

## IMPACT OF MOTIVATION ON EMPLOYEE PERFORMANCE IN PRINTING INDUSTRY– A STUDY IN RURAL AREAS OF KANNIYAKUMARI DISTRICT

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### Abstract

The Printing industry played a vital role in the freedom struggle and other revolutionary struggles for social justice and against fascist dictators. In India the British government started the printing industry. In the present liberalized and globalized Indian economy, the country has noticed a rapid growth of industry in the fields of marketing, journalism and education fields. Introduction of technology and computers gave accelerating momentum for the industry and invited many dynamic and innovative entrepreneurs through small and medium enterprises. This printing industry paved the way for the growth of secondary industry like packaging and Transport industry. In fact, it gives jobs for educated as well as uneducated youth in the country. The government of India and some state governments offer printing technology courses for innovation and growth of the industry in the form of education diploma or undergraduate degree or post graduate degrees. This paper intends to understand the impact of motivation on printing employees. The study has been made by conducting a survey in rural areas of Kanniyakumari District of Tamil Nadu State. For that, the researcher collected 90 samples from the respondents and percentage, Garret ranking method and Chi- square test used for this study.

**Key words:** Managed Print Service, Printing Industry, Employee Motivation, Organisational Goals and Industry.

### Introduction

Motivation as a powerful driving force kept inside the human personalities and able to stimulate the individuals to do optimistically their activities for the sake of personal or organizational achievements. This motivation is also useful for the individuals to fulfill the need or expectations. Motivation is divided into two parts, namely external motivation and internal motivation otherwise they are called as intrinsic or extrinsic motivation which is prevailing among individual employees. Both intrinsic and extrinsic motivations are deeply related to the competence of the employees. These motivations are directly related to the self-realization process among the employees. It also helps the employees to realize their responsibilities.

The Printing industry played a vital role in the freedom struggle and other revolutionary struggles for social justice and against fascist dictators. In India the British government started the printing industry to increase their reputation as well as to grow their Christian missionary works. Actually in 1750, British government and east India Company started printing their policies, rules and regulations and Bible to spread their empire. In India, after British, The Indian Philanthropists and social workers started printing their thoughts in the form of books, magazines and Dailies to spread their social aims and freedom feeling among the people of India. In the present liberalized and globalized Indian economy, the country has noticed a rapid growth of industry in the fields of marketing, journalism and education fields. Introduction of technology and computers gave accelerating momentum for the industry and invited many dynamic and innovative entrepreneurs through small and medium enterprises. This printing industry paved the way for the growth of secondary industry like packaging and Transport industry. In fact, it gives and generates

twelve percent jobs for educated as well as uneducated youth in the country. The government of India and some state governments offer printing technology courses for innovation and growth of the industry in the form of education diploma or undergraduate degree or post graduate degrees.

### Need and Importance of the Study

The major problem in all organisations is the motivation which is mysterious to all managers. In printing industry, the employees enjoy reasonable salaries, shift system holidays and comfortable working climate on one hand and at the same time suffering from the demands of night shifts, large working hours, project deadlines, job insecurity, etc., on the other. As such, there is a problem for the employees in convincing the management to overcome their difficulties and simultaneously management is facing problems to motivate the employees to make them feel comfortable and continue their attachment towards the organization. As such, there is a problem to the employees in convincing the management to overcome their difficulties and simultaneously management is facing problems to motivate the employees to make them feel comfortable and continue their attachment towards the organization. In this study the researcher analyzed the significance of motivation in improving the performance of the employees in the rural areas of Kanniyakuari District.

