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A STUDY ON EFFECTIVENESS OF MOTIVATIONAL FACTORS AMONG EMPLOYEES IN MANUFACTURING INDUSTRY

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ABSTRACT

Employee motivation is very much important in every organization. There are several factors that can motivate employees at work. Good motivators at work place increases employees satisfaction level and encourage them to work hard for the productivity and profitability of the company. The purpose of the study is to analyse the effectiveness of motivational factors among employees in manufacturing industry. The data required for the study has been collected from the employees through questionnaires. Analysis and interpretation has been done by using the statistical tools such as chi-Square and Anova, percentage analysis is done and data's are presented through tables and charts.

Key Words- Motivation, Satisfaction, Productivity

INTRODUCTION

Motivations are energizing factors. Employees would be more committed to their work if they are motivated well. To perform at their best at work place most workers need motivation. Some employees are motivated by money, while others are motivated by recognition and incentives. Employees efficiency is directly influenced by motivation levels in the workplace. Salary, training, promotions, appreciations, working hours, and communication can all be described as important factors influencing employee motivation. However, there is no clear understanding of the factors that are most beneficial to the manufacturing industry. Long hours working in a factory, high work pressure, low appreciation, poor recognition, poor safety, on the other hand, can lead to demotivation at work.

Therefore, knowing motivating factors is essential for manufacturing industry looking to motivate workers and boost productivity

REVIEW OF LITERATURE

According to **Muogbo U.S. (2013)**, there is a connection between employee engagement and organizational success. Extrinsic encouragement provided to employees in an organization has a major impact on their performance, according to the report.

Stephen A. Furlich (2016) explores workers perceptions of performance incentives and motivation by better understanding contact with their supervisors. He concentrated on various aspects of communication, including communication patterns, preferences, communication experience, and communication outcomes. These communication techniques are also used in the social sciences in general.

According to **Naim Ismajli (2015)**, worker's wage, career development, and promotion opportunities are among the most significant motivators. Job environments, as well as the estimation and objective assessment of performance measurement, are other significant factors revealed by the report.

According to **Mahazril et al. (2012)**, rewards, acknowledgement, and communication, can encourage them to work. Recognition improves employee morale and efficiency at work, whether it is a first-time performance or a repetitive activity over time, and eventually strengthens the employees actions.

Hafiza et al. (2011) discovered that employee performance is influenced by a variety of factors, including training and growth opportunities, working conditions and incentives is considered as one of the most important factors that influence employee success.

OBJECTIVE OF THE STUDY

Primary objective:

- To determine the factors that drive employee motivation.

Secondary objective:

- To identify employee's opinion on motivational factors .
- To assess the level of motivation to perform among employees
- To study about the level of satisfaction of employees towards the motivational factors
- To determine the employee's view about intrinsic and extrinsic motivation factors.

RESEARCH METHODOLOGY

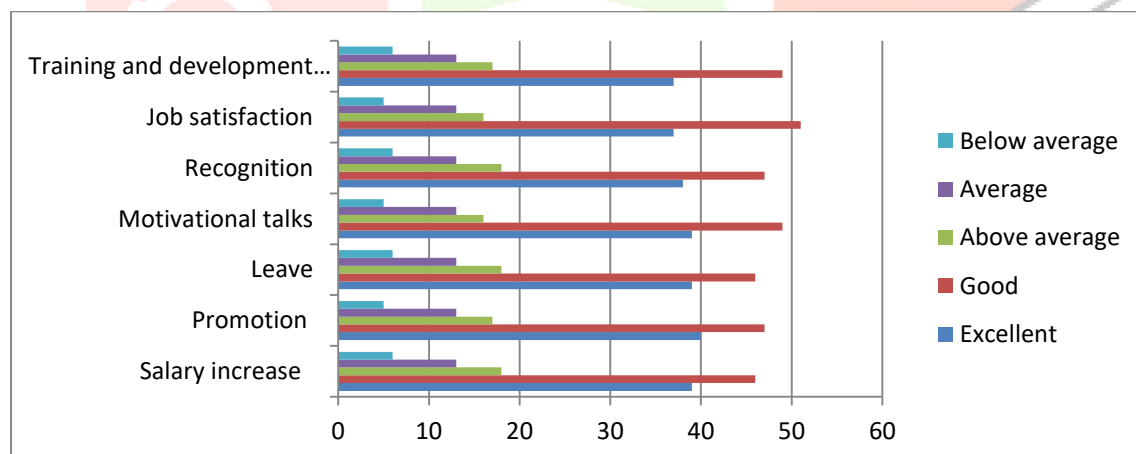
Descriptive research design is carried out in this study. The sampling technique adopted in the study was convenient sampling method. Both primary and secondary data are used in this study. Primary data were collected directly from the respondents through questionnaire and secondary data were collected from the published records, journals and websites. A sample size of 122 employees has been taken in this study. Tools used for analysis are simple percentage analysis, bar chart, pie chart, Chi-Square test in SPSS tool, Anova in SPSS tool.

