A Study on Employee Motivation in Autokshi Engineers Private Limited in Chennai

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Abstract:

The objective of the study is to measure the employee motivation and to help the capacity of an Organization; all organizations are competing to survive in this volatile and fierce market environment. Motivation and performance of the employees are essential tools for the success of any organization. On the one hand, measuring performance is critical to organization's management, as it highlights the evolution and achievement of the organization. On the other hand, there is a positive relationship between employee motivation and organizational effectiveness, reflected in numerous studies. This paper aims to analyze the drivers of employee motivation to high levels of organizational performance, The findings reveals that majority of the employees have positive attitude towards employee motivation but still it could be improved by implementing the suggestions like considering employees ideas while planning and implementing project also increase employee participation, involvement and also increase performance. So as employee feel them as a valuable firm.

Keywords - Employee Motivation, Positive Attitude, Involvement.

Introduction:

Human resources are said to be the most important resource of any organization. Human being the real asset of any organization makes the management to concentrate more on them and use them effectively.

Motivation:

Motivation is an effective and dynamic instrument in the hands of a manager for inspiring the workforce and creating confidence in them. Through the motivation of the workforce, management creates 'will to work' which is necessary for the achievement of organizational goals and objectives.

Motivation is the process of boosting the morale of employees to encourage them to willingly give their best in accomplishing assigned tasks.

Definition:

The term 'motivation' has its origin in the Latin word "mover" which means to "move". Thus, motivation stands for movement.

The term motivation may also be defined as "the managerial function of ascertaining the motives of subordinates and helping them to realize those motives".

According to Rensis Likert motivation is the "core of management." Motivation is an important function performed by manager for actuating the people to work for the accomplishment of organizational objectives.

Employee motivation:

Employee motivation is defined as "psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort and a person's level of persistence."

In the increasingly competitive business environment of recent years, finding ways to motivate employees has become a pressing concern for many managers. In fact, a number of different theories and methods of employee motivation have emerged, ranging from monetary incentives to increased involvement and empowerment.

Educate the masses:

Help employees improve their professional skills by providing on-the-job training or in-house career development. Allow them to attend workshops and seminars related to the industry. Encourage them to attend adult education classes paid for by the company. Employees will feel you are investing in them, and this will translate into an improved job performance.

Characteristics of motivation

On the academic front, Turner and Lawrence suggested that there are three basic characteristics of a "motivating" job:

- ✓ It must allow a worker to feel personally responsible for a meaningful portion of the work accomplished. An employee must feel ownership of and connection with the work he or she performs.

- ✓ It must provide outcomes which have intrinsic meaning to the individual. The outcome of an employee's work must have value to him or her and to others in the organization.

- ✓ It must provide the employee with feedback about his or her accomplishments. A constructive, believable critique of the work performed is crucial to a worker's motivation to improve.

OBJECTIVES OF THE STUDY

- ➢ To find out the factors of motivation in the organization.
- ➢ To find out the levels of satisfaction among employees about motivation.
- ➢ To analyze the effectiveness of motivation in the organization.
- ➢ To assess the satisfactory level of your potential development regarding motivation
- ➢ To identify the opinion about their preferable motivation method
- ➢ To provide valuable suggestions to improve motivation among the employees

NEED FOR THE STUDY:

The study has been chosen because most of the organisation faces problem due to employee unwillingness. The project will be helpful for Autokshi Engineers to find out whether employees are motivated and thereby improving employee's performance in their current job. The project also aims at how the employee perceived the motivation.

RESEARCH METHODOLOGY

Methodology of the study:

Research methodology is a way to systematically solve the research problem. In research it's the responsibility of the research to expose the research decisions to evaluation before they are implemented.

Redmann and Mory defined "research as a systemized effort to gain new knowledge".

Research design:

The researcher has undertaken a **Descriptive Research**. It describes the characteristics of population of answers for the question like whom, what, when and how related in the field of matter. This study will present the state of affairs it exists. This type of study mainly helps to know the past and to predict the future.

