

A STUDY ON EMPLOYEE MOTIVATION AND EFFECTIVENESS OF ORGANIZATION

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ABSTRACT

Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees to follow them. An important role of management is to help make work more satisfying and rewarding for employees and to make employees' motivation consistent with organizational objectives. With the diversity of contemporary workplaces, this is a complex task. Many factors, including the influences of different cultures, affect what people value and what is rewarding to them. From a manager's perspective, this study tries to understand what prompts people, what influences them, and why they persist in particular actions. This study also intends to evaluate motivation of employees in the organization. A good motivational program procedure is essential to achieve goal of the organization. If efficient motivational programmes of employees are made not only in this particular organization but also in any other organization, the organizations can achieve the efficiency also to develop a good organizational culture and the attainment of organizational goals at large.

Keywords; Culture, Leadership, Team work, Effective communication, Rewards and Motivational programs.

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INTRODUCTION

The efficiency of a person depends on two factors, firstly, the level of ability to do a certain work, secondly, the willingness to-do the work. So far as the first factor is concerned it can be acquired by education and training, but the second factor can be created by motivation. A person may have several needs and desires. It is only strongly felt needs which motives become. Thus motives are a product of needs and desires motives are many and keep on changing with time motives are invisible and directed towards certain goals. Motivation means that process which creates on inspiration in adperson to motivation is derived from the word 'motive' which means the latest power in a person which impels him to do a work. Motivation is the process of steering a person's inner drives and actions towards certain goals and committing his energies to achieve these goals.

WHAT IS MOTIVATION

The word motivation has been derived from motive which means any idea, need or emotion that prompts a man in to action. Whatever may be the behavior of man, there is some stimulus behind it .Stimulus is dependent upon the motive of the person concerned. Motive can be known by studying his needs and desires. There is no universal theory that can explain the factors influencing motives which control mans behavior at any particular point of time. In general, the different motives operate at different times among different people and influence their behaviors.

IMPORTANCE OF MOTIVATION

Motivation is one of the most important factors determining organizational efficiency. All organizational facilities will go to waste in absence of motivated people to utilize these facilities effectively. Every superior in the organization must motivate its subordinates for the right types of behavior. The performance of human beings in the organization is dependent on the ability in the motivation.

COMPENSATION AND REWARD;

Everyone works in expectation of some rewards, and welfare is one of them. In order to understand the impact of employee benefits on employees' work-motivation and productivity,

questionnaires were sent to corporations which had undertaken employee benefit programmers. Some of the significant results of this study are: employee benefit programmers have greater impact on work-motivation than on productivity; monetary benefit programmers are most highly valued by both executives and workers; there is a cognitive gap between management and worker on the importance of employee benefit programmer different genders have different benefit demands; unmarried employees, more than married employees, perceive that employee benefits have a greater impact on job performance. Employees with different education levels and positions perceive different employee benefit impacts; and employee benefit programmers have greater influence on younger employees' job performance.

ORGANISATION CULTURE;

There are potential connections between artifacts (as an expression of organizational culture) and employee satisfaction, identity, mood, creativity and motivation. Aesthetics seems to be particularly important to employees working with the business segment because of the face-to-face interaction between employees and customers. It appears that the “visual Telenor” influences employees' identification with the organization. When organizations invest in art, design and architecture, they need to be active in engaging employees with its meaning and relevance. If employees are not engaged, the aesthetic environment will not stimulate creativity or influence job satisfaction and motivation.

TABLE: SHOWING GENDER WISE CLASSIFICATION OF RESPONDENTS

S.No	Gender	Respondents	Percentage Of Respondents
1	Male	136	68
2	Female	64	32
	Total	200	100

Interpretation: In the project on employee motivation analysis, the researcher has segregated the total sample size of 200 as male employee 136 and female respondents.

Findings: Thus, it may be observed that 68 percent of the total sample size is male respondents and the balance 32 percent are female respondents.

