



A Study on Effectiveness of Employees Motivation Techniques in ICATO Trading and Logistics Pvt Ltd

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Abstract-

Motivation refers to reasons that underlie behavior that is characterized by willingness and volition. Intrinsic motivation is animated by personal enjoyment, interest, or pleasure, whereas extrinsic motivation is governed by reinforcement contingencies. Motivation involves a constellation of closely related beliefs, perceptions, values, interests, and actions. Motivation within individuals tends to vary across subject areas, and this domain specificity increases with age. Motivation in children predicts motivation later in life, and the stability of this relationship strengthens with age. Traditionally, educators consider intrinsic motivation to be more desirable and to result in better learning outcomes than extrinsic motivation

INTRODUCTION

Motivation in simple terms may be understood as the set of forces that causes people to behave in certain ways. A motivated employee generally is more quality oriented. Highly motivated worker are more productive than apathetic worker one reason why motivation is a difficult task is that the workforce is changing. Retaining and motivating workers requires special attention and the responsibility falls squarely on the shoulders of HR as well as managed and supervisors at all level. They have to create a work environment where environment where people enjoy what they do, feel like they have a purpose and have pride in the mission of the organization

OBJECTIVES OF THE STUDY

- To identify the approaches used to motivate employees.
- To identify the employee satisfaction level towards Motivation Techniques.

LIMITATIONS OF THE STUDY

Every step has been taken to make a study more comprehensive within the given limitation. However every efforts is made to reduce impact on the time period for the very short and the information collected through questionnaire is biased, as the employee may not feel free to express themselves. The respondents were reluctant to answer due to their busy schedule.

STATEMENT OF THE PROBLEM

Employee motivation is one of the major issues faced by every organization. It the major task of every manager to motivate his subordinate or to create the 'will to work' among the subordinates. Employees join organizations with different needs and expectations .Their values, beliefs, background, lifestyles, perceptions and attitudes are different.

SWOT ANALYSIS :

Strengths

- Strong Brand Portfolio
- Outstanding Performance in New Markets
- Highly Skilled Labour

- Mergers and Acquisitions

Weakness

- High Labour Outflow
- High Competition
- Product Marketing

Opportunities

- New Environmental Policy
- New Taxation Policy
- New Customers Through Online Channels
- Economic Recovery

Threats

- Legal Actions
- Liability Laws
- Quantitative Increases in Commodities

REVIEW OF LITERATURE:

Mariyappan, D; Sowmya, K R. (2020) conduct a study on "A study on effectiveness of employee motivation techniques ". The main purpose of the research is to examine the factors contributing towards employee motivation and to identify the performance of an individual depends on his or her ability backed by motivation.

Guclu, Haci; Guney, Salih. (2018) conduct a study on "The effect of the motivation techniques used by managers to increase the productivity of their workers and an application" Efficiency, in changing, expanding and developing economic circumstances, has taken part as a significant fact within human life.

Andriana, I; Riyanto, D; Darmawan, D. (2019) conduct a study on "workload and motivation on employees performance analyzed by information technology" The research purpose was to measure the relationship of workload and motivation to employees performance and the effect of motivation of employees performance, workload on employees performance, workload and motivation on employees performance.

Akhtar, Naeem; Aziz, Shahzad; Hussain, Zahid; Ali, Saqib; Salman, Muhammad.

(2014) conduct a study on "Factors Affecting Employees Motivation in Banking Sector of Pakistan" aim of this study is to find out the relationship between the different factors financial rewards, personal traits, high salary plans, job design and supervision) and employee motivation.

Conrad, David; Ghosh, Amit; Isaacson, Marc. (2015) conduct a study on "employee motivation factors" Motivation is a widely explored topic and numerous studies have been done to determine motivation importance and implementation.

Srbinska, Dusica Stevcevska; Stojanova, Marina; Hristova, Snezhana; MRSIK, Jadranka. (2020) conduct a study on "The impact of organizational characteristics on the adoption of contemporary cost management techniques by the textile industry in North Macedonia" Modern motivation techniques of cost accounting assist strategic management of contemporary organization to achieve their strategic objectives.

Alam, Mohammad Nurul; Hassan, Md Mahmudul; Bowyer, Dorothea; Reaz, Md. (2020) "conduct a study on The Effects of Wages and Welfare Facilities on Employee Productivity: Mediating Role of Employee Work Motivation" Employee productivity in Bangladesh is the lowest compared to its competitors such as China, India, Pakistan and Sri Lanka.

Sethi, Anjane; Adhikari, Bhavana. (2012) conduct a study on "Impact of Communicating 'Vision'on Organizational Communication Effectiveness" The purpose of this study is to examine the interrelationship between vision communication and organizational communication effectiveness.

RESEARCH METHODOLOGY

Source of data- The data collected for the analysis is through primary data.

Sample size-The sample size for the research is taken as 50.

