

A STUDY ON EMPLOYEE MOTIVATION AMONG IT EMPLOYEES DURING THE PANDEMIC

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VIGNESH M.P** who carried out the project entitled **“A STUDY ON EMPLOYEE MOTIVATION AMONG IT EMPLOYEES DURING THE PANDEMIC”** under my supervision from December 2022 to May 2022.

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DECLARATION

I **VIGNESH M.P (40410234)** hereby declare that the Project Report entitled “**A STUDY ON EMPLOYEE MOTIVATION AMONG IT EMPLOYEES DURING THE PANDEMIC** ” done by me under the guidance of **DR. UMAMAHESHWARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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A STUDY ON EMPLOYEE MOTIVATION AMONG IT EMPLOYEES DURING THE PANDEMIC

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ABSTRACT

The project work entitled “**A STUDY ON EMPLOYEE MOTIVATION AMONG IT EMPLOYEES DURING THE PANDEMIC**” is to study the various factors that are concerned with attitude of the employees. Employee motivation is defined as "psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort and a person's level of persistence."

The study focused on employee motivation in the organization. The analysis is mainly based on the primary data, through the survey method. For the study has taken a sample size 128 respondents at convenience sampling method from the total population.

The study gives employee opinion about the Motivation factors, Relationship with co-workers and supervisor, working environment, and nature of work.

The study has used simple percentage analysis. The study has given suggestions to improve the motivation, In order to increase productivity. Through this organizational objectives can be easily achieved.

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CHAPTER - 1

1. INTRODUCTION

1.1 ABOUT THE STUDY

In March 2020, the World Health Organization (world health organization) declared COVID-19 a deadly disease, and soon enough, many countries around the world started announcing shutdowns and strict communal isolation, respiratory hygiene and hand sanitizing rules to control the global and rapid spread of the virus.

While many essential service providers had to still travel to their workplaces every day, most other organizations transitioned to work from Home for all workers. This meant that all kinds of skilled labours, from those functioning in information technology to media, shifted from organized workstations to the limits of their Homes.

Many months on, the organizations that can still perform perfectly without requiring the bodily presence of their workers are choosing to continue to do so. Such a huge and prolonged shift was always likely to have a deep effect on all the affected skilled labours globally.

A new investigation published in the Journal of Occupational and Environmental Medicine highlights some of the major fitness issues that have arisen due to functioning from Home.

An investigation into functioning from Home

The research, conducted by scientists at the University of South California, set out to understand the effect of communal, behavioral and bodily factors on the wellbeing of organization workers during the early [COVID-19](#) work from Home (work from Home) phase. The scientists created a questionnaire which was deployed between April and June 2020. While nearly 1,000 target audience participated in the survey, the scientists picked 988 as valid for their research.

They then conducted mechanisms like linear regression, multinomial logistic regression, and chi-square examination to understand the factors that were associated with the overall bodily and psychological fitness status of the participants. They also used the same methods to understand which bodily and psychological fitness issues were new and had only emerged during this work from Home phase.

Some effects of work from Home

They found that workers across the board reported functioning at least one-and-a-half hours extra during work from Home and were most likely to have less worker fulfillment and increased neck pain. They also found that over 64% of the target audience had one or more new bodily fitness issues while almost 75% of the participants reported one new psychological fitness issue.

The investigation also illustrated the disparity effect work from Home had on women, workers with children, and those with a lower earning.

For example, the investigation showed that women workers with lower annual earnings were more likely to report two or more bodily and psychological fitness issues than workers who earned better salaries. They also had a considerably higher incidence of dejection.

Almost 75% of the workers reported they had increased their functioning hours, while more than 33% said they had scheduled their own work to suit others. Both these categories of workers also reported new bodily and psychological fitness issues.

Handling work from Home as it continues

Obviously, almost all workers decreased their levels of bodily movement and exercise while also reporting an increase in overall food intake. This not only related with a decrease in their psychological wellbeing but also related with an increase in junk food consumption. Having a pet — which is usually considered to improve psychological fitness and bodily movement — did not have any effect at all according to the research's findings.

Workers who were parents to infants reported better psychological fitness while those with toddlers showed better bodily fitness. However, the scientists found that these parents were

more at risk of developing new psychological or bodily fitness issues in the coming months as the novelty of the situation dies down. On the other hand, living with at least one teenager reportedly lowered the risk of new fitness issues, bodily or psychological, from emerging.

Notably, the scientists concluded that most of these issues arose from the fact that not all these workers had a separate area of work. Only about 33% of the target audience reported having a dedicated space for work at Home and at least 47.6% shared their Home workspace with others.

2

The scientists thus recommend that as work from Home continues; designating a separate space for work is most likely to have a positive effect on workers. Setting the appropriate view, lighting, and temperature in the workspace and distance from others at Home during functioning hours is also likely to lower the risk of developing new bodily and psychological fitness issues.

Is work from Home (work from Home) the new normal?

Is work from Home better than functioning at a designated workplace?

Is it just a time being measure or is it here to stay?

Why are organizations not keen on opening right now?

Is work from Home a feasible solution considering that people are complaining about the barrier between work and life disappearing almost entirely?

We must face the fact that functioning from Home is nothing new and has been around for a while. It was not thought up at the instant when the deadly disease happened, but it was already a reality. Many organizations and organizations have already been practicing work from Home even before the outbreak of COVID-19 which offered flexibility to their workers. There is nothing abnormal about work from Home. In certain industries, just about everything can be done and managed from Home, including meetings, daily tasks, scrums, follow-ups, etc.

It is not a sensible choice for those who are in manufacturing industries, hospitality, artists and heavy industries; work from Home is a new thing for such organizations that have never had it as a part of their culture. In trying times like these, work from Home is a savior for many organizations that would have otherwise shut down and cost billions of skilled labours their careers. Even primary PSUs and the government division that lastly never accepted the thought of work from Home have accepted it for the greater good.

What are the advantages of Work from Home?

Work from Home has many advantages and is better such as:

- workers are safe from getting affected
- can practice communal isolation with ease, and
- Are comfortable while functioning.
- It is also preferred as the virus can reappear in ill human being who made a complete recovery.

Therefore, work from Home complies with ³ the guidelines issued by world health organization in terms of communal isolation and kept isolated from the rest of the world. Work from Home has been maintaining the communal isolation norms which would have been impossible otherwise.

The only thing left that the organizations should look after is the proper and efficient management of the labor force with the help of digital tools and ensuring that everyone is doing their respective tasks.

Protection of statistics and better communications is also something that should not be skipped over as work from Home becomes a long-term alternative; organizations should invest in improving statistics security and infrastructure.

COVID-19: Why are organizations afraid of reopening workplaces?

As of now, most of the organizations are afraid of reopening their organizations and going back to the traditional way of functioning as they understand the responsibility and the risks of the virus. Even a single worker getting affected can wreak havoc in the workplace, which will spell nothing but disaster for the entire organization. Organizations that have their workers functioning from Home are taking all the possible measures to prevent the further spread of the virus. One thing is assured that when the organizations reopen, everyone will be making huge changes to ensure a safe and virus-free environment in their workplaces.

While work from Home may not be a replacement for the traditional way of functioning, it is a good way to supplement the operations of any organization. work from Home may result in more productivity and is more time-efficient as it removes the need to travel to the organization, which also results in more savings from the worker, work from Home needs certain things to be successful. Constructing good communication and trust is vital as well as establishing guidelines that clarify what good work ethics are. Adaptation is the need of the hour and those showing resilience will not have trouble down the line.

While there are many advantages, fitness and productivity wise, to work from Home right now, it also comes with its own set of challenges.

Functioning remotely could sometimes lead to differences between managing your own human being and skilled labour space.

Conventionally, when you work from an organization setup, the mindset is focused towards work and Home chores are the least of your concerns, which might not be correct in a Home-setup. Also, staying inside Home for long periods of time can also take a toll on one's psychological wellness. Hence it is extremely important for organizations to create an organization culture in which ⁴ there is a constant touch with colleagues and there is enough digital engagement happening for workers even when they are remote.

Overall, these are tough period for all of us. Organizations and individuals need to come together to build a culture that will be less disruptive and beneficial for both parties. As the world recovers from the deadly disease, it is important to understand that we are venturing into uncharted waters and there are many new things to learn.

Employee Motivation

Human resources are said to be the most important resource of any organization. Human being the real asset of any organization makes the management to concentrate more on them and use them effectively.

Motivation

Motivation is an effective and dynamic instrument in the hands of a manager for inspiring the workforce and creating confidence in them. Through the motivation of the workforce, management creates 'will to work' which is necessary for the achievement of organisational goals and objectives.

Motivation is the process of boosting the morale of employees to encourage them to willingly give their best in accomplishing assigned tasks.

Definition

The term 'motivation' has its origin in the Latin word "mover" which means to "move". Thus, motivation stands for movement.

The term motivation may also be defined as "the managerial function of ascertaining the motives of subordinates and helping them to realize those motives".

According to Rensis Likert motivation is the "core of management." Motivation is an important function performed by manager for actuating the people to work for the accomplishment of organisational objectives.

Employee motivation

Employee motivation is defined as "psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort and a person's level of persistence."

In the increasingly competitive business environment of recent years, finding ways to motivate employees has become a pressing concern for many managers. In fact, a number of different theories and methods of employee motivation have emerged, ranging from monetary incentives to increased involvement and empowerment.

Components of motivation

Motivation comprises of three main components:

- ☐ Direction
- ☐ Effort
- ☐ Persistence

Steps to motivate employees

Here are 10 useful pointers on getting your employees enthused, productive, and ready to give their all:

Build a foundation.

It's important to build a solid foundation for your employees so they feel invested in the company. Tell them about the history of the business and your vision for the future. Ask them about their expectations and career goals, as well as how you can help them feel part of the team. When any new employee starts, make sure he or she receives a thorough welcome orientation.

Create a positive environment.

Promote an office atmosphere that makes all employees feel worthwhile and important. Don't play favorites with your staff. Keep office doors open and let folks know they can always approach you with questions or concerns. A happy office is a productive office.

Put people on the right path.

Most employees are looking for advancement opportunities within their own company. Work with each of them to develop a career growth plan that takes into consideration both their current skills and future goals. If employees become excited about what's down the road, they will become more engaged in their present work.

Educate the masses.

Help employees improve their professional skills by providing on-the-job training or in-house career development. Allow them to attend workshops and seminars related to the industry. Encourage them to attend adult education classes paid for by the company. Employees will feel you are investing in them, and this will translate into an improved job performance.

Don't forget the fun.

Once in a while you have put work aside and do something nice for the people who work for you. Treat the office to a pizza lunch or take everyone to the movies. Reward employees with an unexpected day off or by closing the office early on a random Friday afternoon.

Acknowledge contributions.

You can make a huge difference in employee morale simply by taking the time to recognize each employee's contributions and accomplishments, large or small. Be generous with praise.

Provide incentives.

Offer people incentives to perform well, either with something small like a gift certificate or something more substantial such as a performance-based bonus or salary increase. Give out "Employee of the Month" awards. Such tokens of appreciation will go far in motivating employees.

Honour your promises.

Getting people to give their all requires following through on promises. If you tell an employee that he or she will be considered for a bonus if numbers improve or productivity increases, you'd better put your money where your mouth is. Failure to follow through on promises will result in a loss of trust -- not only that person's trust, but the trust of every employee that hears the story.

Provide career coaching.

Help employees reach the next level professionally by providing on-site coaching.

Match tasks to talents.

You can improve employee motivation by improving employee confidence. Assign individuals with tasks you know they will enjoy or will be particularly good at. An employee who is successful at one thing will have the self-confidence to tackle

other projects with renewed energy and excitement.

Characteristics of motivation

On the academic front, Turner and Lawrence suggested that there are three basic characteristics of a "motivating" job:

1. It must allow a worker to feel personally responsible for a meaningful portion of the work accomplished. An employee must feel ownership of and connection with the work he or she performs. Even in team situations, a successful effort will foster an awareness in an individual that his or her contributions were important in accomplishing the group's tasks.

2. It must provide outcomes which have intrinsic meaning to the individual. Effective work that does not lead a worker to feel that his or her efforts matter will not be maintained. The outcome of an employee's work must have value to himself or herself and to others in the organization.

3. It must provide the employee with feedback about his or her accomplishments. A constructive, believable critique of the work performed is crucial to a worker's motivation to improve.

Types of motivation:

(1) Achievement Motivation

It is the drive to pursue and attain goals. An individual with achievement motivation wishes to achieve objectives and advance up on the ladder of success. Here, accomplishment is important for its own sake and not for the rewards that accompany it. It is similar to 'Kaizen' approach of Japanese Management.

(2) Affiliation Motivation

It is a drive to relate to people on a social basis. Persons with affiliation motivation perform work better when they are complimented for their favorable attitudes and

co-operation.

(3) Competence Motivation

It is the drive to be good at something, allowing the individual to perform high quality work. Competence motivated people seek job mastery, take pride in developing and using their problem-solving skills and strive to be creative when confronted with obstacles. They learn from their experience.

(4) Power Motivation

It is the drive to influence people and change situations. Power motivated people wish to create an impact on their organization and are willing to take risks to do so.

(5) Attitude Motivation

Attitude motivation is how people think and feel. It is their self confidence, their belief in themselves, their attitude to life. It is how they feel about the future and how they react to the past.

(6) Incentive Motivation

It is where a person or a team reaps a reward from an activity. It is “You do this and you get that”, attitude. It is the types of awards and prizes that drive people to work a little harder.

(7) Fear Motivation

Fear motivation coerces a person to act against will. It is instantaneous and gets the job done quickly. It is helpful in the short run.

1.2 INDUSTRY PROFILE

Introduction

The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India is the leading sourcing destination across the world, accounting for approximately 55% market share of the US\$ 200-250 billion global services sourcing business in 2019-20.

The IT industry accounted for 8% of India's GDP in 2020. According to STPI (Software Technology Park of India), software exports by the IT companies connected to it, stood at Rs. 1.20 lakh crore (US\$ 16.29 billion) in the first quarter of FY22.

Market Size

The IT & business service industry's revenue was estimated at ~US\$ 6.96 billion in the first half of 2021, an increase of 6.4% YoY. The export revenue of the IT industry is estimated at US\$ 150 billion in FY21. According to Gartner estimates, IT spending in India is estimated to reach US\$ 93 billion in 2021 (7.3% YoY growth) and further increase to US\$ 98.5 billion in 2022. The BPM sector in India currently employs >1.4 million people, while IT and BPM together have >4.5 million workers, as of FY21.

India's software services exports (excluding exports through commercial presence) increased by 4% in FY21 compared with FY20 and are estimated at USD 133.7 billion during 2020-21. Indian software product industry is expected to reach US\$ 100 billion by 2025. Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres. In line with this, in February 2021, Tata Consultancy Services announced to recruit ~1,500 technology employees across the UK over the next year. The development would build capabilities for TCS to deliver efficiently to the UK customers. As of FY21, the IT industry employed 4.5 million people.

The data annotation market in India stood at ~ US\$ 250 million in FY20, of which the US market contributed ~ 60% to the overall value. The market is expected to reach ~ US\$ 7 billion by 2030 due to accelerated domestic demand for AI.

