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## **A Study on Motivational Factors for Work Performance Among Female Employees**

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DOI: <https://doi.org/10.55248/gengpi.2022.3.8.12>

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### **ABSTRACT**

A woman is a man's better half as his wife, and if she works, she is a man's finest asset as well as the best asset of her entire family. Money is the only essential element for a successful life, but the source of that money is equally as important. A daughter who makes money benefits her parents as well as her spouse financially up to and even after marriage. Growing globalization emphasizes the significance of women working both locally and internationally. However, the extent to which they are motivated at work is a research question that lured the researcher to explore this study on motivational factors for work performance among female employees. The goal of the study is to determine if personal efficacy, specific supportive elements may or cannot have an influence on working women's motivation for their jobs.

The concept of Quality of Work Life has emerged as an important determinant of model of employment. Wages and salaries do not indicate how good the employer is but the organizational ethics does. Building a women's network is astonishing as the number of ladies increases the emotional as well as the organizational bonds in the working environment. Ladies are truly influenced by the sex synthesis of the Internet in their professions, so framing gatherings can genuinely enable ladies for innovation. Effective management is also about ensuring better quality of work life to the working class. The quality of work by the employees define the satisfaction level of the employees which can be achieved through motivation. In order to ensure great motivation to the employees the organization and the employer should understand the need and wants of the employees and their expectations from the workplace. This research is going to help with finding out the important factors leading to motivation of female employees using tools such as correlation and descriptive statistics.

**Key words:** Job Motivation, Job Satisfaction, Organizational culture, Female Employees and Compensation.

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### **I. INTRODUCTION**

Motivation is a combination of factors that propel people to attain a single goal. Therefore, one of the most significant and powerful factors affecting performance and motivation is the nature of the relationship between the manager and the employee.

Human resources are the most important resources to accomplish the pre-established goals of the organization because they are the most important and expensive aspect in production. The establishment of an informed, supportive, and respectful connection between the leader and staff has an impact on attitudes and satisfaction since management of the staff begins with the selection of new employees and continues throughout their performance within the company.

Motivation is also the most that encourages one thing to happen behind activity, cities, will, and objectives. These wants, will likewise be gained through social, and manner of life impacts, or they're commonly natural. Character inspiration will likewise be enlivened by outer powers (extraneous inspiration) or oneself (inborn inspiration).

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### **II. NEED OF THE STUDY**

This is to state that whether the motivation of female employees provided to the female employees is resulting in the effective performance. It is highly essential to the management to understand the effectiveness of motivational factors which can improve female employees performance and motivates them along with building their confidence.

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### **III. OBJECTIVES OF THE STUDY**

1. To understand the factors that affects the organizational performance in terms of female employee.
2. To study the relationship between job satisfaction and female employees motivation.

3. To analyze the factors contributing towards job motivation.
4. To study the satisfaction level of employees.

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#### **IV. HYPOTHESIS FOR THE STUDY**

##### Null Hypothesis (H0)

There is no significant relationship between Female Employee Motivation and Job Satisfaction.

##### Alternative Hypothesis (H1)

There is significant relationship between Female Employees Motivation and Job Satisfaction.

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#### **V. STATEMENT OF THE PROBLEM**

To understand how women employees get motivated in a company and how they get influenced by the motivational factors. The women employees are very important to any organization so to ensure their personal growth and their protection is a very important task for the organization to look onto. If women employees are not satisfied by the work environment or feel that they are underpaid, they will typically react by reducing their efforts on performance and they will not care for the quality of work. The non - satisfaction will lead to higher retention rates and there will be no belief in the organization in terms of motivating in the long run which hinders the growth of employee as well as the organization. As a result women employees will no longer be committed to the organization. The project attempts to study in detail the factors influencing / motivating Women Employees to perform better in an organization.

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#### **VI. REVIEW OF LITERATURE**

Rashmi S.B (2021) has observed in her paper the drivers of motivation do impact job performance. Nazia Zabin Memon (2017) has used convenient sampling and snowball method to investigate about the connections between workplace gender equality and female employees' job motivation. Dr. Jayasri Indiran and Dr. Muralidharan. K (9 September 2014) have identified the organisational and personal elements that affect motivation of women employees are at work as well as to describe the profile of women employees using Purposive sampling. On the other hand Shoab Ahmed, Nazim Taskin, David Panleen, Jane Parker (2017) together has done the examination of motivation and personal traits. Kandula Madhavi (October 2017) made an attempt to understand the Job Motivation of Women Employees and to know upto what extent the women employees are satisfied with organisation. Or Shkoter and Takuma Kimura (February 2020) examined female employee job engagement, to strengthen peace, and to investigate female employee motivation. Dr. Ankur Jain, Dr. Bhuwan Gupta, Dr. Meenakshi Bindal (December 2019) determined how often female employees participated in decision-making and what strategies were employed to inspire them in their paper. Radha R Sharma and Neha P Sharma (October 9 2015) tried to learn more about how female employees, in general, felt about their lives and jobs. Modesta Morkeviciute and Aukre (20 July 2020) tried to examine the association between work motivation in a sample of female employees and the aspects of the perceived transformational leadership style. Manisha Anish Pillai (2021) found out about the connections between female employees' motivation and their performance at work as well as the relationships between intrinsic and extrinsic motivational elements.

