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Unveiling the Dynamics of Employee Motivation: A Comprehensive Study on Motivational Factors in Organizations

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ABSTRACT

Motivation is a fundamental element that is required for every individual's life and serves as the basis for this study. Everyone expects to receive something in exchange for their input. An organization's personnel require motivation to complete tasks and perform successfully, regardless of the type of establishment—a corporation, factory, college, or university. Rewards of any type, including as promotions, pay raises, positive working relationships, empowerment, etc., are a common source of incentive. Motivation is what propels people to accomplish their objectives. It is the source of inspiration that drives ones' spirit of invention and for which a person lives and work for. The primary goals of the study are to identify the organizational motivational elements that drive employee performance and to ascertain the degree to which such variables are seen as satisfactory by the workforce. Twenty respondents were chosen to conduct the survey to meet its goal. The data is gathered using the questionnaire method. In this work, the non-probability convenient sampling strategy is employed. Some of the study's conclusions and recommendations have been discussed.

Keywords: Employee Motivation, Performance, Satisfaction, Organizational Effectiveness

INTRODUCTION

Success is what every company and organization aspires to. In today's fiercely competitive world, firms of all sizes, with any combination of technology, market focus, and scale, struggle to retain their workforce. Employees and their organizations need to build and preserve a solid, positive relationship in order to overcome these limitations. Any organization's most important component is its human resources, or its workforce, so it is necessary to influence and encourage them to complete tasks. Organizations create several tactics to compete with rivals and improve organizational performance in order to achieve wealth. Few businesses hold the view that their people are their most valuable assets, having the power to propel them to success or, if misguided, failure would be on the way. No organization can advance or succeed unless and until its workers are happy with their jobs, driven to complete tasks and reach their goals, and given encouragement. The purpose of this study is to shed light on the ways in which an organization can succeed and function effectively through its workforce. An organization can only succeed in this if its employees are happy in their roles. Employee contentment can only exist when people receive appropriate compensation for their contributions. An incentive, expression of gratitude, a job promotion, a pay raise, etc. are examples of output. Motivation comes from receiving recognition, being promoted, and receiving rewards. Motivated employees are happy in their roles and contribute positively to the company. Consequently, the organization experiences success and gains organizational effectiveness.

REVIEW OF LITERATURE

According to Vaitkuvienė's (2010) research, employees at Frilight AB and EnitorPlast AB, two Swedish manufacturing companies, were happy with their working conditions, staff training, and career opportunities. The author maintained that the workers in Sweden were driven, did not shirk their duties, and complied with instructions. Vaitkuvienė (2010) discovered that the planning of leisure trips, celebrations, and events stimulates nearly every employee. It has been observed that over half of Swedish manufacturing employees are motivated by gifts on a variety of occasions (holidays, birthdays), free lunches at work, health insurance, work clothes and equipment, company travel, days off, recognition, and good working conditions. As a result, it can be noted that non-financial motivation tools are valued more highly by manufacturing employees. According to Steers et al. (2004), management theory and practice both depend heavily on employee motivation. It's been said that one of a human resource manager's key responsibility is to guarantee employee commitment at work, which can only be done via inspiration.

According to Gareth Jones, Jennifer George, and Charles Hill (2000), motivation is described as "psychological forces that determine a person's level of effort, persistence in the face of obstacles, and direction of their behaviour." The degree of positive motivation was found to be high in a study conducted by Bent et al. (1999) in small food manufacturing businesses. Respondents were asked to rate their level of motivation and job satisfaction using a five-point Likert scale. Bent et al. (1999) reported that employees exhibited either very or moderate motivation towards their jobs. It is noteworthy to mention

