



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Employee Motivation in Butterfly Appliance Pvt Ltd.

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ABSTRACT

Employee motivation is a critical factor influencing organizational success, productivity, and job satisfaction. This study explores the key drivers of employee motivation, including intrinsic and extrinsic factors, and their impact on workplace performance. Using a mixed-method approach, data was collected through surveys and interviews from employees across various industries. The findings reveal that while financial incentives play a role, non-monetary factors such as recognition, career growth opportunities, and a positive work environment significantly contribute to motivation. The study highlights the importance of leadership styles, organizational culture, and employee engagement strategies in fostering a motivated workforce. Recommendations are provided for organizations to enhance motivation through effective policies and management practices.

KEY WORDS:

- Appraisal, praise and prestige
- Status and pride.
- Competition
- Delegation of authority.
- Participation.

1. INTRODUCTION

The term “motive” is derived from Latin word, “mover” which means to move. All types of motivation have this property in common. They all move the organism. The view that motivation is a key determinant of persons’ behavior is not a new one. In dealing with people and attempting to understand them, high priority is given to information concerning their motives.

Motivation is usually psychological. Motivation is an organization is the willingness of an employee to respond to the organizational requirements.

Motivation is the willingness to exert high levels of effort towards organizational goals, conditioned by the efforts and ability to satisfy some individual need.

“Motivation represents an unsatisfied needs which creates a state of tension or disequilibrium, causing the individual move in a goal directed pattern towards restoring a state of equilibrium by satisfying the need”.

Motivation could be defined as, “a willingness to expand energy, to achieve a goal or reward. It is a force that activates dormant entry and sets in motion, the action of the people. It is the function that kindles a passion for action among the human beings of an organization.

Motivation is the process of creating organizational conditions which will impel employees, strive to attain any emotion or desire operating upon one’s will and promoting or driving it to action.

Since increase in productivity is the ultimate goal of every organization, motivation of employees at all levels, is the most critical function of management. To motivate means, to provide an employee which is own generator to produce, a goal directed behavior. A motivated employee does not need outside stimulation again. His battery does not need to be recharged repeatedly. He is driven from forces with in him and nor from outside.

Characteristics of Motivation

1. Individuals differ in their motivation the viewpoint that, there is only one ‘economic drive’ which determines behavior is unacceptable. The goals to which an individual aspires are many and so are his motivations.
2. Sometimes, the individual himself is unaware of his motivation. “Freud” uncovered this phenomenon while analyzing his critical patients. He found that is many ways man is like an iceberg. Only a small part is conscious and visible, the rest is beneath the surface, which is unconscious motivation. The presence of this explains why man cannot always verbalize is motivation, to attain certain goals or even tell what his goals are.

3. Motivation change: motivation of each individual change form time to time, even though he may continue to behave in the same way. For example: a temporary worker may produce more in the beginning to become permanent. When made permanent he may produce more, this time to gain promotion, and so on.
4. Motivations are expressed differently: the ways in which needs are eventually translated into actions also vary considerably between one individual and the another one individual with a strong security need may “play it safe” and avoid accepting responsibility for fear of failing and being fired. Another individual with the same security need, may seek for more responsibility, for fear of being fired for low performance.
5. Motivation is complex: It is difficult to explain and predict the behavior of an individual. The introduction of an apparently favorable motivational device, may not necessarily achieve the desired ends, if it brings opposing motives into play. In a factory when blue-green lighting was introduced to reduce eyestrain, the output of men workers increased, but that of women workers decreased.

Advantages of Motivation

1. High performance level.
2. Low employee turnover and absenteeism.
3. Make employees to accept changes.
4. Development of creative thinking
5. Development of co-operation in the organization.

Financial Motivators

Such motivation is connected directly or indirectly with money. Wages and salary, bonus, profit sharing, leave with pay. Medical reimbursement, etc., are included under this type of motivation. At a first glance, money would seem to be one of the “lower level” needs a need that is quickly satisfied. But in reality this is not true the reason is that, money more than just a medium of exchange; it is more than a vehicle through which one can satisfy other higher order needs.

Non Financial Motivators

These motivations are not connected with monetary rewards. I the words of dubin, “non-financial incentives are the psychic rewards, are the rewards of enhanced position, that can be secured in the work organization.

Some of the most commonly used non-financial motivations are:

- Appraisal, praise and prestige
- Status and pride.
- Competition
- Delegation of authority.
- Participation.
- Job security
- Job enlargement
- Job rotation.
- Job loading.
- Job enrichment.
- Reinforcement.
- Quality of work life.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study and diagnose the effectiveness of employee motivation in Butterfly LLM Appliances Private Limited.

SECONDARY OBJECTIVE

- To examine the key factors influencing employee motivation in the workplace.
- To analyze the impact of intrinsic and extrinsic motivation on employee performance.

SCOPE OF THE STUDY

- This study will show the overview of employee motivation in the organization
- The study is to analyze the effectiveness of motivation given to the employees in Butterfly Appliances Private Limited.
- This study would also help to analyze if their dependence between department and categories and the level of satisfaction in motivation. So the firm can improve and restructure of the current system.
- This study also analyzes the current performance level in the organization, so that it can enhance its management system to handle the human resources.

NEED FOR THE STUDY:

- The need for the study is to assess the employee's feedback towards the current system process involved in EM in the organisation. The study aims in identifying the level of satisfaction of the employees towards the EMPLOYEE MOTIVATION. It aids in giving suggestions to the company if any to improve upgrade existing techniques and methods for planning and development.
- This also increases the reputation of the company. Also through this study, the employee's feedback regarding their suggestions to improve the current system process. This can help the company to make the new changes. When the company provides satisfaction to employees, it is obvious that the employees work with fullest interest and dedication.