Data Collection method- Questionnaire

Tools for analysis :

Excel , SPSS

Sample Method :

Simple random sampling

RESEARCH DESIGN

A Research design is purely and simply the framework or plan for the study that guides the collection of the data. It is used to fulfil the research objective and answering questions. "A research design is the arrangement of conditions of collection and analysis of data in a matter that aims to combine relevance to the research purpose with economy in procedure".

Descriptive Research Design:

Descriptive research describes a population, situation, or phenomenon under investigation. Instead of answering the why, it focuses on the how, what, when, and where questions of a research problem.

This is primarily due to the fact that before looking into why a research problem exists in the first place, it is essential to have a solid understanding of what it is about.

CHI SQUARE TEST

A **chi-squared test** (symbolically represented as χ^2) is basically a data analysis on the basis of observations of a random set of variables. Usually, it is a comparison of two statistical data sets. This test was introduced by **Karl Pearson** in 1900 for categorical data analysis and distribution. So it was mentioned as **Pearson's chi-squared test**.

The chi-square test is used to estimate how likely the observations that are made would be, by considering the assumption of the null hypothesis as true.

A hypothesis is a consideration that a given condition or statement might be true, which we can test afterwards. Chi-squared tests are usually created from a sum of squared falsities or errors over the sample variance.

The chi-square formula is: $\chi^2 = \sum(O_i - E_i)^2/E_i$, where O_i = observed value (actual value) and E_i = expected value.

CORRELATION

Correlation describes the strength of an association between two variables, and is completely symmetrical, the correlation between A and B is the same as the correlation between B and A.

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2] [n\sum y^2 - (\sum y)^2]}}$$

- r = Pearson Coefficient.
- n= number of the pairs of the stock.
- $\sum xy$ = sum of products of the paired stocks.
- $\sum x$ = sum of the x scores.
- $\sum y$ = sum of the y scores.
- $\sum x^2$ = sum of the squared x scores.
- $\sum y^2$ = sum of the squared y scores

QUESTIONNAIRE

- Department
- Age
- Marital status
- Educational status

- Years of service in the industry
- Total monthly income
- Do you think that the incentives and other benefits will influence your performance?
- Which type of incentive motivated the most?
- How far you satisfied with the incentives provide by the organisation?
- The availability of leave and vocational holidays in your company?
- Does the management involve you in decision making which are connected to your department?
- Are you satisfied with the support form HR department?
- Are you motivated to increase productivity?
- Management is really interest in motivating the employees?
- Rate the following

NO	FACTORS	RATE
A	Job security exist in the company	
B	Good relationship with co-workers	
C	Effective performance appraisal system	
D	Effective promotional opportunities in the organization	

ANALYSIS

chi-square test for performance appraisal and effectiveness of relationship of coworkers

Case Processing Summary

rate the following effective performance appraisal system * rate the following good relationship with co-workers Crosstabulation

		rate the following good relationship with co-workers				Total
		column 1	column 2	column 3	column 4	
rate the following effective performance appraisal system	column 1	0	5	5	0	10
	column 2	1	5	8	0	14
	column 3	1	2	12	3	18
	column 4	0	0	3	1	4
Total		2	12	28	4	46

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.283 ^a	9	.257
Likelihood Ratio	14.190	9	.116
Linear-by-Linear Association	5.807	1	.016
N of Valid Cases	46		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .17.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.359	.117	2.553	.014 ^c
Ordinal by Ordinal	Spearman Correlation	.405	.115	2.934	.005 ^c
N of Valid Cases		46			

Since the calculated value is value is greater than the tabled value. We accepted the alternative hypothesis

Correlation between how much the employees satisfied with the information provided by the trainer and how much they satisfied with the effectiveness of the program

	DO YOU THINK THAT THE INCENTIVES AND OTHER BENEFITS WILL INFLUENCE YOUR PERFORMANCE?	HOW FAR SATISFIED WITH THE INCENTIVES PROVIDED BY THE ORGANISATION?
DO YOU THINK THAT THE INCENTIVES AND OTHER BENEFITS WILL INFLUENCE YOUR PERFORMANCE?	1	0.62
HOW FAR SATISFIED WITH THE INCENTIVES PROVIDED BY THE ORGANISATION?	0.62	1

NULL HYPOTHESIS

The null hypothesis is a typical statistical theory which suggests that no statistical relationship and significance exists in a set of given single observed variable, between two sets of observed data and measured phenomena.

ALTERNATIVE HYPOTHESIS

An alternative hypothesis is one in which a difference (or an effect) between two or more variables is anticipated by the researchers; that is, the observed pattern of the data is not due to a chance occurrence.

Interpretation: the correlation analysis results shows that $r=0.62$.

CONCLUSION

Workers in the organization need something to keep them working. Most time the salary of the employee is enough to keep working employee for an company. However, she or he sometimes just working for salary is not enough for the employees to stay in the organization. It is also to motivate the

employees to work for the company and if there is no motivation is present in an employees, that then employees quality of the work may reduce or all work in general will deteriorate. .

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