

**A Study on Motivation of Employees with Special
Reference to Aala Gloves Ltd.,
Vaniyambadi**

D.Mahalakshmi

Research scholar,
Sacred Heart College (Autonomous)
Tirupattur, Tamilnadu, India.
mahacute1986@gmail.com

Abstract

Management's related job is effective of human resources for successful of organizational objectives. The personnel management is organizing human resources in such a way to get more output to the enterprise. Employee motivation is one of the major issues faced by every organization. It is main task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates. The organization should satisfy the wants and needs of employee motivation may be financial or non- financial it result to increase in pay as well as status of an individual.

Keywords: Management, Human Resources, Employee Motivation and Organization.

Introduction

Sterling performance of an organization depends very much on the attitude of its members and hence evolving such enlightened motivated and committed team of employees should be its main objective. The basic task of a manager is to harness optimum and quality performance from his subordinates for the realization of organizational objective. The performance of the employees depends mainly on their a) Ability to perform and b) Willingness to perform. Ability is a product of education and training. Willingness to perform depends upon the level of self-motivation.

Motivation

Motivation in an act of stimulation towards a desired course of action and has the relation with the behaviour of the person on the job. Motivation is an important factor which encourages persons to give their best performance and help in reaching enterprise goals. A strong positive motivation will enable the increased output of employees but a negative motivation reduces their performance. A key element in personal management is motivation.

Self-Motivation

Self-motivation is the highest level of motivation. If you have learnt how to motivate yourself, you need not worry about anything. People who can motivate themselves are rare, but they are always better performers in all conditions and environment.

Motivation Factors

"Wants" of an employee in an organization are mainly discussed as the various types of human needs some of the wants of the employees from the organization are ranked in order of their influences on motivation.

1. Recognition:

The source could be almost anyone; supervisor, some other individual in management, management as an impersonal force, a client, a peer, a professional colleague, or subordinates for good work performance.

2. Achievement:

Stories involving some specifically mentioned success were put into this category and these included the following; successful completion of a job, solutions to problems, vindication, & seeing the result of one's work.

3. possibility of growth:

This inclusion of a possibility as an objective factor in the situation may sound paradoxical, but there were some sequences in which the respondent told us of changes

in his situation involving objective evidences that the possibilities for his growth were now increased or decreased.

4. Advancement:

An individual transferred from one part of the company. In situation in which an individual transferred from one part of the company to another with any change in status but with increased opportunities for responsible work. Having the opportunity for advancement or promotion based on one's ability.

5. Salary:

All sequences of events in which compensation play a role surprisingly enough, virtually all of these involve wage or salary increase, but provides additional funds for certain luxury items.

6. Interpersonal relations:

Interpersonal relations would pervade almost all of the sequences. Interpersonal relations-superior-subordinates-peer.

7. Responsibility:

Factors relating to responsibility and authority are covered in this category, which includes those sequence of events in which the persons speaking reported that he derived satisfaction from being given responsibility for his own work or for the work of others or being given new responsibility. The factor identified "company policy & administration".

8. working condition:

The physical conditions of work the amount of work, or the facilities available for doing the work were mentioned in the sequence of events. Adequacy or inadequacy of ventilation, lighting, tool, space and other such environmental characteristics.

9. work itself:

Having a job that is interesting, challenging and provider for substantial variety & autonomy.

10. job security:

Feeling good about your security within the company. Company stability or instability, which reflected in some objective way on a person's job security.

11. Co-worker:

Working with co-workers who are friendly and helpful.

12. Personal development:

Having the opportunity in your job to develop and refine new skills and abilities.

13. Fringe benefits:

Receiving a substantial fringe benefits package covering such aspects a personal protection.

14. Status:

Status as being a factor in his feelings about the job. Thus a person who spoke of having a secretary in his new position, of being allowed to drive a company car, or of being unable to use a company facility.

15. Factors in personal life:

An individual having nothing to do with his job was responsible for a period of good or bad feelings. Even if those feelings affected the job. We did accept situations in which some aspect of the job affected personal life, similarly, family needs for salary and other family problems stemming from the job situation were acceptable.

Statement of the Problem

Motivation is a one of the important factors that boosts up the production as concerning the factory. Aala Gloves Ltd., the researcher found that this the one of the concern ltd. This gives the highest percentage of bonus every year and mainly due to its highest production and profit it attains every year. Now-a-days an important and necessary problem appeared between employees and the company is motivation level. Here the company's employees having dissatisfaction in some area like providing wages, present job Suitablisation, employees skills utilization, employees job orientation and medical facilities provided by the company

So the researcher was really interested to study what are the factors that motivate the employees in Aala Gloves Ltd., with a high production every year. Who was also part of working the employee trainer again thought of asking s competitive study on employees motivating factors that make them to increase their production rate.

Objectives of the Study

1. To find out the level of motivation among the employees.
2. To study about the factors influencing the motivation level of employees.
3. To examine the expectation of employees.
4. To study the various needs its satisfaction and importance among the workers.
5. To suggestion measure to increase the motivation.