SAMPLE SIZE:

All considerations in any field of inquiry constitute a universe or population. Itrefers to the number of items to be selected from the universe. 128 samples are selected from 250 population size of study.

TOOLS USED FOR ANALYSIS OF DATA

- ✓ Percentage Method
- ✓ Chi-Square Test

REVIEW OF LITERATURE

- ✓ According to Creech (1995), motivation is typically defined by psychologists as a stimulation that causes the creation of aroused, sustained and directed behavior. This behavior in turn leads individuals to work and perform towards goal achievement. Several authors had also studied on the principal concept behind motivation.

- ✓ Kreitner (1995) for instance, has defined motivation as the psychological process that results to a directional and purposeful behavior. Motivation is also defined as the tendency to behave in an appropriate manner to attain certain needs.

- ✓ Herzberg on the other hand (Herzberg, Mausner & Snyderman, 1959) had classified motivation into two factors. These two factors are motivators and hygienes. Intrinsic or motivator factors pertain to recognition, achievement and attainment of job satisfaction. Alternatively, extrinsic or hygiene factors refer to job security and payments.

✓ Benham (1993) stated that promotion is also synonymous to career success where employees are given higher responsibilities or place on higher authority levels. Promotion is considered an important element of human resource management as it encourages employees to perform with quality. This also represents a significant aspect of the internal selection system. The organizational members' affective reactions towards their job and to the company are also influenced significantly based on their promotional opportunities (Johnston et al., 1993). As explained by the theories of Maslow and Herzberg, motivation can help in drawing out the best each employee can provide; this can be achieved by promotion.

DATA ANALYSIS AND INTERPRETATION

Table: 1- Respondents on the Basis of their Educational Qualification

S.No	Educational Qualification	No.of Respondents	Percentage (%)
1	School level	5	4
2	Diploma	49	38
3	UG	25	20
4	PG	8	6
5	ITI	41	32
Total		**128**	**100**

Chart: 1- Respondents on the Basis of their Educational Qualification
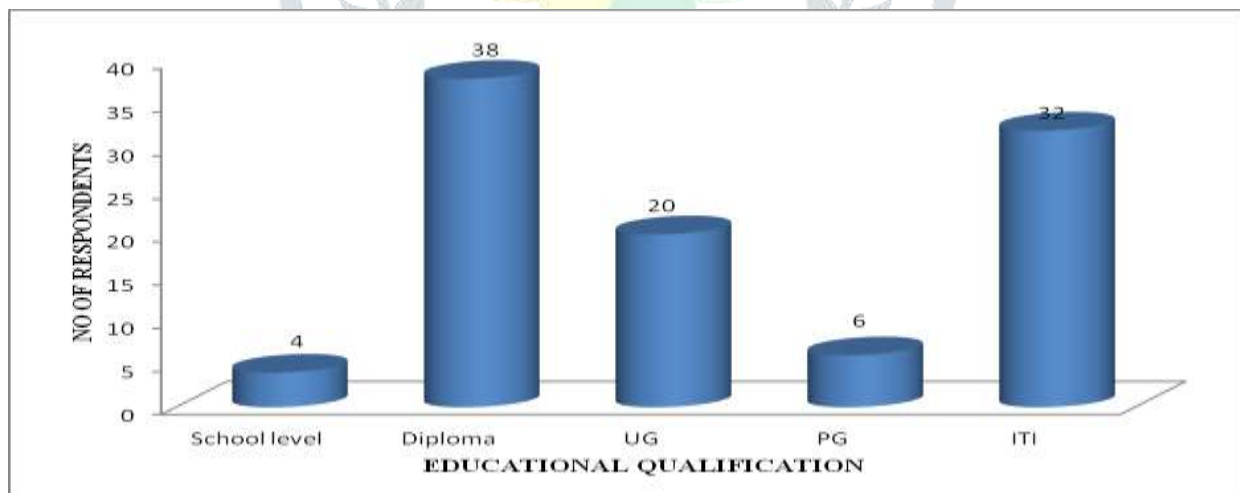
Inference:

From the above table it is classified that 38% of the respondents are Diploma level, 32% of the respondents are ITI holders, 20% of the respondents are UG, 6% of the respondents are PG and 4% of the respondents have completed school level. It is concluded that 38% of the respondents are in Diploma level.

