# A STUDY ON MOTIVATION OF MIGRATED WORKERS AT SUN KNIT FASHION, TIRUPUR

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**ABSTRACT:**

The main purpose of this study is to inquire that what quite factors influence motivation of migrated workers in sun knit fashion and finding up which extent motivation affects the migrated worker's performance. The sample size was for survey was 50. The survey was supported primary data, which is obtained through structured questionnaire. Analysis was employed by statistical tools like percentage method, weighted Average Method.

**INTRODUCTION:**

Employee motivation may be a reflection of the extent of energy, commitment, and creativity that a company's workers to bring their jobs." it's vital for organisation as every concern requires physical, financial and human resources to accomplish the goals. it's through motivation that the human resources are often utilised by making full use of it this will be done by building willingness in employees to figure . This may help the enterprise in securing absolute best utilization of resources. It results into increase in productivity, reducing cost of operations, and improving overall efficiency.

**OBJECTIVE OF THE STUDY**

- To identify the motivation level of migrated workers in sun knit fashion.
- To analyse the expansion of migrated workers by motivation provided by sun knit fashion.

**NEED FOR THE STUDY:**

The need of the study is to seek out out the workers motivation in sun knit fashion. Motivation is a crucial factor which increases the will willingness and enthusiasm in workers, to be appropriate their potentialities for the achievement of common goals. The role of motivation is to develop and identify the will in every member of organisation to figure effectively and efficiently in his position.

**SCOPE OF THE STUDY:**

The study is meant to gauge motivation of employees within the organisation. an honest motivational program procedure of employees are made not only during this particular organisation but also the other organisation. The organization are able to do the efficiency also develop an honest organisation culture.

**LIMITATIONS OF THE STUDY:**

- The scope of the study is restricted to sun knit fashion.
- The findings are supported the answers given by the workers. So any error or bias could also be affect the validity of the finding.
- The study was limited to a brief period only.
- In this study the sample size is 50.
- The findings of the study can't be applied to all or any other fields since it lacks external validity.
- Incomplete response from the respondents was a serious limitation.

## RESEARCH DESIGN:

Research may be a process of steps wont to collect and analysis information to extend our understanding of a subject . the sort of research choosen for the study is descriptive research .this was through with an objective to seek out out the motivation level of the workers.

## SAMPLING SIZE:

A sample design may be a finite plan for obtaining a sample from a given population. Simple Random Sampling is employed for the study. Sample size refers to the amount of things to be selected from the universe to constitute a sample. The sample size for this study was taken as 50.

## STATISTICAL TOOLS AND TECHNIQUES FOR ANALYSIS:

Statistics may be a subdivision of science that deals with the gathering , organisation, analysis of knowledge and description of inferences from the samples to the entire population. this needs a correct design of the study, an appropriate selection of the study sample and selection of an appropriate statistical test. The statistical tools used for data analysis are as follows:

## PERCENTAGE ANALYSIS:

Percentage analysis is that the method to represent raw streams of knowledge as a percentage (a part in 100 - percent) for better understanding of collected data.

Formula:

$$\text{Percentage}(\%) = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

## WEIGHTED AVERAGE METHOD:

Weighted average may be a calculation that takes under consideration varying degrees of importance of the numbers during a data set. In calculating a weighted average, each number within the data set is multiplied by a predetermined weight before the ultimate calculation is formed.

$$S = \frac{\sum WX}{\sum W}$$

When, S= weighted average mean

       W= weight attached to variable

       X= frequency (or) number of respondents

## ANALYSIS AND INTERPRETATION:

Experience of the respondents

### TABLE 1

| S.No | Options | No.of respondents | Percentage% |
|------|---------|-------------------|-------------|
| 1 | 1 to 5 years | 26 | 52 |
| 2 | 6 to 10 years | 20 | 40 |
| 3 | Above 10 years | 4 | 8 |
| | TOTAL | 50 | 100 |

**INTERPRETATION:**

The above table shows the experience of the respondents. 52% of the workers attained 1-5 years of experience, 40% of the workers have attained 6- 10 years of experience, 8% of the workers above 10 years of experience.

Percentage analysis of frequency of employee motivation with regard to increments given to employees

**TABLE 2**

| S.NO | PARTICULARS | NO OF RESPONDENTS | PERCENTAGE |
|------|-------------|-------------------|------------|
| 1 | Strongly agree | 12 | 24 |
| 2 | Agree | 32 | 64 |
| 3 | Neither agree nor disagree | 4 | 8 |
| 4 | Disagree | 2 | 4 |
| 5 | Strongly Disagree | 0 | 0 |
| | TOTAL | 50 | 100 |

**INTERPRETATION:**

The above table shows about the motivation level of the workers regarding the salary increments given to them. 64% of the workers agree with it, 24% of the workers strongly agree, 8% of them are neutral and 4% of the workers disagree.

Motivational level of top management

**TABLE 3**

| Opinion | No of Respondents | Percentage of Respondents | Weight Assigned (W) | Weighted Average Score (WX) |
|---------|-------------------|---------------------------|---------------------|------------------------------|
| Strongly agree | 24 | 48 | 5 | 120 |
| Agree | 20 | 40 | 4 | 80 |
| Neutral | 6 | 12 | 3 | 18 |
| Disagree | 0 | 0 | 2 | 0 |
| Strongly disagree | 0 | 0 | 1 | 0 |
| TOTAL | 50 | 100 | 10 | 218 |

$$S = \frac{\sum WX}{\sum W} = 218/10 = 2.18$$

**INTERPRETATION:**

From the table, it's clear 48% of the respondents are strongly agree that motivation given from top management, 40% of the respondents agree that motivation given from top management, 12% of the respondents feel that motivation given from top management is average. The results of the weighted average method shows the motivation level from top management is 2.18.

**FINDINGS:**

Motivation of employee may be a highly relative matter since it various in degrees, dimensions and places of employment. Thus, the policies formulated in any organisation can't be enthusiastically and successfully implemented when the workers are very apathetic with the conditions prevailing in their workplace.

**SUGGESTIONS:**

Motivation of employees consider important factors for improving productivity. The efficiency and satisfaction of works depends on motivation. The workers expect the mutual relationship between co- workers and top management. The respondents must participate in deciding for a few things. If the superiors engage them in deciding process and  ideas, it make them more loyal to the organisation.

**CONCLUSIONS:**

The motivational strategies utilized in SUN KNIT fashion are good but not excellent. Communication was found to be important factor to  motivating employees, and a corporation with effective communication will help make employees feel a part of organization. The organisation has got to be appreciated for keeping the worker motivated and to satisfy them in personal matters.