



A STUDY ON EMPLOYEE MOTIVATION IN HERITAGE FOODS AT CHANDRAGIRI

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Abstract:

This study examines the level of employee motivation and satisfaction in Heritage Foods Limited. The primary objective is to analyze the various motivational factors influencing employee performance, including financial incentives, job security, work environment, managerial support, and organizational policies. The research is based on both primary and secondary data. Primary data was collected through structured questionnaires and personal interviews with a sample size of 100 employees selected using random sampling. Secondary data was gathered from books, journals, and company sources. The study evaluates key aspects such as employee satisfaction with HR support, incentives, salary, promotions, decision-making participation, and workplace relationships

Keywords : Employee Motivation , Financial Incentives, Job Security, Work Environment
managerial Support

INTRODUCTION:

Motivation is a Latin word meaning "to move" performance results from the Interaction (movement) of physical, financial & human resources. The first two are in Animate. They are translated unto productivity only when the human element is Introduced. When dealing with unanimated factors of production, management can accurately predict the input-output production. In dealing with employees an intangible Factor of will, freedom of choice is introduced and workers can increase or decreases their Productivity as they choose this human quality gives rise to motivation.

MEANING

According to Berelson and Steiner state that "motive is an inner state that energizes activates or moves and directs of channels behavior towards goals. Human motives are internalized goals within individuals when there is strong positive Motivation, the employee's output increases but when there is negative or weak positive Motivation, his performance level is low. Motivation is an interviewing variable for it cannot be seen bared or felt and can only be inferred from behavior. For example, Motivational feelings such as hunger, power, will etc.

REVIEW OF LITERATURE:

Empowered employees focus their job and work life importance and this leads to constant progress in coordination and suck procedures. Employees execute their finest notes at thoughts with the sense of belonging, enthusiasm and empowered Organizations. Adding up, they work with a sense of responsibility and prefer habits of the organization to theirs (YAZDANI, B O. ET AL, 2011)

Jarkovska (2022) narrative review of 83 articles identified five unified motivation sets for diverse employee groups, grounded in classical theories. Quantitative studies dominate, highlighting socio-psychological drivers since Mayo's era.

empirical thesis (cited 1071 times) analyzed satisfaction and motivation levels, showing cultural effects on employee attitudes. Rewards and recognition strongly influenced job satisfaction in banking contexts.

Grzesiak (2023) Grzesiak found motivation via praise, supervisor relations, creativity opportunities, and friendly atmospheres enhanced efficiency and quality. 84% of respondents valued atmosphere.

Sulistamtama (2015) systematic review (PRISMA method) confirmed intrinsic motivation's role in performance, engagement, and innovation. Indicators like autonomy significantly affected outcomes.

Srivastava (2024) investigated factors boosting productivity, stressing tailored motivators like growth and recognition. Empirical evidence linked them to real estate firm performance.

NEED FOR THE STUDY:

- The study helps identify the specific factors—such as financial incentives, job security, and workplace environment—that directly influence employee satisfaction and performance
- A motivated workforce is critical for maintaining high performance and reducing employee turnover in the fast-paced food industry.
- It assesses the effectiveness of existing training, development programs, and performance appraisals to ensure they align with employee goals.
- The study highlights the importance of fostering a positive, supportive work environment to boost morale and commitment.
- It identifies gaps in areas like financial transparency, career growth, and communication that need attention to maintain a motivation

SCOPE OF THE STUDY:

Employees are the assets of the company and the task of management is to arrange organizational condition and methods operation. The research typically covers multiple tiers, including non-managerial staff, supervisors, and department heads across different divisions such as Dairy and Retail. Employees can achieve their own goals best by direction of their own efforts towards organizational objectives. The goals of the individuals and the organizations can be achieved through stimulating workers towards productive performance through motivation process. It is a process of arousing action, sustaining the activity in progress and regulating the pattern of activity until objectives have attained.