Table: 2 - Respondents on the Basis of their Monthly Income

| S.No.	Income Status	No. of Respondents	Percentage (%)
1	Below 8000	8	6
2	8001-12000	10	8
3	12001-15000	8	6
4	15001-20000	25	20
5	Above 20000	77	60
Total		**128**	**100**

Inference:

From the above table it is noted that 60% of the respondents are earning above 20,000and 20% of them are earning 15,001-20,000 and 8% of them are earning 8,000-12,000 and6% of them are earning 12001-15,000 and 6% of the respondents are earning below 8000 rupees as their monthly salary. It is concluded that 60% of the respondents are earning above 20,000rupees as their monthly salary.

Chart: 2- Respondents on The basis of their Monthly Income

Table: 3- Respondents on the basis of their Experience

S.No.	Experience	No. of Respondents	Percentage (%)
1	Below 3yrs	49	38
2	3-6yrs	20	16
3	7-10yrs	13	10
4	11-14yrs	26	20
5	Above 14yrs	20	16
	Total	**128**	**100**

Chart: 3 - Respondents on the basis of their Experience
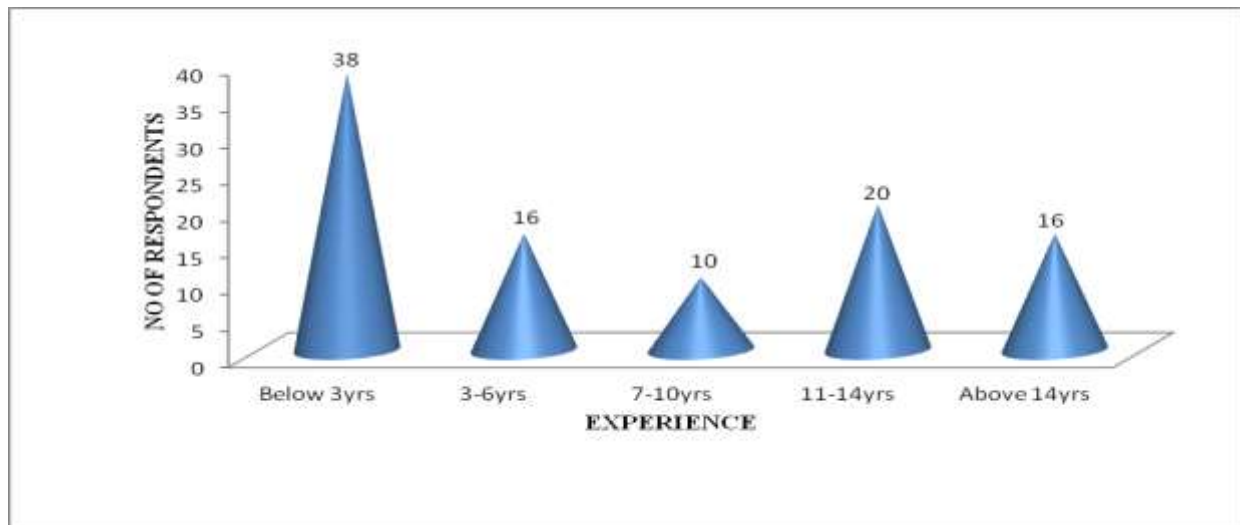
Inference:

From the above table it is established that 38% of the respondents are having less than 3 yrs of experience, 20% of them having above 11-14 years of experience, 16% of them having 3-6yrs of experienced, 16% of them having more than 14 years' experience and 10% of them having 7-10yrs of experience. It is concluded that 38% of the respondents are having less than 3 years of experience.

