



STUDY ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO PAP EXPORT TEXTILE INDUSTRY, COIMBTORE.

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ABSTRACT

Employee Motivation is essentially about commitment to doing something. In the context of a business, motivation can be said to be about “The will to work”.

The purpose of this Employee Motivation Project study is to examine Motivation of employees. Every organization needs to have well motivation in employees to perform their work good in the organization when the employee feel good about their jobs, certain factors tend to consistently related to job satisfaction.

This Project theory provides an explanation of job satisfaction and the comfortableness of an employee in the organization. This study is to examine the various factors of motivation in employees with reference to Maslow’s need hierarchy.

A questionnaire was designed which included questions regarding motivation in employees their satisfaction and dissatisfaction. Accordingly, 50 officers have been selected at random from all the departments of the organization and feedback forms (questionnaire) have been obtained. Through this analysis, interpretations were done accordingly.

Keywords: *Employee Motivation, Behaviour, Job satisfaction.*

1. INTRODUCTION

The word “motivation” has been derived from the Latin word “movere”, it means, “to move with”, The task of the manager is to guide the people’s action in a desired way. Performance results from the interaction of physical, financial and human resources. In dealing with employees however an intangible factor of will, volition or freedom of choice is introduced, and workers can increase their productivity they choose. The first determines what he can do; the second determines what will do. Where there is a strong positive motivation, the employee’s output increase; but where it is negative or weak it is negative or weak his performance level is low.

Jucious and schlender have defined motivation as “a process of stimulus and response”

OBJECTIVES OF THE STUDY:

1. To know about the variables of motivation appropriate to PAP EXPORTS
2. To examine the level of employee’s motivation at PAP EXPORTS.
3. Analyzing the current status of the employee’s motivation.
4. To offer suitable suggestions based on the findings of the study.

2. SCOPE AND LIMITATION

SCOPE OF THE STUDY

Therefore the study focuses to find the employee motivation. Various factors like Motivational factors Job satisfaction, Job evaluation and training have been analyzed.

LIMITATIONS OF THE STUDY

As the survey was conducted at the workplace of the worker some of the respondents were reluctant to give the correct information, So there are channels of bias in the study. Motivation is highly subjective in nature and is very difficult to verify its quality and measures it. Still an attempt has been made here.

As the sample size is only 300, the results will not represent the whole population.

3. RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design captures the blueprint of various research operations there by making the research design of the study is Descriptive the first step is to specify the objective and ensure that the data collected are relevant. Lickerts scale was adopted measure and quantity motivation among workers. Five point scale has been used for this study.

4. REVIEW OF LITERATURE

K.Hemalatha (2003) conducted a study to measure the employee needs satisfaction at tancem with specific reference to the employee needs models of maslow and herberg. The objective of the study was to determine the level of satisfaction of the employee need at tancem and to determine the weak areas of motivation and provide suitable suggestions.

P.Geetha (2004) conducted a study on various aspects of motivation in India

comments Ltd. The objective was to study the employee satisfaction level in ICI and to study the level of satisfaction on non financial rewards.

This is study on employees' motivation in this organization. The objective of this study is to know the various types of motivation provided by the organization for their employees and to find out role of motivation in the organization.

“Motivation involves the creation and substance of they desire to work to certain goals among the people in organization”

Y.K Bhushan, fundamental of business organization and management sultan chand & sons, New Delhi, 1990, page-pm-89.

Encouragement, award and application will induce the employee to perform better to achieve the objectives of the organization.

Frederick Herzberg list out some of the points, which motivates the employee “opportunities to achieve, recognition, interest in work, responsibility, Self-awareness, personal growth will motivate a person.

“Motivation is a tool used to induce towards the fulfillment of the need”.

5. MOTIVATION PROVIDES

1. Energy and force to reach the target
2. Support to select the right and constant one among the possibilities
3. Help to reach the selected target without deviation.

Motivation is a technique adopted to change the attitude of the employee for the increase in the productivity in the organization. Bob Conklin defines” motivating other is more a matter attitude than technique”.

6. ANALYSIS & INTERPRETATION:

TABLE 4.1

S.NO.	Age group	Number of respondents in	Percentage
1	26-35	144	48
2	36-45	108	36
3	Above 45	48	16
TOTAL		300	100

SOURCE: PRIMARY DATA INTERPRETATION:

The above table shows that 48% of the respondents belongs to the age group of (26-years, 36% of the respondents belongs to the age group (36-45) years and 16% of the respondents belongs to the age group 46 years and above.