Investments/ Developments

Indian IT's core competencies and strengths have attracted significant investment from major countries. The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflows worth US\$ 74.12 billion between April 2000 and June 2021. The sector ranked 2nd in FDI inflows as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT). Japanese investments in the Indian IT sector grew 4X between 2016 and 2020. Investments stood at US\$ 9.2 billion in the review period. Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra are diversifying their offerings and showcasing leading ideas in blockchain and artificial intelligence to clients using innovation hubs and research and development centres to create differentiated offerings.

Some of the major developments in the Indian IT and ITeS sector are as follows:

- In November 2021, Wipro partnered with TEOCO to build solutions for communication service providers (CSPs) to improve network automation, efficiency, flexibility and reliability.
- In August 2021, Tata Consultancy Services was adjudged a leader in the NelsonHall NEAT for CX Services in Banking, Financial Services and Insurance (BFSI).
- In August 2021, SAP India and Microsoft announced the introduction of TechSaksham, a collaborative skilling initiative aimed at enabling young women (from underprivileged regions) to pursue careers in technology. 62,000 women students will be trained in artificial intelligence (AI), cloud computing, web design and digital marketing as a result of this collaboration.
- In August 2021, Startek, a business process management company, announced a plan to increase its minority stake in CSS Corp to reach a wider market. It also announced a plan to recruit >2,000 employees in India, in FY22.
- In July 2021, Wipro announced plans to invest US\$ 1 billion over the next three years to expand its cloud technology capabilities through acquisitions and collaborations.
- In July 2021, Infosys announced that it has set up an Automotive Digital Technology and Innovation Centre in Stuttgart, Germany. Automotive IT infrastructure professionals stationed in Germany will transfer from Daimler AG to the new Digital Technology and Innovation Centre as part of Infosys' relationship with Daimler.
- In July 2021, TCS expanded its strategic partnership with Royal London, the largest mutual life insurance, pensions and investment company in the UK, to help the latter

transform its pension platform estate and deliver market-leading services to members and customers.

- In July 2021, Tata Technologies partnered with Stratasys, a 3D printing technology company, to provide advanced additive manufacturing technologies to the Indian manufacturing ecosystem.
- In July 2021, Tech Mahindra Foundation and Wipro GE Healthcare have joined forces to offer skilling and upskilling courses to students and healthcare technicians.
- In July 2021, HCL announced a multi-year agreement with Fiskars Group, consisting of a family of lifestyle brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford and Wedgwood for digital transformation.
- In July 2021, TCS launched Jile 5.0, a key release of its Enterprise Agile, on-the-cloud services, planning and delivery tool that enables enterprises to meet the large-scale development needs of multiple distributed teams.

Government Initiatives

Some of the major initiatives taken by the Government to promote IT and ITeS sector in India are as follows:

- In November 2021, the government launched Internet Exchange in Uttarakhand to enhance the quality of internet services in the state.
- The Karnataka government has signed three MoUs worth US\$ 13.4 million (Rs. 100.52 crore) to help the state's emerging technology sector.
- In August 2021, the Union Minister of State for Electronics and Information Technology, Mr. Rajeev Chandrasekhar, announced that the IT export target is set at US\$ 400 billion for March 2022. In addition, the central government plans to focus in areas, such as cybersecurity, hyper-scale computing, artificial intelligence and blockchain.
- In September 2021, the Indian government announced a plan to build a cyber lab for the 'Online Capacity Building Programme on Crime Investigation, Cyber Law and Digital Forensics' to strengthen cyber security capabilities.
- In September 2021, the Ministry of Electronics and Information Technology (MeitY) organised a workshop under the theme of 'Connecting all Indians', to promote public and private stakeholders' interest in the country and expand internet access to remote areas.

- In September 2021, the Indian government launched the Meghalaya Enterprise Architecture Project (MeghEA), to boost service delivery and governance in the state by leveraging digital technologies, to make Meghalaya a high-income state by 2030.
- In September 2021, the Indian government launched Phase II of Visvesvaraya PhD Scheme to encourage research in 42 emerging technologies in Information Technology (IT), Electronics System Design & Manufacturing (ESDM) and Information Technology Enabled Services (ITES).
- In September 2021, the Indian government inaugurated five National Institute of Electronics & Information Technology (NIELIT) Centres, in three North Eastern states to boost availability of training centres and employment opportunities.
- In August 2021, the India Internet Governance Forum (IIGF) – 2021 was launched at Electronics Niketan in New Delhi by the National Internet Exchange of India (NIXI), the Ministry of Electronics and Information Technology (MeitY) and the Chairman of the Coordination Committee of the IIGF-2021. The event will take place over three days beginning October 20, 2021. The meeting's topic this year is Inclusive Internet for Digital India.
- On July 2, 2021, the Ministry of Heavy Industries and Public Enterprises launched six technology innovation platforms to develop technologies for globally competitive manufacturing in India. The six technology platforms have been developed by IIT Madras, Central Manufacturing Technology Institute (CMTI), International Centre for Automotive Technology (iCAT), Automotive Research Association of India (ARAI), BHEL and HMT in association with IISc Bangalore.
- In Budget 2021, the government has allocated Rs. 53,108 crore (US\$ 7.31 billion) to the IT and telecom sector.
- Department of Telecom, Government of India and Ministry of Communications, Government of Japan signed a MoU to enhance cooperation in areas of 5G technologies, telecom security and submarine optical fibre cable system.

Road Ahead

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. Indian IT & business services industry is expected to grow to US\$ 19.93 billion by 2025.

In November 2021, Mr. Piyush Goyal, Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, lauded the Indian IT sector for excelling its competitive strength with zero government interference. He further added that service exports from India has the potential to reach US\$ 1 trillion by 2030.

CHAPTER - 2

2. MAIN THEME OF THE PROJECT

2.1 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

To study the motivational level among the IT employees during the pandemic.

SECONDARY OBJECTIVES:

- To find out the factors of motivation in the organization.
- To find out the levels of satisfaction among employees about motivation.
- To analyze the effectiveness of motivation in the organization.
- To assess the satisfactory level of your potential development regarding motivation
- To identify the opinion about their preferable motivation method
- To provide valuable suggestions to improve motivation among the employees

2.2 SCOPE OF THE STUDY

- To identify how “motivation” is essential to the employees.
- This study helps to know the employees satisfaction through motivation.
- This study will help to avoid labour turnover due to motivation.

2.3 LIMITATIONS OF THE STUDY

- Management did not accept the personal approach with the workers for collecting personal details.
- Time period given is limited.
- The sample size is 128; so it is not enough to collect the entire data.
- Some of the information was confidential so much information was not revealed
- Availability of the respondents amidst their busy schedule did not permit detailed study.
- Lack of professional approach since researcher is a student.

2.4 RESEARCH METHODOLOGY

Methodology of the study:

Research methodology is a way to systematically solve the research problem. In research it's the responsibility of the research to expose the research decisions to evaluation before they are implemented.

Redmann and Mory defined "research as a systemized effort to gain new knowledge".

Research design:

The researcher has undertaken a descriptive type of research. It describes the characteristics of population of answers for the question like whom, what, when and how related in the field of matter. This study will present the state of affairs it exists. This type of study mainly helps to know the past and to predict the future.

TYPES OF RESEARCH

There are different types of research design such as Exploratory research studies, Descriptive research studies, Diagnosis research studies, Hypothesis testing research studies.

DESCRIPTIVE RESEARCH

In this study researcher used Descriptive research. Descriptive research studies are those studies which are concerned with describing the characteristics of particular individual or of a group.

SAMPLE DESIGN

A Sample is a subset from the total population. It refers to the techniques or the procedures the researcher would adopt in selecting items from the sample. Sample design may as well as lay down the number of items to be included in the sample, (i.e.) the size of sample.

TYPES OF SAMPLE DESIGN

There are different types of sampling design they are systematic sampling, Stratified sampling, Cluster sampling, Area Sampling and Multistage sampling.

STRATIFIED RANDOM SAMPLING

Stratified random sampling is a procedure which first categorizes a population into subgroups. It is a sampling procedure for which the population is first divided into subgroups based on designated criteria and then the sample is drawn.

SAMPLE SIZE:

All considerations in any field of inquiry constitute a universe or population. It refers to the number of items to be selected from the universe. 128 samples are selected for the purpose of study.

DATA COLLECTION METHOD:

It is depending on two types of data. They are

- Primary data
- Secondary data

PRIMARY DATA:

The research was done with the help of questionnaire that proved to be effective in data collecting the relevant information.

The primary data has been collected through

- Questionnaire

SECONDARY DATA:

Secondary data are those which have already been collected by someone else and which have already been passed the statistical process. Secondary data is also collected from.

- Internet
- Magazines

- Journals
- Company brochures

TOOLS USED FOR ANALYSIS OF DATA

The collected data have been tabulated and analyzed in a systematic manner. The tools used for analysis.

PERCENTAGE METHOD

It refers to a specific kind of ratio. It is used to make competition between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful competition to be made.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

2.5 REVIEW OF LITERATURE

Employee Motivation

Organizations require a number of resources, strategies and techniques in order to succeed. From capital, to a business site and to employees, all of these are essential for a business to work. While these components are significant, values, particularly motivation, is also recognized as a vital business element, especially in enabling organizational transformation and enhancement. Motivation permits the business owners and employees to be resourceful, responsible and productive in performing daily business tasks, which in turn helps in uniting the business with its consumers. By means of motivating the employees, managers are able to encourage them to work towards a common goal. This business principle also helps the employees to become more productive, enabling enhancement and transformation to place.

According to Creech (1995), motivation is typically defined by psychologists as a stimulation that causes the creation of aroused, sustained and directed behavior. This behavior in turn leads individuals to work and perform towards goal achievement. Several authors had also studied on the principal concept behind motivation. Kreitner (1995) for instance, has defined motivation as the psychological process that results to a directional and purposeful behavior. Motivation is also defined as the tendency to behave in an appropriate manner to attain certain needs (Buford, Bedeian & Lindner, 1995).

The introduction of several researches on employee motivation has also introduced a number of theories explaining the factors that motivate employees. These theories include the need-hierarchy theory and the two-factor theory. The need-hierarchy theory of Maslow (1943) is among the first motivation theories that had been introduced. In this theoretical model, Maslow noted five levels of employee needs, which include the physiological, social, ego, safety and self-actualising needs. From his work, Maslow is a challenging process and that motivation basically works through a series of needs that are arranged in a certain level. Hersberg on the other hand (Hersberg, Mausner & Snyderman, 1959) had classified motivation into two factors. These two factors are motivators and hygienes. Intrinsic or motivator factors pertain to recognition, achievement and attainment of job satisfaction. Alternatively, extrinsic or hygiene factors refer to job security and payments.

Based from these theoretical perspectives, it is clear that employees would have to receive something in return in order to encourage them to work productively towards

transformation and enhancement. There are many specific ways on how the theories of motivation can be applied in actual work settings. Granting due promotion is one example. Benham (1993) stated that promotion is also synonymous to career success where employees are given higher responsibilities or place on higher authority levels. Promotion is considered an important element of human resource management as it encourages employees to perform with quality. This also represents a significant aspect of the internal selection system. The organisational members' affective reactions towards their job and to the company are also influenced significantly based on their promotional opportunities (Johnston et al., 1993). As explained by the theories of Maslow and Hersberg, motivation can help in drawing out the best each employee can provide; this can be achieved by promotion.

Employee motivation has been accepted and widely studied in human resource from 1930s onwards (Lee-Ross, 2002). Motivation is defined as the process of gratifying internal needs of individual through different actions and behaviors. It pertains on the complexity of mental and physical drives, joint with the environment which makes the people perform the way they do (Lee-Ross, 2002, 55). According to Dubin, motivation is a force which moves the person to act, and push him or her to continue in the course of action that has already been initiated (cited in Kumar & Sharma, 2001).

As a result, without motivation, employees will not contribute towards the productivity and success of overall performance of the organization (Agrawal, 1995). Employee is in need of the skills, knowledge and capabilities to acquire the results with connection to the requirements of the organization. But, it is also vital for them to have the will to achieve the results. The degree or level of motivation of the employees is directly connected to their level of commitment towards their work and determination to work in connection to the high standards (Permagon Flexible Learning, 2005). Motivations can be from financial or non-financial motivators. Both offer effective way of motivating employees, thus maintaining their loyalty and make them stay.

It is important to take note that, even though financial motivation is considered as the primary factors which attract valuable candidate, it is always the nonfinancial motivators which help to sustain valuable employees. This is because of the fact that non-financial motivators focus on the emotional and psychological well-being of individual

employees. For instance, having a fair and equal working environment, which include having fair payment and benefits to each and every employees will be very helpful.

In addition, the reward system enables company to use advance technology which will record the individual performance of employees, therefore, their achievements and their contributions towards the organization will be recorded real-time with the support of different data. As a result, people will work at their best, because they know the monitoring system of the organization, in terms of performance is connected to the reward system. In general, they will be motivated to work at their best in order to maintain the level of their performance and match the standards of the company. Furthermore, the reward system can also help to create positive competition inside the organization.

CHAPTER - 3

3. ANALYSIS AND INTERPRETATION

TABLE- 3.1.1

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR GENDER

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	110	86
2	Female	18	14
	Total	128	100

INTERPRETATION:

From the above table it is highlighted that 86% of the respondents are male employees and 14% of the respondents are female employees.

It is concluded that 86% of the respondents are male employees.

CHART- 3.1.1

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR GENDER

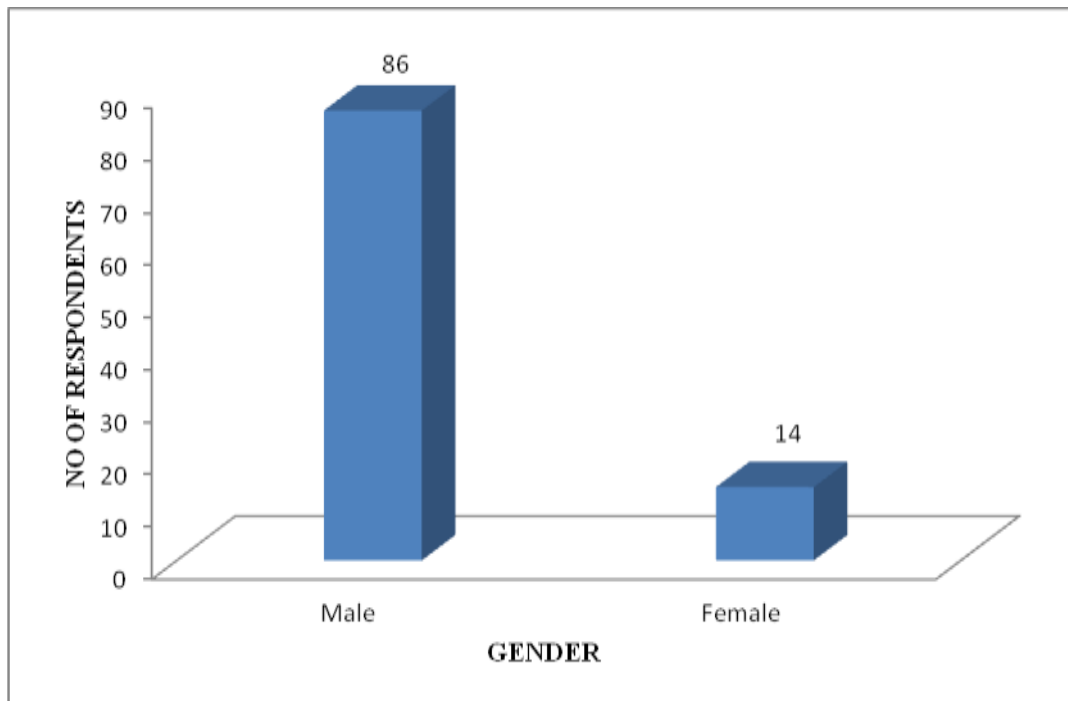


TABLE- 3.1.2

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR AGE

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	18-20	3	2
2	21-25	38	30
3	26-30	28	22
4	31-35	21	16
5	Above 35	38	30
	Total	128	100

INTERPRETATION:

From the above table shows that 30% of the respondents are in the age group of 21-25years, 30% of the respondents are above 35 years, 22% of the respondents are 26-30 years, 16% of the respondents are in the group of 31-35 years and 2% of the respondents are 18-20years.