OBJECTIVES OF THE STUDY:

- To measure current motivational level of employees on salary, bonus, incentives etc.
- To measure satisfaction level of employees with various facilities like medical, insurance etc.
- To study satisfaction level with power and authority given by the company to employees.
- To measure impact of supervisor on employees.

LIMITATIONS OF THE STUDY

- The research was conducted within a limited period.
- Employee motivation can change over time due to organizational policies, economic conditions, or personal circumstances.
- The research mainly focuses on motivational factors such as salary, incentives, supervisor support, and facilities. Other important factors influencing employee motivation may not have been included in the study.

➤ Some organizational information such as detailed HR policies, financial incentives, and internal reports may not have been fully accessible, which may limit the depth of analysis

SOURCES OF DATA

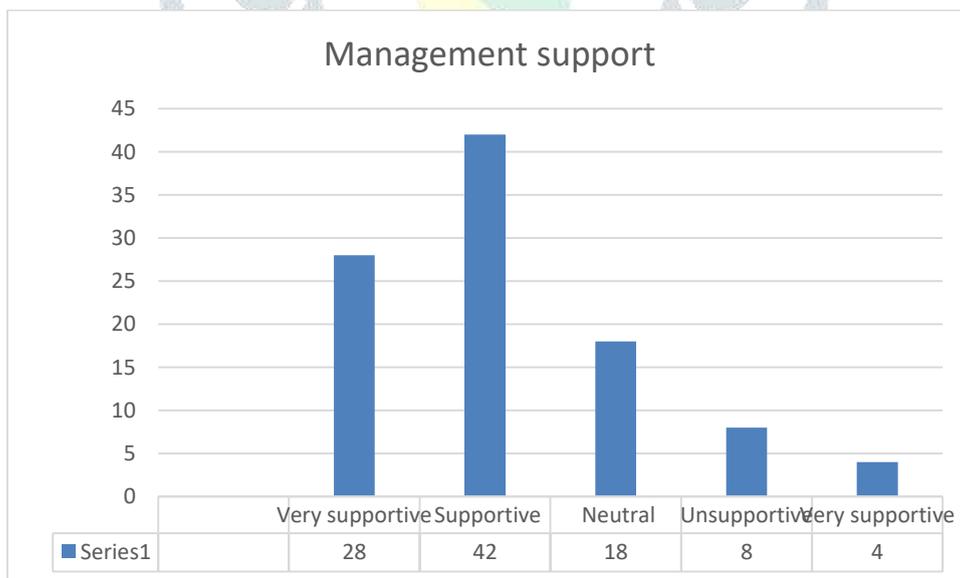
RESEARCH METHODOLOGY:

- Primary data : Primary data is collected through personal contact
- Secondary data : Collected from company annual reports and internet.
- Research Design : Descriptive Design.
- Research Approach : Survey Method.
- Research instrument: Structured Questionnaire.
- Sampling unit : The sampling unit was selected from the target population.
- Sampling Size : 80
- Sampling procedure: random Sampling
- Statistical Tools : Bar graph

DATA ANALYSIS & INTERPRETATION:

1. How supportive is your manager in motivating you?

S.NO	Options	NO. OF RESPONDTS	PERCENTAGE
1	Very supportive	22	28%
2	Supportive	34	42%
3	Neutral	14	18%
4	Unsupportive	6	8%
5	Very supportive	4	4%
TOTAL		80	100%

