

A STUDY ON MOTIVATIONAL FACTORS OF EMPLOYEES AT SRI SOWDESWARI SPINNING MILLS (p) Ltd

D . SHANMUGAM.

M.Phil Scholar, Economics Department, Bharath Institute of Higher Education and Research,
Chennai. India.

Mr.G.SUBASHCHANDIRABOSE.,

Assistant Professor, Commerce & Economics Department, Bharath Institute of Higher
Education and Research, Chennai. India.

ABSTRACT

Most employers today would like to have their employee's motivated and ready to work, but do not understand what truly motivates a person. Companies could be more efficient if the employees had an invested interest in the future of the company. There are essential needs to be met for anyone, specifically an employee, to succeed in the work place. I will examine different theories of motivations, how they are relevant to the workplace, and how employers can implement the theories to ensure happy and motivated employees. The most important theories include: Maslow's hierarchy of needs, Aristotle's seven causes, and the different types of motivation. Each theory is related in the fact that there are needs for all people to meet. Every employee at a different stage in their lives, which requires different management techniques. It is shown that motivation must come from within the employee. The theories investigated will help describe how managers can influence their employees to self-motivate and produce the best work possible.

INTRODUCTION

There are two specific types of motivation: financial and non-financial. I will focus on ways the employer can motivate their employees using financial means as well as non-financial recognitions. In this day in time, there is not always a plentiful amount of money to spend on motivation, so it is important to understand how managers can make their employees feel important without breaking the bank. Both types need to be executed in a strategic way to provide the best results. Lastly, I will focus on how managers are able to

implement these types of motivation into their specific work place. This will show how motivation is important to all industries, and how it can change and impact the amount sales a company performs. Motivated employees will in turn create a successful company. An issue which usually generates a great deal of attention from most managers, administrators and those involved in Human Resource Management is the issue of how to successfully motivate employee. While it is true that aspects like staff recruitment, controlling, managing, leading, and many more are of great importance to the success of an organization, Employee Motivation is generally considered a core elements in running a successful business.

SUMMARY HR PRACTICES

1. Safe, healthy and happy work place
2. Open book management style
3. Performance linked bonus and increment
4. Fair evaluation system for employees
5. Knowledge sharing
6. Highlight performers

1. Safe, healthy and happy work place

Creating a safe, healthy and happy workplace will ensure that the employees feel homely and staff with the organization for a very long time. Capture the pulse through employee survey.

2. Open book management style

Starting in performance about contracts, new clients, management objectives, and company polices, employee personal data etc. ensures that the employees are as enthusiastic about the business as the management. Through this open book process it will gradually create culture of participative management and ignite the creative. Endeavor of the work force. It involves making people an interested party to the strategic decisions, the aligning them to the business objectives.

3. Performance linked bonus and increment

Playing with the bonuses and increment or having of variable compensation plan can be both an incentives and disillusionment, based on how it is administered and communicated. Bonus and increment must be designed in such a way that people understand that there is no payout unless the company has a certain level of profitability. Additional criteria could be the

team's success and the individual performance. Never payout bonus and don't increase salary without measuring performance, unless it is a statutory obligation.

4. Fair evaluation system for employees

Develop an evaluation system that clearly link individual performance to corporate business goals and priorities. Each employee should have well defined reporting relationship self-rating as a part of evaluation process which empowers employees. Evaluation becomes fairer if it is based on the records of periodic counseling & achievements of the employee should be screened by the next higher level. Cross functional feedback, if obtained by the immediate boss from another manager.

5. Knowledge sharing

Adopt a systematic approach to ensure that knowledge management supports strategy store knowledge in database to provide greater access to information posted either by the company or the employees on the knowledge portals of the company. When the employee returns after attending any training and development program, sharing essential knowledge with other could be made mandatory. Innovative ideas are good to posted on these knowledge sharing platforms. However to store and how to maintain knowledge based required deep thinking to avoid clutter.

6. Highlight performers

Create profiles of top performers and these visible through company discipline board etc. it will encourage others to put in their best, thereby creating a competitive environment within the company. If a system approach is followed short list high performers, it can surely avoid disgruntlements.

STATEMENT OF THE PROBLEM

Employee motivations are important attributes in maintaining a positive business atmosphere. Without these motivations inside a business become hostile resulting in workplace dissatisfaction. The main issue regarding the origination is the lack of positive employee motivations. The ineffective motivations tend to result to problem and a threat to organizational effectiveness. Most of the conflict and problem in almost every organization arise from lack of effective motivations. In the light of foregoing, the extent to which employee motivation can enhance organizational effectiveness.

It is an essentials factor to be considered because of correlations between interpersonal relationship and desirable business outcomes such as retention of talent, customer service,

individual's performance, team performance, business unit productivity, and even enterprise – level financial performance. Therefore this, study focuses on employee motivation in Sri Sowdeswari Spinning mills (p) Ltd.

IMPORTANCE OF MOTIVATION

- Managers and organizational researchers cannot avoid a concern with the behavioral requirements of an organization. Every organization needs people in order to function.
- Motivation as a concept is pervasive and a highly complex activity that affects that is affected by a host of factors in the organizational million.
- Organization effectiveness becomes to some degree a question of management's ability to motives its employees, to direct at least a reasonable effort towards the goals of the organization.