Need of the Study

Since this the first time that the trainee is making a study on motivation factors of the employees Aala Gloves ltd., this research may help the management of concern to know what are also they have an idea of what are factors that are lacking and act as barriers for the employees to work inside the factory.

This may help the management to identify the factors and to improve them for the convenient of workers, since the researches is doing the comparative study on motivational factors on workers, this can help the company authorities to know about what and all motivational factors, the employees are lacking them that of workers.

This will help to plan and make a change in factors favorable for both the employees which may still stimulate the employee growth.

1. An employee needs a individual motivation in the works, to achieve the goal.
2. To increase the production worker perform the work sincerely through inspiration.
3. In this study a group of employee needs motivation for its total satisfaction in its job.

Scope of the Study

1. To study and to know the existing motivation level of the employees.
2. To study the various types of motivation such as financial and non-financial motivational measures.
3. To compare various facts of motivation in theory with respect to the motivation measures available in the company.

Review of Literature

Koontz O'Demell -Motivation is a general term applying to the entire class of drives, desires, needs, wishes and similar forces. To say that managers motivate their subordinates is to say that they do these things which they hope will satisfy these drives and desires and induce the subordinates to act in a desired manner.

A system of motivation is required a coordinated set of inducement, positive and negative available for selective application to elicit the best efforts of individual₁

Dutton E.Mc Farland- Since increase in productivity is the ultimate goal of every industrial organization, motivation of employees at all levels is the most critical function of management. To motivate means to provide an employee with his own generator to produce a goal-directed behaviour. A motivated employee does not need outside stimulation again and again. His battery does not need to be recharged repeatedly. He is driven from forces with in him and not outside. In brief, he wants to do his job.

Herzberg F Bernard M- Motivation refers to the degree or readiness of an organization to pursue some designated goal and implies the determination of the nature and locus of the forces, including the degree of readiness²

Financial and Non-Financial incentives

Incentives are the inducements which are offered to employees in order to satisfy the employee's needs. They are attention getting and effort producing mechanism.

Financial incentives

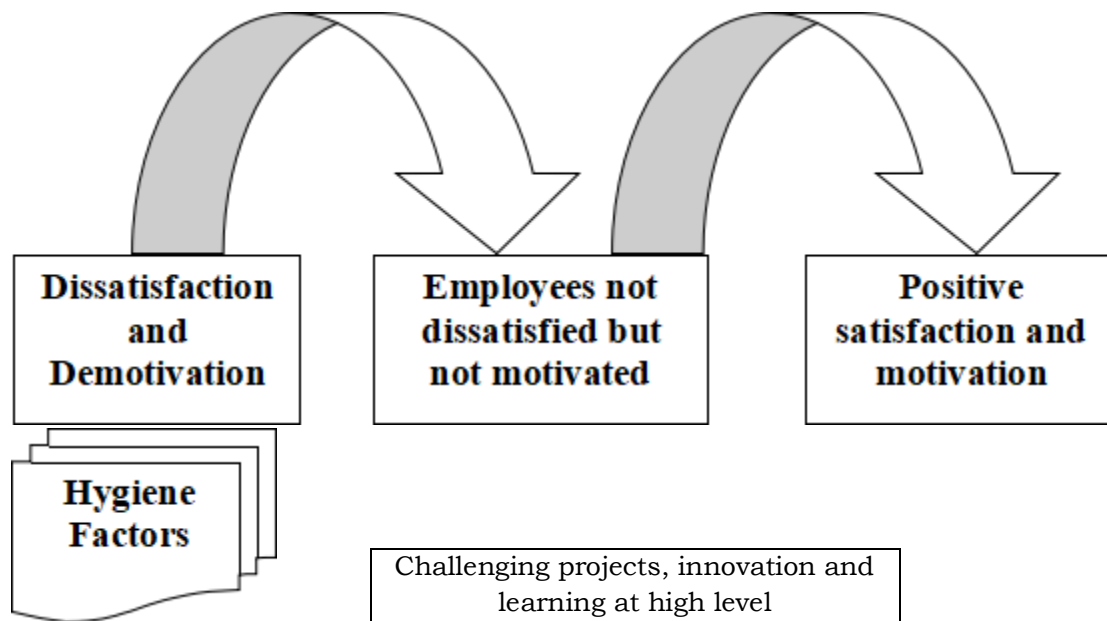
These are called as pecuniary or monetary these are payments directly or indirectly in money. These are wages, salaries, bonus, profit-sharing, retirement pay, vacation pay, piece, rare wages, incentives, production bonus, pension plan, etc.

Non-Financial Incentives

These provide psychological and emotional satisfaction rather than the financial rewards. These are status, responsibility, recognition of work, job security, challenging job, competition, participation, opportunity for growth, etc.

Maslow`s Need Hierarchy theory

Abraham H. Maslow developed is theory on the basis of human needs. He was of the opinion that human behaviour is directed towards the satisfaction of needs. He classified all human needs into five categories as shown below. The needs listed from basic (lowest earliest) are shown in the diagram.