RESEARCH METHODOLOGY

Motivation represents an unsatisfied need, which creates a state tension or disequilibrium, causing the individual move in a goal directed pattern towards restoring the state of equilibrium by satisfying the need.

There are three methods, which can be used to conduct the study. They are (a) attitude scales, (b) general employee opinion survey, and (c) exit interview. Here, the general employee opinion survey methods have been followed.

Research Design

It is a conceptual structure with which the research would be analyzed. In this study descriptive research studies are one, which is concerned in describing the characteristics of a particular individual or a group.

Research area

- The area of study covers the employee motivation followed in Butterfly LLM Appliances Private Limited.

Research unit

- Butterfly LLM Appliances Private Limited puthupakkam

Population size

- The population consists of 200 employees at Butterfly LLM Appliances Private Limited.

Sample size

The sample size is taken as 180

Sampling method

Convenient random sampling

Data collection method

Interview

Tools used for data collection

A structured questionnaire was set up enquiring about all the details to accomplish the set objectives. The data was collected using the questionnaire method.

Tools used for analysis

The major technique used for analysis is the

- Percentage Analysis
- Chi-square
- Correlation
- Kruskal Wallis Test

PERCENTAGE ANALYSIS

The percentage method provides statistical and graphical displays that are useful for describing many types of variables. The percentage procedure is a good place to start looking at your data.

For a percentage report and bar chart, you can arrange the distinct values in ascending or descending order, or you can order the categories by their percentage. The percentage report can be suppressed when a variable has many distinct values. You can label charts with percentages.

$$\text{Percentage of Respondents} = \frac{\text{no.of the respondents}}{\text{total no.of respondents}} \times 100$$

CHI-SQUARE

The following assumptions must be satisfied before we perform the Chi-square test:

- Each sample is a random sample.
- The outcomes of various samples are independent (particularly among samples, because independence within samples is part of the first assumption).
- Each observation may be categorized into exactly one of the categories or classes.
- There must be a large number of observations.
- For comparison purposes, the data must be in original units.
- For a 2×2 table, all expected cell frequencies should be at least equal to 10 (for larger tables, this value is 5).

FORMULA

$$\chi^2_c = \frac{\sum \frac{(O_i - E_i)^2}{E_i}}$$

O = Observed frequency

E = Expected frequency

Chi-square is used to test whether differences between observed and expected frequencies are significant or not.

CORRELATION

Correlation is a statistical measurement of the relationship between two variables. Possible correlations range from +1 to -1. A zero correlation indicates that there is no relationship between the variables. A correlation of -1 indicates a perfect negative correlation, meaning that as one variable goes up, the other goes down. A correlation of +1 indicates a perfect positive correlation, meaning that both variables move in the same direction together.

Formula

$$R = \frac{cor(xy)}{\sigma_x \sigma_y}$$

$$Cor(xy) = 1/n (\sum xy - x \cdot y)$$

$$Sigma X = \sqrt{1/n (\sum x^2 - x^2)}$$

$$Sigma Y = \sqrt{1/n (\sum y^2 - y^2)}$$

Where:

R = Karl Pearson coefficient

$Cor(x, y)$ = Co - variance of (x, y)

$Sigma X$ = Standard deviation of x

$Sigma Y$ = Standard deviation of y

X = Mean value of x

Y = Mean value of y

KRUSKAL – WALLIS TEST

The Kruskal-Wallis test is a non-parametric statistical test used to compare the medians of three or more independent groups when data is not normally distributed. It ranks all observations and determines if there is a significant difference among the groups. Unlike ANOVA, it does not assume equal variances or normality, making it suitable for ordinal or skewed data. If the test is significant, it indicates at least one group differs, but further post-hoc tests are needed to identify which groups vary.

Formula

The test statistics (H) is calculated as :

$$H = \left(\frac{12}{N(N+1)} \sum \frac{R_i^2}{n_i} \right) - 3(N+1)$$

Where:

N = Total number of observations

R_i = Sum of ranks for each group

n_i = Number of observations in each group

Source of information

After selecting the topic, the investigator had to discuss with the project guide and organizational guide and collect both the primary and secondary data according to their guidance.

- Primary data is collected from the employees through interview schedules.
- Secondary data is collected from the various sources such as books, magazines and websites.

LIMITATIONS OF STUDY

- The Sample selected is random and it doesn't cover the entire population. So the suggestions given will not be applicable for entire industry.
- The respondent may guard some answer for crucial question.
- The time duration is a major constraint for the study.
- To study has been carried out with the assumption that the responses of the worker are genuine.
- The study has been conducted and it is applicable only to in-house motivational level.
- The difficulty faced by the investigator was some workers, hesitated to give their opinion.
- The sample size is confined to 70.