that none of the respondents expressed extreme dissatisfaction or motivation towards their jobs. In order to energize behaviour and steer it toward a goal, motivation is defined as "a need or desire" by David Myers (1996). According to Frank Hawkins (1993), it is "the internal force which initiates, directs, sustains, and terminates all important activities" or "what drives or induces a person to behave in a particular fashion." It affects how well something is done, how efficiently something is completed, and how long something takes to complete. The terms "stimuli" and "motivational process" are synonymous. Additionally, Hawkins describes the characteristics of motivation, including its internal process nature and its various roles in directing, initiating, sustaining, or terminating behaviours, as well as its varying degrees of expression at the intensity, quality, and speed at which the behaviours occur. Regarding employee motivation, Taylor (1911) suggested a paternalistic management style and contended that since employees are "economic men," higher pay is necessary to inspire them. Elton Mayo (1953) asserted that for an organization to achieve its goals, it must try to comprehend, value, and take into account the feelings, sense of fulfilment, and recognition that constitute employees' non-financial needs. According to him, employees' motivation to work comes from meeting their social needs in addition to their financial ones. He believes that managers should treat employees as valued individuals who have valuable opinions because they enjoy interacting with one another. Rensis Likert has called motivated motivation as the "core of management". Motivation is an important function that every manager performs for actuating the people to work for the accomplishment of the objectives of the organization. It is an effective instrument in the hands of the manager for inspiring the workforce and creating confidence in it. By motivating the workforce, management creates a will to work which is necessary for the achievement of the organizational goals.

OBJECTIVES OF THE STUDY

1. To know the motivational factors that motivate the employees in the organization.

2. To know the satisfaction level of employees with those motivational factors.

KEY FACTORS TO INCREASE MOTIVATION AMONG EMPLOYEES

Identifying each employee's motivations and using them to achieve both the organization's and each employee's goals at the same time are key competencies for a successful manager. Among the elements influencing employee motivation are:

1. Employee Motivation through Satisfaction Building - Creating an environment at work that draws, concentrates, and retains talented workers is the only way to produce long-term profits. Put differently, they need to be inspired to come in, make a commitment, and give their best work. The relationship between employee satisfaction and motivation is crucial.

Furthermore, it goes far beyond creating a "happier workforce." Why? Because happy customers and motivated, contented employees are inextricably linked. Put another way, concentrate on motivating and creating contented staff members, and those driven, happy staff members will take care of your clients.

2. Employee Motivation through Sincere Appreciation: Occasionally, managers unintentionally undermine employee motivation by neglecting to acknowledge their staff members' accomplishments and positive behaviours. Employees are therefore oblivious to whether they are performing well. According to an employee, this is the only Fortunately, astute managers can raise worker motivation by showing them personal appreciation. A quick remark in the hallway, a handwritten note, or a pat on the back can all be examples of this. When expressing gratitude, be precise.

3. Recognition Boosts Employee Motivation: A lot of people will do things for recognition even if they wouldn't do them for money. The manager can use this as a covert tool to inspire staff members. The possibility of having their name displayed on a wall, winning a trophy at a yearly banquet, or having their name appear in the company newsletter can inspire some people. It provides an "emotional payoff" for what they have done. Seek strategies for raising employee motivation through rewarding excellence in the workplace. Every time a person or group meets the production goal, raise your hand. Posters featuring the team members who have the most accident-free days should be displayed. Reward attendance records with awards. Simply act. It is incredibly affordable while still having a significant impact on your efforts.

4. Employee Inspiration: Leadership is the source of inspiration. The mission, purpose, and goals of the company are included in this type of employee motivation. Individuals are drawn to organizations that have a purpose, represent something, and offer valuable services to the market. Employee motivation will rise dramatically if you follow these steps to lead an inspired, mission-driven organization.

- Establish a well-defined objective - that is, understand your destination.

- Embrace your mission with enthusiasm and passion. Ultimately, if you don't get excited, they probably won't either.

- Need to explain the mission and the benefits it offers to the market. Stated differently, the reasons it is valuable.

- Ascertain that all members of the organization are able to convey the mission.

- Ensure that staff members comprehend their role in achieving the organization's goals.

- Draw a link between your employees' personal values and objectives and the mission.

5. Compensation as a Source of Employee Motivation: Money can motivate certain employees. Money really drives most of them, at least when it comes to meeting their basic needs. Pay increases, commissions, profit-sharing plans, performance bonuses, and a plethora of "extra benefits" such as cars, trips, or other material possessions that are bought and utilized as incentives can all be used to incentivize employees. Other elements include:

- By keeping them informed of new developments or changes within the company and involving them in important decisions through direct communication.

- Getting to know the employees and their goals and aspirations so that together one can develop opportunities for growth and a clear path for advancement.

- Build a solid rapport between managers and staff. It is frequently the case that when workers depart from a company, they also typically leave their manager behind.