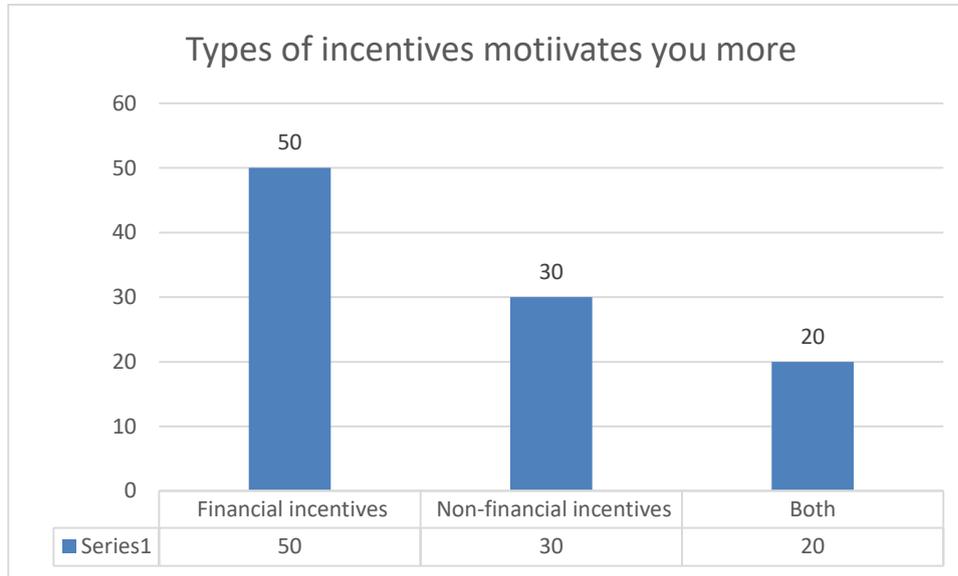


Interpretation :

The overall sentiment is highly favorable with a clear majority (70%) showing support. The neutral group (18%) represents an opportunity to strengthen engagement and move them toward positive perception. The 12% unsupportive group is relatively small but important—addressing their concerns could further improve overall performance ratings.

2. Which type of incentives motivates you more?

S.NO	Options	RESPONSES COUNT	PERCENTAGE
1	Financial incentives	40	50%
2	Non-financial incentives	24	30%
3	Both	16	20%
Total		80	100%



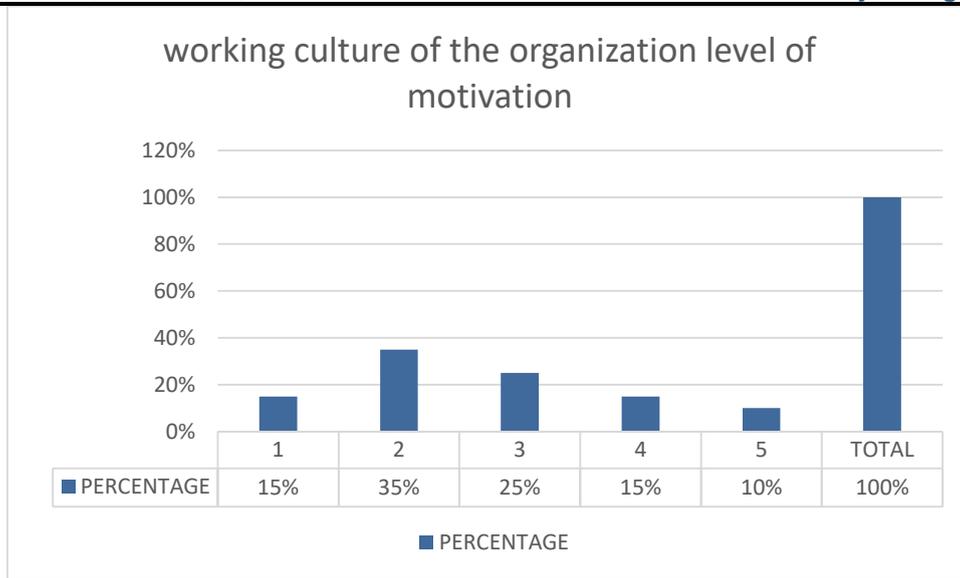
Interpretation :

The table indicates employees' preference regarding incentive types contributing to satisfaction.