It is concluded that 30% of the respondents are in the age group of 21-25years and 30% of the respondents are above 35 years.

CHART- 3.1.2

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR AGE

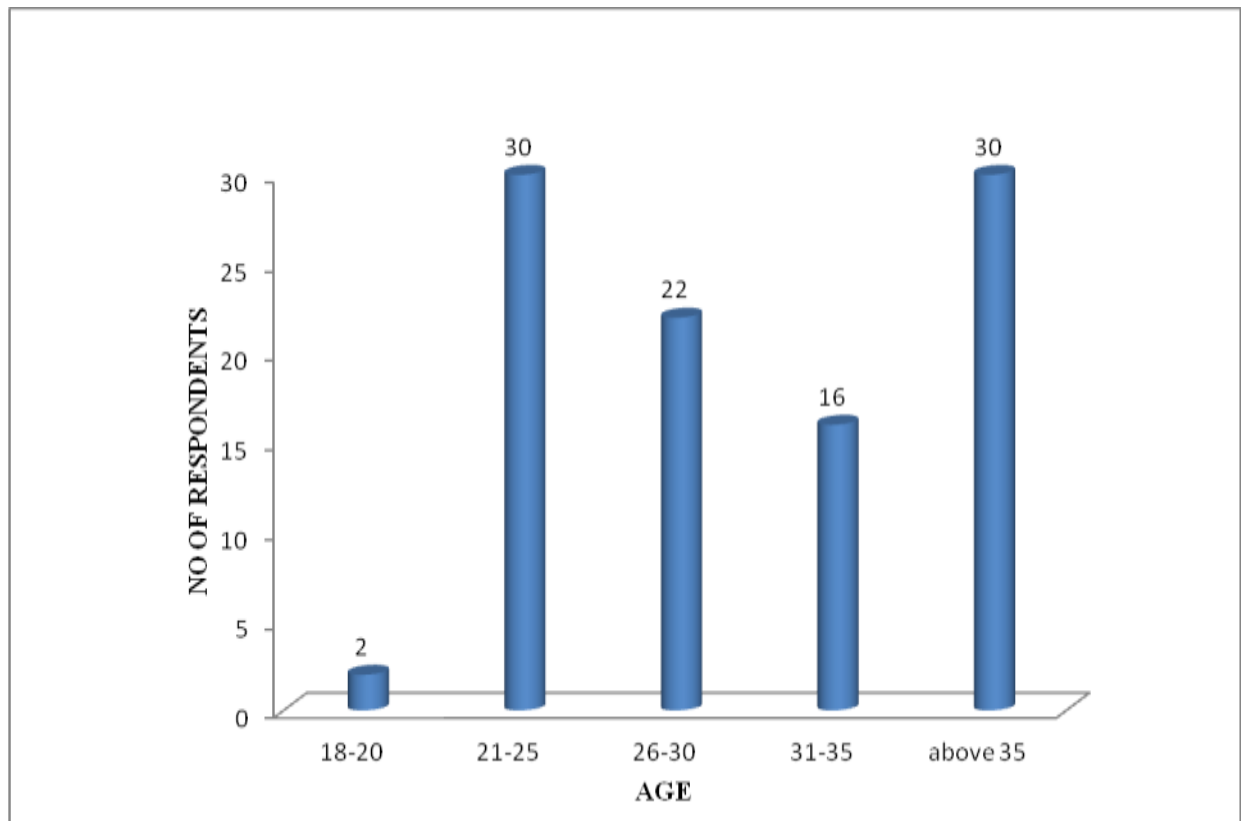


TABLE- 3.1.3

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
EDUCATIONAL QUALIFICATION**

S.NO	EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
1	School level	5	4
2	Diploma	49	38
3	UG	25	20
4	PG	8	6
5	ITI	41	32
	Total	128	100

INTERPRETATION:

From the above table it is classified that 38% of the respondents are Diploma level, 32% of the respondents are ITI holders, 20% of the respondents are UG, 6% of the respondents are PG and 4% of the respondents have completed school level.

It is concluded that 38% of the respondents are in Diploma level.

CHART- 3.1.3

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
EDUCATIONAL QUALIFICATION**

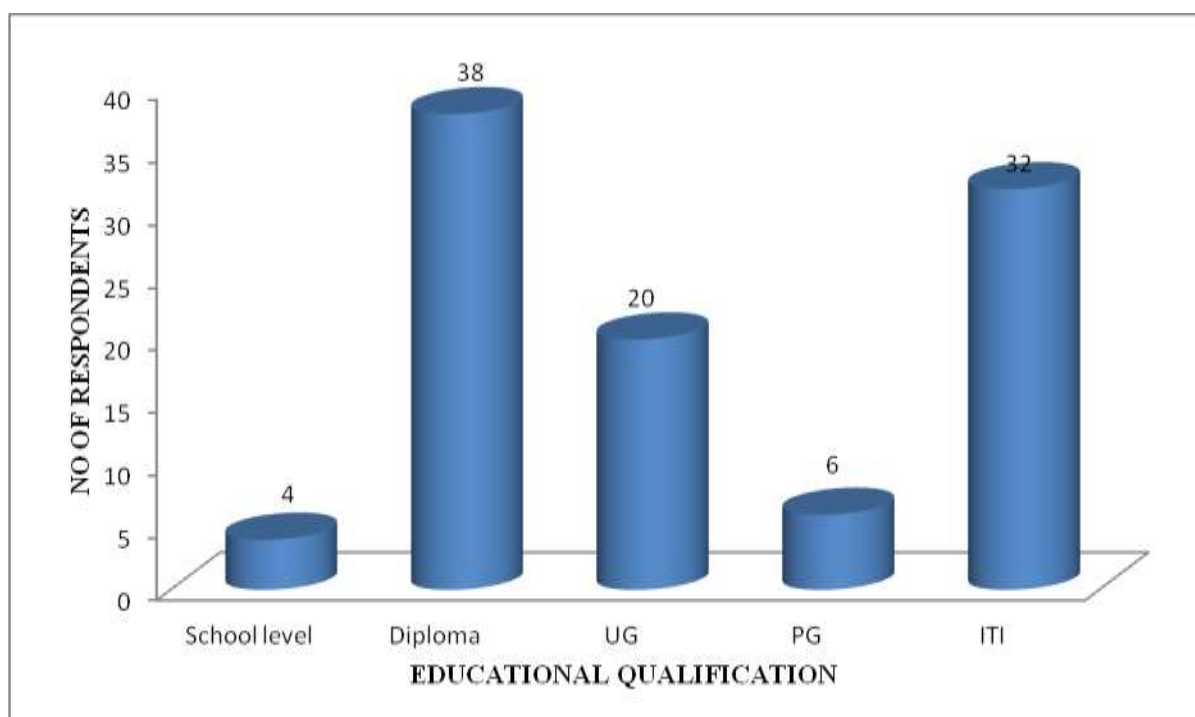


TABLE- 3.1.4

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
MONTHLY INCOME**

S.NO	INCOME STATUS	NO OF RESPONDENTS	PERCENTAGE
1	Below 8000	8	6
2	8001-12000	10	8
3	12001-15000	8	6
4	15001-20000	25	20
5	Above 20000	77	60
	Total	128	100

INTERPRETATION:

From the above table it is noted that 60% of the respondents are earning above 20,000 and 20% of them are earning 15,001-20,000 and 8% of them are earning 8,000-12,000 and 6% of them are earning 12001-15,000 and 6% of the respondents are earning below 8000 rupees as their monthly salary.

It is concluded that 60% of the respondents are earning above 20,000 rupees as their monthly salary.

CHART- 3.1.4

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR MONTHLY INCOME

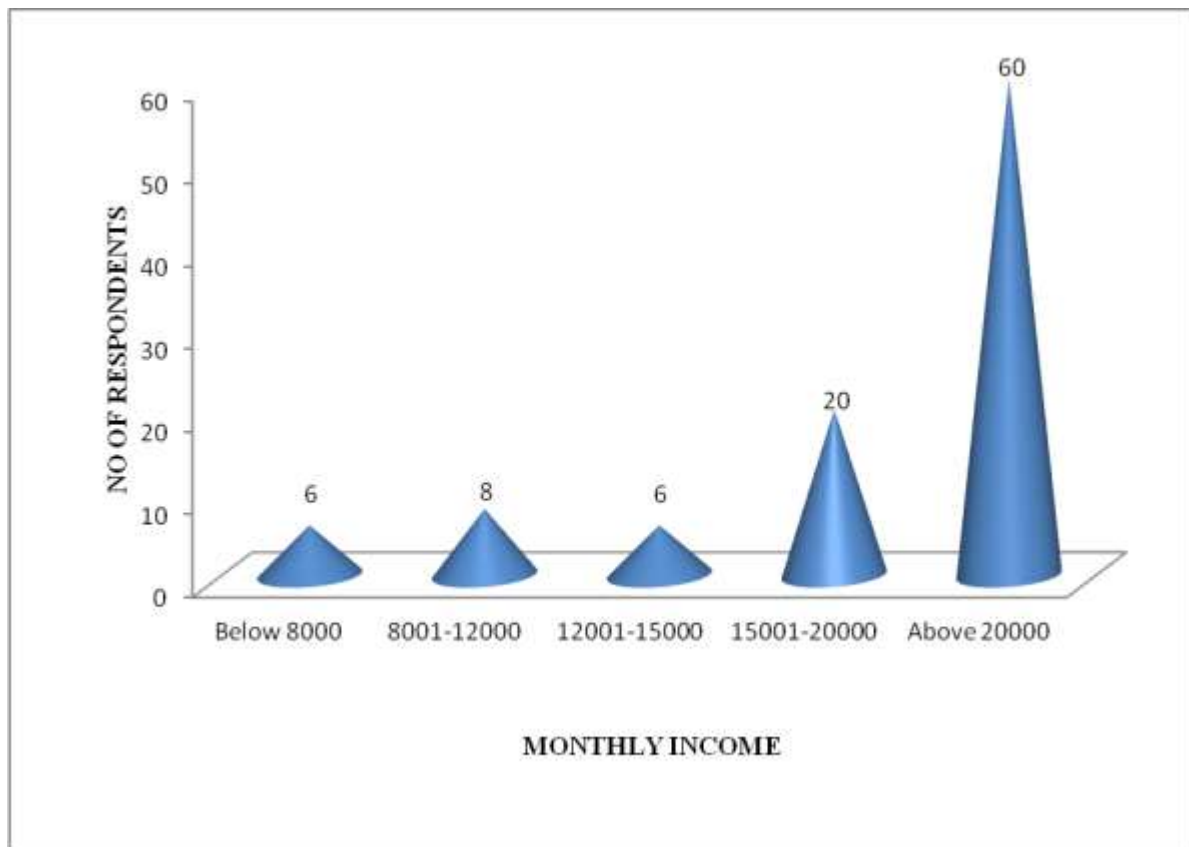


TABLE- 3.1.5

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
MARITAL STATUS**

S.NO	MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
1	Married	84	66
2	Unmarried	44	34
	Total	128	100

INTERPRETATION:

From the above table it is pinpointed that 66% of the respondents are married and 34% of them are unmarried.

It is concluded that 66% of the respondents are married.

CHART- 3.1.5

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
MARITAL STATUS**

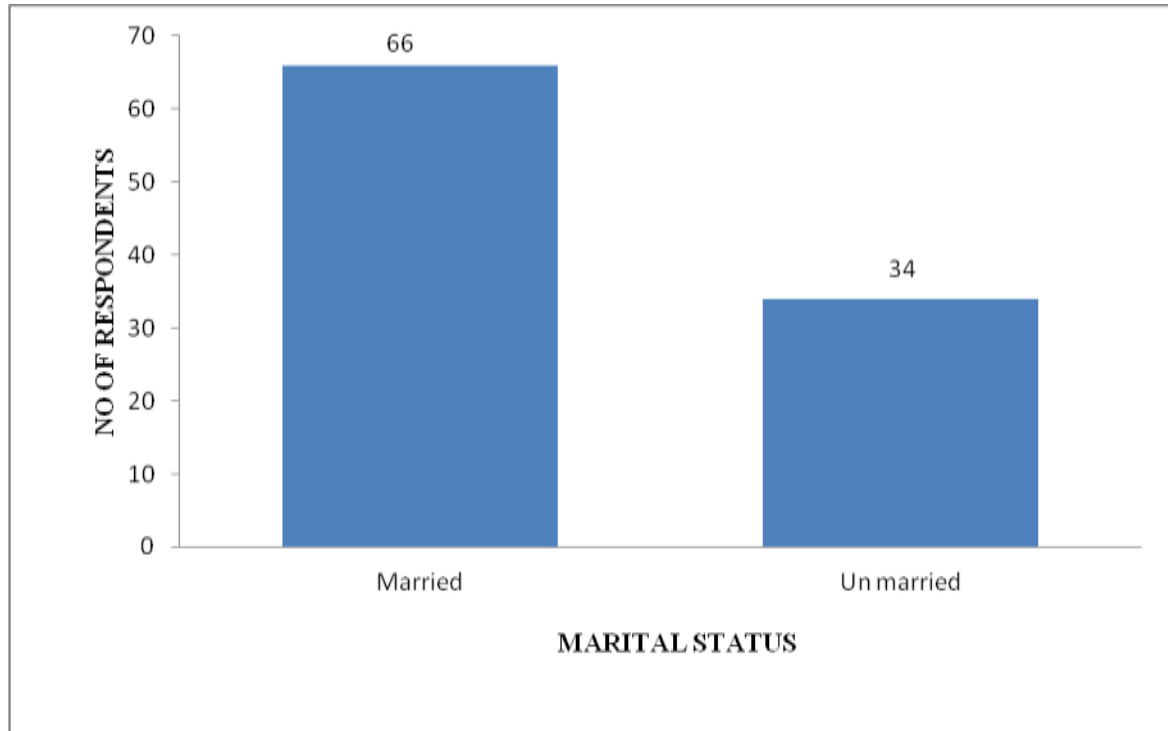


TABLE- 3.1.6

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
EXPERIENCE**

S.NO	EXPERIENCE	NO OF RESPONDENTS	PERCENTAGE
1	Below 3yrs	49	38
2	3-6yrs	20	16
3	7-10yrs	13	10
4	11-14yrs	26	20
5	Above 14yrs	20	16
	Total	128	100

INTERPRETATION:

From the above table it is established that 38% of the respondents are having less than 3 yrs of experience, 20% of them having above 11-14 yrs of experience, 16% of them having 3-6yrs of experienced, 16% of them having more than 14 years experience and 10% of them having 7-10yrs of experience.

