

A Study on Employee Motivation with Special Reference To Bright Autoplast

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ABSTRACT

The researcher has taken the BRIGHT AUTO PLAST PVT for conducting his study. The researcher has selected a sample of 150 respondents in the categories of higher level and the Middle level management in different segments of the organizations. The methodology selected for the study is descriptive in nature. The data was collected using questionnaire method from the respondents. The respondent's selection was on the basis of Simple Random sampling. The collected data were analyzed with various advanced statistical tools namely percentage analysis, chi – square analysis, correlation coefficient. After the analysis, the results were tabulated and interpreted and came out with recommendations most appropriate for the organization. Inferred that the employees performances level of freedom and authority given by the team leaders is highly satisfy. Depending upon the survey Non-financial incentive plans should also be implemented; it can improve the productivity level of the employees and also several findings and suggestions were given to the company

1. INTRODUCTION

In the organizational setting the word “Motivation” is used to describe the drive that impels an individual to work. A truly motivated person is one who “wants” to work. Both employees and employers are interested in understanding motivation if employees know what strengthens and what weakens their motivation, they can often perform more effectively to find more satisfaction in their job.

MEANING

Motivation is a psychological feature that arouses an organism to act towards a desired goal and elicits, controls, and sustains certain goal directed behaviors. It can be considered a driving force; a psychological drive that compels or reinforces an action toward a desired goal. For example, hunger is a motivation that elicits a desire to eat. Motivation has been shown to have roots in physiological, behavioral, cognitive, and social areas.

CONCEPT OF MOTIVATION

The concept of motivation implies that people choose the path of action they follow. When behavioral scientists use the word motivation, they think of its something steaming from within the person technically, the term motivation has its origin in the Latin word “mover” which means “to move”. Thus the word motivation stands for movement. One can get a donkey to move by using a

carrot or a stick; with people one can use incentives, or threats or reprimands. However, these only have limited effect. These work for a while and then need to be repeated, increased or reinforced to secure further movement. If a manager truly understands his subordinate's motivation, he can channel their "inner state" towards command goals, i.e., goals, shared by both the individual and the organization.

2. TECHNIQUES OF MOTIVATION

The main techniques of motivation are as under:

- Positive and negative motivation.
- Financial and Non-financial motivation.
- Individual and group motivation.
- Extrinsic and Intrinsic motivation.

IMPORTANCE OF MOTIVATION

Motivation is one of the most crucial factors that determine the efficiency and effectiveness of an organization with its help a desire is born in the minds of the employees to achieve successfully the objective of the enterprise. All organizational facilities will remain useless people are motivated to utilize these facilities in a productive manner. Motivation is an integral part of management process. An enterprise may have the best of material, machines and other means of production but all these resources are meaningless so long as they are not utilized by properly motivated people.

The importance of motivation becomes clear from following facts

- High Level of Performance.
- Low Employee Turnover and Absenteeism.
- Easy Acceptance of organizational changes.
- Good human relations.
- Good image of organization.

3. PROBLEM OF MOTIVATION

Motivation is the outcome of a certain relation between the superiors and the sub-ordinates for this the superiors or the managers make special effort different from the daily control or functions. It is not necessary that the efforts made by the managers will be unanimously acceptable. It can also be opposed in this way there are many hardles in implementing a motivational system. They are follows

- A costly efforts
- Trouble making employees.
- Motivation is an internal feeling.
- Opposition to change

STRATEGIES OF MOTIVATION

There are broadly seven strategies for motivation. There are broadly seven strategies for motivation.

- Positive reinforcement /high expectations
- Effective discipline and punishment
- Treating people fairly
- Satisfying employees needs
- Setting work related goals
- Restructuring jobs
- Base rewards on job performance

THEORIES OF MOTIVATION

Five major approaches that have led to our understanding of motivation are

- Maslow's need-hierarchy theory
- Herzberg's two- factor theory
- Vroom's expectancy theory
- Adams' equity theory, and
- Skinner's reinforcement theory

4. TYPES OF REWARDS

MEMBERSHIP AND SENIORITY BASED REWARDS

In this system a senior employee receives more benefits than his junior. Advancement, pay rises, Retirement benefits and perquisites depends on seniority of employees.