- 50% of respondents prefer Financial Incentives.
- 30% prefer Non-Financial Incentives
- 20% prefer both financial and non-financial incentives.

3) Rate your level of motivation with the working culture of the organization?

S.NO	Options	RESPONSES	PERCENTAGE
1	5	12	15%
2	4	28	35%
3	3	20	25%
4	2	12	15%
5	1	8	10%
TOTAL		80	100%

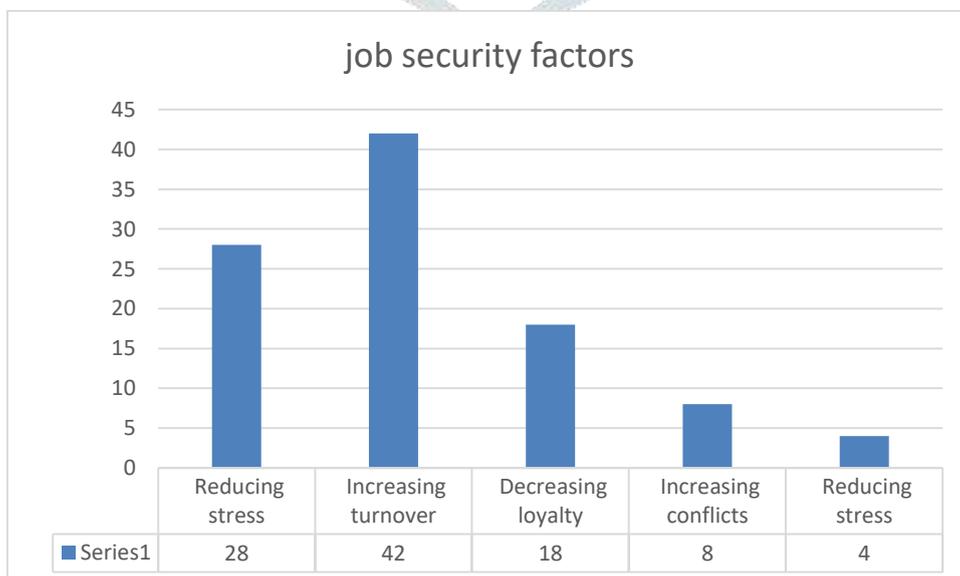


Interpretation

A combined 60% (Highly Satisfied + Satisfied) indicate a positive perception regarding clarity. However, 15% express dissatisfaction, and 25% remain neutral. This suggests that clarity levels are generally good, but there is still room for improvement to convert neutral respondents into satisfied ones.

4) Job security influences employee motivation by ?

S.NO	Options	NO. OF RESPONDTS	PERCENTAGE
1	Reducing stress	22	28%
2	Increasing turnover	34	42%
3	Decreasing Conflicts	14	18%
4	Increasing loyalty	6	8%
5	Long-Term Focus	4	4%
TOTAL		80	100%