2. COMPANY PROFILE

Butterfly Gandhimathi Appliances Limited is a pioneer in premium stainless steel home appliances & converted as Public Limited Company in the year 1990. Being a four decades old company, Butterfly was the first in India to introduce stainless steel Pressure Cookers and Vacuum Flasks. And among the first to acquire ISO 9002 certification in the LPG Stove and Mixie divisions. From just a handful of basic kitchen utensils, Butterfly today, manufactures a comprehensive range of home appliances, kitchen products and cookware of the best quality, the highest functionality and the latest styling. Under the enterprising leadership of the late Sri.Murugesachettiar and his sons, Butterfly is a trusted name not only in India but also in the United Kingdom, Canada, Australia, Japan, Middle East and East Asian countries. State-of-the-art manufacturing units, in-house design, die-making facilities, R&D centres and above all an impetus on quality control has enabled Butterfly to consistently produce products at international standards. Butterfly has Eight state-of-the-art manufacturing units with in-house design and diemaking facilities. Butterfly's R&D facilities have the latest development tools, a Spectrum Analyzer etc., ensuring products of the best quality and international standards with the highest functionality norms. Across the globe, Butterfly products have been recognized for their quality standards by various international organizations and has earned ISO 9002 certification for its LPG stove and Mixie divisions. With quality and consistency being the prime motivating factors, Butterfly's passion for progress and innovation ensures total compliance to standards of excellence in design and quality Butterfly is committed to produce and supply products that exceeds customer expectation and strive for continual improvement by establishing an effective quality management system. Create market demand and improve production and supplies. Updating and redesigning the products to meet customer requirements and expectations. Improve production processes for consistent quality and reduced waste. Foster a culture of continual improvement by providing necessary support and resources. Improve working environment and establish effective teamwork. Make continuous efforts to train personnel at different levels to develop quality consciousness.. Butterfly Gandhimathi Appliances values its employees as its most important resource. Butterfly's work culture is built on the principle of mutual respect, recognition, transparency and trust. Butterfly Gandhimathi Appliances provides an ideal environment for employees to perform to their fullest potential with ample opportunities for growth. Gandhimathi Appliances, owners of the 'Butterfly' brand, is the leading manufacturer of home appliances in India. Its products include kitchen appliances that are at par with excellence in quality and durability. In 2011 Company has changed its name from Gandhimathi Appliances Ltd. to Butterfly Gandhimathi Appliances Ltd.

Gandhimathi Appliances is a pioneer in stainless steel appliances started operations four decades ago. The company was the first in India, to introduce stainless steel pressure cookers and vacuum flasks, and acquired the ISO 9002 certification, in the LPG and Mixie divisions. Over the years, under the enterprising leadership of V Murugesachettiar and his sons, the company has grown to be a household name among millions in India.

Today, it manufactures a comprehensive range of home appliances, kitchen products and cookware. Four state-of-the-art-manufacturing units, backed by the latest R&D facilities ensure total compliance to standards of excellence in design and quality.

The company has a state-of-the-art manufacturing facility. The company's R&D facilities has the latest design and development tools, Spectrum Analyzer etc. to keep up its passion for progress at all levels. This passion would constantly give birth to new product ranges.

Quality and consistency are the prime motivating factors. Its in-house design facilities, tool & die-making facilities with an impetus on quality control, enables it to consistently produce products of the highest quality sticking to the finest functionality norms.

Its products are exported to the United Kingdom, Canada, Australia, Japan, Middle East and the East Asian Countries, among others.

In 2014 Butterfly Gandhimathi Appliances Limited acquired Domestic Kitchen & Domestic Electrical Appliances division from Associate Company LLM Appliances Limited

Across the globe, the products have been recognised for their quality standards by various international organisations. Product range of the company includes:

1. LPG Stoves

- Single Burner – (a) Salem Regular and (b) Ideal
- Double Burner – (a) Salem Regular and (b) Friendly
- Triple Burner – Friendly
- Four Burner

2. Mixer Grinder

- ACME / BHIMA / CORDIAL
- Cordial Plus
- Global
- Wet and dry grinding blades
- Grating/mincing blades
- Whipping blades
- Juicer blades

Awards/ Achievements

It is an ISO 9002 certified company.

In 2011 Butterfly wins MSME National Award 2010

REPORT BY BOARD OF DIRECTORS TO SHAREHOLDERS

1. Your Directors have pleasure in presenting this Twenty Ninth Annual Report together with the Audited Statement of Accounts for the financial year ended on 31st March 2016.

2. DIVIDEND

Taking into account the net profits earned by the Company in the financial year under review, your Directors are pleased to recommend a dividend of Rs.1.25 per equity share on 1,78,79,551 fully paid up equity shares of Rs.10/- each. The total cash outflow on account of this dividend, including dividend distribution tax, is Rs.268.99 lakhs.

3. REVIEW OF OPERATIONS

Total net revenue from operations grew by 70.32% on a year-on-year basis from Rs.528.98 crores in financial year 2014–15 to Rs.900.94 crores in financial year 2015–16.

Sales of branded products would have been higher, but for several challenges in the form of lacklustre, economic conditions, inflation, impact of free distribution schemes by the Tamil Nadu and Pondicherry governments and overall weak consumer sentiments during the festive season, especially in Tamil Nadu due to unfortunate floods.

During the year, the Company has made steady progress in its initiatives to enhance its distribution network. The combined effect of high volatility in foreign exchange rates and market pressure against price revision resulted in lower profitability. In addition, the initiatives taken towards widespread advertising and marketing to augment sales and distribution network have resulted in an increase in cost for the Company, while these expenses are being incurred upfront, the benefit will accrue in later years through accelerated growth in sales. Hence, the management believes that the compression in profit margins of the Company is only temporary.

4. AWARDS AND RECOGNITION

The Company was awarded 'Certificate of Appreciation' by the Petroleum Conservation Research Association of Government of India, New Delhi as the First Manufacturer authorised to use BEE Label with Star Rating "2" for its specific model of Domestic Gas Stove under the brand 'Butterfly'.

