



A STUDY ON EMPLOYEE MOTIVATION TOWARDS ASWATI HOSIERIES PRIVATE LIMITED

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ABSTRACT

Employee Motivation is an integral part Human Resource Management and it plays a crucial role in the long-term growth of an organization. Motivation can be defined as the inherent enthusiasm and driving force to accomplish a task. Employee Motivation is an integral part Human Resource Management and it plays a crucial role in the long-term growth of an organization. Motivation can be defined as the inherent enthusiasm and driving force to accomplish a task. The objective of the work focuses entirely on the motivation practices and job satisfaction of employees in the organization. The approach of study has been made from the view of the employees. According to the survey, the result reveals that there is significant relationship between age, gender, education and level of satisfaction of employees in the industry. The calculation also reveals that the marital status, experience and income of the respondents are not related to the motivational practices.

INTRODUCTION OF THE STUDY

The word motivation is derived from Latin word 'movere' which means 'to move'. Motivation is something – a desire, a want, need or drive – that moves or spurs an individual to act in a particular way to achieve a goal or objective.

Employee Motivation is an integral part Human Resource Management and it plays a crucial role in the long-term growth of an organization. Motivation can be defined as the inherent enthusiasm and driving force to accomplish a task. It can be used in directing employees' behavior and actions for a constructive vision or goal. Proper motivation turns an employee into a loyal asset and helps in maintaining the retention rate.

The factors that stimulate the behavior and actions of the people are as follows:

- Success and advancement in Life
- Desire for Money
- Desire to be empowered
- Work Satisfaction
- Recognition in the Society etc.

STATEMENT OF THE PROBLEM

- Motivation is the process which influences people to act and determine the organizational efficiency.
- Motivation helps in satisfying individual as well as group needs of employees.
- When employees are properly motivated they use their skill and knowledge up to their maximum to show better results to the management.
- This promotes the feeling of motivation among the employees.

- Job satisfaction is an expected outcome of job involvement.
- High job satisfaction leads to organizational commitment, better physical, mental health and quality of employees.
- On the other hand, low job satisfaction leads to labor problems, labor turnover, absenteeism and other negative effects. Job satisfaction of employees depends upon their social – economic profiles.
- In this study an attempt has been made to analyze the motivation factor of employees in relation to employee’s socio- economic profiles such as age, education, sex, marital status, income level and experience.

OBJECTIVES OF THE STUDY

The study has been undertaken for the following objectives:

- To find out whether demographic variables such as age, gender, qualification, experience, position and salary have any influence on work motivation of employees in the workplace.
- To find out the relationship between demographic variables such as age, gender, qualification, experience, position and salary with the level of work motivation of employees.
- To study the factors those are significantly contributing towards work motivation of the employees.
- To find out the factors that hinder employee motivation and performance among the employees.
- To offer suitable recommendations to improve the overall work motivation of employees.

SCOPE OF THE STUDY

- The study is comprehensive and analytical. The information collected from the primary data has been developed to arrive at conclusion.
- The objective of the work focuses entirely on the motivation practices and job satisfaction of employees in the organization. The approach of study has been made from the view of the employees

RESEARCH METHODOLOGY

It is defined as a systematic gathering of data and information. In this study the research has been conducted to analyze the motivation factor of employees in the industry. Thus various factors have been used to determine the employee’s motivation. The final result determines the level of motivation factor.

LIMITATIONS OF THE STUDY

- Availability of time is a limitation to persuade more into their various problem areas constituting their opinion.
- A minor fraction of the employees were hesitated to reveal the actual data.
- The study was limited to a sample size of 50.