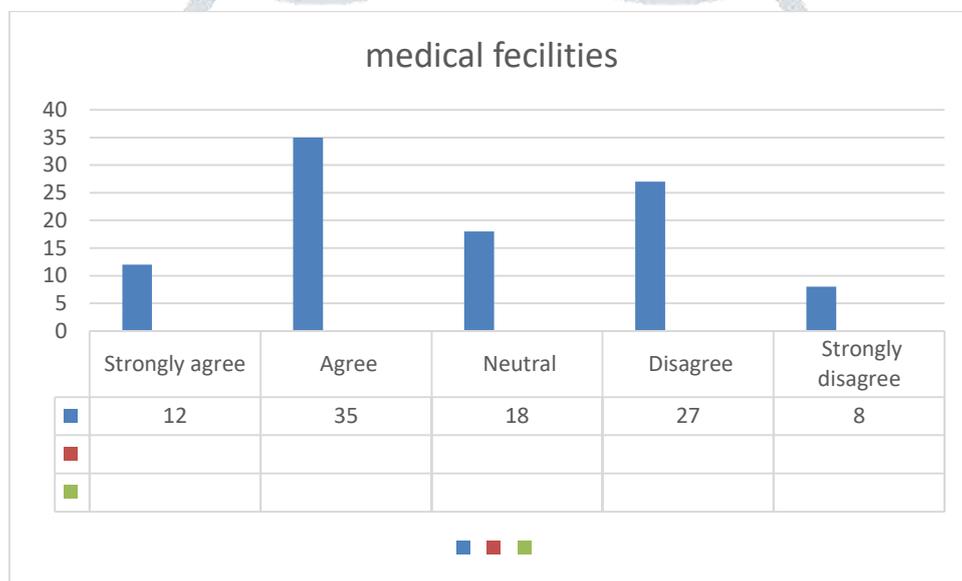


Interpretation

• While a third of respondents recognize a stress-reducing effect, the majority highlight negative consequences (turnover, loyalty decline, conflicts). This indicates a mixed perception: performance initiatives may be helping some employees cope with stress, but for others, they’re creating instability or disengagement. Addressing turnover and loyalty issues should be a priority, as they represent over half of the responses combined (60%).

5) The medical benefits provided in the organization are satisfactory.

S.NO	Options	NO. OF RESPONDENTS	PERCENTAGES
1	Highly satisfied	10	12%
2	satisfied	28	35%
3	neutral	14	18%
4	dissatisfied	22	27%
5	very dissatisfied	6	8%
TOTAL		80	100%



Interpretation

A combined **47%** (Strongly Agree + Agree) perceive the system/process as effective. However, **35%** (Disagree + Strongly Disagree) express negative perception. Additionally, **18%** remain neutral.

This indicates that perceived effectiveness is slightly positive but not strong, as a substantial proportion of respondents disagree.

FINDINGS :

- The findings indicate that financial incentives are the strongest motivator for employees, preferred by half of the respondents 50%. Non-financial incentives such as recognition, appreciation, and career growth opportunities are preferred by 30% of employees 20% believe that a combination of financial and non-financial incentives is necessary for effective motivation.
- A large majority of respondents (72%) feel that their job provides a good status, while 18% express dissatisfaction and 10% feel moderately satisfied.
- The results show mixed perceptions regarding the influence of job security on employee motivation. While some employees believe job security helps reduce stress
- A combined 60% (Highly Satisfied + Satisfied) indicate a positive perception regarding clarity. However, 15% express dissatisfaction, and 25% remain neutral.

- The findings reveal that 47% of employees are satisfied with the medical benefits provided, while 35% express dissatisfaction and 18% remain neutral.

SUGGESTIONS

- ♦ As some employees prefer a combination of financial and non-financial incentives, the organization should implement a balanced reward system that includes both monetary benefits and recognition programs.
- ♦ Since a considerable number of employees (35%) are dissatisfied with medical benefits, the organization should review and enhance health insurance coverage, medical allowances, and healthcare facilities.
- ♦ The organization should communicate clear policies regarding job stability and long-term career opportunities, as job security can help reduce employee stress and improve motivation.
- ♦ The organization should enhance medical benefits coverage to address the concerns of the 35% dissatisfied employees.
- ♦ Encourage open communication between employees and management to address workplace concerns effectively, to increase the level of motivation in the working culture.

CONCLUSION :

The study on employee motivation in the organization reveals that motivation plays a significant role in improving employee performance, productivity, and overall organizational effectiveness. The survey results indicate that a majority of employees show a positive perception toward various motivational factors, including HR support, salary, team spirit, job status, and relationships between management and employees.

REFERENCE

WEBSITE:

www.heritage foods.in

- [ResearchGate – Heritage Foods Motivation Study](#)
- [IJRPR Journal \(Employee Motivation Study\)](#)
- [REST Publisher Journal \(Talent Management Study\)](#)