### Review of Literature

**Samuel Smith Esseh I & Lucy Afeafa Ry-Kottoh (2021), “Safety climate in the Ghanaian printing industry”**, this study results showed that all the socio-demographic characteristics had significant relationships with safety climate perception in the industry. Workers perceived management attitudes and actions as unfavourable since safety issues were not a priority for management. The results from measuring the dimensions: safety commitment and communication, safety involvement and training, positive safety practices, safety competency, safety procedures, accountability and responsibility and supportive environment, all show an unhealthy or a negative safety climate in the printing industry. Hence, one should expect the incidence of high-level occupational accidents accident under-reporting and the incidence of increased risk-taking behaviours of the workers within the printing industry of Ghana. To improve the safety climate, management and other stakeholders within the printing industry must change their attitude towards safety. They should commit to and communicate effectively to embrace safety practices and procedures. Management should avoid palliative actions, i.e. wait for safety incidents to happen in an organisation before implementing vigorous safety measures, rather they should adopt preventive actions, and be more accountable and responsible to minimize or eliminate the effects of a poor safety climate.

**Dr. S. Vennila Fathima Rani & Mrs P. Padmini (2020), “A Study on Employee Motivation on Organization Growth in Printing Industry with Special Reference to Sivakasi”**, they observed that Human resources management plays key role in very organisation. Motivation is not an easy task for the printing industry. Employees in the organisation are considered as asset and they have to treated and motivated in aspects like providing welfare measures, safety measures, bonus, incentives, and many internal facilities and external facilities and make happy work place. Once they are satisfied, they will be loyal towards the organisational goals.

**Dr.G.Ravi & Mr. S. Balasubramanaian(2019), “Impact of Employee Motivation and Performance of Printing Industry in Chennai”**, this research shows that only applicable in Chennai city, not applicable other area. The result of this study under employee motivation and performance to be the most vital motivational issue and that the Motivational fee positioned on an element may vary from one employee to every other. Many industries fall down to can't be cover employee motivation to be affected by performance to working environmental in industry. Such findings beautify our expertise of employee motivation, performance a start line for printing industries which can see it healthy to layout or redesign their personnel' performance structures or factors for higher Printing Industrial employee performance. Find out this study conclude the result and interpretation employee motivation and performance it be inter relationship each other.

### Objectives of the Study

- To study the socio-economic conditions of employees of printing industries

- To measure the employee performance in the printing organizations in the study
- To identify the employees opinion of printing organizations

### Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 90 respondents in rural areas of Kanniyakumari District of Tamil Nadu State. Convenience sampling technique was adopted in the selection of therespondents. For analyzing the data, Percentages, Garret Ranking and chi-squre test were applied.

### Limitations of the Study

- Most of the respondents refused to fill in the questionnaire as they considered it a sheer waste of time
- The study analyses the motivational practices followed by a few printing organizations, particularly in rural areas of Kanniyakumari District only.

## RESULTS AND DISCUSSIONS

Table 1

Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Sex	Male	50	56
	Female	40	44
	<b>Total</b>	<b>90</b>	<b>100</b>
Age	Upto 25	18	20
	26-35	27	30
	36-45	25	28
	45-55	10	11
	Above 55	10	11
	<b>Total</b>	<b>90</b>	<b>100</b>
Marital Status	Married	58	64
	Unmarried	32	36
	<b>Total</b>	<b>90</b>	<b>100</b>
Educational Qualification	Upto SSLC	31	34
	HSC	27	30
	Graduation	13	14
	Post-Graduation	10	11
	Others	9	10
	<b>Total</b>	<b>90</b>	<b>100</b>
Designation	Operational level	44	49
	Middle level	32	36
	Top level	14	16
	<b>Total</b>	<b>90</b>	<b>100</b>
Experience	Less than 5 Years	14	16
	5-10	18	20
	11-15	22	24
	16-20	15	17
	Above 20	21	23
	<b>Total</b>	<b>90</b>	<b>100</b>
Income	Less than 10000	26	29
	10000-20000	25	28
	20000-30000	17	19
	30000-40000	9	10
	Above 40000	13	14
	<b>Total</b>	<b>90</b>	<b>100</b>

**Sources: Primary Data**

The above table shows that demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Most of respondent's age group were 26-35, when compared with marital status married were higher than un-married and SSLC were high as compared to other Educational groups. Majority of the respondents were Operational level work, most of the respondents were 11-15 experience and respondents they getting Less than Rs. 10000 monthly income compared to other Income.