Table: 4- Respondents on the Basis of their nature of Motivator

S.No.	Factor	No. of Respondents	Percentage (%)
1	Self-motivator	56	44
2	Inducing Motivator	72	56
	Total	**128**	**100**

INTERPRETATION:

From the above table it is noted that, 56% of the respondents are inducingmotivator and 44% of the respondents are self-motivator. It is concluded that 56% of the respondents are inducing motivator.

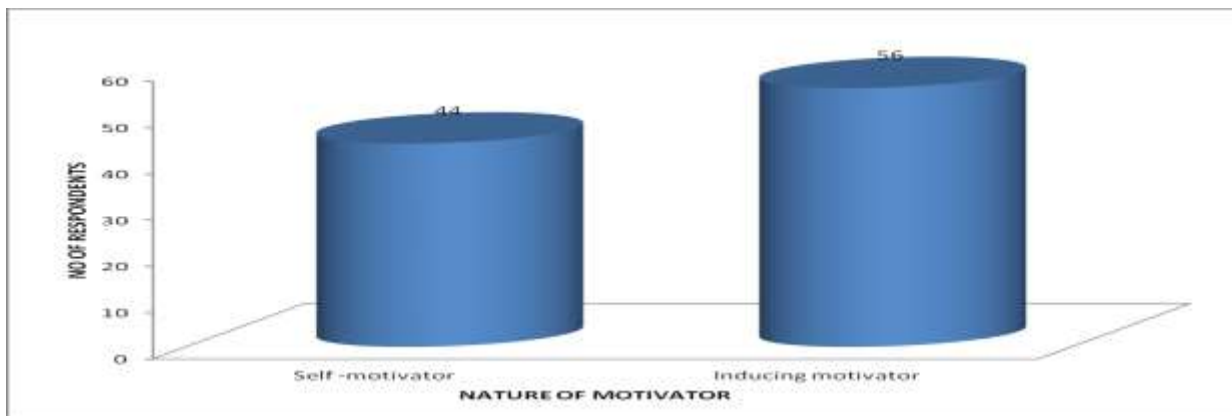**Chart: 4- Respondents on the Basis of their nature of Motivator**

Table: 5 - Respondents on the basis of their identification of Inducing Motivator

S.No.	Particulars	No. of Respondents	Percentage (%)
1	Yes	95	74
2	No	33	26
	Total	**128**	**100**

INTERPRETATION:

The above table shows that 74% of the respondents say that the organization does not identifies the self-motivator and 26% of the respondents say that the organization identifies the self-motivator. It is concluded that 74% of the respondents say that the organization doesnot identifies the self-motivator.

