

A Study On Employee Motivation With Reference To Toyota Motors, Karimnagar

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1. INTRODUCTION:

'Employee motivation' is the level of electricity, dedication, and creativity that a business enterprise's employees bring to their jobs. 'employee motivation' is the most crucial task for the managers because personnel are the property of the business enterprise and company desires their effort to meet the organizational targets. It's miles of a prime challenge for the enterprise, even though the organization is shrinking, they need to awareness at the methods to inspire their employees. Many factors like – organic, intellectual, social and emotional elements influence the employee's motivation.

Various definitions of 'employee motivation' through different authors-

Badu defines Motivation as "a human psychological characteristic that upload to a person's diploma of commitment. It's far the management manner of influencing personnel' conduct".

Vroom defines Motivation as "a system governing preference made by way of

people...amongst opportunity styles of voluntary hobby."

Locke and Latham diagnosed that motivation affect people's acquisition of talents and the quantity to which they use their capability.

FEATURES OF 'EMPLOYEE MOTIVATION':

A) Motivation is a mental idea: Motivation need to come from within each person. There are needing elements in motivation: a) Essential wishes- essential desires refer to the simple wishes of an employee. As an example- meals, refuge, garments. B) Ego satisfaction- those needs consist of self confidence, recognize from colleagues, popularity. Internal motivation works as a effective tool than any outside forces.

B) Motivation is a never finishing manner: Motivation by no means ends whenever. Needs of an employee will increase over the time even if their one need is satisfied, the alternative one pops up.

C) Non fulfillment of primary needs: If the simple desires of an character aren't fulfilled, he/she will become mentally unwell and frustrated on the identical time. Consequently

enjoyable basic wishes of personnel are lots crucial.

D) Goal works as Motivators: Purpose and motivation are two inseparable forces. If an character understand his aim, he's going to painting to acquire it. As soon as the purpose is carried out, his motivation degree will get back to the level 0 until the enterprise realizes a purpose for the individual and push him to paintings.

E) Complex technique: Motivation is constantly a complicated process. As we recognize that everyone people are exclusive in a few experience or different. So, the needs of these employees will always be extraordinary from each other. Managers will have you bought needs of the people, so that they paintings closer to pleasant

them. For example- There are two employees inside the agency, Mr. A and Mr. B. Mr. A's need is fundamental want and Mr. B's need is Ego delight. If the supervisor will paintings at the fundamental desires for Mr. B, then whole process becomes beside the point.

BENEFITS OF MOTIVATING EMPLOYEES

1. Need delight- Each Employee has certain desires and to fulfill those desires, 'employee motivation' serves to help such success.

2. Process pleasure- This may inspire him to paintings tough toward the targets and efficiency of the employee will even growth.

3. Discipline- Motivation allows in promoting subject in the agency.

4. Cost Saving- Prompted Employee will paintings quicker and try to obtain their targets earlier than a given time. This could not most effective keep cost for the business enterprise however also will increase the efficiency of the employee.

DISADVANTAGES OF MOTIVATION

1) Lack of personal power- Now not all the employees of the agency will welcome the motivation properly. Many personnel will face up to adapting this aspect as they may assume in the event that they paintings tough, they might get extra work in future.

2) Threats of moves, demonstrations creates problem- Employee who are not inquisitive about adapting motivation will provide threats to corporation. And all of the Employees will form a union and will move on a strike. As soon as it's miles finished, the cost of the product will growth, because the manufacturing procedure will forestall.

NEED FOR THE STUDY

The prevailing take a look at helps in knowing to control the key environmental factors which can be important to reap the pleasant motivational techniques.

The most considerable thing under the management control is their relationship with every employee.

OBJECTIVES OF THE STUDY

- To know the tactics those can be helped to motivate the employees.
- To know the 'Employee Motivational' techniques used by company.
- To know what are the factors affected for motivating the employees.

SCOPE OF THE STUDY

The current study is confined to the 'Employee Motivation' in the Toyota Motors. It deals with the collecting responses from the employees of 'Toyota Motors' in Karimnagar only. The no. of employees used for the analysis of the study is 50 only.

RESEARCH METHODOLOGY

Studies technique is the particular procedures or strategies used to perceive, choose, manner and analyze statistics about a subject. In a research paper, the technique segment permits the reader to significantly examine a examine's standard validity and reliability.

Statistics series is the technique of accumulating and measuring statistics on variables of hobby, in a longtime systematic fashion that enables one to answer stated.