REVIEW OF LITERATURE

Rozman, B Treven, S cancer, V (2017), in their article “Motivation and Satisfaction of the Employees in the Workplace”, ”Business systems Research, Vol 8. Examined that the importance of motivation and satisfaction in the workplace among age diverse employees in Slovenian companies. This is a Descriptive type of research done based on several surveys. The goal is to investigate the differences between the motivation and satisfaction of the employees from different age groups. The Man Whitney U test was used to verify differences in the Motivation and satisfaction in the workplace between two groups. Questionnaire’s was prepared randomly on the basis of both public and private companies in Slovenia in January 2016. The survey included Capital goods, Basic Industries, Consumer services, consumers Non-Durables, consumer Durables, Healthcare, Finance, Public utilities, Transportation and Technology. The research included 400 companies based on one employee from each company. The results determine the senior category of employees to be more motivated in the workplace, because they determine equal treatment of employees regardless of age. Thus the motivation factor may change according to the age factor where the companies must take appropriate measures on the consumer well- being and to create a better workplace which will result in higher productivity and greater creativity.

M.A. Bawa in their article,” Employee Motivation and Productivity in the workplace”, ”International journal of Economics ,Commerce and Management Vol V, Issue 12,Dec 2017 determined the brief review of some of the theories and Empirical evidences on the relationship between motivation and productivity. The Motivation factor is concerned with the Identification of the people’s needs and their relative strengths, and the goals they pursue in order to satisfy these needs. The theories based on this research include “Maslow’s hierarchy needs”,”Herzbergs two factor theory and McClelland’s achievement motivation theory. The important Managerial implications of this study is that if organizations desire to keep productivity high, Management must be able to grasp the key theories and strategies of motivation in the management of their human resources. It is only by doing so that they

can hope to understand their employees and their diverse economic or physiological, social and psychological concerns and how to effectively bring about desired performance levels. Based on this review, we conclude that robust pay, promotion, recognition, conducive working environment, equity and fairness and other aspects of human resource management systems are important for enhancing motivation, job satisfaction and higher productivity.

Rajeswari devadass, in the article Employee motivation in organization 2011 International conference on Sociality and Economics Development IPEDR Vol. 10 (2011) signifies that , the paper is to present findings of an integrative literature review related to employees motivational practices in organizations. A broad search of computerized databases focusing on articles published in English during 1999-2010 was completed. Extensive screening sought to determine current literature themes and empirical research evidence completed in employees focused specifically on motivation in organization. 40 articles are included in this integrative literature review. The literature focuses on how job characteristics, employee characteristics, management practices, and broader environmental factors influence employees motivation. The research is based on both qualitative and quantitative studies. This literature reveals widespread support of motivation concepts in organizations. Theoretical and editorial literature confirms motivational concepts are central to employees. Job characteristics, management practices, employee characteristics and broader environmental factors are the key variables which influence employee’s motivation in an organization.

Shaik raffi Ahamed, V sundaresan in their article Employee motivation and its influence on the performance of the organisation. The Journal of Indian Management Vol 6 (3), 2016 declared that, Motivation and performance of the employees are essential tools for the success of any organisation in the long run. On the one hand measuring performance is critical to organizations management, as it highlights the evolution and achievement of the organisation. This paper aims to analyze the drivers of employee motivation to high levels of organizational performance. The survey shows that factors such as empowerment and recognition increase employee motivation. If the empowerment and recognition of the employee is increased, their

motivation to work will also improve, as well as their accomplishments and the organizational performance . Motivation factor varies among all employees, the companies might have to follow several strategies to increase the motivation levels among the employees. Some of the motivation factors commonly used by companies are higher commission, job satisfaction, better working environment, flexible working hours, increment, providing leadership works. Thus the workers get motivated according to the companies strategies used based on their work.

ANALYSIS AND INTERPRETRATION

Tools used for analysis and interpretation are

1. Percentage method
2. Chi- square test

PERCENTAGE METHOD

By percentage method, we can simplify the data in terms of percentage and reducing all of them to a 0 to 100 range.

Though the use of percentage, the data are reduced in the standard from which facilities the relative comparison and easy understanding.

Number of responses

$$\text{Percentage} = \frac{\text{Number of responses}}{\text{Total number of respondents}} \times 100$$

CHI-SQUARE TEST

The following formula has been used for chi- square test(χ^2). $E = \frac{EO}{22} \times (r-1)(c-1)$ df.

