

A STUDY ON EMPLOYEE MOTIVATION IN ZEALOUS SERVICES WITH REFERENCE TO SALEM

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ABSTRACT

Employee motivation is the creativity, the energy levels, and the commitment that the employees bring to their job. Even though employees' motivation doesn't directly influence organization's growth, it is like a necessary pre-condition as a result of lack of motivation among the employees can have a harmful impact on their performance. Motivation plays an important role to meet the company's goals. In an Organization the motivated employees can lead to increased productivity and allow to achieve higher levels of output. Therefore, in today's world each organization tries to manage their human resource department to stay their employees motivated.

Keywords: Employee motivation, organization, productivity

1. INTRODUCTION

Motivation is the action that impels or Urges an individual to assume an attitude generally favorable toward his work leading him to perform satisfactorily. It concerns the study of urges, drives, impulses, preferences, aspirations etc., of people at work, who if satisfied, tend to promote and maintain high morale. Motivation is a productivity factor in industry. Motivating a worker is to create a need and desire oil the part of a worker to better his present performance. Motivation concerns itself with the will to work. Performance results from the interaction of physical, financial and human resources. The first two are inanimate; they are translated into "productivity" only when the human element is introduced. However the human element interjects a variable over which a management has limited control. When dealing with the inanimate factors of production, a management can accurately predict the input-output relationship and can even vary the factor it choose in order to achieve desired rate of production. In dealing with employees, however, an intangible factor of will, volition or freedom of choice is introduced, and workers can increase or decrease their productivity as they choose. This human quality gives rise to the need for positive motivation.

2. OBJECTIVES OF THE STUDY

- To study the employee motivation in Zealous Services with reference to Salem
- To measure the effectiveness of job performance towards motivation
- To analysis of measure the monetary and non-monetary benefits provide by the organization of the employees.
- To study the level of motivation which factor influence towards the productivity level
- To provide valuable suggestion for improvement of the employee motivation.
- To study employee's opinion regarding job motivation factors.
- To suggest measures for improvement of motivational aspects in organization.

3. SCOPE OF THE STUDY

Scope of this study is limited to the management staff of the manufacturing sub-sector in Zealous Services. The nature of the study precludes the staff of manufacturing firms who are not expected to be involved in management decision making process of the study group. Issues for investigation are ones related to the use of the resource-based theory in taking competitive advantage, improving performance and structural development of the organization.

4. LIMITATIONS OF THE STUDY

- As the respondents were busy with their work, it was difficult for the researcher to meet the respondents and gain information fully.
- The study was limited to a short period in 3 months.
- The data depends totally on the respondent's view, which may be biased.
- In this study the sample size is 120.

5. METHODOLOGY

5.1 Research Design

The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

5.2 Sampling Design

Convenience sampling techniques were used for the study.

5.3 Sample Size

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents.