It is concluded that 38% of the respondents are having less than 3 yrs of experience.

CHART- 3.1.6

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
EXPERIENCE**

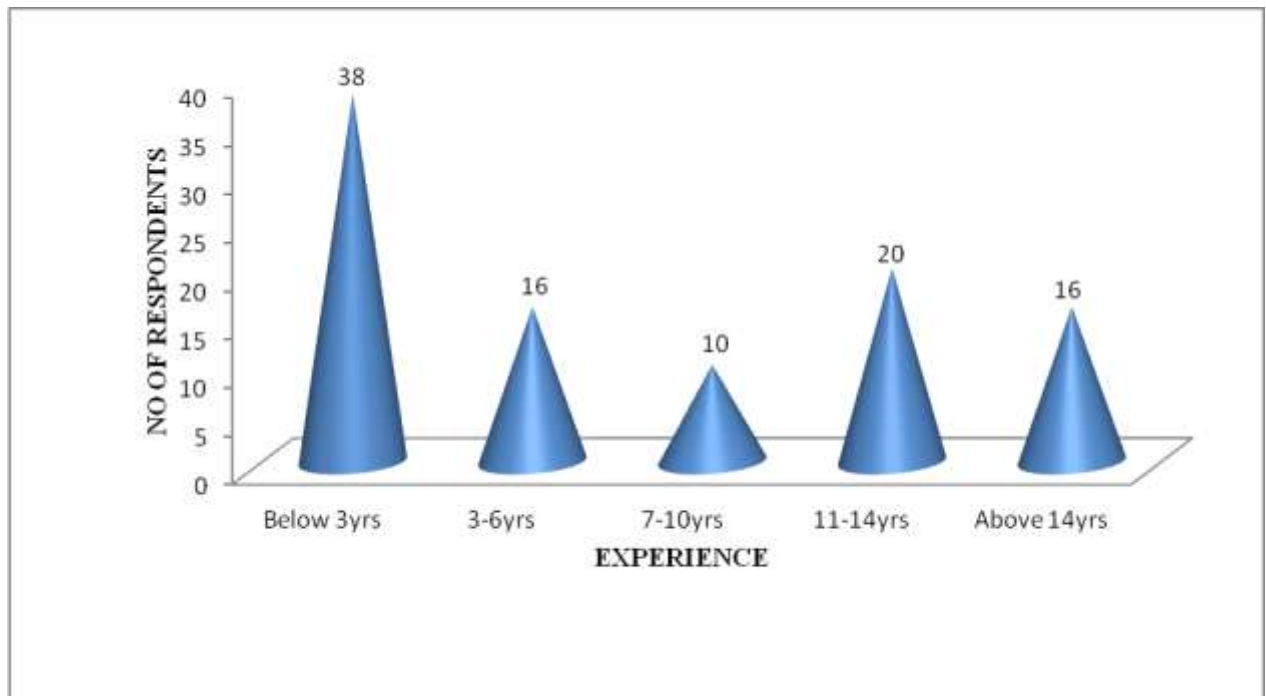


TABLE- 3.1.7

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
YEARS OF WORKING**

S.NO	YEARS OF WORKING	NO OF RESPONDENTS	PERCENTAGE
1	1-3yrs	31	24
2	3-5yrs	25	20
3	5-9yrs	13	10
4	9-15yrs	36	28
5	Above 15yrs	23	18
	Total	128	100

INTERPRETATION:

From the above table it is noted that, 28% of the respondents are working between 9-15 yrs, 24% of respondents are working between 1-3 yrs, 20% of the respondents are working between 3-5 yrs, 18% of the respondents are working above 15 yrs and 10% of the respondents are working between 5-9 yrs.

It is concluded that 28% of the respondents are working between 9-15 yrs.

CHART- 3.1.7

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
YEARS OF WORKING**

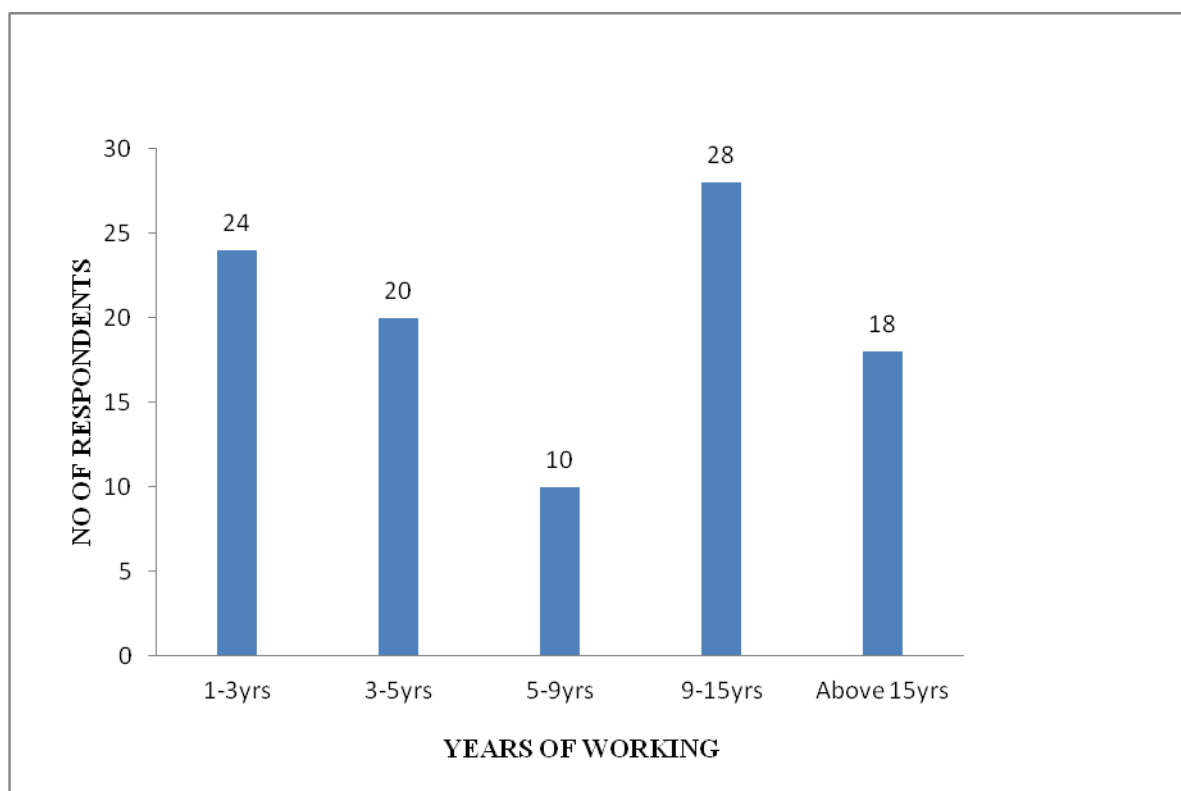


TABLE- 3.1.8

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
NATURE OF MOTIVATOR**

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	Self-motivator	56	44
2	Inducing Motivator	72	56
	Total	128	100

INTERPRETATION:

From the above table it is noted that, 56% of the respondents are inducing motivator and 44% of the respondents are self motivator.

It is concluded that 56% of the respondents are inducing motivator.

CHART- 3.1.8

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
NATURE OF MOTIVATOR**

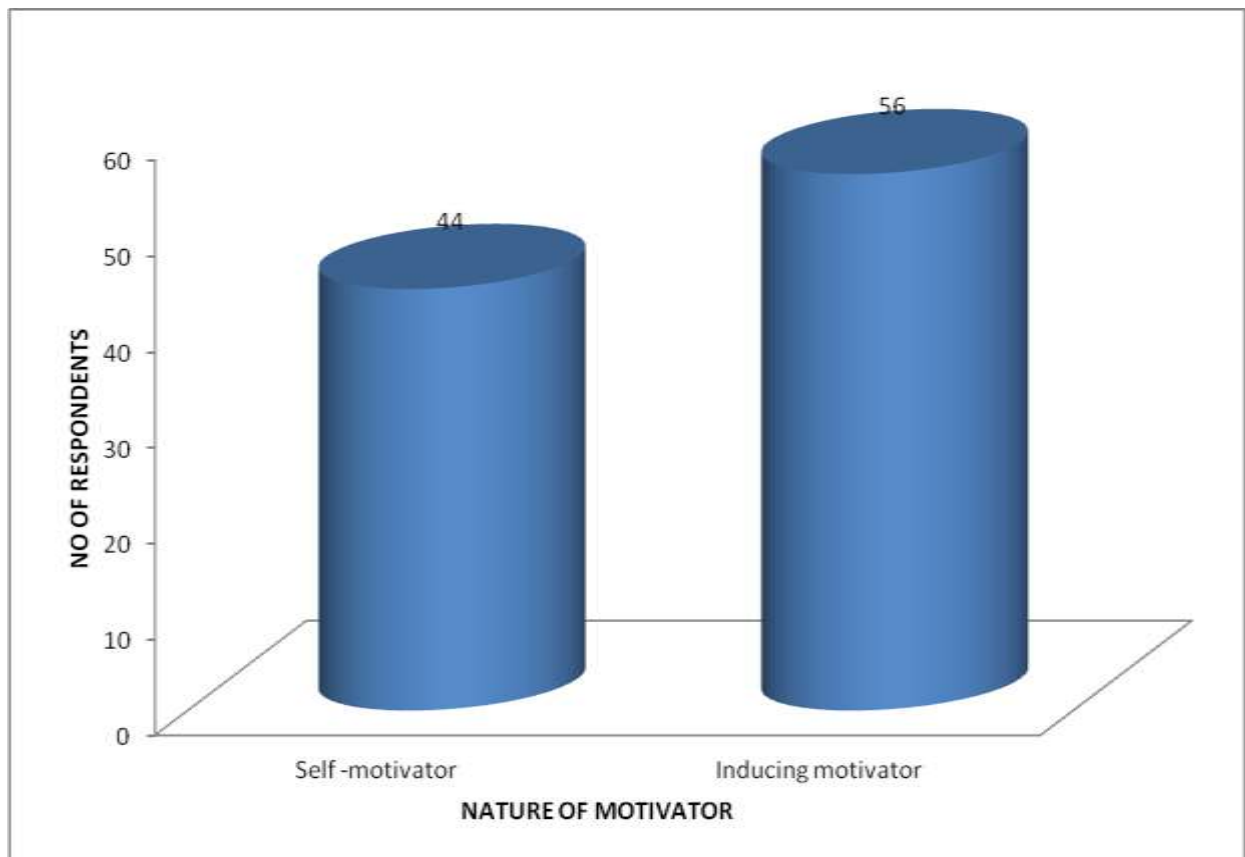


TABLE- 3.1.9

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
IDENTIFICATION OF INDUCING MOTIVATOR**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	95	74
2	No	33	26
	Total	128	100

INTERPRETATION:

The above table shows that 74% of the respondents says that the organization does not identifies the self-motivator and 26% of the respondents say that the organization identifies the self-motivator.

It is concluded that 74% of the respondents say that the organization does not identifies the self-motivator.

CHART- 3.1.9

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
IDENTIFICATION OF INDUCING MOTIVATOR**

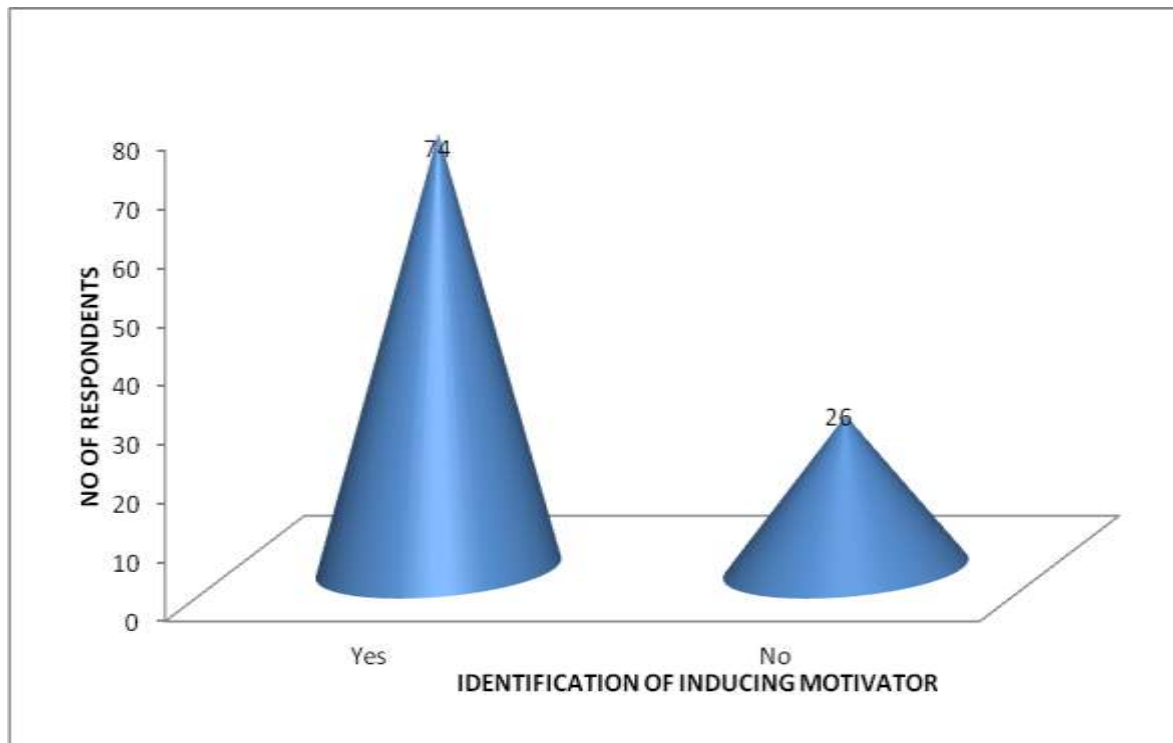


TABLE- 3.1.10

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR KIND
OF MOTIVATION**

S.NO	MOTIVATION	NO OF RESPONDENTS	PERCENTAGE
1	Monetary	15	12
2	Non-Monetary	34	26
3	Both	79	62
	Total	128	100

INTERPRETATION:

The above table shows that 62% of the respondents said that both the motivation method following in their organization, 26% of the respondents said that non-monetary motivation following in their organization and 12% of the respondents said that monetary motivation is following in their organization while motivation.

It is concluded that 62% of the respondents said that both the motivation method following in their organization while motivation.