Figure: SHOWING GENDER WISE CLASSIFICATION OF RESPONDENTS

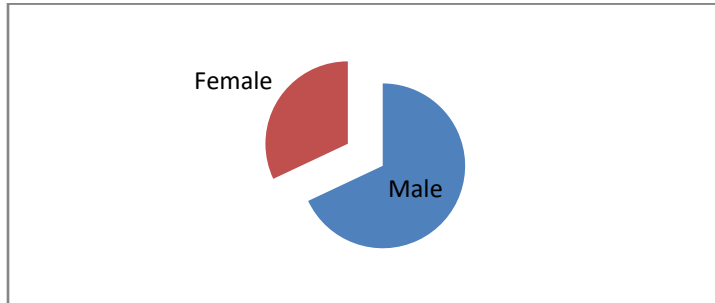


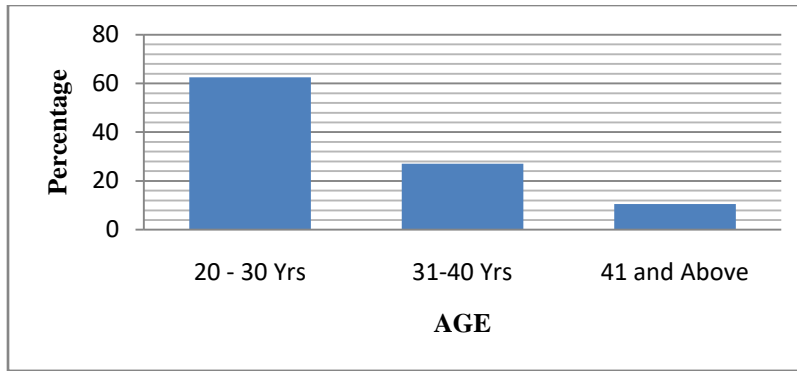
TABLE: SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS

S.No	Age	Respondents	Percentage Of Respondents
1	Below 25 yrs	10	5
2	25-35 yrs	52	26
3	35-45 yrs	76	38
4	45-55 yrs	56	28
	Above 55 yrs	6	3
Total		200	100

Interpretations: The above table shows that 62.5 percent of respondents are between 20-30 yrs. 27 percent of respondents fall between 31-40. 10.5 percent of respondents are above 40.

Finding : Thus it is inferred that majority of the respondent fall under the age group of 20-30.

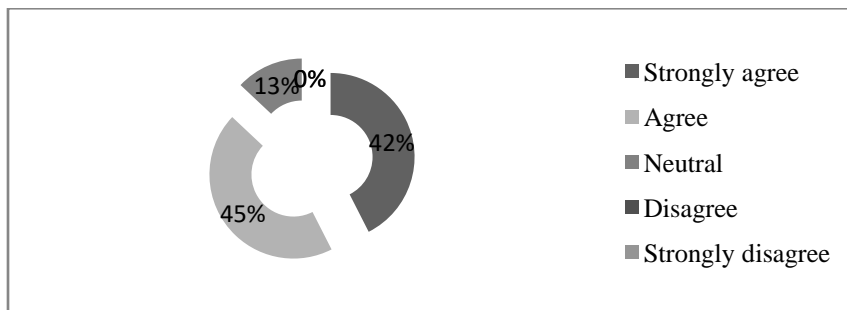
Figure: INDICATING AGE OF THE RESPONDENTS

**TABLE: SALARY OF THE RESPONDENT**

S.No	Salary	Respondents	Percentage Of Respondents
1	Strongly agree	85	42.5
2	Agree	89	44.5
3	Neutral	26	13
4	Disagree	0	0
5	Strongly disagree	0	0
Total		200	100

Interpretation; The above table shows that 42.5 percent of the respondents strongly agree that salary motivate them. 44.5 percent of the respondents agree, 13percent respondents are Neutral; None of the respondents rated disagree and strongly disagree.

Findings; It is thus observed that majority of the respondents strongly agree that salary motivates them.