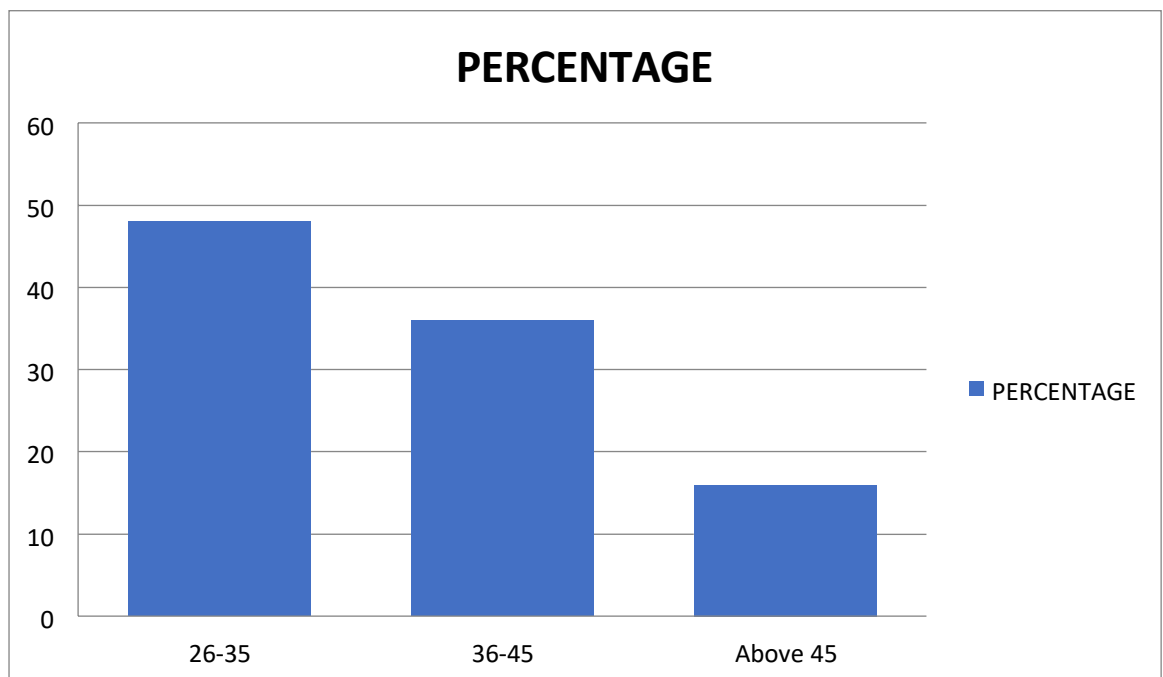
CHART – 4.1**DISTRIBUTION OF RESPONDENT BASED ON**

TABLE 4.2**DISTRIBUTION OF RESPONDENTS ON THE BASICS OF THE MARITAL STATUS**

S.NO	MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	Married	210	70
2	Unmarried	90	30
TOTAL		300	100

SOURCE: PRIMARY DATA INTERPRETATION:

From the above table it is observed that 70% of the respondents are married and 30% of the respondents are Unmarried.