- Offer effective, continuous training to both new and seasoned workers, as well as incentives and acknowledgment to those who succeed and/or exhibit a strong sense of passion for their jobs and company.

- Employee suggestions should be taken into consideration. Simply listening without acknowledging, reacting, or acting on what is said can undermine one's credibility.

FACTORS AFFECTING EMPLOYEE MOTIVATION

Nobody should ever work for free. Employees hope their workers feel they are receiving a fair wage and benefits, and they also want to receive a reasonable salary (Houran, J.).

- According to Sara et al. (2004), money is the primary inducement and has the greatest influence of any incentive or motivational technique. It is unparalleled in its ability to draw people in, keep them engaged, and inspire them to achieve more. According to Frederick Taylor and his scientific management associate, the primary driver of industrial workers' motivation to achieve higher productivity is money (Adeyinka et al, 2007).

- Reward systems are management instruments that, by affecting the behavior of individuals or groups, should increase the efficacy of an organization. According to Reena et al. (2009), all businesses utilize pay, promotions, bonuses, or other forms of rewards to incentivize and support their employees' high-level performance. Managers must consider pay structures when determining how best to use salaries as a motivator. These structures should consider the value that the organization places on each job, performance-based compensation, personal or special allowances, fringe benefits, pensions, and other benefits (Adeyinka et al, 2007).

- Effective leadership entails carrying out tasks in an ethical manner, which requires the trust and obedience of others. They also need to be motivated if you want them to believe in you and work for the organization (Baldoni, 2005). As per Rukhmani (2010), theories suggest that followers and leaders elevate each other to elevated moral and motivational states. Motivation is just one type of leadership behavior. It comes from the desire to act morally both for the organization and for the people. According to Baldoni J. (2005), motivation and leadership are dynamic processes.

- Empowerment gives workers a sense of pride and belonging while also benefiting companies. In actuality, it creates a Win-Win relationship between employers and workers, which is regarded by many employers and employees as the ideal environment. Virtual human capacities can flourish through empowerment. Employees who are empowered give their work and work life more attention, which promotes continuous improvement in workflow and procedures. In empowered organizations, workers implement their best ideas and innovations with a feeling of community, zeal, and joy. They also prioritize the organization's gains over their own, working with a sense of accountability (Yazdani, B.O. et al, 2011).

- According to Hassan et al. (2010), trust is the judgment of others and the choice to act based on their words, deeds, and judgment. The preservation of trust is crucial for the growth and success of an organization, as it guarantees its survival and boosts employee motivation (Annamalai.T, 2010). It can affect relationships both inside and outside the organization and have both intrapersonal and interpersonal effects (Hassan et al., 2010).

RESEARCH METHODOLOGY & ANALYSIS

Data is collected with the help of both primary as well as secondary data sources. The primary data source questionnaire method is used to achieve the objective and under secondary data sources books, newspapers, and different studies of different authors are referred. During the study, 20 respondents are taken as the size of the sample. Non-Probability Convenient Sampling Technique is used to conduct the study and achieve the objectives of the study. To know the response structured questionnaire method is used. In this method, questionnaires were distributed to the respondents, and they were asked to answer the questionnaire. The questionnaire was structured and organized, and the questions were arranged in a specific order.
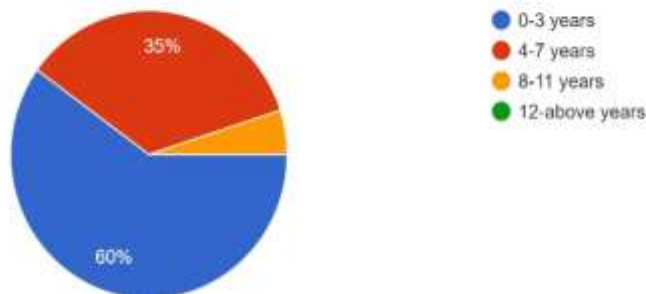
Data is analyzed and interpreted accordingly to understand the employee motivation.

- How many years have you been working before joining this organization?

No.	Options	Respondents	Percentage
1	0-3 yrs	12	60%
2	4-7 yrs	7	35%
3	8-11 yrs	1	5%
4	12 aboveyrs	0	0
	Total	20	100%

How many years have you been working before joining this organisation?
20 responses

Interpretation: The above figure shows that out of 20 respondents,12 respondents have been working for 0-3 years before joining this organization, 7 respondents have been working for 4-7 years, 1 respondent has been 8-11yrs and 0respondents are who have been working 12-above years.