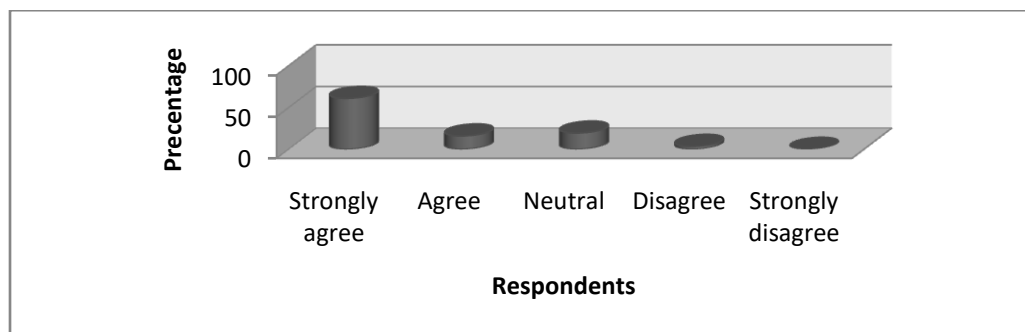
Figure: SALARYTHE RESPONDENTS**TABLE: TEAM SPIRIT**

S.NO	Team Spirit	Respondents	Percentage Of Respondents
1	Strongly agree	122	61
2	Agree	32	16
3	Neutral	39	19.5
4	Disagree	7	3.5
5	Strongly disagree	0	0
Total		200	100

Interpretation; The above table shows that 61 percent of the respondents strongly agree that working with team spirit is important. 16 percent of the respondents agree. 19.5 percent respondents are Neutral. 3.5 percent of the respondents disagree. None of the respondents rated strongly disagree. It is thus observed that majority of respondents strongly agree that working with team spirit is important.

Finding: It is thus observed that majority of the respondents strongly agree that working with team spirit is important

Figure: TEAM SPIRIT



CHISQUARE

OBJECTIVES

The aim is to test the relationship between gender and salary of the employees in employee motivation.

NULL HYPOTHESIS (H₀)

There is no relationship between the gender and salary of the employees in employee motivation.

ALTERNATIVE HYPOTHESIS (H₁)

There is a relationship between the gender and salary of the employee in employee motivation.

Salary * Gender Crosstabulation

Count				
		Gender		
		Male	Female	Total
Salary	Strongly Agree	49	36	85
	Agree	71	16	87
	Neutral	14	11	25
	Disagree	2	1	3
Total		136	64	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.249 ^a	3	.004
Likelihood Ratio	13.749	3	.003
N of Valid Cases	200		

INTERPRETATION

It is inferred that the Calculated Value $P = 0.004$ and the Level of Significance $\alpha = 0.05$

P Value = 0.004 < 0.05 [If $P < \alpha$, then reject H_0 / If $P \geq \alpha$, then do not reject H_0]

Hence calculated value is 0.004 is lesser than the α value 0.05, H_1 (Alternate Hypothesis) is accepted.

FINDINGS

There is a relationship between the gender and salary of the employee in employee motivation.

MAJOR FINDINGS

Most of the employees feels financial incentives motivates then non – financial. Employee's needs are increased, so many employee are not satisfied with their salary. Employees feel that the opportunities to meet new challenges in work should be improved. Communication channel is not effective in this organization some employee feels that superior is not recognize their work. Most of the employee are strongly disagree that the company does not informing the issues affecting them. Most of the employees feel relationship in workgroup is satisfied.

SUGGESTION

The organization should provide new opportunities and challenges to the employee should be implemented to all the employees. Salary should be review properly by the human resources department. This will motivate the employee to achieve organization. The organization should provide good working environment to the employee to make them work comfortable. The organization should inform the employees about the matters affecting them. The organization should provide career development opportunities like promotion, rewards to motivate the employees. The superior should recognize the sub – ordinate work, it will energize the employees. The employer branding is very important, it gives good status to the employee. The employee engagement activities should be conducted to improve the team spirit and relationship among the employees. The organization should use the employee potential for growth of the organization.

SUMMARY;

Motivation of workers in any organization is important to drive workers to achieve organizational goals. The performance of any organization and employee motivation has been the focus of intensive research effort in recent times. How well an organization motivates its workers in order to achieve their mission and vision is a paramount concern. Employees in both private and public sector organizations are becoming increasingly aware that motivation increases productivity. Looking at today's economic trend, it's evident that the pace of change in our business environment presents fresh challenges daily. According to Robins & Mary (1996), lack of motivational factors has been a major hindrance on employees performance, lack of motivational factors like job security, training, enough salary, compressed work which have favorable effects on employees job satisfaction and productivity and lack of flexible time which provides employees with time for pursuing their hobbies or taking care of family all have effect on performance.

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