DATA ANALYSIS

I. Respondents opinion on motivational factors

Particulars	Excellent	Good	Above average	Average	Below average	Total
Salary increase	39	46	18	13	6	122
Promotion	40	47	17	13	5	122
Leave	39	46	18	13	6	122
Motivational talks	39	49	16	13	5	122
Recognition	38	47	18	13	6	122
Job satisfaction	37	51	16	13	5	122
Training and development	37	49	17	13	6	122

Source: Primary data



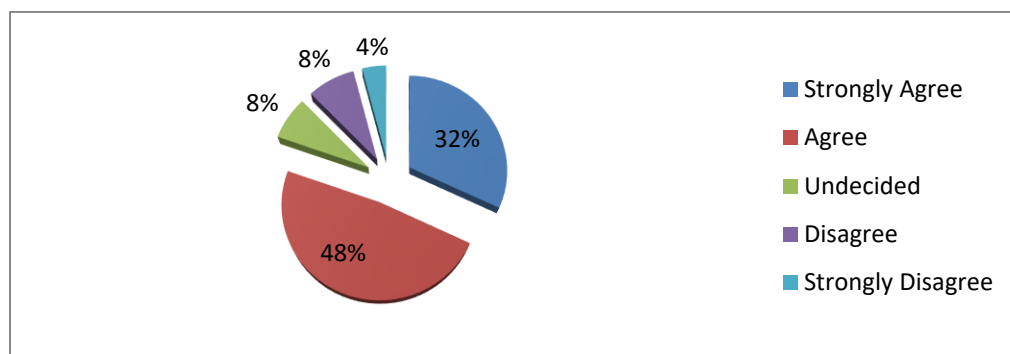
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It is found that salary increase, promotion, leave, motivational talks, Recognition, Job satisfaction, Training and development opportunities are considered as the good motivational factor

II. Respondents view's on intrinsic motivation such as Working in my organization gives me a great deal of job satisfaction.

Particulars	No. of respondents	percentage
Strongly Agree	39	32%
Agree	59	48%
Undecided	9	7%
Disagree	10	8%
Strongly Disagree	5	4%
Total	122	100%

Source: Primary data.



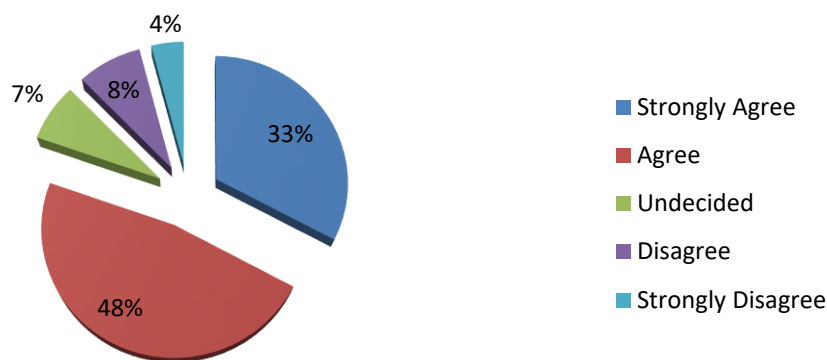
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Majority (48%) of the respondents agreed with the intrinsic motivation such as Working in my organization gives me a great deal of job satisfaction.