5. CURRENT YEAR'S OPERATIONS

Supplies made to the Tamil Nadu Government and Pondicherry Co-operative Wholesale Stores Ltd., i.e. Government supplies, comprised the lion's share of Company's sales turnover for the financial year ended on 31.3.2016. Having completed these supplies, the Company, for its current year's operations, is giving vigorous thrust on its branded sales, which will be supplemented by sales through agents of Liquefied Petroleum Gas, Canteen Stores Department, Chain Stores and online sales. The Company is also planning to add more variants of premium products.

With the above effective steps towards notching up the sales turnover/profitability of the Company, your Directors are optimistic of better performance during the current financial year.

6. DIRECTORS

The present tenure of Mr.V.M.Seshadri, Managing Director (DIN 00106506) ends on 31.05.2017. The Nomination and Remuneration Committee and the Board of Directors at their meetings held respectively on 19.5.2016 and 09.06.2016 have recommended his reappointment with no change in remuneration package, as detailed in resolution no.5 of the Notice, for a further period of five years w.e.f. 01.06.2017 to 31.5.2022.

The present tenure of Mr.V.M.Gangadharam, Executive Director (DIN 00106466) ends on 30.09.2016. The Nomination and Remuneration Committee and the Board of Directors at their meetings held respectively on 19.5.2016 and 09.06.2016 have recommended his reappointment with no change in remuneration package, as detailed in resolution no.6 of the Notice, for a further period of five years w.e.f. 01.10.2016 to 30.9.2021.

Mr.V.R.Lakshminarayanan, Independent Director (DIN 00101895) resigned from the Board after conclusion of the Board meeting on 30.5.2016. Your Directors would like to place on record their admiration of his high and rare administrative skills and rich contribution to the growth of the Company for the past twenty three years as a Director.

Mr.D.Krishnamurthy (DIN No.00085444), who was reappointed at the Annual General Meeting of the Company held on 26.07.2013 as wholetime Executive Director–cum–Company Secretary for a period of three years w.e.f.1.6.2013 to 31.5.2016 is not seeking reappointment. Your Directors place on record their high appreciation of the valuable services rendered by Mr.Krishnamurthy, who was the Company Secretary for over twenty five years.

Mr.V.M.Kumaresan (DIN No.00835948), Director retire by rotation from the Board, pursuant to the provisions of section 152(6) (c) of the Companies Act, 2013 and, being eligible, offers himself for reappointment.

INDUSTRY PROFILE

INTRODUCTION

Home appliances play a major role in the domestic life of the modern man. It has always had a significant place in the life of man ever since the Stone Age when man began to use tools. Today, the twenty-first century human beings use more sophisticated tools and home appliances for his daily life. The more we try to make our life convenient and comfortable, the more significant the role of appliances turns out to be in determining the life style of man. Home appliances are electrical/mechanical appliances which accomplish some household functions, such as cooking or cleaning. Household appliances are the important appliances which are used in our household for the various day to day functions like cooking, cleaning, exercising, purifying, food preservation etc. The majority of household domestic appliances are the large machines usually used in the bed rooms, bath rooms, halls and in kitchen. The appliances which are used in a kitchen accomplish some routine housekeeping task such as cooking, food preservation and cleaning. The household appliances have a major role in the stylish appearance of any home décor. This makes the ambience of any room quite beautiful and at good appearance. An air conditioner and refrigerator are now commonly used due to the hot climate. This will give some sort of cooling and refreshment. The refrigerators help to keep the food items and vegetables fresh for a long time. The major appliances used in every household include refrigerators, mixer grinder, grinder, gas stove, pressure cooker, TVs, air conditioner, music players, home theatre, digital players, ceiling fan, air purifier, personal computers, vacuum cleaners, 91 iron boxes, water purifier, water heater, digital clocks etc. It incurs a big investment on purchasing these household appliances essential for the present modern life. The uptrend's in technology and innovations made the home appliances more userfriendly making the home routines as quick as possible.

THE STONE AGE KITCHEN

The history of man on earth is checkered with his untiring attempts to make his life worth living and comfortable. One of the essential needs of man is food. Hence, man's history on the face of this earth is overshadowed by his physical as well as mental exercises to meet the needs related to food and survival. Going by the Biblical tradition, the very first parents of mankind, Adam and Eve were abundantly blessed by God who left them free in the Garden of Eden so that they could eat of the fruit bearing trees of Paradise. But the overvaulting ambition of man was tempted by Satan to eat of the forbidden tree in order to make himself equal to his Creator. The consequence of this single act of disobedience caused by eating landed him into a sea of troubles. He was doomed, thence forth, to live by the sweat of his brow. Since the curse has come from his wrong and sinful means of attaining food, to this day, man's struggle for existence has been, for the most part, toil for satisfying his hunger for food. The Paleolithic man lived a life in close contact with nature and the objects of nature. He was not in the habit of eating his food in the hut; instead, he hunted animals and collected other food materials like fruits and vegetables from out side and ate them raw.

KITCHEN DESIGNING

It is the desire of every man to build a beautiful house. The beauty of the house will depend largely on how well all the rooms are designed so that the members of the family can communicate with one another in a very pleasing atmosphere. Of all the rooms, kitchen needs maximum care and attention in designing because it is the place where every member of the family more frequently comes together than in any other room. Unless we plan in advance and allot suitable place for each item in the kitchen, it is not only the beauty but the efficiency of the 93 domestic activities that will be affected. Hence kitchen designing is an art that is to be seriously considered. The arrangement of the kitchen can make it the most comfortable place where the whole family can come together for chatting and even to have meals together. It can, on the contrary, be the most uncomfortable place, full of scattered utensils and confused arrangement of appliances. Whatever be the nature of the kitchen, all the members of the family have to make use of its comfort or discomfort. In today's busy world especially, when the members of the family have little time to communicate with one another, the kitchen, where they come together at least once a day should made communication friendly. Hence, it is essential that a kitchen be designed properly so that it becomes a palace from where the joy of comfort and ease spreads throughout the house giving peace and happiness to all the members.