5.4 Methods Of Data Collection

Data in the study are of two types: Primary data & Secondary data

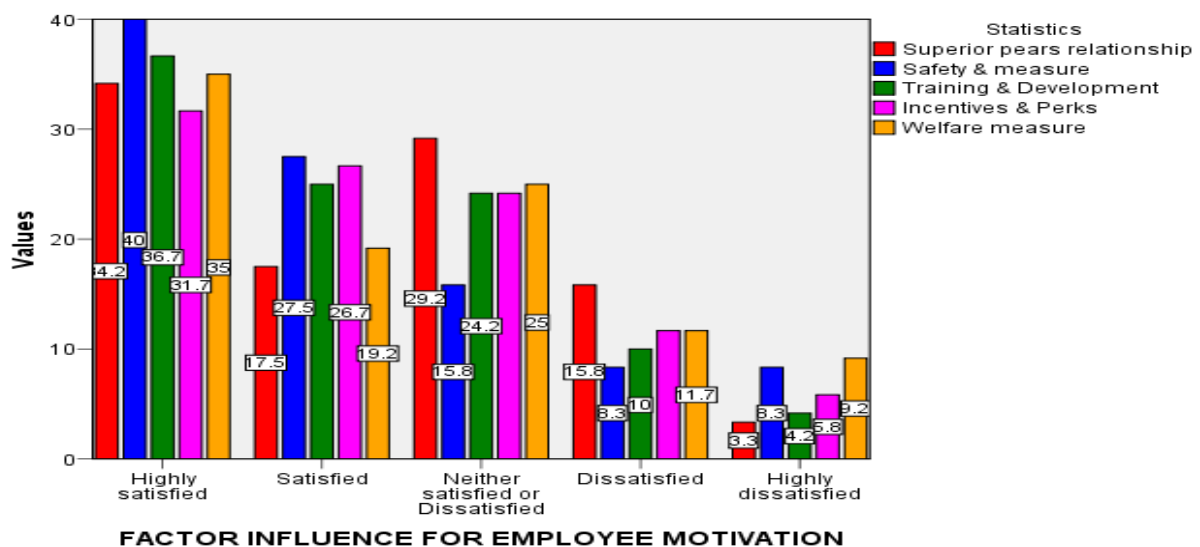
6. RESULTS AND DISCUSSION

FACTOR INFLUENCE FOR EMPLOYEE MOTIVATION

Satisfaction level/ Factors	Highly satisfied		Satisfied		Neither satisfied or Dissatisfied		Dissatisfied		Highly dissatisfied	
	Res	Per	Res	Per	Res	Per	Res	Per	Res	Per
Welfare measure	42	35.0%	23	19.2%	30	25.0%	14	11.7%	11	9.2%
Incentives & Perks	38	31.7%	32	26.7%	29	24.2%	14	11.7%	7	5.8%
Training & Development	44	36.7%	30	25.0%	29	24.2%	12	10.0%	5	4.2%
Safety & measure	48	40.0%	33	27.5%	19	15.8%	10	8.3%	10	8.3%
Superior peers relationship	41	34.2%	21	17.5%	35	29.2%	19	15.8%	4	3.3%

INTERPRETATION

The above table shows that factor influence for employee motivation, 35.0% of the respondents are highly satisfied with welfare measure, 31.7% of the respondents are highly satisfied with incentives & perks, 36.7% of the respondents are highly satisfied with training & development, 40.0% of the respondents are highly satisfied with safety & measure and 34.2% respondents are highly satisfied with superior peers relationship. Maximum 40.0% of the respondents are highly satisfied with safety & measure



CHI SQUARE TEST

NULL HYPOTHESIS

H₀: There is no significance relationship between salary of the respondents and satisfied present salary.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between salary of the respondents and satisfied present salary.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Salary of the respondents * satisfied with the work environment	120	100.0%	0	.0%	120	100.0%

SALARY OF THE RESPONDENTS * SATISFIED WITH THE WORK ENVIRONMENT

Cross tabulation

Count		SATISFIED WITH THE WORK ENVIRONMENT					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Salary of the respondents	Below Rs.10,000	25	1	0	0	0	26
	Rs.10,000 to 15,000	0	51	0	0	0	51
	Rs.15,000 to 20,000	0	12	5	0	0	17
	Rs.20,000 to 25,000	0	0	16	1	0	17
	Above Rs.25,000	0	0	0	4	5	9
Total		25	64	21	5	5	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.122E2 ^a	16	.000
Likelihood Ratio	246.612	16	.000
N of Valid Cases	120		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .38.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	18.670	.000
Measure of Agreement	Kappa	. ^c			
N of Valid Cases		120			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Kappa statistics cannot be computed. They require a symmetric 2-way table in which the values of the first variable match the values of the second variable.

RESULT

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between salary of the respondents and satisfied present salary.

7. RECOMMENDATIONS

- Based on the findings of the research and the personal observations made by the researchers, the following suggestions are made for the developments of employee's motivation.
- Promotion and incentives play a major role in motivating the employees and it should be maintained.
- Almost half of the total employees are de-motivated by loss of pay. It will be minimized in the ensuing years.
- Educational and training benefits provided by the company are good. It may be further extended.
- Employee security and social security provided by the company will be further maintained.
- The employees of the product should avail periodical checkup regarding hospital facilities to be fit.
- Since a large portion of the customers came to know about the company through advertisement and friends, the company should begin to put more advertisements.
- A market/ customer taste and preference research can be done regularly to see if customer needs have changed

8. CONCLUSION

The motivation is a live issue for all. Motivation is psychological concept. Motivation is not a cause but rather the effect or result of many going awry. Motivation drifts from person to person, industry to industry, level of education age, nature of work etc. Motivation may be range from very high to very low. By this study it is clear that various faction which influences motivation and productivity of the employees each as Social Security measures, welfare facilities, salary status, Bonus, health condition, shift system and recognition of work are getting much importance. Several approaches to motivation are available. Early theories are too simplistic in their approach towards motivation. To conclude employee motivation plays very important role in every organization. Good employee motivation helps to success of the organization. Unless an employee has poor motivation if always a possibility of employee disharmony and also affect some thrumming of the organization. From the financial and nonfinancial reward system make motivation in complete picture. Form this we learn that how we applied the concept of motivation for the progressive result of company.

9. REFERENCE

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