CHART-3.1.10

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
KIND OF MOTIVATION**

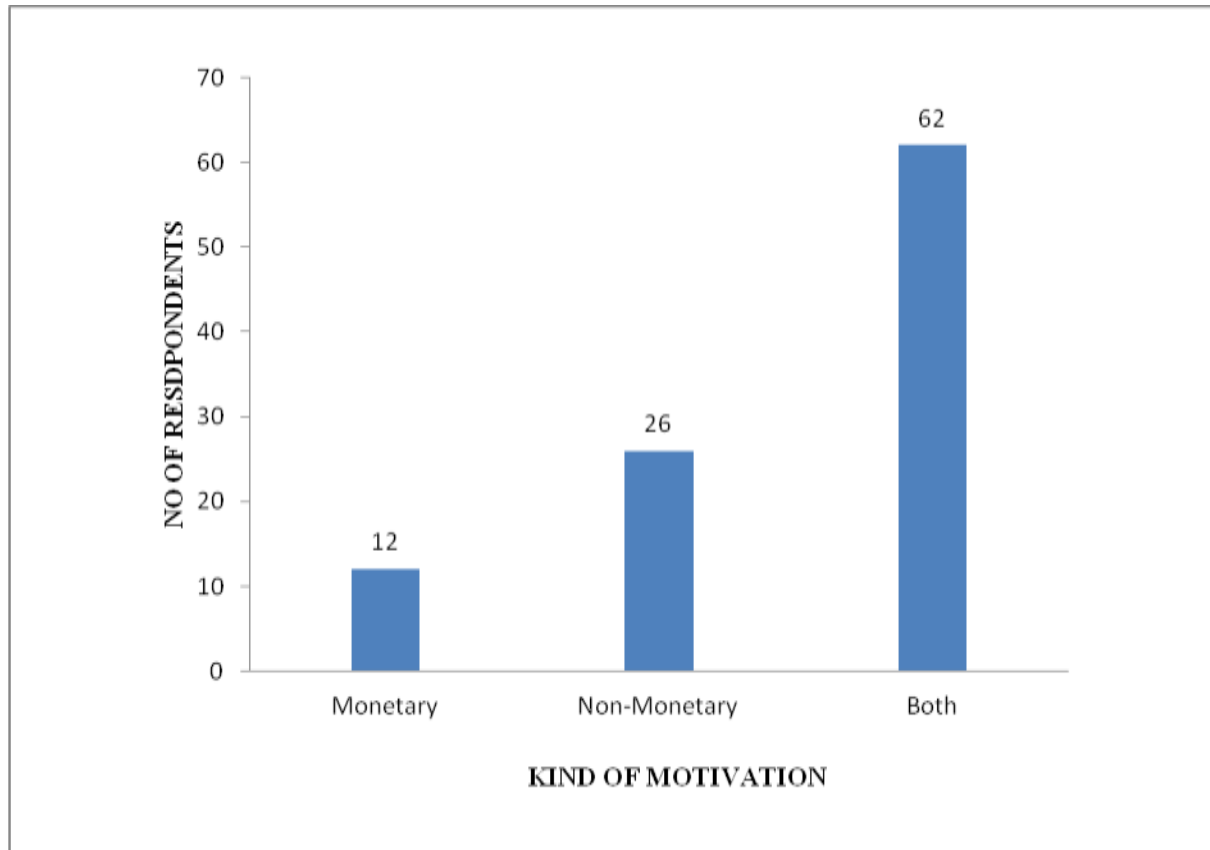


TABLE- 3.1.11

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
PREFERABLE MOTIVATION METHOD**

S.NO	MOTIVATION	NO OF RESPONDENTS	PERCENTAGE
1	Monetary	44	34
2	Non-Monetary	15	12
3	Both	69	54
	Total	128	100

INTERPRETATION:

The above table shows that 54% of the respondents prefer both motivation methods, 34% of the respondents are preferring monetary method and 12% of the respondents preferred non- monetary method.

It is concluded that 54% of the respondents prefer both motivation method.

CHART-3.1.11

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
PREFERABLE MOTIVATION METHOD**

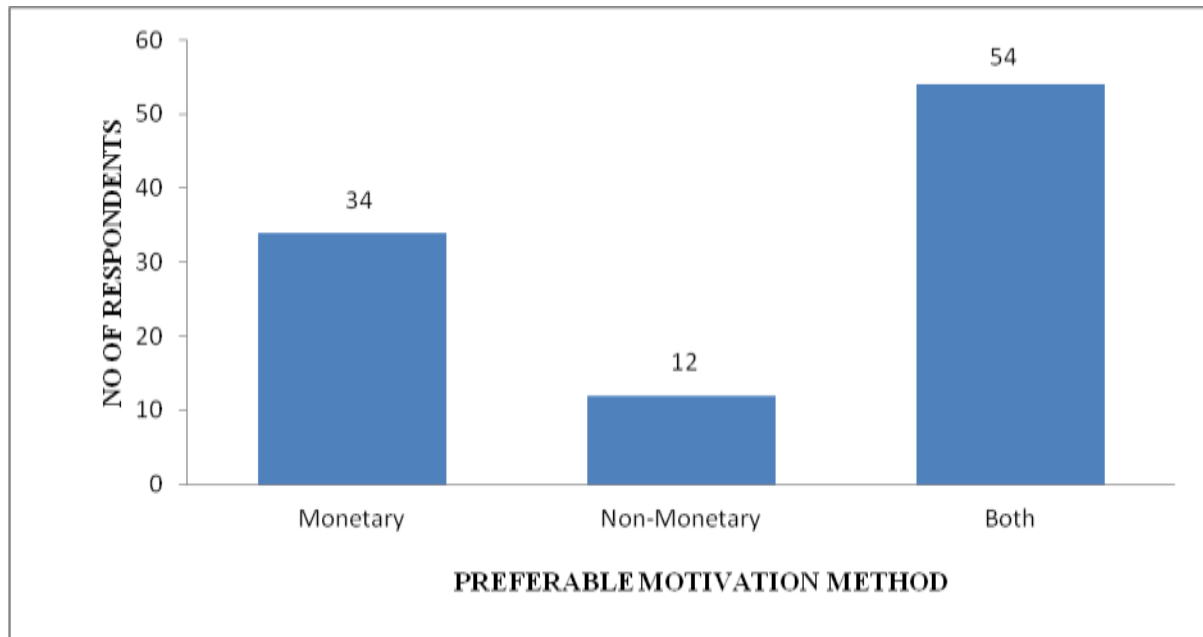


TABLE- 3.1.12

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR OFFER OF
PERFORMANCE BASED MOTIVATION**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	92	72
2	No	36	28
	Total	128	100

INTERPRETATION:

From the above table it is noted that 72% of the respondents said that the organization offering performance based motivation and 28% of the respondents said that the organization not offering performance based motivation.

It is concluded that 72% of the respondents said that the organization offering performance based motivation.

CHART- 3.1.12

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR OFFER OF
PERFORMANCE BASED MOTIVATION**

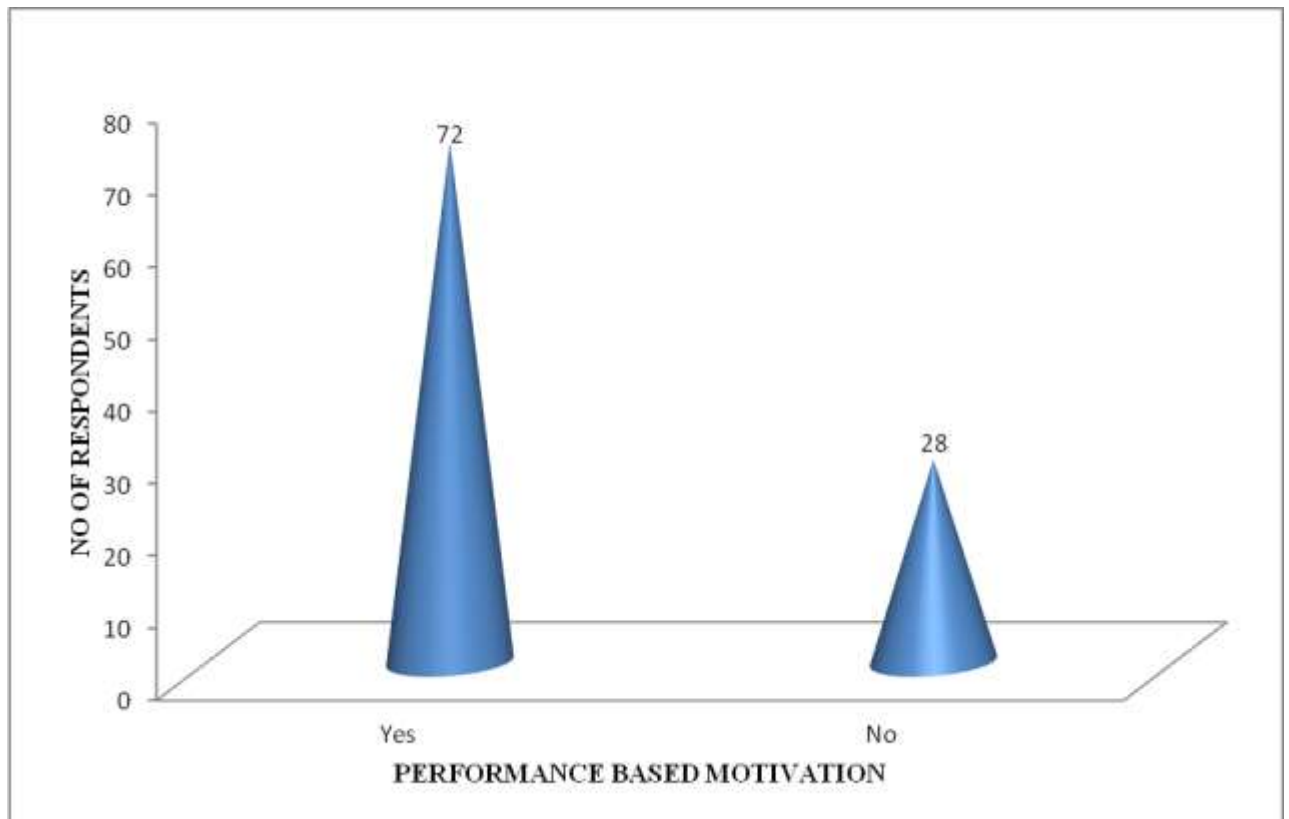


TABLE- 3.1.13

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
IMPROVEMENT OF PERFORMANCE**

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	Yes	118	92
2	No	10	8
	Total	128	100

INTERPRETATION:

From the above table it is noted that 92% of the respondents feels that the motivation improves their performance, 8% of the respondents feels that the motivation does not improves their performance.

It is concluded that 92% of the respondents feels that the motivation improves their performance.

CHART- 3.1.13

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
IMPROVEMENT OF PERFORMANCE**

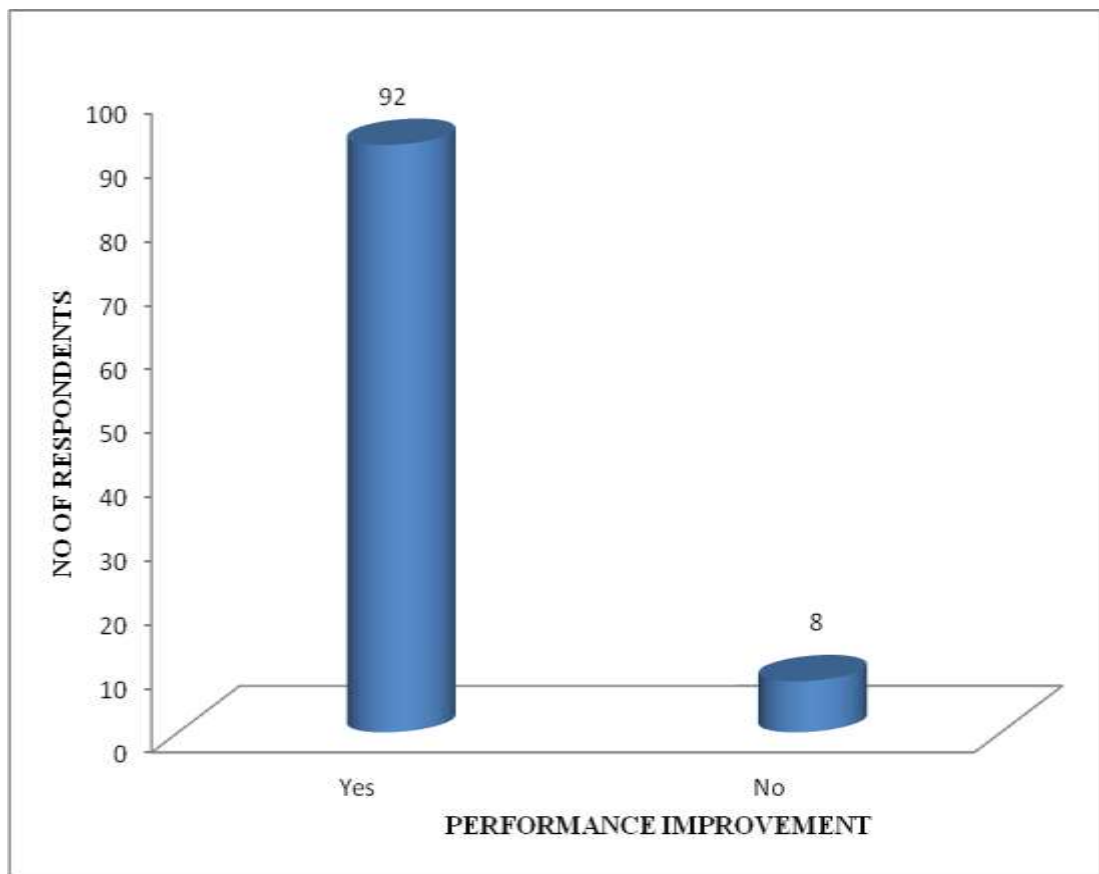


TABLE- 3.1.14

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS POTENTIAL DEVELOPMENT

S.NO	POTENTIAL DEVELOPMENT	NO OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	17	13
2	Satisfied	37	29
3	Neutral	41	32
4	Dissatisfied	19	15
5	Highly Dissatisfied	14	11
	Total	128	100

INTERPRETATION:

From the above table it is noted that 13% of the respondents are highly satisfied, 32% of the respondents are neutral, 29% of the respondents satisfied, 15% of the respondents are dissatisfied and 11% of the respondents are highly dissatisfied that because towards potential development.

It is concluded that 32% of the respondents are neutrally satisfied towards potential development.