THE ROLE OF APPLIANCES IN KITCHEN DESIGNING

The beauty and comfort of a house will, to a great extent, depend on how well all the household items are arranged. Since kitchen is an important room in the house, the arrangements of the kitchen appliances are a serious matter. They play an important role in kitchen designing. On the one hand, we need certain appliances to make the kitchen activities efficient and comfortable. On the other hand, these appliances have to be properly arranged to make optimum use of their presence in the kitchen. Having all the appliances in the kitchen need not necessarily make the kitchen activities efficient or comfortable. It is here that the role of designing becomes relevant and important. Unless a suitable place is designed to each of the kitchen appliances, they can curtail the efficiency and comfort of the kitchen activities and thus defeat the very purpose for which they are bought. A beautifully designed kitchen can definitely become the most important place in the house that will bring together all the members of the family frequently to the kitchen and keep them united in the bond of domestic bliss.

KITCHEN APPLIANCES – ITS PROFILE

The modern man makes use of a number of appliances to furnish and equip his kitchen giving accent to his convenience. The manufacturers take special care to help their customers to purchase kitchen appliances that allow for more room in the kitchen so that the customers can add appliances without knocking out a wall or doing a big remodeling job. Appliances are made in such away that any size kitchen can contain them. Of the various such items that furnish our kitchens, some are very common and essential for kitchen activities while some others are not essential. The five kitchen appliances that we have selected for our study are generally the most common and essential. In the order of their use they are: Mixer Grinder, Grinder, Refrigerator, Gas stove and Pressure cooker.

KITCHEN APPLIANCES – A MAID OF HOUSEWIVES

The happiness, delight and peace of a family is generated in the kitchen and reflected in the dining room and in the whole domestic atmosphere. Women are the torch bearers of domestic peace. A man may be the head of the family or the pater familias. But it is the woman or the mater familias who brings light to the family. It is her happiness that is reflected in the whole atmosphere of a family. A woman or a mother can permeate happiness and peace in a family only if she herself is contented and happy. In the context of Indian culture, particularly, in the Kerala milieu, women are the masters of the kitchen. It is her duty, or rather; it is the privilege of a woman to be the manager of the kitchen. It is generally the desire of any woman to be a good manager of the household activities. She can be a successful woman and a happy mother only if she succeeds in supplying good and tasty food to all the members of her family efficiently. Kitchen appliances play a major role in enhancing the efficiency of a woman in fulfilling her household mission and thereby in making her life and that of all the members of the family happy and comfortable. There are ever so many items that fall into the category of kitchen appliances of a modern family. Starting from the stove to a dish washer, all can be considered as kitchen appliances. It is evident that every item in the category of home appliances does not have equal importance. Some are essential and important while some others might be considered not so essential and even luxuries. It all depends from person to person. What is essential for one person may be a luxury for another. However, there are some items in a modern family that are essential for the smooth functioning of the life of the members. For the efficient functioning of a woman as the manager of the house, everything about the kitchen, starting from the designing of the kitchen to its furnishing and appliances has to be taken care of.

INDUSTRIALIZATION AND DEVELOPMENT IN HOME APPLIANCES

Industrialization has ushered in dramatic as well as uneven transformation in world society. It has altered the technological pattern and work processes of the preindustrial ways of life. This socio-technological revolution has changed the domestic ways and means of dealing with food provision, clothing, cleaning and medical care. In other words, it has affected the elements of human reproduction (productivity). With the development of mass production at the turn of the twentieth century, many traditionally male tasks were abandoned, and others were left most in the hands of women and servants. Corporate industry began providing goods and services that households had previously self-produced. During the Pre-world war period when the municipalities developed a water system, the homes were fully equipped with running water, water heaters and indoor bathrooms. Moreover, electricity substituted kerosene lamps, whilst other electric appliances slowly began appearing in the market (e.g. electric fans, sewing machines, washing machines, and vacuum cleaners). Telephone and automobiles also began to appear in a small number of families. These developments consolidated and further expanded during the post-war economic growth. Indeed, after World War II, household technologies dramatically spread through all the social layers. The assembly-line production of home appliances was balanced by an increasing consumerist culture and people's adequate increasing purchasing power. It was the era of mass consumption of Mixer Grinders, grinders, fridge, gas stove, pressure cooker and many other durable goods. Finally, as of the 1970s, the technological evolution brought the use of computers and micro-chips. This determined the massive and fast expansion of consumer electronics. At the turn of the Twenty first century, new products such as microwave ovens, compact-disc players, Mp3 players and personal computers, began to keep altering household everyday life. More importantly, the attention of producers is increasingly focused on the environmental impact of new technology. Indeed, the new frontier of technology should be capable of addressing progressively its consequent effects on human reproduction in relation to the biosphere.