Chart: 5 - Respondents on the basis of their identification of Inducing Motivator
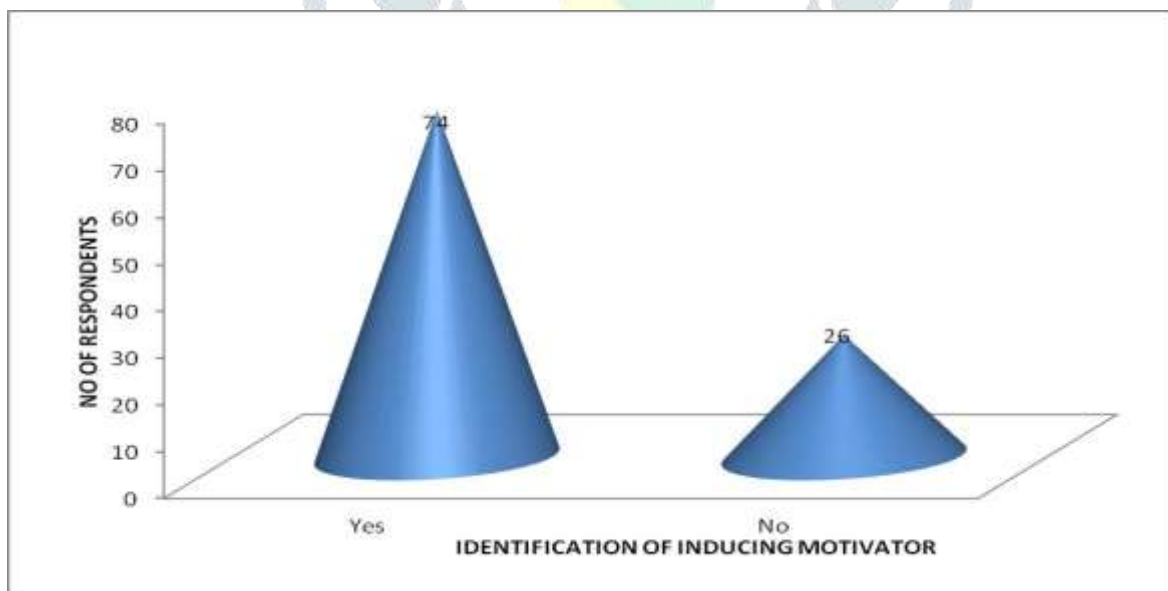
STATISTICAL TOOLS AND ANALYSIS
CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (*o*) and the expected (*e*) data (or thedeviation, *d*), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between the table shows the respondents on the basis of their nature of motivator and the table shows the respondents on the basis of their kind of motivation.

Alternate hypothesis (H1):

There is relationship between the table shows the respondents on the basis of their nature of motivator and the table shows the respondents on the basis of their kind of motivation.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
The Table Shows the Respondents on the Basis of their NatureOf Motivator * The Table Shows the Respondents on the Basis of their Kind of Motivation	128	100.0%	0	0.0%	28	100.0%