CHART- 3.1.14

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS POTENTIAL DEVELOPMENT

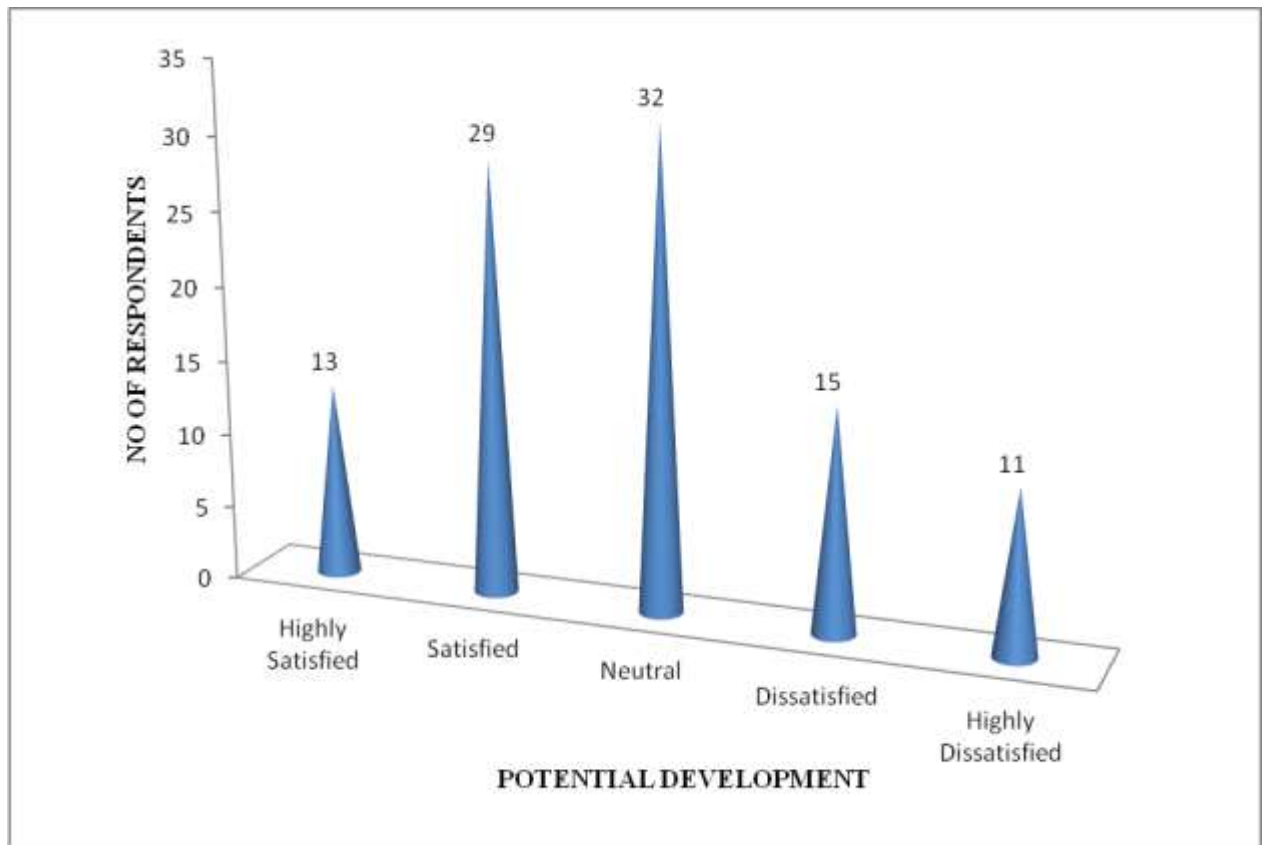


TABLE- 3.1.15

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
BENEFITS GAINED THROUGH MOTIVATION**

S.NO	BENEFITS	NO OF RESPONDENTS	PERCENTAGE
1	Promotion	13	10
2	Incentives	49	38
3	Reward	28	22
4	Award	15	12
5	All the above	23	18
	Total	128	100

INTERPRETATION:

From the above table it is noted that 38% of the respondents gaining benefits of incentives, 22% of the respondents gaining benefits of rewards, 12% of the respondents gaining benefits of awards, 10% of the respondents gaining benefits of promotion and 12% of the respondents gaining benefits of all the above.

It is concluded that 38% of the respondents gaining benefits of incentives through motivation.

CHART- 3.1.15

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR BENEFITS
GAINED THROUGH MOTIVATION**

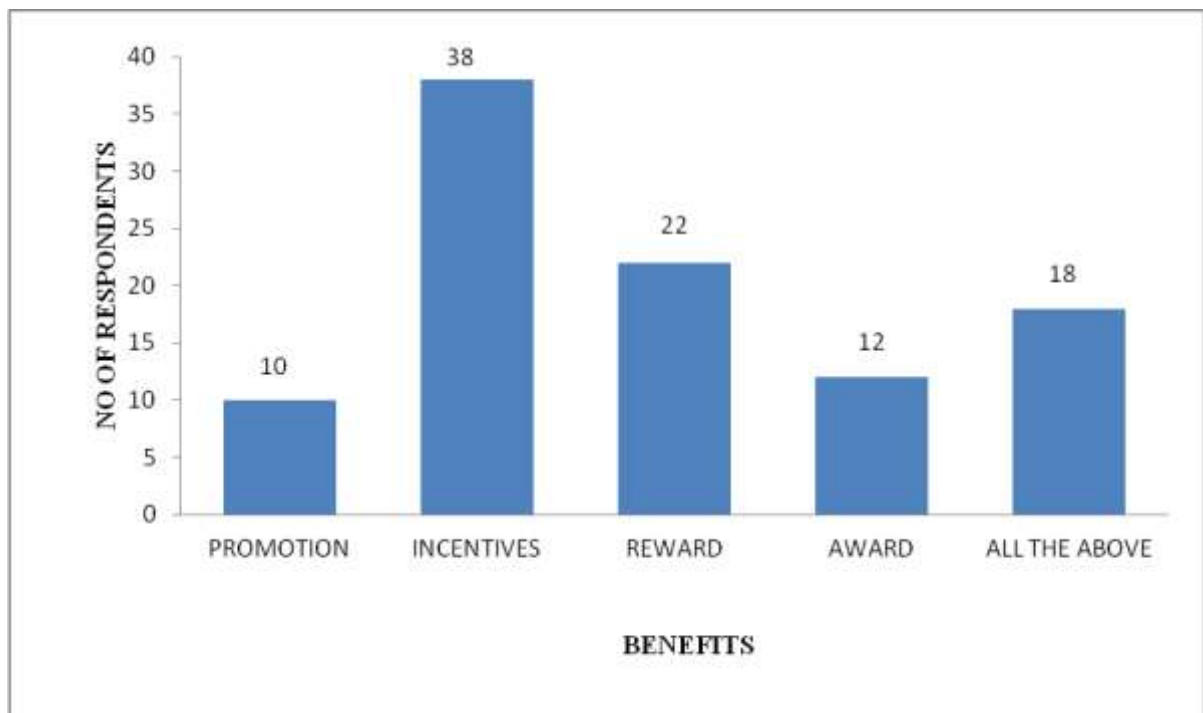


TABLE- 3.1.16

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
RETENTION THROUGH MOTIVATION**

S.NO	EMPLOYEE RETENTION	NO OF RESPONDENTS	PERCENTAGE
1	Highly Agree	8	6
2	Agree	92	72
3	Neutral	20	16
4	Highly Disagree	0	0
5	Disagree	8	6
	Total	128	100

INTERPRETATION:

From the above table it is noted that 72% of the respondents are agree that motivation helps in employee retention, 16% of the respondents are neutrally agree that motivation helps in employee retention, 6% of the respondents are highly agree that motivation helps in employee retention and 6% of the respondents are disagree that motivation helps in employee retention.

It is concluded that 72% of the respondents are agree that motivation helps in employee retention.

CHART- 3.1.16

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
RETENTION THROUGH MOTIVATION**

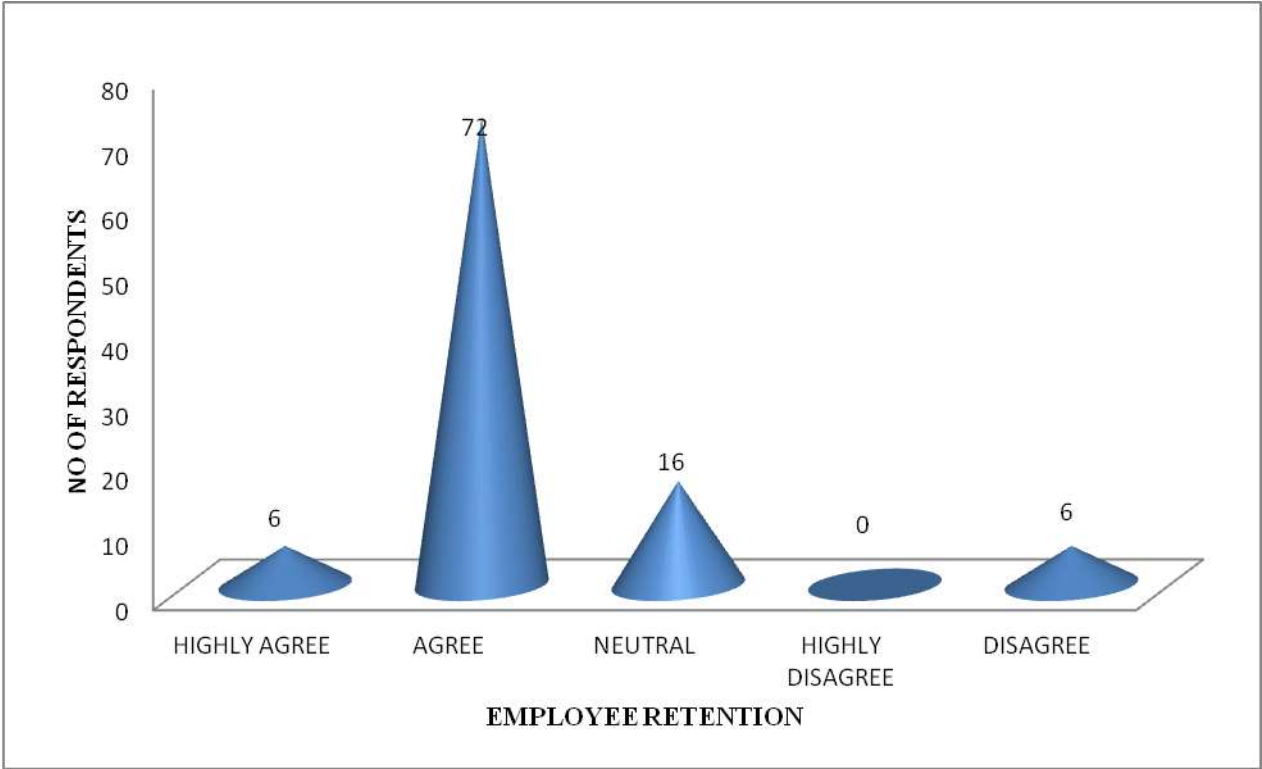


TABLE- 3.1.17.1

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR EFFORTS
TOWARDS ENERGY**

S.NO	ENERGY	NO OF RESPONDENTS	PERCENTAGE
1	Very High	20	16
2	High	69	54
3	Moderate	39	30
4	Very Low	0	0
5	Low	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 16% of the respondent efforts are very high over energy, 54% of the respondent efforts are high over energy, and 30% of the respondent efforts are moderate over energy.

It is concluded that 16% of the respondent efforts are very high over energy.

CHART- 3.1.17.1

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR EFFORTS
TOWARDS ENERGY**

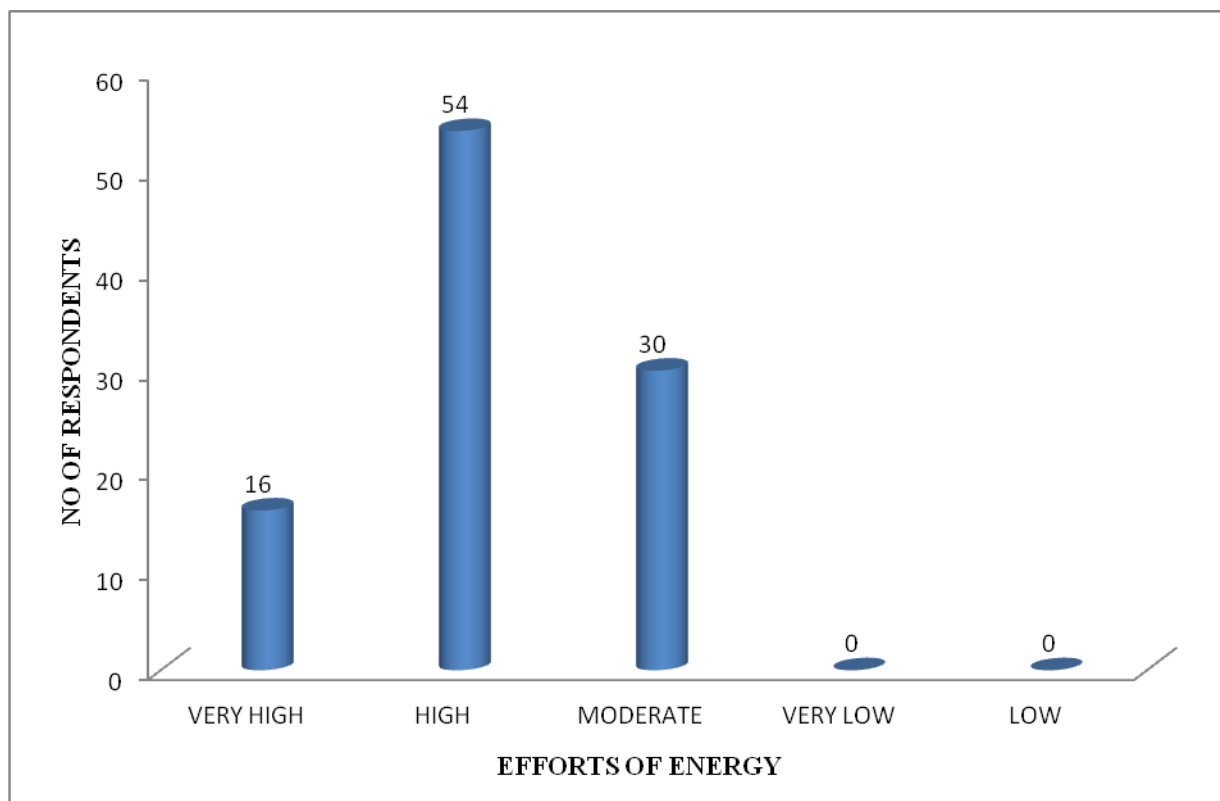


TABLE- 3.1.17.2

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR EFFORTS
TOWARDS COMMITMENT**

S.NO	COMMITMENT	NO OF RESPONDENTS	PERCENTAGE
1	Very High	23	18
2	High	59	46
3	Moderate	46	36
4	Very Low	0	0
5	Low	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 46% of the respondent efforts are high over commitment, 36% of the respondent efforts are moderate over commitment and 18% of the respondent efforts are very high over commitment.

It is concluded that 46% of the respondent efforts are high over commitment.

CHART- 3.1.17.2

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR EFFORTS
TOWARDS COMMITMENT**

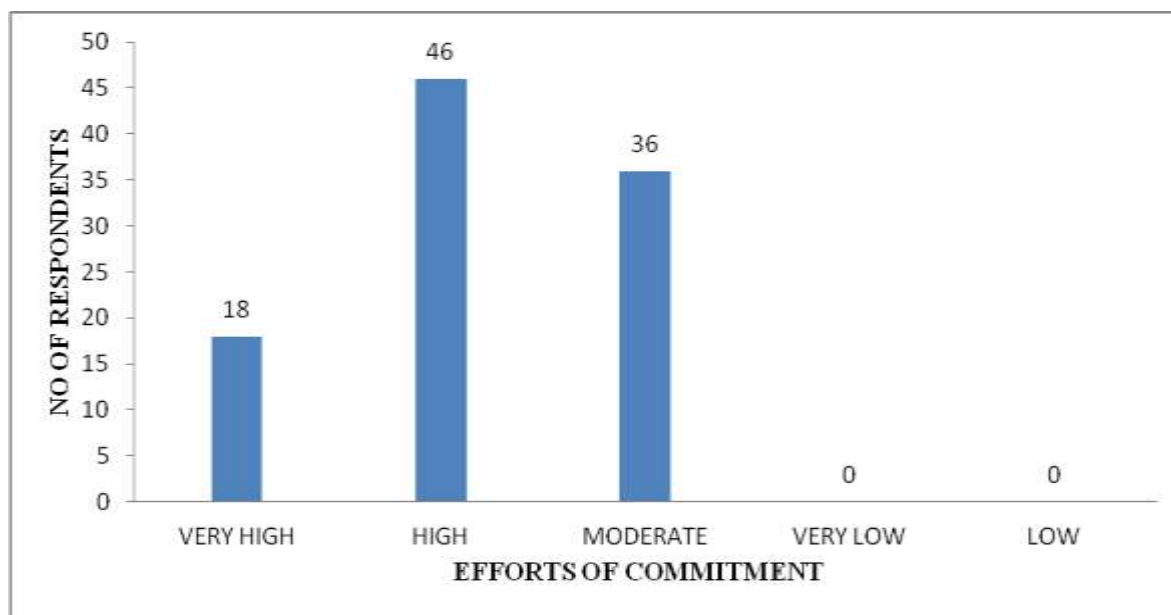


TABLE- 3.1.17.3

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR EFFORTS
TOWARDS CREATIVITY**

S.NO	CREATIVITY	NO OF RESPONDENTS	PERCENTAGE
1	Very High	20	16
2	High	59	46
3	Moderate	49	38
4	Very Low	0	0
5	Low	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 46% of the respondent efforts are high over creativity, 38% of the respondent efforts are moderate over creativity and 16% of the respondent efforts are very high over creativity.