IMPORTANCE OF KITCHEN APPLIANCES IN OUR LIFE

Kitchen appliances and home appliances have become an inevitable part of our life. In fact, our lives are weaved into a plethora of such gadgets which are designed to make our lives more enjoyable and hassle-free. We simply cannot live without the aid of appliances like dish washers, cooking related gadgets like juicers, blenders, baking instruments, air conditioners, laundry machines and the like. A day without electricity can pluck out productivity from our life as most appliances are dependant on it for functioning. The market of kitchen and home appliances is ranked among the forerunners in industry annals. The variety of such appliances can also astound many. There are appliances suited for multiple needs. Laundry machines and dishwashers, vacuum cleaners etc have taken out a lot of physical strain from a home maker. In this age where time is money, we cannot fuss around our kitchen and home performing daily chores throughout the day. This is where these ubiquitous creations come in handy. Kitchen appliances have made our lives infinitely easier than that of our ancestors. It's hard to imagine getting by without using the gas stove, mixer grinder and refrigerator. But it has not always being this way. Through their history, kitchen appliances have taken years of development to perfect, and improvements are being made to all of them

even today. In the West, a modern residential kitchen is typically equipped with a stove, a sink with hot and cold running water, a refrigerator and kitchen cabinets. Many households have a microwave oven, a dishwasher and other electric appliances.

Changes Brought by Technology in Kitchen Appliances

Modern day technology has changed the way that we cook and eat in our kitchens. We can easily see this with the many gadgets and kitchen appliances found in the kitchens all over the world. As kitchen technology has evolved, our dependence for such innovative products has also increased. With busy daily schedules, the technology used in kitchen appliances shapes our lifestyle because of the convenience they facilitate to prepare and cook healthier meals. The kitchen is the busiest place in our houses because this is where our daily food is being prepared and consumed. Besides the appliances such as food processors, which have made preparing foods so easy, perhaps the most revolutionary technologies are the appliances that have made cleaning up a breeze by using a dishwasher. Since the invention of the computer, there are very few kitchen appliances today that are not powered by computer programs and memory chips. From our can opener to our ovens, every electrical appliance that we use is operated using technology. The good thing about these changes is that this breakthrough has contributed very much in easing up our daily activities, especially with cooking healthy meals. Kitchen appliances have evolved so much since the discovery of gas ovens that now new modern appliances are not manufactured just to be more efficient but designed to suite the taste of our decorative styles. The most modern day appliances we typically see now are indicators of what was lacking in the past when women needed to put extra effort on their cooking needs. Some of these modern kitchen 99 appliances include the freezer with no frost, automatic toast makers, dishwashers, microwave ovens, sandwich makers and juice extractors. Not only do these appliances perform terrific jobs of cooking and cleaning, but we can also buy them in complete packages to match the style of our kitchen. Now the person who is in charge of the kitchen does not have to worry about doing all of the cooking, baking, grilling, grinding and washing the dishes at the same time. With the push of a button, everything is literally taken care of. As a result, technology has not only increased the values of our kitchens but it has made cooking once again enjoyable. We can now easily watch or listen to our favorite show while we enjoy preparing a wonderful meal for our family. As kitchen appliances improve, so will our time that we get to spend with loved ones.

Mixer Grinder

The basic history of the Mixer Grinder originates from Herbert Johnson's ideas to make life in the kitchen easier. He came up with the idea in 1908 after watching a professional baker struggle with a bowl and a spoon. Johnson, founder of HogartMfg, invented the first 80 quart Hogart Model Mixer Grinder in 1915. According to ideafinder.com, this Mixer Grinder featured "planetary action," where a single whisk spun in one direction while the bowl spun in another. While the industrial-sized 65 lbHogart Mixer Grinders served their role initially in professional bakeries; a man named Egmont Ahrens decided to streamline the size and look of the Mixer Grinder, which in turn, reduced the price from \$189.50 to \$55.00 in 1936. The new design made the Mixer Grinder fit so perfectly on kitchen countertops that they decided to patent the design itself. If we take a look at the changes that have come up in the ways of cooking one gets enough to contemplate on and observe. The difference between traditional and modern kitchen seems quite vast. Earlier when there were just a few of the machines available for aid, every homemaker had to perform most of the cooking tasks on their own. 101 But now when one enters the modern kitchens, the kitchens are found stuffed with modern and up to date cooking appliances. Two of the modern kitchen accessories without which it becomes hard for a home maker to perform the cooking task are the Mixer Grinder and grinders. There are many upcoming brands in the market that have given a serious thought to make commendable additions and improvement in the Mixer Grinders and grinders. The latest Mixer Grinders and grinders not only are efficient in grinding the food items but are also used as juicer in kitchen. With these latest Mixer Grinders and grinders the task of chopping raw vegetables, preparing dough and getting evenly mixed vegetable mixture have become a task of seconds. Ensuring great health and taste, homemakers buy Mixer Grinders and grinders to get fresh spices and then add them to the food to make them taste better than ever.

The Choice of a Mixer Grinder

The selection of a kitchen Mixer Grinder is purely dependent on one's requirements. For simple mixing and whipping any stand or hand Mixer Grinder can do. One should consider its size and weight. Hand Mixer Grinders should be well balanced and easy to handle. Some stand Mixer Grinders weigh more than 20 pounds; so they are better utilized for commercial and bulk activities.