Where $E = \frac{\text{Total Row} \times \text{Total Column}}{\text{Grand Total}}$

o = observed frequency

e = expected frequency

df = degrees of freedom = (r-1)(c-1)

r = no. of rows

C = no. of columns

For testing the hypothesis χ^2 value has been calculated. The calculated value is compared with the table value of ‘ χ^2 ’ located from χ^2 table, for the desired level of significance at the given degrees of freedom. If the calculated value of χ^2 is less than the table value of ‘ χ^2 ’, it indicates that the null hypothesis is accepted. In case the calculated value is more than the table value, it indicates that the hypothesis is rejected. For the purpose of this study 5% level of significance has been adopted.

Table 1: Age-wise Classification of the Respondents

S.NO	AGE	NO.OF RESPONDENTS	TOTAL PERCENTAGE
1	Upto 30 years	15	30.00
2	30-40 years	25	50.00
3	Above 40 years	10	20.00
	Total	50	100.00

INTERPRETATION: Table 1 reveals that out of total respondents 30 per cent are in the age of upto 30 years, 50 per cent are in the age group of 30-40 years

and 20 per cent are in the age group of above 40 years. Majority of the respondents (50%) are in the age group of 30-40 years.

Table 2 Education-wise classification of the Respondents

S.NO	LEVEL OF EDUCATION	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	HSC	20	40.00
2	GRADUATE	30	60.00
	TOTAL	50	100.00

INTERPRETATION: Table 2 shows that the level of education of the respondents. It is understood that 40 per cent are upto school level and 60 per cent are

graduates. Majority of the respondents (60%) are Graduates.

Table 3 Gender-wise Classification of the Respondents

S.NO	GENDER	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	Male	40	80.00
2	Female	10	20.00
	Total	50	100.00

INTERPRETATION: Table 3 shows that the primary data collected among the total number of respondents majority of 80 per cent are male

employees and only a minimum 20 per cent are female employees.

Table 4: Marital Status of the Respondents

S.NO	MARITAL STATUS	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	Married	06	12.00
2	Unmarried	44	88.00
	Total	50	100.00

INTERPRETATION: Table 4 reveals that out of total respondents 12 per cent are married persons and 88 are unmarried persons. Hence, it is understood that

majority of the respondents are married persons. Majority of the respondents (88%) are Unmarried.

Table 5: Income of the Respondents

S.NO	INCOME LEVEL	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	Upto 10000	45	90.00
2	Above 10000	5	10.00
	Total	50	100.00

INTERPRETATION: Table 5 indicates that out of total respondents, 90 per cent of the respondents have their income level up to rs.10,000 and 10 per cent of

them have income level as above rs.10,000. Majority of the respondents (90%) salary is upto 10000.

Table 6 :Classification of Respondents on the basis of Experience

S.NO	EXPERIENCE	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	Upto 10 years	12	24.00
2	10-20 years	23	46.00
3	Above 20 years	15	30.00
	Total	50	100.00

INTERPRETATION: Table 6 portrays that 24 per cent of the respondents belong to the category of experience upto 10 years in the Field, 46 per cent belong to the category of experience between 10-20

years and 30 per cent belong to the category of above 20 years of experience. Majority of the respondents (46%) have an experience of 10-20 years.

Table 7:Level of Motivation by Managers/Supervisors

S.NO	OPINION	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	Positive level of motivation by managers or supervisors	39	78.00
2	Not satisfied upto the motivation level	11	22.00
	Total	50	100.00

INTERPRETATION: Table 7 portrays that among the total respondents, 78 per cent of them have declared that they are positively motivated by managers and supervisors and only 22 per cent are

having the opinion that they are not motivated upto their level of satisfaction. Majority of the respondents (78%) have declared they are motivated by the managers or supervisors in the industry.

Table 8: Level of Motivation through Reward

S.NO	OPINION	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	No of employees motivated through rewards	41	82.00
2	No of employees not motivated through reward	9	18.00
	Total	50	100.00

INTERPRETATION: Table 8 explicates that out of total respondents, 82 per cent have declared that they are motivated by rewards in their company and the remaining 18 percent are having the opinion that they are not motivated by any reward in their company.

Majority of the employees (82%) have declared that they are motivated through rewards.