Primary data

Those are the statistics which are accrued from a few number one assets i.e., a source of origin in which the records generate.

These are amassed for the primary time through an investigator or an organization for any statistical analysis.

Secondary data

Information collected with the aid of someone else for a few other cause (but being used by the investigator for some other reason).

Those are the information which can be collected from a few secondary supply i.e. The source of reservation storage where the information is accrued by one character and utilized by other business enterprise. These are amassed as number one information and utilized by different as secondary records.

Sample size: 50 personnel

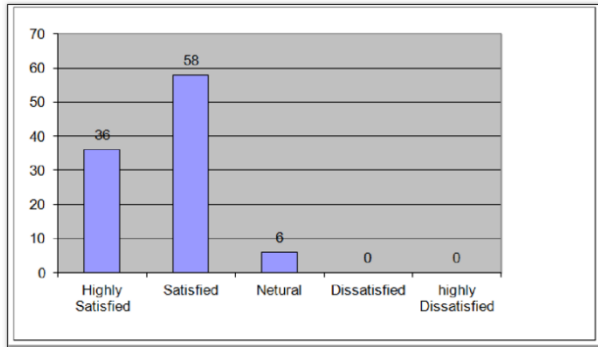
LIMITATIONS OF THE STUDY

1. It deals with only the 'employee motivation' in Human resource management and it does not cover any other segment in HRM.
2. The study analysis period is only 45 days.
3. It collects the opinion of employees who are working in 'Toyota Motors' in Karimnagar regarding their motivational levels.
4. Some employees could not give proper response because of busy at work

2. DATA ANALYSIS & INTERPRETATION

1. ‘How much you are satisfied with the support from the HR department’ ?

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	‘Highly satisfied’	18	36
2	‘Satisfied’	29	58
3	‘Neutral’	3	6
4	‘Dissatisfied’	0	0
5	‘Highly dissatisfied’	0	0
	Total	50	100

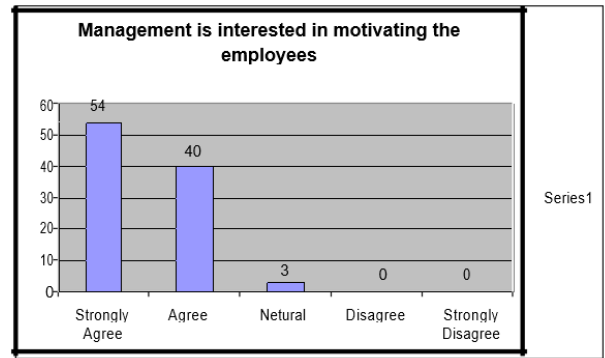


INTERPRETATION

“The table shows that 58% of the respondents are satisfied with the support they are getting from the HR department.”

2. ‘Management is interested in motivating the employees’.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	‘Strongly Agree’	27	54
2	‘Agree’	20	40
3	‘Neutral’	3	6
4	‘Disagree’	0	0
5	‘Strongly Disagree’	0	0
	Total	50	100

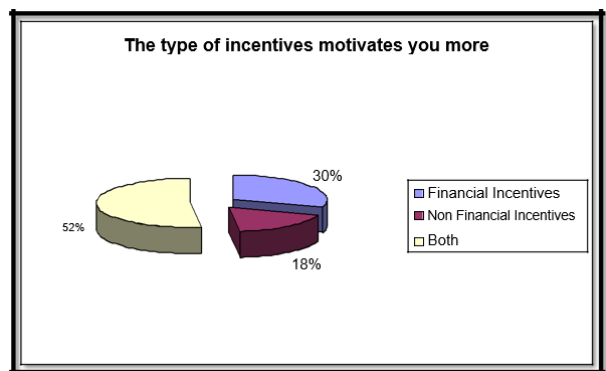


INTERPRETATION

“The table shows that 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.”

3. ‘What are the type of incentives motivates you more?’