REVIEW OF LITERATURE

- **Bayad Jamal Ali, Govand Anwar (2021)-** "An Empirical Study of Employees' Motivation and Its Influence Job Satisfaction"- Human Resource Management is getting more important in the business nowadays, because people and their knowledge are the most important aspects affecting the productivity of the company. One of the main aspects of Human Resource Management is the measurement of employee satisfaction. Companies have to make sure that employee satisfaction is high among the workers, which is a precondition for increasing productivity, responsiveness, quality, and recognition service. The aim of this thesis is to analyze the level of employee satisfaction and work motivation.
- **Ismail Hajiali(2022)-**" Determination of Work Motivation, Leadership Style, Employee Competence on Job Satisfaction and Employee Performance" - The goal of this study was to look at the impact of work motivation, leadership style, and competence on job satisfaction, as well as the effects of work motivation, leadership style, and competence on performance, job satisfaction's impact on performance, and the impact of work motivation, leadership style, and competence on performance via job satisfaction
- **Salem Alanizan (2023) -**How Does Employee Satisfaction and Motivation Affect Productivity? - The achievement of any organisation, is a contributing factor towards the increase employee satisfaction and motivation toward productivity. Further, productivity is mostly affected over, employee satisfaction and motivation. In a finding, high level employee satisfaction and motivation will impact positively on organisation productivity. From the results of this literature review, Motivated employees is more likely to have job satisfaction and that increase organisation productivity.

➤ **Ninik Anggraini (2024)**- The influence of work environment and work motivation on employee performance- This research aims to determine the influence of the work environment and work motivation on employee performance at PT XYZ Central Jakarta, both partially and simultaneously. The method used is quantitative. The sampling technique used saturated sampling, and the sample obtained in this study was 75 respondents. Data analysis uses validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing.

➤ **Miloš Hitka (2025)**- Approach to the differentiated motivation of employees in agriculture - The capacity for flexibility, personal development, and intrinsic motivation is a crucial aspect needed by employees in the process of transforming agricultural organisations. This paper aims to determine the typically oriented groups of employees in terms of their motivation and verify whether the identified groups are invariant even under changing conditions over time. The data from 2019–2023 (from 374 respondents employed in agricultural enterprises in south-central Slovakia) were evaluated using descriptive and inferential (K-means cluster) statistics.

3. THEORETICAL BACKGROUND

DEFINITION :

According to Edwin B Flippo, “Motivation is the process of attempting to influence others to do work through the possibility of gain or reward.

Motivation process.

1. Identification of need
2. Tension
3. Course of action
4. Result – Positive/Negative
5. Feed back

Abraham H Maslow Need Hierarchy or Deficient theory of Motivation.

According to Maslow (1943, 1954), human needs were arranged in the form of a hierarchy, with physiological (survival) needs at the bottom, and the more creative and intellectual oriented ‘self-actualization’ needs at the top.

Maslow argued that survival needs must be satisfied before the individual can satisfy the higher needs. The higher up the hierarchy, the more difficult it is to satisfy the needs associated with that stage, because of the interpersonal and environmental barriers that inevitably frustrate us.

Higher needs become increasingly psychological and long-term rather than physiological and short-term, as in the lower survival-related needs.

1. **Physiological needs** these are biological requirements for human survival, e.g., air, food, drink, shelter, clothing, warmth, sex, and sleep.
2. **Safety needs** – people want to experience order, predictability, and control in their lives.
3. **Love and belongingness needs** – belongingness refers to a human emotional need for interpersonal relationships, affiliating, connectedness, and being part of a group.
4. **Esteem needs** are the fourth level in Maslow’s hierarchy and include self-worth, accomplishment, and respect.
5. **Self-actualization** needs are the highest level in Maslow’s hierarchy, and refer to the realization of a person’s potential, self-fulfillment, seeking personal growth, and peak experiences.



Fig.3.1

Two Factor Theory

Douglas McGregor introduced the theory with the help of two views; X assumptions are conservative in style Assumptions are modern in style.

X theory

- Individuals inherently dislike work.
- People must be coerced or controlled to do work to achieve the objectives.
- People prefer to be directed

Y Theory

- People view work as being as natural as play and rest
- People will exercise self direction and control towards achieving objectives they are committed to
- People learn to accept and seek responsibility.

Types of Motivation

Intrinsic motivation occurs when people are internally motivated to do something because it either brings them pleasure, they think it is important, or they feel that what they are learning is more significant.

Extrinsic motivation comes into play when a student is compelled to do something or act a certain way because of factors external to him or her (like money or good grades)

Incentives

An incentive is something which stimulates a person towards some goal. It activates human needs and creates the desire to work. Thus, an incentive is a means of motivation. In organizations, increase in incentive leads to better performance and vice versa.

Need for Incentives

Man is a wanting animal. He continues to want something or other. He is never fully satisfied, the other need arises. In order to motivate the employees, the management should try to satisfy their needs. For the purpose, both Financial and non financial incentives may be used by the management to motivate the workers.

Financial incentives or motivators are those which are associated with money. They include wages and salaries, fringe benefits, bonus, retirement benefits etc.

Non financial motivators are those which are not associated with monetary rewards. They include intangible incentives like ego-satisfaction, self-actualization and responsibility.

Motivation is the key to performance improvement

There is an old saying you can take a horse to the water but you cannot force it to drink; it will drink only if it's thirsty – so with people. They will do what they want to do or otherwise motivated to do. Whether it is to excel on the workshop floor or in the 'ivory tower' they must be motivated or driven to it, either by themselves or through external stimulus.

Are they born with the self-motivation or drive? Yes and No. If No, they can be motivated, for motivation is a skill which can and must be learned. This is essential for any business to survive and succeed.

Performance is considered to be a function of ability and motivation, thus:

- **Job performance = f(ability)(motivation)**

Ability in turn depends on education, experience and training and its improvement is a slow and long process. On the other hand motivation can be improved quickly. There are many options and an uninitiated manager may not even know where to start. As a guidelines, there are broadly seven strategies for motivation.