**Table 2**  
**EMPLOYEES OPINION**

Opinion	Mean Score	Rank
Rewards	62.05	I
Training	61.22	II
Periodic Reward Programs	60.08	III
Job suitability	59.23	IV
Job Rotation	59.01	V
Appreciation	57.03	VI
Promotions	56.59	VII
Work environment	56.21	VIII
Job Assignments	54.09	IX

**Sources: Computed data**

The above table indicates that Employees Opinion in the printing industry. In which, most of the respondents they getting Rewards for their work, it is a first rank its mean value is 62.05. The following ranks were Training, II rank (Mean Value 61.22). Periodic Reward Programs, III rank (Mean Value 60.08). Job suitability, IV rank (Mean Value 59.23). Job Rotation V rank (Mean Value 59.01). Appreciations, VI rank (Mean Value 57.03). Promotions, VII rank (Mean Value 56.59). Work environment, VIII rank (Mean Value 56.21). Job Assignments, VIII rank (Mean Value 54.09).

**Table 3**  
**EMPLOYEE PERFORMANCE**

Factors	Mean Score	Rank
Flexibility	66.77	I
Timeliness	65.63	II
Learning Capabilities	61.34	III
Innovations	60.11	IV
Ethical Behaviour	59.26	V
Job Involvement	59.18	VI
Initiative	58.55	VII
Good Policies	56.07	VIII

**Sources: Computed data**

The above table shows that Employee Performance in the printing industry. Flexibility is the first rank. Other factors like Timeliness, Learning Capabilities, Innovations, Ethical Behaviour, Job Involvement, Initiative and Good Policies these factors were following rank.

**Table 4**  
**LEVEL OPINION OF PRINTING EMPLOYEE**

Level of Opinion	Number of Respondents	Percentage
Strongly agree	34	38
Agree	37	41
Dis Agree	15	17
Strongly Dis agree	04	4

<b>Total</b>	<b>90</b>	<b>100</b>
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**Sources: Primary Data**

From the above table it can be observed that 38 percentage of the respondents were Strongly agree, 41percentage of the respondents were agree, 17 percentage of the respondents were Dis-agree and 4 percentage of the respondents were Strongly Dis agree.

### ASSOCIATION BETWEEN SOCIO-ECONOMIC CHARACTERISTICS AND OPINION LEVEL OF THE RESPONDENTS

The non-parametric chi-square test is applied to find the association between Opinion level of the Respondents and Socio-Economic factors such as Age, Sex, Marital Status, Education, Experience and Income.

**Table - 5: Sex and Opinion Level of the Respondents**

Factor	Strongly agree	Agree	Dis Agree	Strongly Dis agree	Total
Male	22	20	7	1	50
Female	12	17	8	3	40
<b>Total</b>	34	37	15	4	<b>90</b>

**Sources: Primary data****Results of chi-square test are as follows**

Chi-Square test	Calculated value	Df	Table Value	Result
	3.18	3	7.81	<b>Accepted</b>

Above table indicated that when compared with Sex and Opinion Level of the Respondents in which the table value is less than calculated value. Therefore, test is accepted.

**Table - 6: Age and Opinion Level of the Respondents**

Age	Strongly agree	Agree	Dis Agree	Strongly Dis agree	Total
Upto 25	8	5	4	1	18
26-35	10	13	3	1	27
36-45	8	12	4	1	25
45-55	2	5	2	1	10
Above 55	6	2	2	0	10
<b>Total</b>	34	37	15	4	<b>90</b>

**Sources: Primary data****Results of chi-square test are as follows**

Chi-Square test	Calculated value	Df	Table Value	Result
	20.84	12	<b>21.03</b>	<b>Accepted</b>

Above table concluded that age and opinion level of the respondents. There is table Value is less than calculated value. Therefore, test is accepted.