- For how many years have you been working in the current organisation?

No.	Options	Respondents	Percentage
1	0-3 yrs	11	55%
2	4-7 yrs	9	45%
3	8-11 yrs	0	0
4	12 above yrs	0	0
	Total	20	100%

From how many years have you been working in current organisation?
20 responses
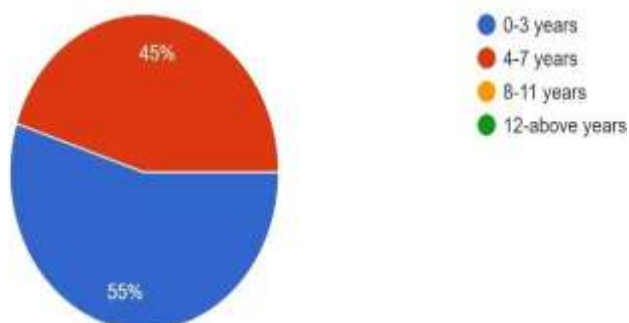
Interpretation: The above figure shows that 11 respondents have been working 0 -3yrs in their current company and 9 respondents said that 4-7yrs and 0 respondents said that 8- 11yrs and 0 respondents said that 12-aboveyrs.

- What kind of supervision style do you prefer?

No.	Options	Respondents	Percentage
1	Authoritative	0	0%
2	Democrative	6	30%
3	Participative	11	55%
4	Lassie Faire	3	15%
	Total	20	100%

**What kind of supervision style do you prefer?**
20 responses
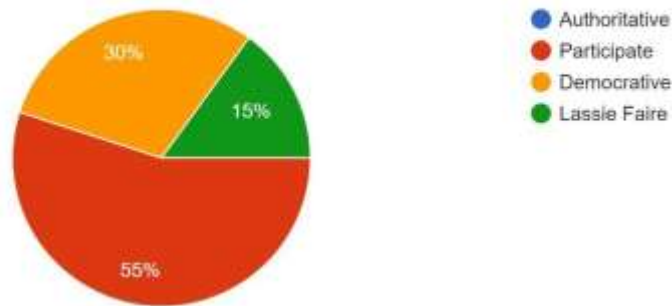
Interpretation: The above figure shows that 0 respondents said that they prefer the Authoritative style of supervision, 11 respondents said that they prefer the Participative style, 6 respondents said that they prefer Democrative style, and 3 respondents prefer Lassie Faire style.

- Which rewards system do you feel that can better motivate you?

No.	Options	Respondents	Percentage
1	Monetary	11	55%
2	Non- monetary	9	45%
	Total	20	100%

**Which reward system, do you feel that can better motivate you?**
20 responses
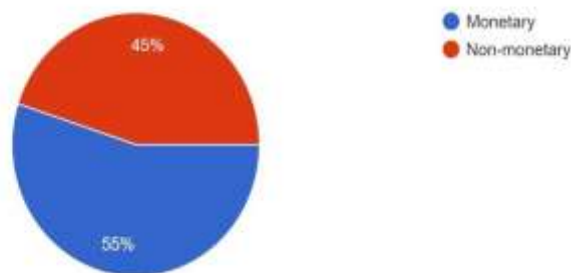
Interpretation: The above figure shows the 11 respondents said that the monetary reward system is better for motivation and 9 respondents said that the non-monetary reward system is better for motivation.

- Do you think the job given to you is challenging enough to boost you up?

No.	Options	Respondents	Percentage
1	Strongly agree	5	25%
2	Agree to some extent	15	75%
3	Do you agree	0	0
4	Disagree Strongly	0	0
	Total	20	100%

Do you think the job given to you is challenging enough to boost you up?
20 responses
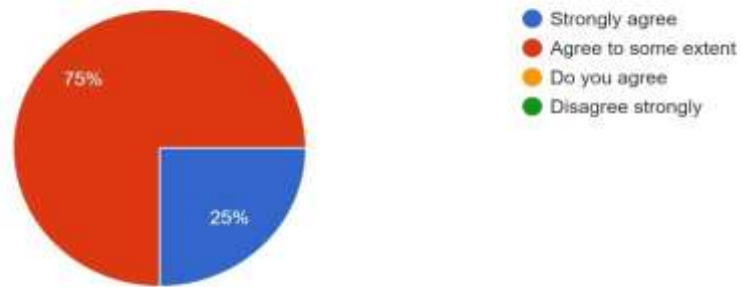
Interpretation: The above figure shows that 5 respondents strongly agree that a job is challenging enough to boost up, 15 respondents Agree to some extent, nobody agrees with this and disagreed strongly.

