

THE IMPACT OF EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO MANUFACTURING COMPANIES IN THIRUVALLUR DISTRICT

Author: I.Manuel Raj
Research Scholar
Department of Management Studies
Madurai Kamaraj University,
Madurai – 625021

Co- Author
Dr.K.CHANDRASEKARAN
Assistant Professor
Department of Management Studies
Madurai Kamaraj University,
Madurai – 625021

1.1 Introduction

Management is the art of getting things done through other people. When other individuals work together in groups, a proper environment should be created and maintained to achieve the cherished goals of the organization. The personnel shall work up to the satisfaction and expectation of the management only when an interest in their job is created. Inspiring this interest in the minds of the workers is known as Motivation.

1.2 Significance of the study:

Motivation helps in realizing organizational goals. It is goal directed. Motivated employees feel tempted to put in their maximum effort for the realization of organizational goals. Motivation helps in determining level of performance of employees. It helps in utilizing and developing creative talents of employees. It will reduce employee's turn over and absenteeism. In this context the present study is made as an attempt to study the motivational factors.

1.3 Theories of motivation:

There are three main theories namely Maslow's Need Priority Theory Herzberg's Motivation-Hygiene Theory and Expectancy Theory of Motivation.

1.4 Objectives of the Study

Primary Objectives:

To study the motivation level of the employees working in selected manufacturing companies.

1.5 Secondary Objectives:

- To analyse the factors which causes dissatisfaction and de-motivation in the employee.
- To identify the factors which are promoting employee motivation.
- To suggest various measures to improve the employee motivation.

1.6 Scope of the Study

This study helps to analyze the satisfaction level of employees. It helps to study the opinion of employees towards the company. The study will help to know the various factors that will help to improve their motivation and increase they efficiency of the employees. The study reveals the degree of satisfaction of the employees towards the motivational factors and their loyalty towards the organization. The sample size taken for the study was 50.

1.5 Need for the Study

The study of employees motivation is vital a role for an industry to achieve their objective. This study helps the organization to seek better and the more effective way to satisfy its employees

1.6 Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is necessary for the researcher to know not only the methods or techniques but also the methodology. Researcher also needs to know the assumption underlying the various techniques and them also need to know the criteria by which they can decide that certain techniques and procedure will be applicable to certain problems and others will not.

1.7 Research Design

Research design is purely and simply the framework or plan for a study that guides to collect the data for analysis. Research design helps to define the problem, method of data collection, analysis, and time requirement for the project and to estimate the expense to be incurred. The research design used in this survey is descriptive research design. The sampling units in this research are employees from selected manufacturing companies. For convenience sampling taken was the 50 employees. The primary data was collected from the employees through the questionnaire. The secondary data was collected from the company records and company website. The important statistical tools used in this 'survey are: Percentage analysis, Chi -square test

1.8 Limitations of the Study

- Some of the employees were not willing to express their thoughts freely.
- The study is restricted to 50 samples only because of time limit.
- The study could not be generalized.

Table1:rank the area that needed motivation

Reason	1	2	3	4	No. of respondents	Total Weighted Average	Weighted Average	Rank
Training	13	20	7	10	50	136	13.6	2
Career development	23	12	7	8	50	150	15.0	1
Job change	7	23	11	9	50	128	12.8	3

Interpretation:

Majority of the employees ranked Career development is the area that needed motivation followed by training and job change.

Table2:chi-square

Level of Motivation	Large	Small	Little	Total
Level of motivation given by higher authorities				
Excellent	28	6	1	35
Good	8	4	0	12
Fair	1	1	0	2
Poor	0	1	0	1
Very Poor	0	0	0	0
Total	37	12	1	100

Null Hypothesis(H₀) : There is no significant relationship between level of motivation and the motivation given by higher authorities.

Alternate Hypothesis(H₁) : There is a significant relationship between level of motivation and the motivation given by higher authorities.

ROW TOTAL * COLUMN TOTAL

EXPECTED FREQUENCY (E_i) =
$$\frac{\text{ROW TOTAL} * \text{COLUMN TOTAL}}{\text{GRAND TOTAL}}$$

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
28	25.9	2.1	4.41	0.17027
8	8.88	-0.88	0.7744	0.087207
1	1.48	-0.48	0.2304	0.155676
0	0.74	-0.74	0.5476	0.74
6	8.4	-2.4	5.76	0.685714
4	2.88	1.12	1.2544	0.435556
1	0.48	0.52	0.2704	0.563333

1	0.24	0.76	0.5776	2.406667
1	0.7	0.3	0.09	0.128571
0	0.24	-0.24	0.0576	0.24
0	0.04	-0.04	0.0016	0.04
0	0.02	-0.02	0.0004	0.02
				5.672994

$$\begin{aligned} \text{Degree of Freedom} &= (r-1)(c-1) \\ &= (4-1)(3-1) = 6 \end{aligned}$$

The calculated value = 5.672994

The table value = 12.592 at 5% level of significance

$$\begin{aligned} \chi^2 &= \sum(O-E)^2/E \\ &= 5.672994 \end{aligned}$$

The table value of χ^2 for 6 degree of freedom at 5% level of significance is 12.592. The calculated value is lesser than the table value. So the null hypothesis taken is accepted, and we can conclude it, as there is no significant relationship between level of motivation and the motivation given by higher authorities.