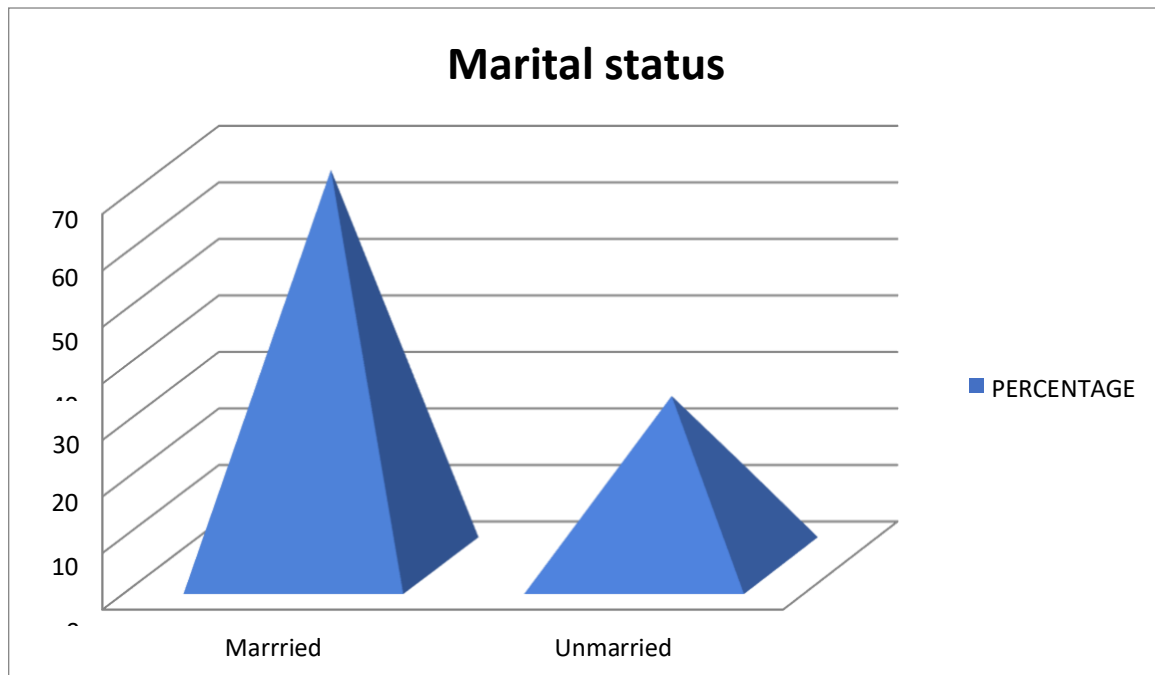
CHART -4.2**DISTRIBUTION OF RESPONDENTS ON THE BASICS OF THE MARITAL STATUS**

TABLE:4.3**EMPLOYEES IDENTIFY WITH THE ORGANIZATION**

S.NO.	OPINION	NUMBER OF RESPONDENTS IN	PERCENTAGE (%)
1	Strongly Disagree	30	10
2	Disagree	36	12
3	Neutral	24	8
4	Agree	150	50
5	Strongly Agree	60	20
TOTAL		300	100

SOURCE: PRIMARY DATA INTERPRETATION:

The above table shows that 10% of the respondents are strongly disagree, 12% of the respondents are disagree, 8% of the respondents are Neutral, 50% of the respondents are agree, 20% of the respondents are strongly Agree that the employees identify with the organization.

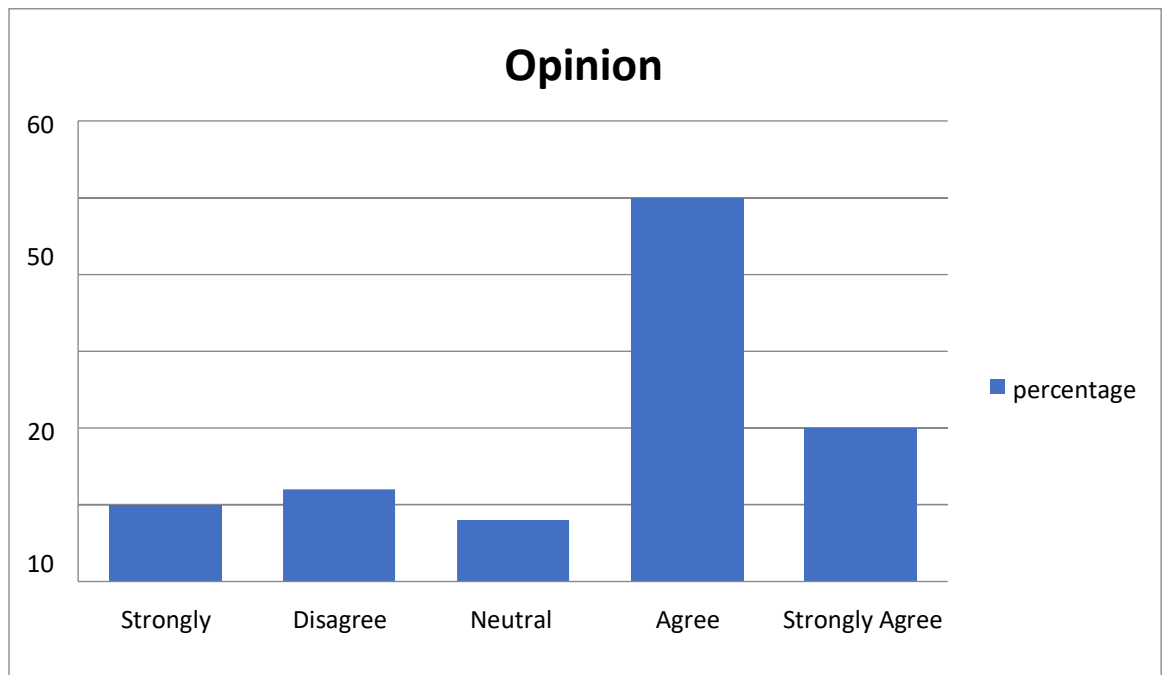
CHART - 4.3**EMPLOYEES IDENTIFY WITH THE ORGANIZATION**