OBJECTIVES OF THE STUDY

The general objective of the study is to investigate the place of motivation in increasing organizational productivity among manufacturing firms in **Sri Sowdeswari spinning mills (p) ltd.**, jalakandapuram, Salem. The specific objectives are:

- To analyze the effectiveness of **Sri Sowdeswari Mills** and give the recommendation to improve existing sales and production.
- To analyze the consumer behavior and to study the parameters influencing the purchase decision.
- To study and analyze the production performance of **Sri Sowdeswari Mills Pvt. Ltd.**

HYPOTHESES

1. Ho1: Employee motivation does not have any effect on organizational performance.
2. Ho2: Increase in motivational tools does not have any significant effect on employee performance
3. Ho3: There is no relationship between employee's motivation and organizational effectiveness.

SCOPE OF THE STUDY

- This study has its scope regarding to the individual's motivation to work factors and leadership factors are undertaken in this project.
- Motivation is a tool which helps to enhance the performance of the workers, and it increases the output of the organization.
- Some motivational activities make the workers to feels happy and make them to take the job commitment and responsibility.

RESEARCH METHODOLOGY

RESEARCH DESIGN

In accordance with the objective of the study the researcher has used descriptive research design. To collect relevant data from the samples the researcher has used Stratified Random Sampling Method. To select 100 sample respondents out of 300 respondents. To collect data from the sample respondents a questionnaire was designed to avoid biased respondents the researcher has used direct interview method to collect data from the sample respondents. Percentage analysis and chi-square test have been applied for analyzing the data. The data was analyzed through SPSS.

PERIOD OF THE STUDY

The period of the study for one year from 2020- 21

TYPE OF RESEARCH

This study has adopted **Descriptive Research Type** because the major purpose of the research is description of the state of affairs as it exists at present further the researcher no control over the variables.

SAMPLING DESIGN

To select the sample for this study the researcher has adopted **Stratified Random Sampling Method**.

S. No	Name Of The Department	No. Of Employees Working	No. Of Employees In Sample
1	Purchase	26	7
2	Finance	11	2

3	Quality control	28	18
4	Marketing	33	12
5	Production	187	46
6	Human Resource	15	15
Total		300	100

Based on the above table researcher has selected 7 samples from purchase department, 2 samples from finance department, 18 samples from quality control department, 12 samples from marketing department, 46 samples from production department, 15 samples from human resource department. Through which 100 sampling was taken for the study.

Sample Size

To represent the total population of the company the researcher has used 100 sampling.

Collection of Primary Data

To collect primary data from the respondents the researcher as adopted survey method. In which each sample respondents was personal interview by the researcher and recorded by hence self's.

Statistical Tools for Analysis:

In order to analysis the primary data the researcher has used two statistical tools namely

1. percentage analysis
2. Chi-square method.

LIMITATIONS OF THE STUDY

- ❖ The study is restricted only to the employees of “Sri Sowdeswari Mills Pvt. Ltd . So that findings cannot be generalized.
- ❖ There may be based information from the respondents.
- ❖ Some of the respondents were not even ready to spend time with the researcher.

FINDINGS

- It can be inferred from the above table that 76% of the respondents are male employees and 24% of the respondents are female employees.
- It can be inferred from the above table that 7% of the respondents are at age of 20-26 years and 53% of the respondents are at the age of 27-39 years and 39% of the respondents are at the age of 40-54 years and 1% of the respondents are at the age of the above 55 years.
- It can be inferred from the above table that 11% of the respondents are at experience of less than 5 years and 34% of the respondents are at the experience of 6-10 years and 35% of the respondents are at the experience of 11-15 years and 20% of the respondents are at the experience of the 16-20 years.
- It can be inferred from the above table that 30% of the respondents are at educated of SSLC and 36% of the respondents are at the educated of higher secondary and 7% of the respondents are at the educated of diploma and 10% of the respondents are at the educated of graduate and 17% of the respondents are at educated of others.
- It can be inferred from the above table that 81% of the respondents are highly agree about their mgt. motivated employees and 19% of the respondents are agree about their mgt. motivated employees and 0% of the respondents are neutral about their mgt. motivated employees and 0% of the respondents are disagree about their mgt. motivated employees
- It can be inferred from the above table that 37% of the respondents are highly agree about their overall company infrastructure and 60% of the respondents are agree about their overall company infrastructure and 3% of the respondents are neutral about their overall company infrastructure and 0% of the respondents are disagree about their overall company infrastructure.
- It can be inferred from the above table that 49% of the respondents are highly agree about their promotion of the employees and 47% of the respondents are agree about their promotion of the employees and 4% of the respondents are neutral about their promotion of the employees and 0% of the respondents are disagree about their promotion of the employees.