- Would you work harder if you knew that your efforts would lead to higher pay?

No.	Options	Respondents	Percentage
1.	Strongly agree	6	30%
2.	Agree	10	50%
3.	Neutral	4	20%
4.	Disagree	0	0
5.	Strongly disagree	0	0
		20	100%

Would you work harder if you know that your efforts would lead to higher pay?
20 responses
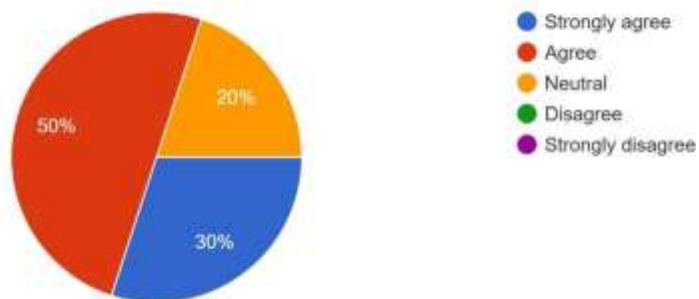
Interpretation: The above figure shows that 6 respondents strongly agree with their efforts would lead to higher pay, 10 respondents agree, 4 respondents are neutral, nobody disagrees and strongly   disagree.

- Do you think that incentives and other benefits will influence your performance?

Options	Respondents	Percentage
Influence	5	25%
Does not influence	11	55%
No opinion	4	20%
Total	20	100%

Do you think that incentives and other benefits will influence your performance?
20 responses
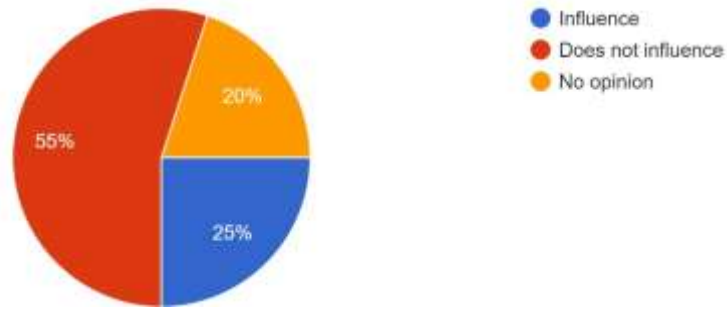
Interpretation: The above figure shows that 5 respondents are influenced by the incentives and other benefits given to them,11 respondents does not think that incentives and other benefits influence their performance, and the rest of the respondents does not give their opinion.

- Do you like to do things that give you a sense of personal achievement?

No.	Options	Respondents	Percentage
1.	Strongly agree	5	25%
2.	Agree	14	70%
3.	Slightly agree	0	
4.	Neutral	1	5%
5.	Slightly disagree	0	
6.	Disagree	0	
7.	Strongly disagree	0	

Do you like to do things which give you a sense of personal achievement
20 responses
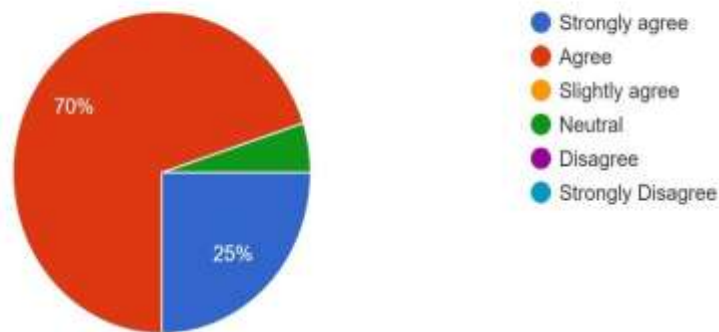
Interpretation: The above figure shows that 5 respondents are strongly agree with thing which give you a sense of personal achievement, 14 respondents are agree, agree, 1 respondent is neutral and nobody respondents are Slightly agree, disagree and nobody respondents are disagree and nobody strongly disagree.