TABLE:4.4**ORGANIZATION'S PROFESSIONAL OUTLOOK**

S.NO	OPINION	NUMBER OF RESPONDENTS IN	PERCENTAGE (%)
1	Strongly Disagree	36	12
2	Disagree	24	8
3	Neutral	60	20
4	Agree	120	40
5	Strongly Agree	60	20
TOTAL		300	100

SOURCE: PRIMARY DATA INTERPRETATION:

The above table shows that 12% of the respondents are strongly disagree, 8% of the respondents are disagree, 20% of the respondents are Neutral, 40% of the respondents are agree, 20% of the respondents are strongly Agree that organization's professional outlook.

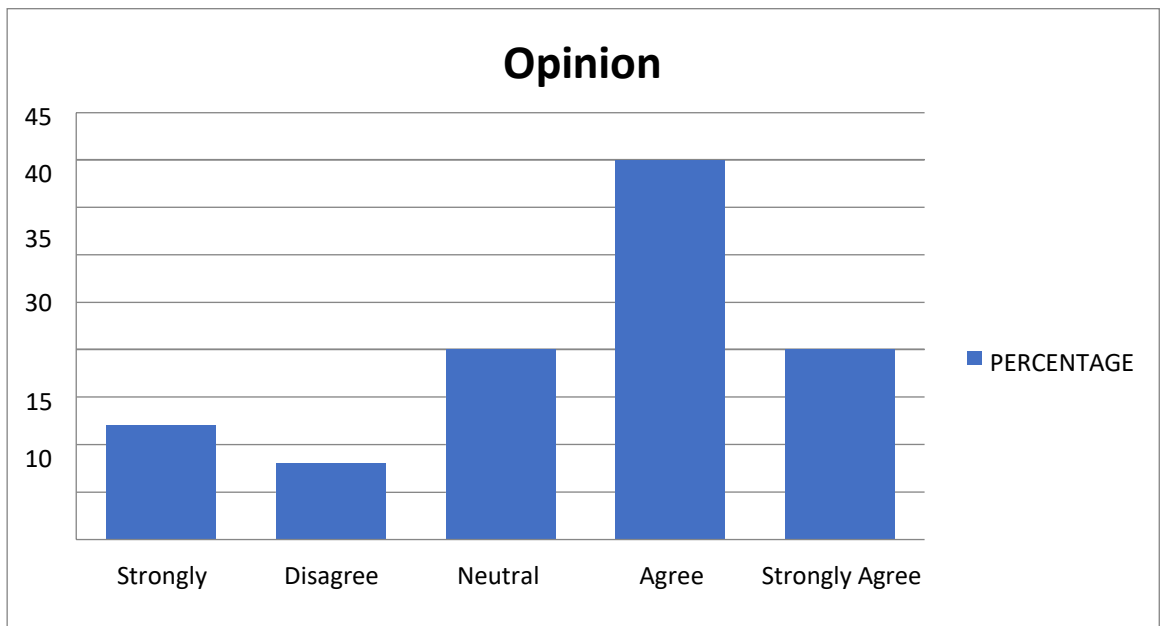
CHART - 4.4**ORGANIZATION'S PROFESSIONAL OUTLOOK**