JOB STATUS BASED REWARDS

In this system the firm rewards employees on the status of the job they are holding. Jobs that require more skill and effort, have more responsibility and have difficult working conditions consequently these types of employees would be placed in higher pay grades.

COMPETENCY BASED REWARDS

In this system organization links to competencies of employees, Competencies are reflected through skills, knowledge and traits that to desirable behavior.

PERFORMANCE BASED REWARDS

In this type of system pay is linked to performance

- Profit sharing
- Team rewards
- Individual rewards

5. OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To Study on Employees Motivation in Bright Autoplast in Chennai.

SECONDARY OBJECTIVES

- To know the factors provided by the company to motivate employee.
- To find out the opinion of employees with respect to motivational factors offered by Bright Autoplast.
- To study the impact of motivational factors on employees.
- To know relationship between employee experience and management recognition towards employee's work.

6. SCOPE OF THE STUDY

The scope of the study is to understand the present motivational techniques practiced in the organization and how Bright Autoplast can enhance the present motivational level by adopting suitable motivational techniques. It is always essential for a concern to access its strategies and reshape its destiny. It is necessary for every organization to study the different aspects that affects the organization development. Every study has a clear and specific scope. In this survey the emphasis is on the motivation of employees.

7. RESEARCH METHODOLOGY

RESEARCH DESIGN

“A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure. It constitutes the blueprint for the collection, measurement and analysis of data.

DESCRIPTIVE RESEARCH

Descriptive research is also called statistical research. The main goal of this type of research is it describes the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation.

8. METHODS OF DATA COLLECTION

SOURCES OF DATA

The study is mainly based on both primary and secondary data.

PRIMARY DATA

Primary data are in the form of “raw material” to which statistical methods are applied for the purpose of analysis and interpretations. The primary sources are discussion with employees, data collected through questionnaire.

SECONDARY DATA

Secondary data's are in the form of finished products as they have already been treated statistically in some form or other. The secondary data mainly consists of data and information collected from records, company websites and also discussion with the management of the organization. Secondary data was also collected from journals, magazines and books.

SAMPLE SIZE

A sample size of 150 respondents was taken from the employees of inventaa mouldings for the purpose of conducting the study.

SAMPLING TECHNIQUE

Sampling is the process of learning about population on the basis of a sample drawn from it. A sample group is taken as a representative of a whole mass and the result drawn. The type of sampling adopted is simple random sampling. Simple random sample is one in which every item from a population has the same chance of selection as every other item.

9. STATISTICAL TOOLS

- Chi-square
- Correlation coefficient

CHI-SQUARE

The Chi-Square test is an important test among the several test of significance developed by statisticians. Chi-Square test is a useful measure of comparing experimentally obtained results with those expected theoretically and based on the hypothesis.

$$\chi^2 = \sum \frac{(\text{observed frequency} - \text{expected frequency})^2}{\text{expected frequency}}$$

COEFFICIENT OF CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

$$R = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2 \cdot N\sum Y^2 - (\sum Y)^2}}$$

CHI SQUARE

Null Hypothesis (H0)

There is a significant relationship between the organization recognizing the work and experience towards the job.