The Table Shows the Respondents on the Basis of their Nature of Motivator * the Table Shows the Respondents on the basis of their Kind of Motivation Cross Tabulation
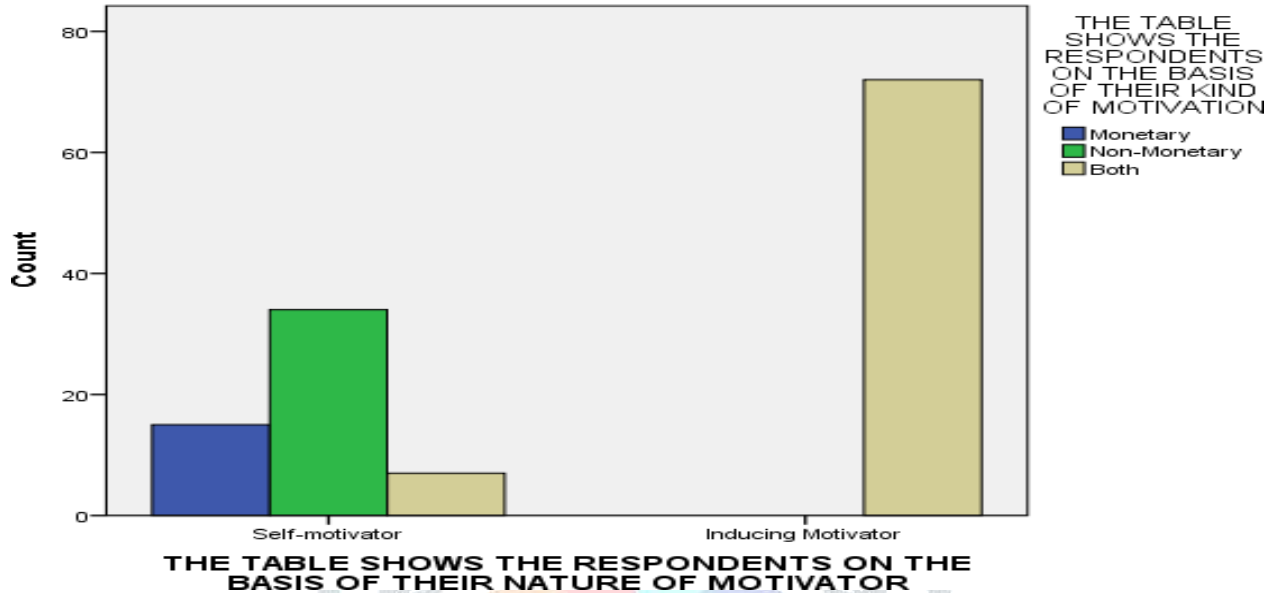
		The Table Shows The Respondents on the Basis oftheir Kind of Motivation			Total
		Monetary	Non-Monetary	Both	
	Count	15	34	7	56
Self-Motivator	% Within The Table Shows The Respondents on the Basis of their Nature of Motivator	26.8%	60.7%	12.5%	100.0%
The Table Shows the Respondents on The Basis of their Nature of Motivator	% Within The Table Shows The Respondents On The Basis Of Their Kind Of Motivation	100.0%	100.0%	8.9%	43.8%
	% of Total	11.7%	26.6%	5.5%	43.8%
	Count	0	0	72	72
	% within The Table Shows the Respondents on the Basis of Their Nature Of Motivator	0.0%	0.0%	100.0%	100.0%
Inducing Motivator					
	% within THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIRKIND OF MOTIVATION	0.0%	0.0%	91.1%	56.2%
	% of Total	0.0%	0.0%	56.2%	56.2%
Total	Count	15	34	79	128
% within The Table Shows the Respondents on the basis of their Nature of motivator		11.7%	26.6%	61.7%	100.0%
% within The Table Shows the Respondents on the Basis of their Kind of motivation		100.0%	100.0%	100.0%	100.0%
	% of Total	11.7%	26.6%	61.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.076[a]	2	.000
Likelihood Ratio	128.150	2	.000
Linear-by-Linear Association	84.276	1	.000
N of Valid Cases	128		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.56.

Degree of Freedom= (r-1) *(c-1)

$$= 1*2= 02$$

Calculated value = 102.076

Tabulated value = 5.991 Z =

Z cal >Z tab

Z= 102.076>5.991

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the tables shows the respondents on the basis of their nature of motivator and the table shows the respondents on the basis of their kind of motivation.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between the identification of inducing motivator and satisfaction towards potential development.

Alternate hypothesis (H1):

There is no significance difference between the identification of inducing motivator and satisfaction towards potential development.

Identification of inducing motivator

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					LowerBound	UpperBound		
Highly Satisfied	17	1.00	.000	.000	1.00	1.00	1	1
Satisfied	37	1.00	.000	.000	1.00	1.00	1	1
Neutral	41	1.00	.000	.000	1.00	1.00	1	1
Dissatisfied	19	2.00	.000	.000	2.00	2.00	2	2
Highly Dissatisfied	14	2.00	.000	.000	2.00	2.00	2	2
Total	128	1.26	.439	.039	1.18	1.33	1	2

Test of Homogeneity of Variances

IDENTIFICATION OF INDUCING MOTIVATOR

Levene Statistic	df1	df2	Sig.
.	4	.	.