Table 9 : Level of Motivation by Promotion

S.NO	OPINION	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	Motivated by promotion	37	74.00
2	Not motivated by promotion	13	26.00
	Total	50	100.00

INTERPRETATION: Table 9 pinpoints that among the total respondents, 74 per cent of the respondents declare that they are motivated by

promotion and the remaining 26 per cent declare that they are not motivated upto the level of satisfaction. Majority of the respondents (74%) have declared that they are motivated by promotion.

Table 10: Level Of Satisfaction Of Employees About Motivation

S.NO	OPINION	NUMBER OF RESPONDENTS	TOTAL PERCENTAGE
1	High	20	40.00
2	Medium	18	36.00
3	Low	12	24.00
	Total	50	100.00

INTERPRETATION: It is understood from Table 10 that 40 percent come under the category of high level of satisfaction, 36 percent are under the category of medium level of satisfaction and 24 percent are under the category of low level of satisfaction. Majority of the respondents (40%) have declared that they are highly satisfied in the level of motivation.

CHI-SQUARE TEST

H₀

The following null hypothesis is formed for analyzing the level of satisfaction of Employee’s motivation.

1. There is no significant relationship between age and satisfaction of motivation
2. There is no significant relationship between education and satisfaction of motivations
3. There is no significant relationship between gender and satisfaction of motivation
4. There is no significant relationship between marital status and satisfaction of motivation
5. There is no significant relationship between income level and satisfaction of motivation
6. There is no significant relationship between experience and satisfaction of motivation

S. NO	PARTICULARS	CALCULATED VALUE	P-VALUE	INFERENCES
1	AGE	10.0000	0.040428	Significant
2	EDUCATION	13.6806	0.001070	Significant
3	GENDER	10.5556	0.005104	Significant
4	MARITALSTATUS	00.3367	0.845058	Not Significant
5	INCOME	00.9877	0.610286	Not Significant
6	EXPERIENCE	2.0215	0.731797	Not Significant

Result of Chi – Square Test

According to the survey, the result reveals that there is significant relationship between age, gender, education and level of satisfaction of employees in the industry.

The calculation also reveals that the marital status, experience and income of the respondents are not related to the motivational practices.

FINDINGS

- Regarding age of the respondents, 44.33 per cent were in the age of upto 30 years.
- Regarding gender-wise classification, 88 per cent were male employees .
- Regarding marital status of employees, majority of sample respondents, that is 80.67 per cent were married employees.
- Among the total respondents, 61 per cent belong to income level upto Rs.10,000.

- Among the total respondents, 59 per cent of the respondents’ opinion is that the employees are motivated by rewards.
- Nearly 54.50 per cent of the employees with high level of satisfaction belong to school level education and 45.50 per cent are graduates.
- About 87.40 per cent of the employees with high level of satisfaction are male and 36.40 per cent of the employees with low level of satisfaction are male employees.
- About 75.50 per cent of the employees with high level of satisfaction , 85.70 per cent with medium level, and 84.70 per cent with low level of satisfaction are married employees.
- Among the employees with high level of satisfaction, 58.70 per cent, with low level

satisfaction 61 per cent and 64.30 per cent with medium level of satisfaction belong to the income level upto Rs.10,000.

- Among the high level satisfaction of employees, 56.60 per cent to upto 10 years of experience, 35 per cent and 8.40 per cent belong to 10-20 years and above 20 years of experience respectively.

SUGGESTION

Based on the findings, the following suggestions are made to the management

- New ideas and thoughts of employees should be considered and encouraged by the managements.
- Employees' representations should be allowed in the management activities while they take important decisions.
- It will encourage the employees' loyalty towards the organisation.
- Joint meeting of managers and workers should be convened periodically to discuss employee problems and to promote better understanding between workers and the management.

CONCLUSION

This study reveals that the employee motivation in companies is analyzed under several factors like age, education, gender, marital status, income, experience. Thus they have a significant relationship with the motivation factor, thus the employees determine several functions on the basis of motivation. While proper motivation is provided they result in the employees performance and the growth of the company. Thus they concentrate on the basis of employee satisfaction.