- It can be inferred from the above table that 88% of the respondents are highly agree about their work ethic of the employees and 12% of the respondents are agree about their work ethic of the employees and 0% of the respondents are neutral about their work ethic of the employees and 0% of the respondents are disagree about their work ethic the employees.
- It can be inferred from the above table that 44% of the respondents are highly agree about their work load of the employees and 52% of the respondents are agree about their work load of the employees and 4% of the respondents are neutral about their work load of the employees and 0% of the respondents are disagree about their work load the employees.
- It can be inferred from the above table that 28% of the respondents are highly agree about their manager support employees and 68% of the respondents are agree about their manager support employees and 4% of the respondents are neutral about their manager support employees and 0% of the respondents are disagree about their manager support employees.
- It can be inferred from the above table that 36% of the respondents are highly agree about their work well of the employees and 56% of the respondents are agree about their work well of the employees and 8% of the respondents are neutral about their work well of the employees and 0% of the respondents are disagree about their work well of the employees.
- It can be inferred from the above table that 57% of the respondents are highly agree about their recognition of the company and 38% of the respondents are agree about their recognition of the company and 5% of the respondents are neutral about their recognition of the company and 0% of the respondents are disagree about their recognition of the company.
- The above table shows that 20% of the respondents were strongly agree, 65% of the respondents were agree and 15% of the respondents were neither agree nor disagree about the quarters provided
- The above table shows that 50% of the respondents were strongly agree, 25% of the respondents were agree, 10% of the respondents were strongly disagree and 15% of the respondents were neither agree nor disagree.

- The above table shows that 15% of the respondents were strongly agree, 80% of the respondents were agree and 5% of the respondents were disagree about the environment of working place.
- The above table shows that 65% of the respondents were job security, 15% of the respondents were welfare amenities and 20% of the respondents were good salary provided higher job satisfaction.
- The above table shows that 15% of the respondents were strongly agree and 85% of the respondents were agree that helps in achievement of organizational goals.
- As the chi-square test value is lesser than the table value. So we conclude that the alternative hypothesis H_1 is rejected and null hypothesis H_0 is accepted. Therefore there is no significant relationship between employees' and their Experience and Salary.
- As the chi-square test value is lesser than the table value. So we conclude that the alternative hypothesis H_1 is rejected and null hypothesis H_0 is accepted. Therefore there is no significant relationship between employees' and their Gender and Workload.
- As the chi-square test value is lesser than the table value. So we conclude that the alternative hypothesis H_1 is rejected and null hypothesis H_0 is accepted. Therefore there is no significant relationship between employees' and their Experience and Recognition.
- As the chi-square test value is lesser than the table value. So we conclude that the alternative hypothesis H_1 is rejected and null hypothesis H_0 is accepted. Therefore there is no significant relationship between employees' and their Experience and promo

SUGGESTIONS

- The most of the employees are experienced person and they are Younger's. So, the company is to provide part time job facilities to the employees.
- The promotion policy is based on experience of the company. It is not suitable for all the staff members so, the company to change the promotion policy is based on educational qualification of the employees.

- Some organizational culture safety facilities (safety mask) should be increase to the employees.
- The company is had less than leave facilities. Most of the employees feel that they are expect to increase the leave facilities of the company.

CONCLUSION

Motivation is a complex concept and can help orchard an organization depending on how it is used within an organization. If a manager takes the time to understand the needs of his/her employees, then there cognition can be extremely useful. There have been many philosophers, who have tried to understand what motivates people, but every person is different and theory cannot describe all people. It is understand able the mangers have a full time job and do not have much down time to be spending on rewards, but it also gives them the opportunity to understand their employees and connect with them on a personal level.

By considering the suggestion the organization can surely by placed in a much better position in the days to come. In the present study an attempt is made to study the relative importance, which employees give to various factors is studied. There are many factors that play into the concept of employee motivation. The first necessary step is to determine what motivational tools will actually be effective in each particular situation. The workers were positively affected toward higher productivity with the provision of regular promotion, assurance of adequate job security and recognition for excellent performance. Never the less monetary incentives and rewards don't exert stronger influence on workers than any form of motivational factors.

REFERENCE

Textbooks

- Higgins, J. (1994). The Management challenge (2nd Edition). New York: Macmillan.
- Kreitner, (1995). Management (6th Edition). Boston: Houghton Mifflin company.
- Bedeian, A. (1995). Management (3rd Edition), The Dryden press.
- Halepota, H.A. (2005) "Motivational Theories and their application in construction", Cost Engineering, Vol. 47, No. 3 pp. 14-35.

Research paper

© 2012 IJFANS. All Rights Reserved, UGC CARE Listed (Group -I) Journal Volume 11, Iss 8, Dec 2022

- Basset-Jones, N. & Lloyd, G. C. (2005), "Does Herzberg's Motivational Theory have staying power"? *Journal of Management Development*, Vol. 24, No. 10, pp. 57-56
- Pindar, C. C., 2008. *Work Motivation in Organizational Behaviour*. (2nd Edition). New York: Psychology Press.

Websites.

- www.theijes.com
- aspro@acm.org
- <http://www.giovanniasproni.com>
- www.ezinearticles.com/?Achievement-Motivation&id=429438
- www.encyclopedia.com/doc/1O88-achievementmotivation