III. Respondents view's on extrinsic motivation such as Salary payments are prompt & on time.

Particulars	No. of respondents	percentage
Strongly Agree	40	33%
Agree	58	48%
Undecided	9	7%
Disagree	10	8%
Strongly Disagree	5	4%
Total	122	100%

Source: Primary data



INFERENCE

Majority (48%) of the respondents agreed with the extrinsic motivation such as Salary payments are prompt & on time

CHI-SQUARE

IV. Table showing Chi-square test of age of the respondents and Promotion

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.018 ^a	12	.001
Likelihood Ratio	31.403	12	.002
N of Valid Cases	122		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.

INTERPRETION

According to the result, the sig (2-tailed) value is .001 which is less than 0.05. H_0 is rejected and H_1 is accepted. There is significant difference between age of the respondents and Promotion

ANOVA**V. Table showing Anova analysis of gender of the respondents and their view on intrinsic motivation such as working in my organization gives me recognition and respect from the community****ANOVA**

select your gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.224	4	.806	3.830	.006
Within Groups	24.621	117	.210		
Total	27.844	121			

INTERPRETATION

According to result, the significance level is .006, which is less than 0.05. So H₀ is rejected and H₁ is accepted. There is significant difference between gender of the respondents and their view on intrinsic motivation such as working in my organization gives me recognition and respect from the community

VI. Table showing anova analysis of gender of the respondents and their view on extrinsic motivation such as salary payment are prompt and on time**ANOVA**

select your gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.827	4	.957	4.661	.002
Within Groups	24.017	117	.205		
Total	27.844	121			

INTERPRETATION

According to the result, the significance level is .002, which is less than 0.05. So H₀ is rejected and H₁ is accepted. There is significant difference between gender of the respondents and their view on extrinsic motivation such as salary payment are prompt and on time.

FINDINGS

- It is found that most of the respondents are female.
- It is found that most of the respondents fall in the age category of 25 to 34 years.
- It is found that most of the respondents working year is 5 to 10 years.

- It is found that salary increase, promotion, leave, motivational talks, recognition, job satisfaction, training and development opportunities are considered as the good motivational factor.
- It is found that majority of the respondents agree with intrinsic motivation such as working in my organization gives me a great deal of job satisfaction.
- It is found that majority of the respondents also agree with extrinsic motivation such as salary payments are prompt & on time.
- It is found that most of the respondents are motivated by type of incentives such as bonuses.

SUGGESTIONS

- The organization should focus a little on the job security, working conditions, pay and benefits to motivate employees to join the organization.
- Company need to concentrate on motivational factors such as salary increase, promotion, leave, motivational talks, recognition, job satisfaction, training and development opportunities that would influence performance at work
- Organization should focus on incentives such as bonuses, prizes and awards, appreciation letters, flexible work hours etc to motivate employees at work.
- To keep workers motivated and their performance high new motivation tools should be implemented.

CONCLUSION

Employees are motivated by a powerful energy that drives and excites them, resulting in their maximum contribution. Setting and achieving goals, having clear expectations, receiving recognition and feedback, and encouraging management all help to boost workplace motivation. It thrives in a positive work environment, which is why so many business leaders are looking for new ways to motivate their employees

This study was undertaken to understand the effectiveness of motivational factors among employees. It is concluded that both intrinsic and extrinsic motivators can be used to gain motivation. Employees do not focus on their results while they are at work if they do not have such motivators. Therefore, management should focus on providing better motivators in order to improve organizational efficiency and profitability, which in turn contributes to better economic growth of the country, either directly or indirectly.

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