- Do you provide regular positive feedback to the people who work with you?

No.	Options	Respondents	Percentage
1	Strongly agree	8	40%
2	Agree	7	35%
3	Neutral	5	25%
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	20	100%

Interpretation: The above figure shows that 8 respondents strongly agree with providing regular positive feedback to the people who work with you, 7 respondents agree, 5 respondents are neutral, and nobody disagrees and strongly disagrees.

Do you provide regular positive feedback to the people who work with you?
20 responses
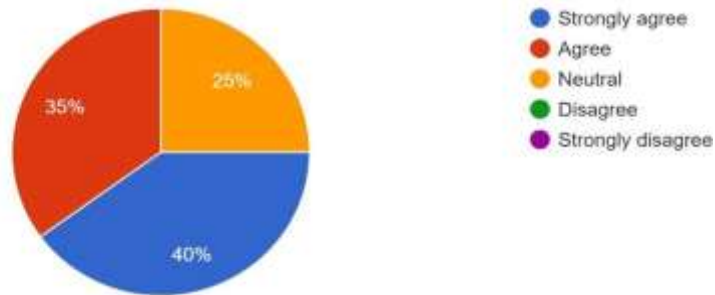
- Do you make regular efforts to build trusting professional relationships?

No.	Options	Respondents	Percentage
1	Strongly agree	10	50%
2	Agree	10	50%
3	Can't say	0	0
4	Disagree	0	0
5	Strongly disagree	0	0
	Total	20	100%

Interpretation: The above figure shows that 10 respondents strongly agree with regular efforts to build trusting professional relationship,10 respondents agree, 0 respondents cannot say anything, and 0 respondents disagree, and nobody strongly disagree.

Do you make regular efforts to build trusting professional relationship?
20 responses
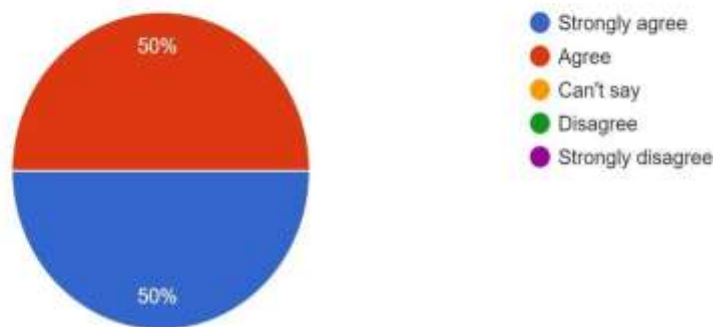
FINDINGS

- Many of the respondents have been employed by the current company for approximately 0–3 years, and most of them had work experience of 0–3 years prior to joining it.

- The majority of those surveyed support participatory methods of supervision.

- The monetary rewards are supported by many respondents.

- A significant number of participants acknowledged that their jobs improved their morale to some degree.

- The majority of respondents concurred that if their pay increases, they will work harder.

- Most of the participants believe that the incentives and other benefits they receive have an impact on their performance.

- Most of the participants expressed a desire to engage in activities that will give them a feeling of accomplishment on a personal level.

- A significant number of participants expressed strong agreement with the statement that they furnish their superiors and colleagues with regular feedback.

- Almost all the participants expressed agreement that they consistently endeavor to establish relationships based on trust.

SUGGESTIONS

- Because employees prefer working under participatory supervision, the organization should implement a participative style of supervision whenever possible.

- Financial incentives should be given to employees rather than other forms of recognition since they will be more appealing to them.

- Employees who put in more work should be compensated more, as most respondents indicated that they would work harder for more money.

- Awards ought to be given for exceptional accomplishments. Most respondents expressed a desire to engage in activities that will give them a sense of accomplishment.

CONCLUSION

The data and statistics presented above demonstrate that employee motivation is a significant factor in their overall job satisfaction and that they would like to see more incentive-based initiatives within the company. Most employees believe that receiving money rewards will increase their motivation, so they support them.

Employers should make every effort to motivate staff members to boost productivity, as this strategy can work wonders when implemented well.

Thus, the study aims to offer a holistic exploration of the motivational factors influencing employee engagement in organizations, providing actionable insights for organizational leaders to cultivate a motivating workplace environment.

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