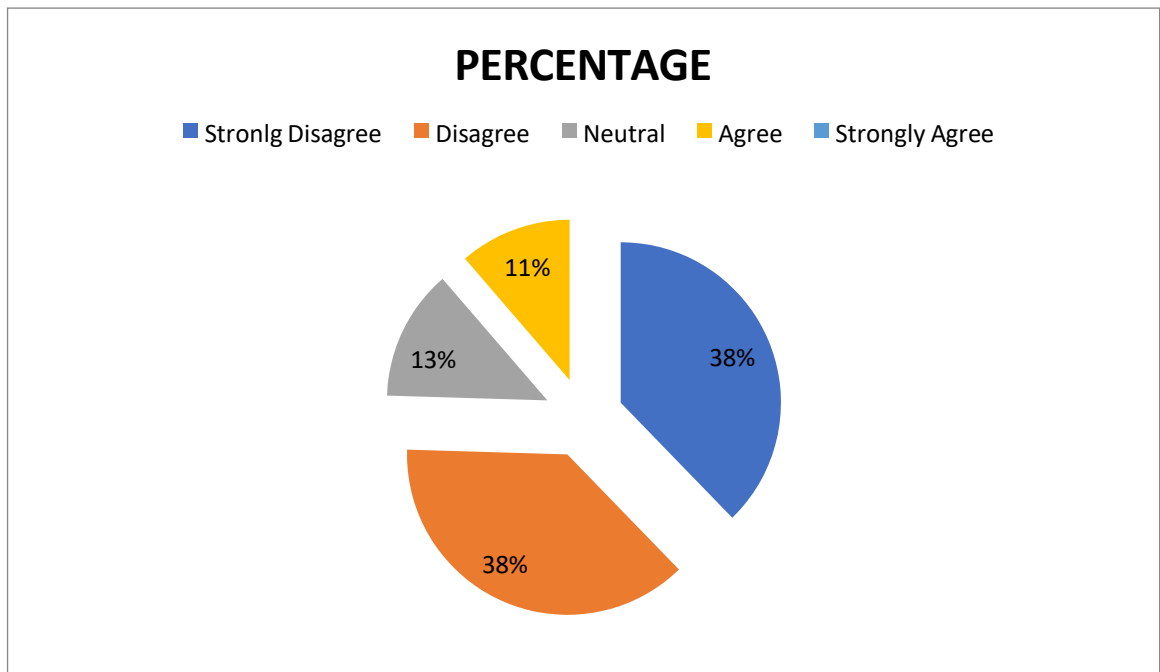
Table:4.5

ENVIRONMENT MOTIVATION EMPLOYEES

S.NO	OPINION	NUMBER OF RESPONDENTS N	PERCENTAGE (%)
1	Strongly Disagree	12	4
2	Disagree	12	4
3	Neutral	6	2
4	Agree	180	40
5	Strongly Agree	90	50
TOTAL		300	100

SOURCE: PRIMARY DATA INTERPRETATION:

The above table shows that 4% of the respondents are strongly disagree, 4% of the respondents are disagree, 2% of the respondents are Neutral, 40% of the respondents are agree, 50% of the respondents are strongly Agree that the motivation of work environment provided by the organization.

CHART -4.5**ENVIRONMENT****MOTIVATION****EMPLOYEES**

7. FINDING

1. 50% of the respondents agree that the employees identify themselves with the organization.
2. Most of the respondents around 40% strongly agree with the statement that the organization policies welfare of employees.
3. 40% of the respondents of agree that the organization promotes professional outlook.
4. 60% of the respondents agree with the statement that the organization supreme culture helps professional development in individual.
5. Job security is satisfactory to the employees of 40%.
6. 60% of the agree the organization easily adapts to change.
7. The respondents of 50% say the statement that the work environment motivates employees is strongly.
8. 50% of the respondents agree with the statement that employees feel happy to work because the work station and shop floor are well disciplined and maintained.
9. 60% of the respondents agree with the statement that safety and welfare are measuring highly encouraging.
10. 50% agree that corporate culture orients employees for unlearning and self learning.
11. 60% agree that the organization facilities professional development and career growth
12. 60% of the respondents agree that the employee are recognized for their new sales.
13. 40% of the respondents agree with that the company identifies new skills and devices appropriate training methods for continuous upgrading of an Individual potential.
14. 40% of the respondents agree with the statement that there are communication and in-built mechanism for effective use.
15. 40% of the respondents indifferent that the supervisors motivates their.

RECOMMENDATION:

An improved version of welfare measure is to be implemented.

- A powerful system has to be established for an environment which motivates employees strongly.
- Extra mileage can be earned by using the well discipline work station and shop floor
- A proper measure has to be aimed to improve the productivity using training.
- Attention may be given for the employee's educational empowerment

8. CONCLUSION

The company has perceptive and potential employees. In a competitive world gaining additional improvement in the business gap is always challenging. But company's like "PAP EXPORTS". As accrued an all-ground reward.

Expect in a few business domains the company performs outstandingly superior. On the basis of motivation, however, the company has to take professional and strategic procedures.