ANOVA

IDENTIFICATIONOFINDUCINGMOTIVATOR

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.492	4	6.123	24.514.	012030.
Within Groups	.000	123	.000		050
Total	24.492	127			
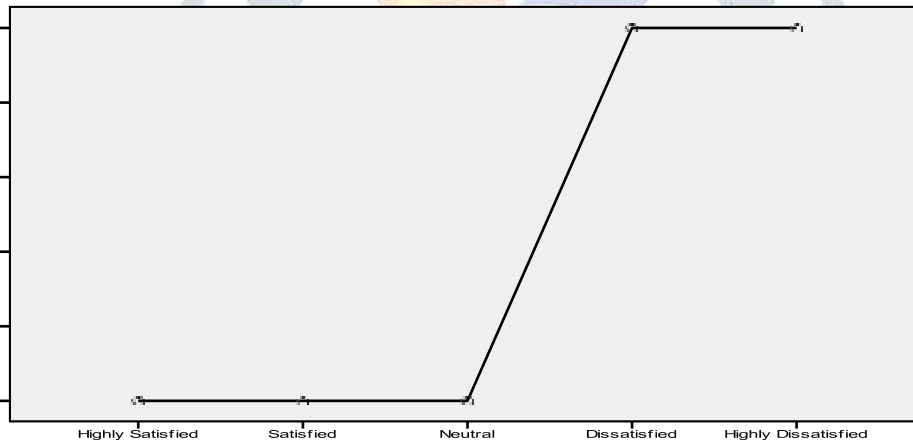
Tabulated value = 3.32 Calculated

value= 24.514

F = F cal >F tab   F= 24.514> 3.32

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis

and conclude that there is a significance difference between the identification of inducing

motivator and satisfaction towards potential development.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the benefits gained through motivation and retentionthrough motivation

Alternate hypothesis (H1):

There is negative relationship between the benefits gained through motivationand retention through motivation.

Correlations		BENIFITSGAINEDTHROUGHMOTIVATION	RETENTIONTHROUGHMOTIVATION
BENIFITSGAINEDTHROUGHMOTIVATION	Pearson Correlation	1	.734**
	Sig. (2-tailed)		.000
	N	128	128
RETENTIONTHROUGHMOTIVATION	Pearson Correlation	.734**	1
	Sig. (2-tailed)	.000	
	N	128	128
**. Correlation is significant at the 0.01 level (2-tailed).			

$$r = \frac{N\sum XY - \sum X\sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$= r.734$

INFERENCE:

Since r is positive, there is positive relationship between the benefits gained through motivation and retention through motivation

Findings:

➢ It highlights that 74% of the respondents say that the management does not identifiesthe self-motivators.

➢ It indicates that 62% of the respondents said that both of the motivation method following in their organization while motivation.

➢ It reveals that 72% of the respondents said that the organization is offeringperformance based motivation.

➢ It shows that 92% of the respondents feel that motivation improves their performance.

➢ It indicates that 26% of the respondents have negative attitude towards potential development.

➢ It implies that 94% of the respondents have positive attitude towards retention in the organization.

➢ It says that maximum numbers of respondents have higher energy level, creativity and commitment at word due to motivation provided.

➢ It highlights that 63% of the respondent feels that the motivation creates confidence todo a challenging job.

➢ It says that all the respondents are satisfied with their working environment, reward, award and welfare facilities.

➢ It shows that 92% of the respondents are satisfied with the motivation offered by the company.

➢ The chi-square analysis finds that there is no significant relationship between the performances based motivation and potential development.

➢ The chi-square analysis finds that there is a significant relationship between themotivation creating confidence and employee motivation

SUGGESTIONS

➢ Through the motivation, the management can induce their employees to gain knowledge and skill. It may leads to increased productivity.

➢ I suggested that the organization should identify the self motivator; it may help to improve their performance.

➢ From the analysis, 26% of the respondents are dissatisfied towards potential development, so the company may give development programme to improve their potential.

➢ The above study shows that 100% of the respondents are satisfied with the motivationthat company is providing, suppose if the motivation is absence, the employees are dissatisfied. So the company should maintain the motivation in future.

Conclusion:

A study after the careful analysis, it shows that most of the respondents are inducing motivators in this organization. By providing modern motivation techniques the inducing motivators are also become self-motivator. So that they get potential developmentand the organization also attains profit in future.

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