It is concluded that 46% of the respondent efforts are high over creativity.

CHART- 3.1.17.3

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR EFFORTS
TOWARDS CREATIVITY**

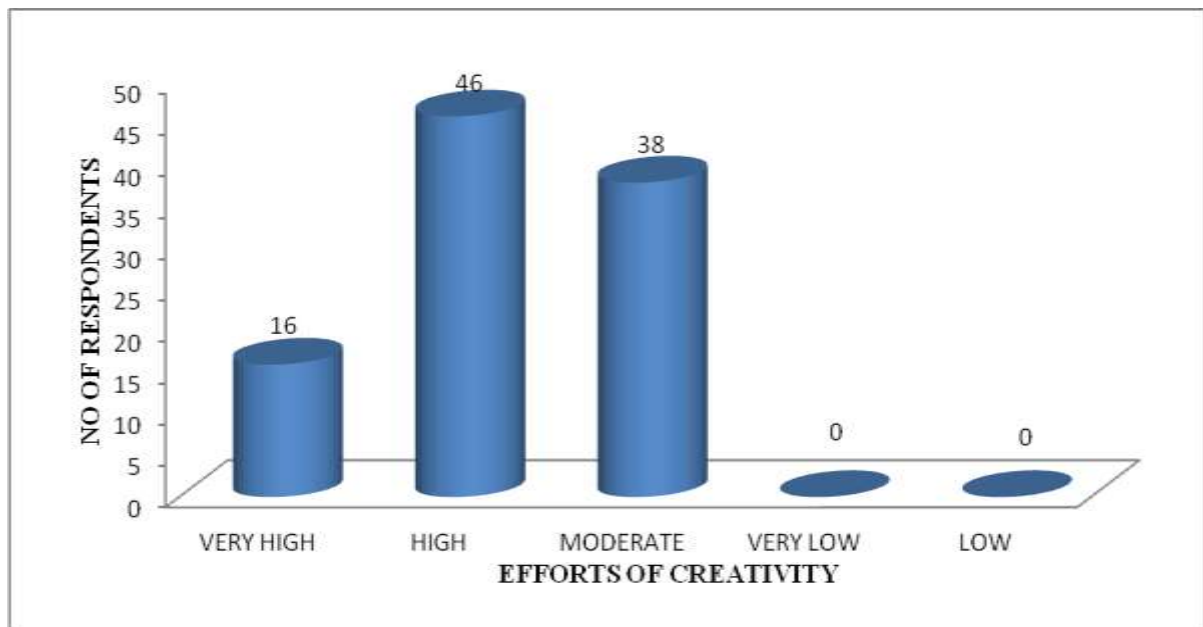


TABLE- 3.1.18

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR OPINION
OVER DISSATISFACTION IN MOTIVATION ABSENCE**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	128	100
2	No	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 100% of the respondents are dissatisfied, if it is in the absence of motivation.

CHART- 3.1.18

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR OPINION
OVER DISSATISFACTION**

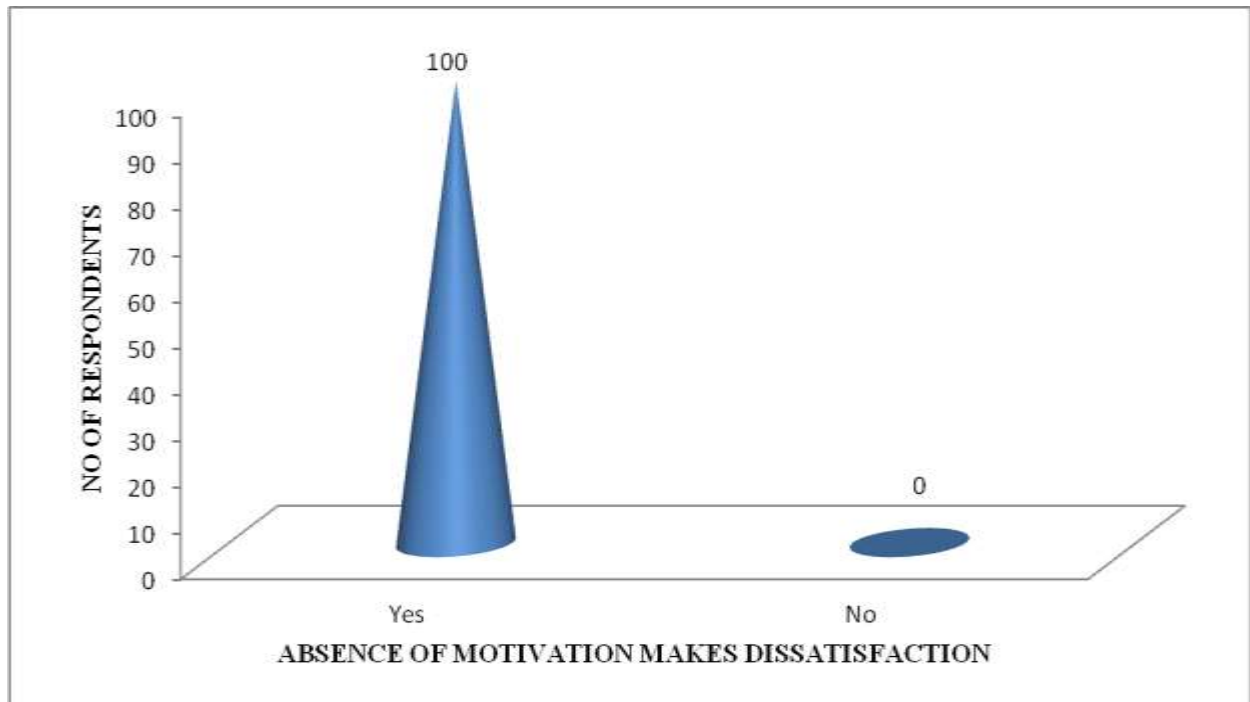


TABLE- 3.1.19

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
CREATION OF CONFIDENCE**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	81	63
2	No	47	37
	Total	128	100

INTERPRETATION:

From the above table it is noted that 63% of the respondent feels that the motivation creates confidence to do a challenging job and 37% of the respondent feels that the motivation does not create confidence to do a challenging job.

It is concluded that 63% of the respondent feels that the motivation creates confidence to do a challenging job.

CHART- 3.1.19

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR
CREATION OF CONFIDENCE**

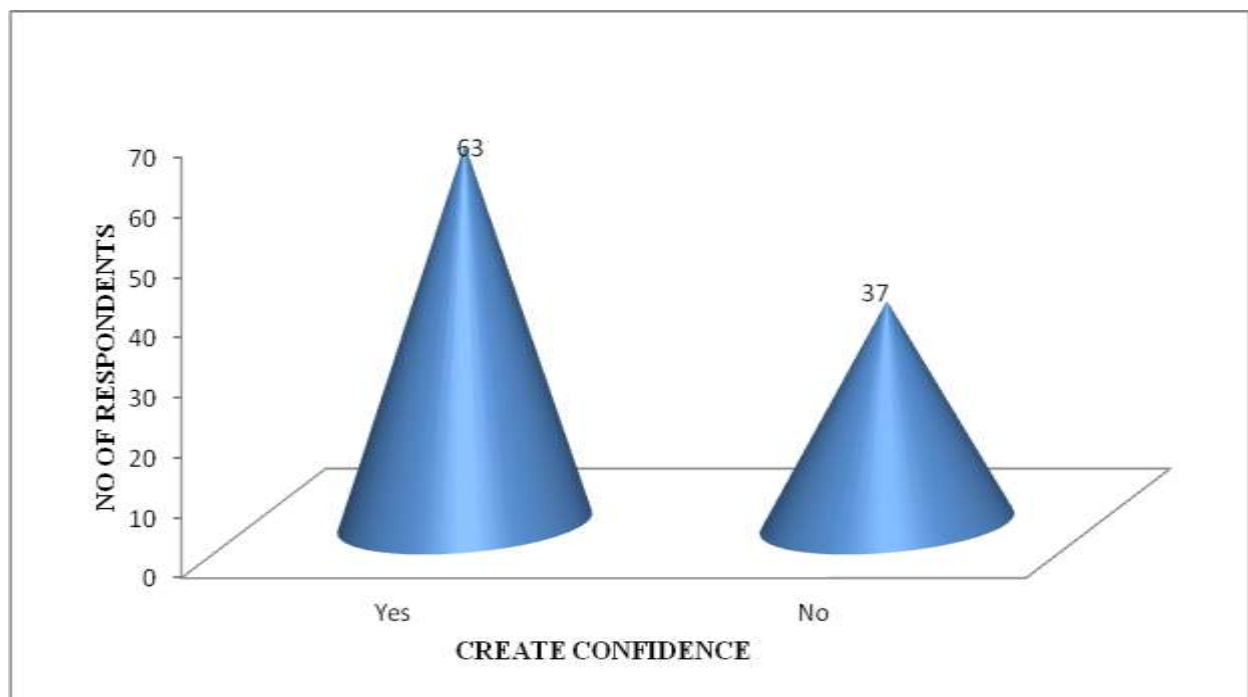


TABLE- 3.1.20.1

**THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF
SATISFACTION TOWARDS WORKING ENVIRONMENT**

S.NO	WORKING ENVIRONMENT	NO OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	23	18
2	Satisfied	64	50
3	Neutral	41	32
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 50% of the respondents are satisfied towards working environment, 32% of the respondents are neutral towards working environment and 18% of the respondents are highly satisfied towards working environment.

It is concluded that 50% of the respondents are satisfied towards working environment.

CHART- 3.1.20.1

**THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF
SATISFACTION TOWARDS WORKING ENVIRONMENT**

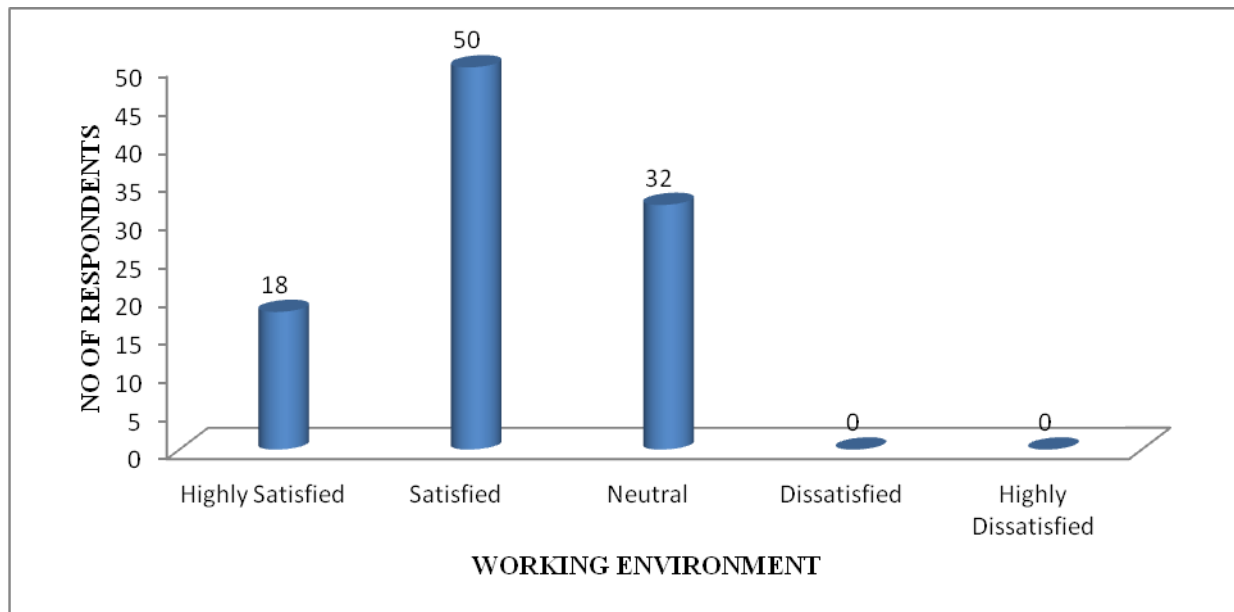


TABLE- 3.1.20.2

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS REWARD

S.NO	REWARD	NO OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	8	6
2	Satisfied	59	46
3	Neutral	61	48
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 48% of the respondents are neutral towards reward, 46% of the respondents are satisfied towards reward and 6% of the respondents are highly satisfied towards reward.

It is concluded that 48% of the respondents are neutral towards reward.

CHART- 3.1.20.2

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS REWARD

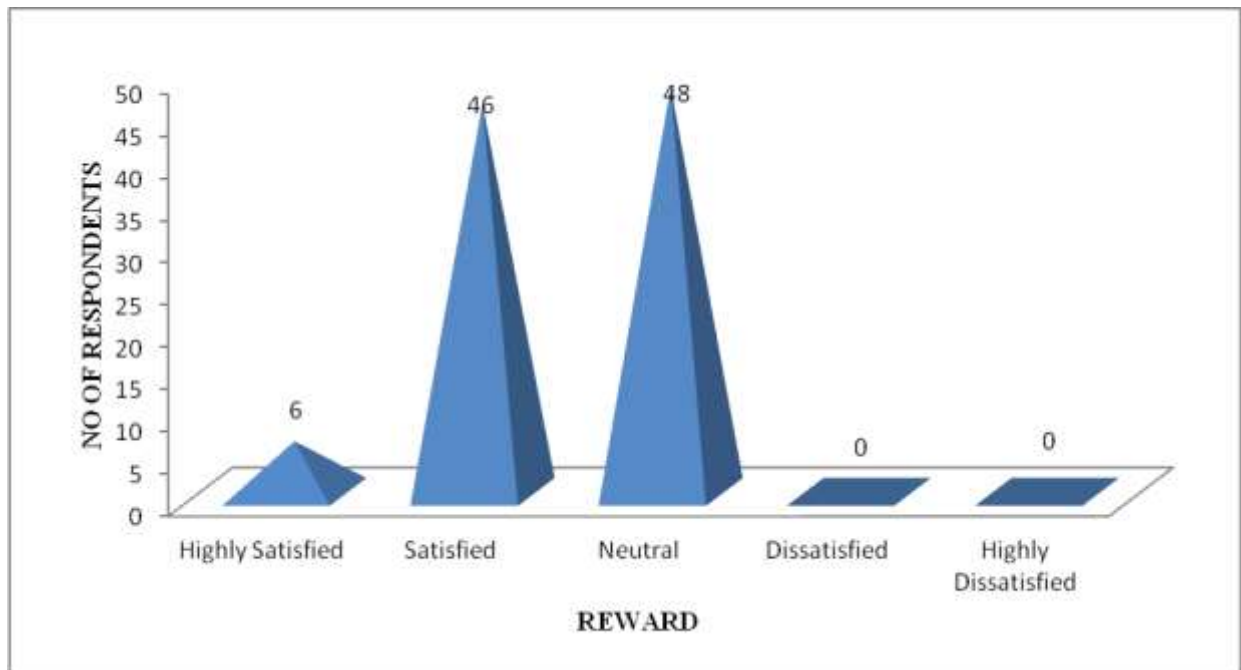


TABLE- 3.1.20.3

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS WELFARE FACILITIES

S.NO	WELFARE FACILITIES	NO OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	33	26
2	Satisfied	67	52
3	Neutral	28	22
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 52% of the respondents are satisfied towards welfare facilities, 26% of the respondents are highly satisfied towards welfare facilities and 22% of the respondents are neutral towards welfare facilities.