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#### **VII. SCOPE OF THE STUDY**

- Promotion of equal rights for men and women at the workplace.
- The exploration assists associations with framing of suitable policies which can deal with modern issues of women employees.
- The study assists with studying the organization's administration choices.

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#### **VIII. TYPE OF RESEARCH**

Research Design – This research is a Descriptive Research which records the phenomena as it is and samples are collected through questionnaire distributed to female employees who have been selected through Convenience Sampling.

Statistical tools and techniques

The study is surveyed using a questionnaire approach; the data is gathered, put into a table, and examined using charts and graphs. They are used to examine variables like female employee motivation and its connection to job satisfaction, which may provide a clear image of the degree of motivation among employees working for the company. Correlation, and descriptive statistics are the other methods employed. Correlation - Bivariate analysis that assesses the direction and degree of the link between two variables is called correlation. Descriptive statistics - The fundamental characteristics of the data in a study are described using descriptive statistics. Simple summaries of the sample and the measurements are provided.

**IX. HYPOTHESIS TESTING**

**➔ Correlations**

[DataSet1] C:\Users\AIT\Desktop\POOJA SHARMA.sav

**Descriptive Statistics**

	Mean	Std. Deviation	N
JOB SATISFACTION OF WOMEN EMPLOYEES	2.25	.870	40
LIST OF MOTIVATIONAL FACTORS	2.38	1.055	40

**Correlations**

		JOB SATISFACTION OF WOMEN EMPLOYEES	LIST OF MOTIVATIONAL FACTORS
JOB SATISFACTION OF WOMEN EMPLOYEES	Pearson Correlation	1	.091
	Sig. (2-tailed)		.577
	N	40	40
LIST OF MOTIVATIONAL FACTORS	Pearson Correlation	.091	1
	Sig. (2-tailed)	.577	
	N	40	40

Null

Hypothesis (H0)

There is significant relationship between Female Employees Motivation and Job Satisfaction.

Alternative Hypothesis (H1)

There is a significant relationship between Female Employees Motivation and Job Satisfaction.

CONCLUSION Pearson correlation of Female Employees Motivation and Job Satisfaction was found to be moderately positive and statistically significant ( $r = 0.577, p < 0.01$ ). Hence H1 was supported. This shows that an increase in Female Employees Motivation would lead to higher self efficacy in the Job Satisfaction.

*Descriptive Statistics*

**Frequencies**

[DataSet1] C:\Users\AIT\Desktop\POOJA SHARMA.sav

Statistics								
		JOB SATISFACTION OF WOMEN EMPLOYEES	DO YOU WORK ON WEEKENDS	DO YOU GET PAID FOR WORKING ON WEEKENDS	HOW HAVE YOU BEEN MOTIVATED SO FAR	RECOGNITION	INCENTIVES MOTIVATION	LIST OF MOTIVATIONAL FACTORS
N	Valid	40	40	40	40	40	40	40
	Missing	1	1	1	1	1	1	1
Mean		2.25	1.88	1.00	2.83	2.18	1.95	2.38
Std. Deviation		.870	.335	.000	1.375	.844	.932	1.055

**CONCLUSION**

Highest Mean	Lowest Standard Deviation
2.83	00

Highest Mean is 3.20

The factors are highly influencing the motivational levels of female employees.

Lowest Standard Deviation is 00

Slightly influencing the factor of getting paid for working during the weekends.

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## X. FINDINGS AND CONCLUSIONS

It is been found out that the employees want promotion and welfare measures from the organization and are highly satisfied with their workplace along with this employee opinions are considered in the organization during decision making. Motivation is preferred more in terms of recognition and rewards. The Personal issues are more challenging in case of getting motivated and the major obstacles are not known but there is satisfaction with the recognition policy from the superior and total satisfaction with their job. The employees are majorly interested in monetary rewards along with awards and recognition. The administration of salaries and pay at work is acceptable in the eyes of the female workers and the biggest area for development at work is challenge. The Female Employees are highly satisfied for being compensated for their services which brings about a positivity in the work environment. Only few percent employees are working on the weekends in the organization for which they get paid.

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### Conclusion

It is clear from the findings that both personal variables and organizational culture contribute for job motivation of women employees in an organization. Hence, employers have to be concerned about their organizational culture and make it as positive and favorable for securing their jobs motivation of women employees. The major finding of the study is that the sense of personal efficiency is a common strong personal variable associated with job motivation of women employees. Employers by their training program enhance the personal efficiency of the employees. Hence, besides technical contents. The training program has to develop self-confidence and self-determination to all the women employees. Apart from training the employees / HR managers can enhance the personal efficiency through performing counselling to the employees. All these possibilities will sustain and promote job motivation to the women employees.

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