1.9 Findings

- 78% of the employees are male and 22% of them are female.
- 4% of the employees are below 10th std, 26% of them are ITI, 34% of them are Diploma holders, 24% of them are graduates and 12% of them are post graduates.
- 26% of the employees income are below 5,000, 54% between 5,000 to 10,000, 14% between 10,000 to 15,000 and 6% of them are above 15,000.
- 6% of the employees have below 1 year of experience, 58% of them have 1 to 5 years of experience, 24% of them have 6 to 10 years of experience and 12% of them have above 10 years of experience.
- 78% of the employees are aware of the word motivation and 22% of the employees are not aware of the word motivation.
- 30% of the employees responded as “It stimulates growth”, 26% as “Improves work condition”, 42% as “Channels behavior towards organizational goals” and 2% as none.
- 58% of the employees said that positive motivation is the best type of motivation and 42% of them said self motivation is the best type of motivation.
- 46% of the employees think to an great extend that motivation is to work better, 42% of them to some extent and 12% of them responded as not at all.
- 70% of the employees said the level of motivation in their job is excellent, 24% said good, 4% said average and 2% said fair.
- 14% of the employees said below 40% of motivation is required to improve the job nature, 46% said 40% to 75% and 40% said 75% to 95%.
- 14% of the employees said productivity can increase motivation, 56% of them said effectiveness can increase motivation, 18% said efficiency and 12% said quality.
- 6% of the employees said parents are the main source of motivation, 18% of them said subordinates, 62% of them said higher authorities and 14% of them said reference groups.
- 26% of the employees said that they required monitory kind of motivation from higher authorities, 24% of the employees said non-monitory kind of motivation, 46% of them said both and 4% of them said don't know.
- 74% of the employees said that the authorities are giving large amount of motivation, 24% of them said to some extent and 2% of them said to little extent.
- Majority of the employees ranked Career development is the area that needed motivation followed by training and job change.
- 38% of the employees strongly agreed, 42% of them agreed, 14% of them disagreed and 6% of them strongly disagreed.
- 52% of the employees strongly agreed that the motivation is a continuous process, 42% agreed and 6% disagreed.
- Regarding Bonus, 42% of the employees satisfaction level is good, 38% satisfied and 20% dissatisfied. Regarding sharing of profit, 14% of the employees satisfaction level is good, 54% satisfied and 16% dissatisfied. Regarding performance linked reward, 58% of the employees satisfaction level is good, 26% satisfied and 16% dissatisfied.

- 66% of the employees said that they are satisfied with the motivator factors in the company and 34% of them said they are not satisfied.
- 26% of the employees said that they are highly satisfied with the motivator factors, 42% of them are satisfied, 12% of them are neutral, 14% of them are dissatisfied and 6% of them are highly dissatisfied.
- 58% of the employees said that they agree that real rewards for a good work is recognition and appreciation, 34% of them partially agreed and 8% of them disagreed that real rewards for a good work is recognition and appreciation.
- 74% of the employees said that they agree that office space, equipments and basic physical necessities are important, 20% of them partially agreed and 6% of them disagreed.
- 56% of the employees said that they agreed, 34% of them partially disagreed and 10% of them disagreed with the statement.
- 56% of the employees said that they agree that the relationship with the immediate boss affects the motivation, 34% of them partially agreed and 20% of them disagreed.

1.10 Suggestions

- Support employee motivation by using organizational system(policy, procedure) doesn't just count on good intention
- key to supporting the motivation of your employees understands what motivate each of them
- Recognize that supporting employee motivation is a process, not a task.
- Work with each employee to ensure his or her motivation factors are taken into consideration in the reward system.
- Keep employee informed about changes that can directly affect them such as policy changes, procedure and product information changes
- Cultivate strong skills in delegation

1.11 Conclusion

Since an organization can only be as effective as its members, an enlightened, motivated and job satisfied body of employees should be its main objective. To be motivated means to be engaged in a goal – directed behavior. A goal – directed behavior always begins with the individual feeling certain needs. The present study to sum up, it is the big task of the management to motivate their work-force, through all possible means within their control, so that each member turns up to be most contented , satisfied , happy, cooperative, more efficient and more productive.

Bibliography

1. P.Subba Rao (2003), personnel and human resources management , 3rd Edition, (Himalaya publishing house), page no.260-269.
2. Dr. Arun Monappa Mirzassaiyadain (2001), personnel management, 3rd Edition, (Tata McGraw-Hill publishing company) page no.18-27.
3. Harold Koontz, Heinz Weihrich and A. Ramachandra Aryasi (2004), principles of management, (Tata McGraw-Hill publishing company), page.no15.5-15.9.