It is concluded that 52% of the respondents are satisfied towards welfare facilities.

CHART- 3.1.20.3

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS WELFARE FACILITIES

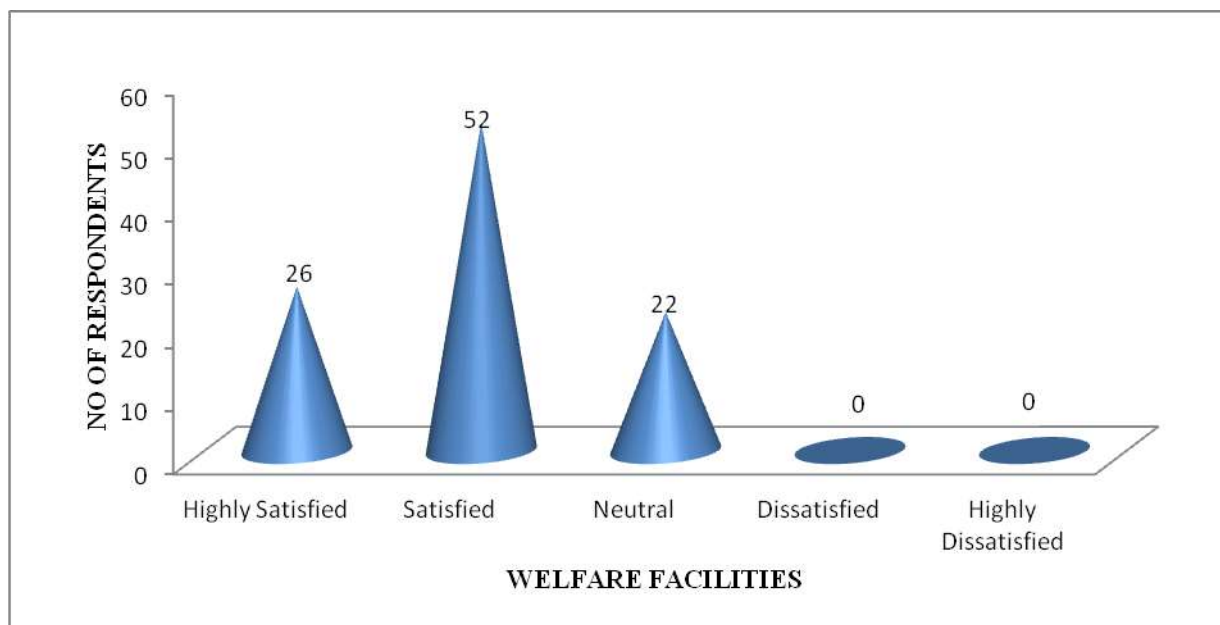


TABLE- 3.1.20.4

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS AWARDS

S.NO	AWARDS	NO OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	5	4
2	Satisfied	56	44
3	Neutral	62	48
4	Dissatisfied	5	4
5	Highly Dissatisfied	0	0
	Total	128	100

INTERPRETATION:

From the above table it is noted that 48% of the respondents are neutral towards awards, 44% of the respondents are satisfied towards awards, 4% of the respondents are highly satisfied towards promotion and 4% of the respondents are dissatisfied towards awards.

It is concluded that 48% of the respondents are neutral towards awards.

CHART- 3.1.20.4

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION TOWARDS AWARDS

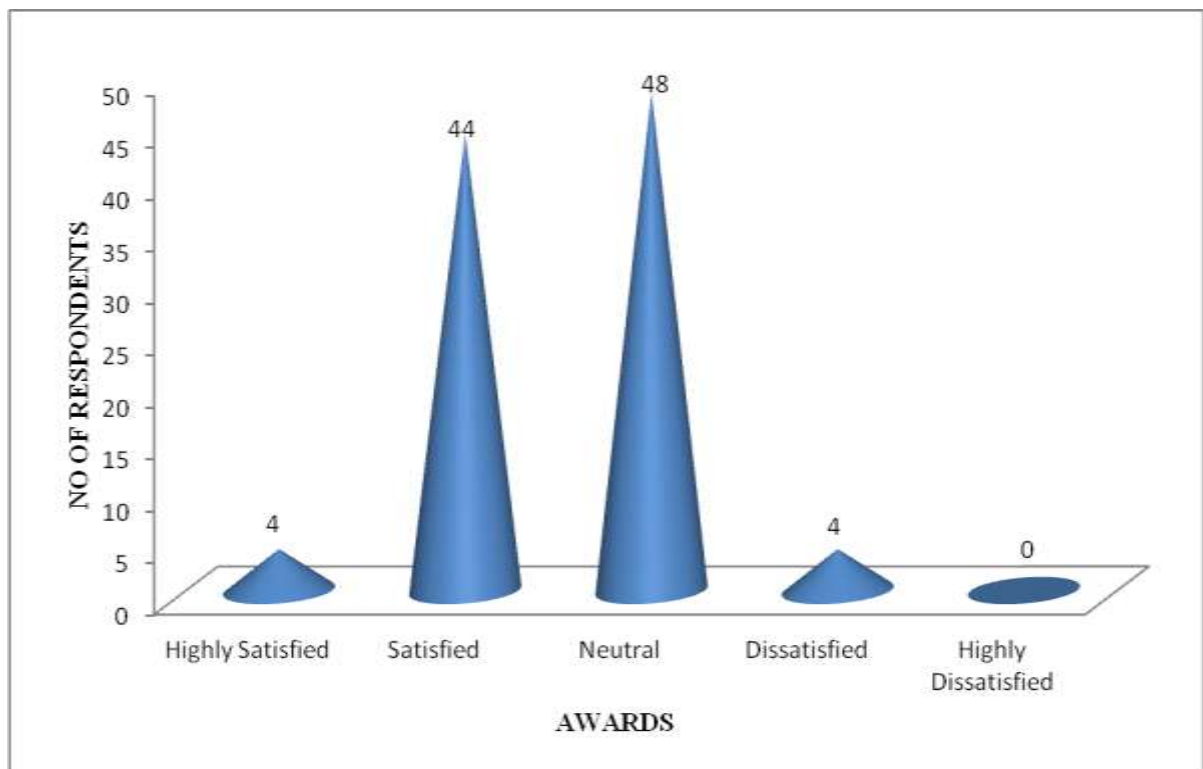


TABLE - 3.1.21

THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF THEIR OVERALL SATISFACTION LEVEL TOWARDS MOTIVATION

S.NO	OVERALL SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
1	Highly Satisfied	5	4
2	Satisfied	82	64
3	Neutral	31	24
4	Dissatisfied	5	4
5	Highly Dissatisfied	5	4
	TOTAL	128	100

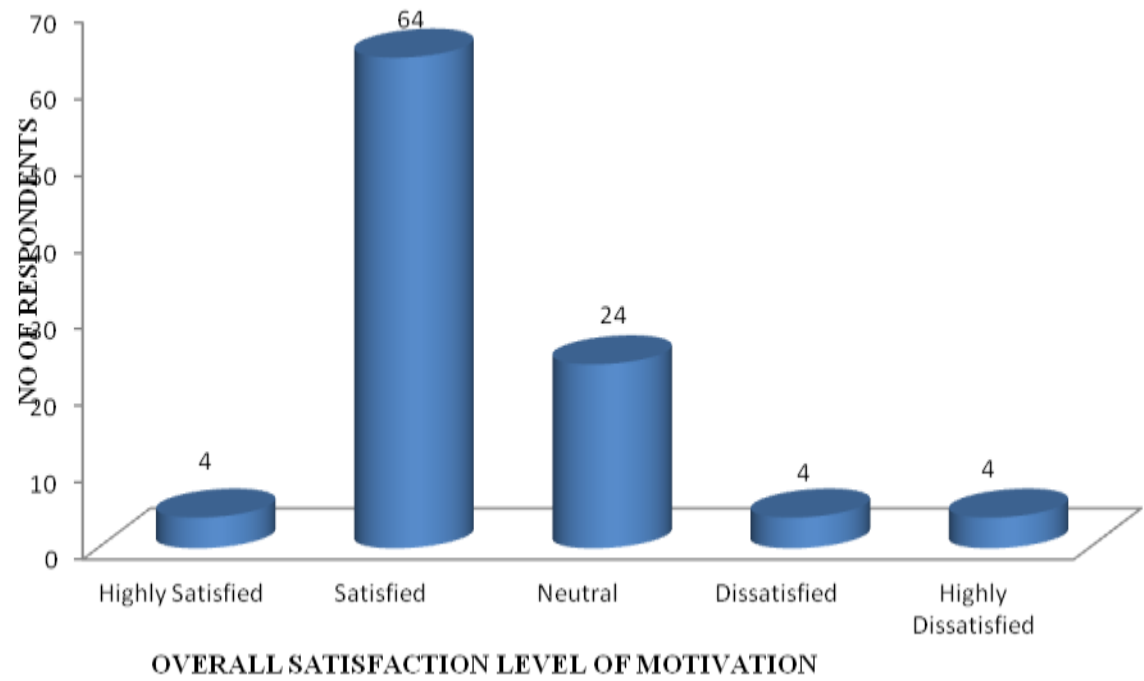
INTERPRETATION:

The table shows that 64% of the respondents are satisfied with the motivation offering by the company, 24% of the respondents are neutral with the motivation offering by the company, 4% of the respondents are highly satisfied with the motivation offering by the company, 4% of the respondents are dissatisfied with the motivation offering by the company and 4% of the respondents are highly dissatisfied with the motivation offering by the company.

It is concluded that 64% of the respondents are satisfied with the motivation offering by the company.

CHART - 3.1.21

THE CHART SHOWS THE RESPONDENTS ON THE BASIS OF THEIR OVERALL SATISFACTION LEVEL TOWARDS MOTIVATION



CHAPTER - 4

4.1 FINDINGS

- It highlights that 74% of the respondents say that the management does not identifies the self-motivators.
- It indicates that 62% of the respondents said that both of the motivation method following in their organization while motivation.
- It reveals that 72% of the respondents said that the organization is offering performance based motivation.
- It shows that 92% of the respondents feel that motivation improves their performance.
- It indicates that 26% of the respondents have negative attitude towards potential development.
- It implies that 94% of the respondents have positive attitude towards retention in the organization.
- It says that maximum numbers of respondents have higher energy level, creativity and commitment at word due to motivation provided.
- It highlights that 63% of the respondent feels that the motivation creates confidence to do a challenging job.
- It says that all the respondents are satisfied with their working environment, reward, award and welfare facilities.
- It shows that 92% of the respondents are satisfied with the motivation offered by the company.
- The chi-square analysis finds that there is no significant relationship between the performances based motivation and potential development.
- The chi-square analysis finds that there is a significant relationship between the motivation creating confidence and employee motivation.

4.2 SUGGESTIONS

- Through the motivation, the management can induce their employees to gain knowledge and skill. It may leads to increased productivity.
- I suggested that the organization should identify the self motivator; it may help to improve their performance.
- From the analysis, 26% of the respondents are dissatisfied towards potential development, so the company may give development programme to improve their potential.
- The above study shows that 100% of the respondents are satisfied with the motivation that company is providing, suppose if the motivation is absence, the employees are dissatisfied. So the company should maintain the motivation in future.

4.3 CONCLUSION

A study after the careful analysis, it shows that most of the respondents are inducing motivators in this organization. By providing modern motivation techniques the inducing motivators are also become self-motivator. So that they get potential development and the organization also attains profit in future.

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Web sites

www.google.com

www.citehr.com

www.ask.com

QUESTIONNAIRE

1. Name

2. Gender

a) Male

b) Female

3. Age

a) 18 - 20 years

b) 21 - 25 years

c) 26 - 30 years

d) 31 - 35 years

e) Above 35 years

4. Educational Qualification

a) School level

b) Diploma

c) UG

d) PG

e) ITI

5. Monthly Income

a) Below Rs.5000

b) Rs.5001 to Rs.8000

c) Rs.8001 to Rs.10000

d) Rs.10001 to Rs.12000

e) Rs.12001 to Rs.15000

6. Experience

a) Below 3 years

b) 3 - 6 years

c) 7 - 10 years

d) 11 - 14 years

e) Above 14 years

7. Marital Status

a) Married

b) Unmarried

8. How many years you are working in this organization?

a) 1 - 3 years

b) 3 - 5 years

c) 5 - 9 years

d) 9 - 15 years

e) Above 15 years

9. State the nature of motivating person that you are?

- a) Self-motivator b) Inducing motivator

10. Whether the self-motivator is identified by the organization?

- a) Yes b) No

11. What kind of motivation followed in your organization?

- a) Monetary b) Non-Monetary c) Both

12. State the opinion of your preferable motivation method?

- a) Monetary b) Non-Monetary c) Both

13. Does the organization give performance based motivation?

- a) Yes b) No

14. Is the motivation helps to improve your performance?

- a) Yes b) No

15. What is the satisfactory level of your potential development regarding motivation?

- a) Highly Satisfied b) Satisfied c) Neutral
d) Highly Dissatisfied e) Dissatisfied

16. State the benefits gained by you through the motivation?

- a) Promotion b) Incentives c) Reward
d) Award e) All the above

17. Do you agree with the employee motivation, helps you to stay there again?

- a) Highly Agree b) Agree c) Neutral
d) Highly Disagree e) Disagree

18. State the level of efforts applying in your job through motivation.

Efforts	Very High	High	Moderate	Very Low	Low
Energy					
Commitment					
Creativity					

19. Rank the following factor which motivates you?

Factors	Highly Satisfied	Satisfied	Neutral	Highly Dissatisfied	Dissatisfied
Working Environment					
Rewards					
Welfare facilities					
Awards					

20. Whether the absence of motivation makes you dissatisfied?

- a) Yes b) No

21. Is the motivation creating confidence to do a challenging job?

- a) Yes b) No

23. State the overall satisfaction level on employee motivation?

- a) Highly Satisfied b) Satisfied c) Neutral
d) Highly Dissatisfied e) Dissatisfied

24. If any suggestions, please
