates that table value is more than calculating the value. So Null hypothesis is accepted, an alternative hypothesis is rejected. There is no relationship between gender and of their Performance.

ANOVA

ASSOCIATION BETWEEN PERFORMANCE IN PRINTING INDUSTRIES AND MOTIVATION

		Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	(Combined)	1.976	4	.494	.312	.870	
	Linear Term	Unweighted	.925	1	.925	.584	.445
		Weighted	.463	1	.463	.293	.589
		Deviation	1.512	3	.504	.319	.812
Within Groups		340.183	215	1.582			
Total		342.159	219				

The above the table shows that table less than calculating value. So Null hypothesis rejected, the Alternative hypothesis is accepted. There is a significant relationship between Performance in Printing Industries and Motivation in Printing Industries.

MOTIVATIONAL FACTORS OF EMPLOYEE PERFORMANCE

S. No	Motivational Factors	Total	Mean Score	Rank
1	Promotional Opportunities	11371	56.86	I
2	Awards & Recognition	10286	51.43	VII
3	Regular increment	8939	44.70	X
4	Monetary benefit	10508	52.54	IV
5	Family benefit	10831	54.16	III
6	Reduction in work load	11123	55.62	II
7	Appreciation	10361	51.81	VI
8	Safety measure	10020	50	IX
9	Welfare measure	10501	52.51	V
10	Job security	10196	50.98	VIII

It could be observed that the promotional opportunities, with the Garret score of 11371 points ranked first. It is followed by the reduction in work load with the garret score 11123 points ranked second and family benefit with the garret score 10831 points ranked third. The fourth and fifth are monetary benefits and welfare measures with the garret scores as 10508 & 10501 points respectively. From the analysis, it is inferred that the respondents are mostly influenced by promotional opportunities & reductions in work load as motivating factors in printing industries.

CONCLUSION

In this research study only applicable in Chennai city, not applicable other area. The result of this study under employee motivation and performance to be the most vital motivational issue and that the Motivational fee positioned on an element may vary from one employee to every other. Many industries fall down to can't be cover employee motivation to be affected by performance to working environmental in industry. Such findings beautify our expertise of employee motivation, performance a start line for printing industries which can see it healthy to layout or redesign their personnel' performance structures or factors for higher Printing Industrial employee performance. Find out this study conclude the result and interpretation employee motivation and performance it be inter relationship each other.

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