Alternative Hypothesis (H1)

There is no significant relationship between the organization recognizing the work and experience towards the job

LEVEL OF SIGNIFICANCE: 5%

EXPERIENCE RECOGNIZING THE WORK	BELOW 6 MONTHS	6 MONTHS TO 1 YEAR	1 YR TO 2 YRS	2 YEARS TO 3 YEARS	ABOVE 3 YEARS	TOTAL
Very good	2	6	18	15	10	51
Good	5	14	19	18	7	63
Satisfactory	3	4	5	3	3	18
Bad	1	1	4	4	2	12
Very bad	1	1	2	2	0	6
Total	12	26	48	42	22	150

Expected frequency = Row total * Column total / Grand total

TABLE NO 1

O_i	E_i	O_i-E_i	(O_i-E_i)²	(O_i-E_i)²/E_i
2	4.08	-2.08	4.33	1.06
5	5.04	-0.04	0.001	0.00
3	1.44	1.56	2.43	1.69
1	0.96	0.04	0.0016	0.001
1	0.48	0.52	0.2704	0.563
6	8.84	-2.84	8.06	0.91
14	10.92	3.08	9.48	0.86
4	3.12	0.88	0.77	0.25
1	2.08	-1.08	1.1664	0.56
1	1.04	-0.04	0.0016	0.0015
18	16.32	1.68	2.8224	0.173
19	20.16	-1.16	1.3456	0.066
5	5.76	-0.76	0.5776	0.100
4	3.84	0.16	0.0256	0.0066
2	1.92	0.08	0.0064	0.0033
15	14.28	0.72	0.5184	0.036
18	17.64	0.36	0.1296	0.0073
3	5.04	-2.04	4.161	0.825
4	3.36	0.64	0.4096	0.122
2	1.68	0.32	0.1024	0.061
10	7.48	2.52	6.3504	0.848
7	9.24	-2.24	5.017	0.543
3	2.64	0.36	0.1296	0.049
2	1.76	0.24	0.0576	0.033
0	0.88	-0.88	0.7744	0.88
TOTAL				9.6487

TABLE NO 2

$$\chi^2 = \sum \frac{(\text{Observed frequency} - \text{Expected frequency})^2}{\text{Expected frequency}}$$

Calculated value =9.65

Degrees of freedom=(r-1)* (c-1)
= (5-1)* (5-1)
=16

Tabulated value of chi square for 16 degree of freedom at 5% level of significance = 26.296

INFERENCE

Since the table value is greater than the calculated value
Null hypothesis (H₀) is accepted at 5% level of significance.

CONCLUSION

There is a significant relationship between the organization the work to the employees and experience towards the job.

CORRELATION COEFFICIENT

NEED FOR THE TEST

To test whether there is a significant relationship between the satisfaction of the work and secured in their job.

X	Y	X²	Y²	XY
45	57	2025	3249	2565
38	63	1444	3969	2394
30	18	900	324	540
25	6	625	36	150
12	6	144	36	72
∑X=150	∑Y=150	∑X²=5138	∑Y²=7614	∑XY=5721

TABLE NO 3

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2 \cdot N\sum Y^2 - (\sum Y)^2}}$$

$$5(5721) - (150)(150)$$

$$r = \frac{\text{-----}}{\sqrt{(5 \cdot 5138) - (150)^2} \sqrt{(5 \cdot 7614) - (150)^2}}$$

$$r = 0.866$$

Calculated value = **0.866**

CONCLUSION

There exists positive correlation, “if the employees are satisfied their work and secured their job”.

10. FINDINGS

- In chi-square test there is a significant relationship between the organization the work and experience towards the job.
- There exists positive correlation, “if the employees are satisfied their work and secured their job”.

11. SUGGESTIONS

- Most of the employees agree that the performance appraisal activities are helpful to get motivated, so the company should try to improve performance appraisal system, so that they can improve their performance.
- Non-financial incentive plans should also be implemented; it can improve the productivity level of the employees.
- Organization should give importance to communication between employees and gain co-ordination through it.
- Better training program should be given to the employees for their improvement.
- The management should provide motivational talks to their employees it can motivate and make them interested to do their work.

12. CONCLUSION

The study concludes that, the motivational program procedure in Bright Autoplast is found effective but not highly effective. The study on employee motivation highlighted so many factors which will help to motivate the employees. The study helped to findings which were related with employee motivational programs which are provided in the organization. The performance appraisal activities really play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction.

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