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	‘Financial Incentives’	15	30
2	‘Non financial Incentives’	9	18
3	‘Both’	26	52
	Total	50	100

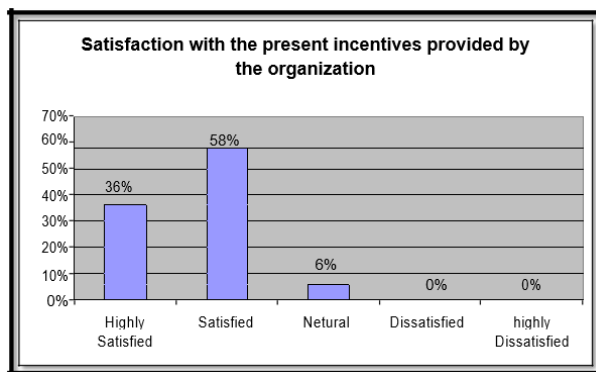


INTERPRETATION

“The table shows that 52% of the respondents are expressing that both financial and non financial incentives will equally motivate them.”

4. ‘How much you are satisfied with the present incentives schemes?’

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	‘Highly satisfied’	18	36
2	‘Satisfied’	29	58
3	‘Neutral’	3	6
4	‘Dissatisfied’	0	0
5	‘Highly dissatisfied’	0	0
	Total	50	100

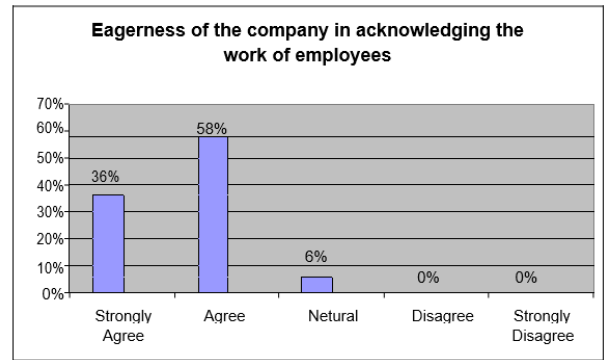


INTERPRETATION

“The table shows that 58% of the respondents are satisfied with the present incentive scheme of the organization.”

5. ‘The company is eagerness in recognizing and acknowledging employee’s work?’

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	‘Strongly Agree’	18	36
2	‘Agree’	29	58
3	‘Neutral’	3	6
4	‘Disagree’	0	0
5	‘Strongly Disagree’	0	0
	Total	50	100



INTERPRETATION

“From the study, 58% of employees agreed that the company is eager in recognizing and acknowledging their work, 36% strongly agreed and only 6% showed neutral response.”

3. FINDINGS OF THE STUDY

- The Toyota automobiles has a well defined employer structure.
- There is a harmonious courting is exist in the corporation between employees and management.
- The employees are without a doubt stimulated by means of the control.
- The personnel are happy with the existing incentive plan of the corporation.
- Maximum of the employees agreed that the organization is keen in spotting and acknowledging their work.
- The take a look at exhibits that there is a great dating exists among employees.
- Majority of the personnel agreed that there task security to their gift job.
- The organization is imparting correct safety measures for making sure the employees safety.
- From the look at it's miles clean that maximum of personnel has the same

opinion to the reality that performance appraisal activities and help from the Co-Employees in helpful to get stimulated.

- The take a look at reveals that increase inside the salary will motivates the personnel extra.
- The incentives and other blessings will impact the performance of the employees.

4. SUGGESTIONS:

- Maximum of the personnel agree that the overall performance appraisal sports are useful to get inspired, so the business enterprise need to try to enhance overall performance appraisal machine, so that they can enhance their overall performance.
- Non economic incentive plans need to additionally be useful; it is able to enhance the productivity level of the employees.
- Agency has to provide significance to communicate among employees and benefit co-ordination via it.
- Abilities of the employees must be liked.
- Higher service improvement possibilities must be given to the personnel for his or her development.
- If the centralized system of control is changed to a decentralized one, then there might be lively and devoted participation of personnel for the achievement of the business enterprise.

5. CONCLUSION

The observe concludes that, the motivational software technique in 'Toyota Motors' is observed effective however not tremendously effective. The examiner on 'employee motivation' highlighted such a lot of factors

that allows you to help to motivate the employees. The observe become conducted amongst 50 personnel and gathered information through based questionnaire. The examine helped to findings which had been related with 'employee motivational programs which can be provided within the employer.

It's far a chief factor that makes an employee feels excellent in his work and outcomes in his delight too. The organization can nevertheless focus on specific regions that are advanced from this observe with a purpose to make the motivational packages more powerful. Handiest if the personnel are properly stimulated- they paintings properly and best if they work nicely the business enterprise goes to gain out it. Steps should be taken to improve the motivational applications technique within the future. The tips of this file may additionally help in this path.

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