**Table - 7: Marital Status and Opinion Level of the Respondents**

Marital Status	Strongly agree	Agree	Dis Agree	Strongly Dis agree	Total
Married	25	24	8	1	58

Un-married	9	13	7	3	32
<b>Total</b>	34	37	15	4	<b>90</b>

Sources: Primary data

Results of chi-square test are as follows

<b>Chi-Square test</b>	<b>Calculated value</b>	<b>Df</b>	<b>Table Value</b>	<b>Result</b>
	4.75	3	7.81	<b>Accepted</b>

Above table indicated that the table value is less than calculated value. There is no significance between marital status and opinion level of the respondents. Therefore, test is accepted.

**Table - 8: Education and Opinion Level of the Respondents**

Education	Strongly agree	Agree	Dis Agree	Strongly Dis agree	Total
Upto SSLC	17	13	1	0	31
HSC	12	12	2	1	27
Graduation	2	5	5	1	13
Post-Graduation	2	2	5	1	10
Others	1	5	2	1	9
<b>Total</b>	34	37	15	4	<b>90</b>

Sources: Primary data

Results of chi-square test are as follows

<b>Chi-Square test</b>	<b>Calculated value</b>	<b>Df</b>	<b>Table Value</b>	<b>Result</b>
	40.59	12	21.03	<b>Rejected</b>

Above table indicated that the calculated value is less than table value. Therefore, test is rejected.

**Table - 9: Experience and Opinion Level of the Respondents**

Experience	Strongly agree	Agree	Dis Agree	Strongly Dis agree	Total
Less than 5 Years	5	5	3	1	14
5-10	8	6	3	1	18
11-15	9	10	3	0	22
16-20	4	7	3	1	15
Above 20	8	9	3	1	21
<b>Total</b>	34	37	15	4	<b>90</b>

Sources: Primary data

Results of chi-square test are as follows

<b>Chi-Square test</b>	<b>Calculated value</b>	<b>Df</b>	<b>Table Value</b>	<b>Result</b>
	19.46	12	21.03	<b>Accepted</b>

Above table indicate that the Table Value is less than calculated value. Therefore, test is accepted.

**Table - 10: Income and Opinion Level of the Respondents**

Income	Strongly agree	Agree	Dis Agree	Strongly Dis agree	Total
Less than Rs.10,000	11	8	6	1	26
10000-20000	16	4	4	1	25
20001-30000	5	10	1	1	17
30001-40000	2	6	1	0	9
Above 40000	0	9	3	1	13
<b>Total</b>	34	37	15	4	<b>90</b>

Sources: Primary data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	39.00	12	21.03	Rejected

Above table indicate that the calculated value is less than table value. Therefore, test is rejected.

### Findings

- Male respondents are higher than female respondents.
- Most of respondent's age group were 26-35.
- when compared with marital status married were higher than un-married
- SSLC were high as compared to other Educational groups.
- Majority of the respondents were Operational level work
- Most of the respondents were 11-15 experience and respondents they getting Less than 10000 monthly income compared to other Income.
- Most of the respondents they getting Rewards for their work, it is a first rank its mean value is 62.05.
- Flexibility is the first rank when compared with other factors.
- 41percentage of the respondents were agree for level of opinion.

### Suggestions of the Study

- Printing Organization shall create career development and advancement opportunities to their employees.
- Organizations bring in performance management system that identifies skilled employees and effectively rewards and appreciating the employees positively and consistently.

### Conclusion

Every organizations that supports their employees towards their job related efforts it is likely that the management can notice a positive job performance. An organisation maintaining a balanced work life leads to an improvement in the performance of their employees. Periodic rewards, recognizing the hard work of the employees, training, maintaining a conducive atmosphere, continuous job assignments, and job rotation increases the performance of the employees. In this study the researcher compared with Opinion level of the Respondents and Socio-Economic factors such as Age, Sex, Marital Status, Education, Experience and Income. In which factors like income and education were rejected, other factors like Age, Sex, Marital Status and Experience accepted. By these we understood the level of satisfaction of the employees of Printing Industry.

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