Research Methodology

A study is primary an exploratory type of research and hence required the following methodology for its application.

Tools of data collection:

The tools used for the present purpose by the researcher was questionnaires, this was done because the researcher does not have sufficient time to collect data. So the researcher used questionnaire for collecting data, for the easy understanding of employees the research also formed a Tamil version of questionnaire, but only English version of tool was used for data collection.

The data available in the research are both the primary and secondary data.

Sources of Data:

Primary source

Secondary source:

Limitations of the Study

1. There is large delay in receiving questionnaires duly filled in some of the workers are willing to give written answer apart from causing delay.
2. Time constraint is the major limitation with relation to the study.
3. The sample size of 120 employees is too less for detailed study.
4. Some respondents does not know the opinion about the relevant study.
5. The study was conducted in Aala Gloves ltd., only, so the result of the study may not be applicable to all.

6. Since the topic of the study was new, it is not possible for the researcher to get highly accurate data from the respondents.

Findings

The data collected under the heading shows the opinion of the respondents about.

1. The general wise classification shows that (72%) of the respondents are male.
2. More than half (57%) of the respondents come under the age group of 20-30 years. This show the youngsters are more in the factory.
3. Half (51%) of the respondents do the not have children and they are unmarried.
4. Half (52%) of the respondents have HSC qualification.
5. Nearly half (43%) of the respondents has 3years to 5years experience.
6. Majority (65%) of the respondents are falls under the work man categories is designation.
7. Majority (60%) of the respondents are highly motivation in the factory.
8. Majority (85%) of the respondents are satisfied with existing motivational measure.
9. Majority (77.5%) of the respondents under this research said that opinion about their motivated to increase your performance as satisfied.
10. Majority (85%) of the respondents feel good and encouraging work environment.
11. More than half (54%) of the respondents are strongly agree towards motivational measures.
12. Majority (75%) of the respondents are dissatisfied in its work problem and half 53% of the respondents are dissatisfied in work load (84%)satisfied in counseling in given by the factory
13. Majority (67.5%) of the respondents are agree on factory polices and administration
14. Nearly half (43%)of the respondents are like somewhat(23%) of the respondents are like very much the relationship with superiors and other
15. Majority (72%)of the respondents are not accepted the work load &work pressure in the factory
16. Majority (66%) of the respondents are income of prime motivating factors and (17%) of the respondents are family motivating.
17. Majority (67.5%) of the respondents are satisfied in training. Nearly one third of respondents are not ready to say anything regarding to training.
18. (100%) of the respondents fold that they are provided allowance along with their pay.
19. Nearly two fifth (37%) of the respondents under this research said that opinion about their present job as job security and nearly one fourth (22%) feels promotions and (17%) feels about challenging work.
20. Majority (67%) of the respondents are motivation measures in financial satisfied / provided and (25%) of the respondents are both financial and non-financial provided.
21. Majority (84%) of the respondents are satisfied with the salary and (16%) feels dissatisfied.
22. Majority (77%) of the respondents are effective in financial motivation than non- financial motivation.
23. Majority (78%) of the respondents are not satisfied in non- financial motivation.
24. Majority (84%) of the respondents are agrees in welfare measure provided by the factory.
25. More than half (53%) of the respondents are avail safety measure by the factory.
26. Majority (61%) of the respondents are average in promotional activity.

27. Majority (54%) of the respondents are fully agreed to produce more but more than one tenth (13%) of the respondents are disagreed.

28. Majority (58%) of the respondents are not accepted personal problem while motivation.

29. Majority (76%) of the respondents are some different between men and women workers.

Suggestions

The following were the suggestions to improve motivation.

1. As most of the respondents are having qualification holding upto the secondary level of educational. However in this field the technical educational in very important for mass and quality production, so they need technical guidance to improve this performance.
2. Training and development activities among the respondents are frequently needed for better production and also it will create wonderful relationship among the employee.
3. The respondents are expected the incentives system, become the incentives system are not properly reached to the beneficiaries.
4. Consideration can be giving by recognizing service performance and working conditions can be improved.
5. The employees can be motivated by knowing this mental and physical analyzing and comparing with other organizations.
6. Decision making and recognizing the workers suggestions enriches job motivation.

Conclusion

To conclude, the research has got a clear idea regarding the workers. Developed by eliminating unwanted hurdles and removing the difficulties in order to provide good work environment and there by enriching workers. The study the researches can identify the relationships of management.

A higher needs for achievement make through motivation and increase productivity in organization. The organization should satisfy the wants and needs of employee motivation may be financial or non- financial it result to increase in pay as well as status of an individual.

As a result of this study the organization can get to know about the motivating the workers by which they can still improve the factors that are yet to be concentrated. This study provided an Experience for the researcher of meeting the workers, added an experience in conclusion the research.

The research also made a detail study with main finding and suggestion by using which management can get of the de motivating and result in increasing the production rate of the organization by proper motivation.

This work to investigate the relationship between motivation and performance to measure the performance of the employees.

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