There are broadly seven strategies for motivation.

- Positive reinforcement / high expectations
- Effectively discipline and punishment
- Treating people fairly
- Satisficing employees needs
- Setting work related goals
- Restructuring jobs
- Base rewards on Job performance

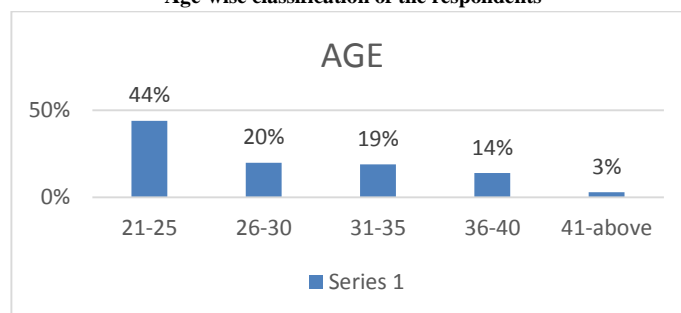
Essentially, there is a gap between an individual's actual state and some desired state and the manager tries to reduce this gap. Motivation is, in effect, a means to reduce and manipulate this gap.

4. DATA ANALYSIS

Table – 4.1
Age-wise classification of the respondents

CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
21-25	79	44%
26-30	36	20%
31-35	35	19%
36-40	23	14%
41-above	7	3%
TOTAL	180	100

Chart – 4.1
Age-wise classification of the respondents



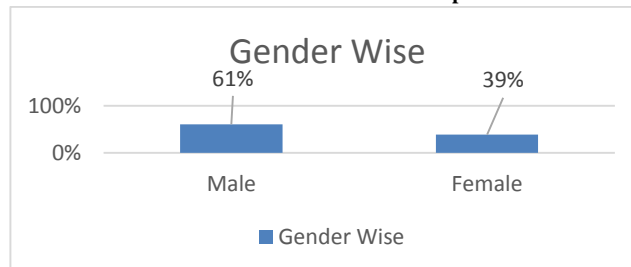
Inference

From the above table and chart showing, it is clear that the respondents belong to the age group of 21-25 years is 44% and 26-30 years is 20% and belong 31-35 years is 19%, 36-40 years is 14% and above 41years is 3%.

Table – 4.2
Table showing Gender-wise classification of the respondents

GENDER	NO.OF RESPONDENTS	PERCENTAGE
Male	110	61%
Female	70	39%
TOTAL	180	100

Chart – 4.2
Gender-wise classification of the respondents



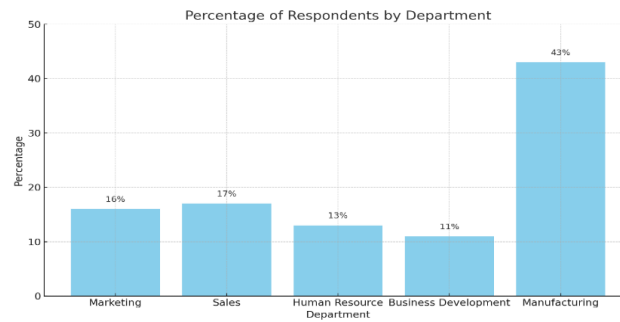
Inference

From the above table and chart showing it is clear that the respondents 61% of them are male and 39% of them are female.

TABLE NO. 4.3
DEPARTMENT OF THE EMPLOYEES

S. No.	Factors	No. Of Respondents	Percentage
1	Marketing	29	16%
2	Sales	31	17%
3	Human Resource	23	13%
4	Business development	19	11%
5	Manufacturing	78	43%
	Total	180	100

CHART NO 4.3
DEPARTMENT OF THE EMPLOYEES



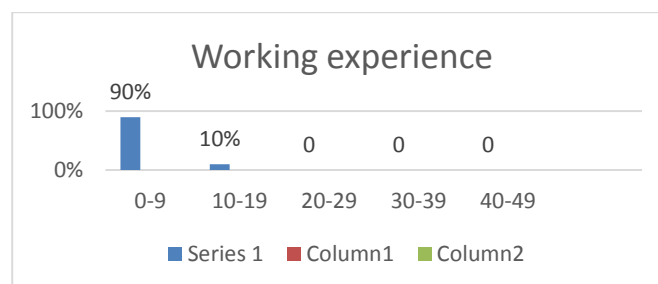
Inference

From the above table and chart 43% of employees belongs to Manufacturing department, 17% of employees belong to Sales department, 16% of employees belong to Marketing department, 13% of employees belong to Human Resource department and 11% of employees belong to Business development department.

Table – 4.4
Table showing Working experience –wise classification of the respondents

OPTION	NO.OF RESPONDENTS	PERCENTAGE
0-9	162	90%
10-19	18	10%
20-29	-	-
30-39	-	-
40-49	-	-
TOTAL	180	100

Chart – 4.4
Working experience –wise classification of the respondents



Inference

From the above table and chart, it is clear that the respondents belong to the working experience 0-9 years is 90% and 10-19 years is 10%.

CHI-SQUARE TEST

Chi-square is the sum of the squared difference observed (o) and the expected e data (or the deviation, d), divided by the expected data in all possible categories.

NULL HYPOTHESIS: H_0 : There is no significant relationship between the study age group and opinion about experience in employee's work.

ALTERNATIVE HYPOTHESIS: H_1 : There is significant relationship between the study age group and opinion about experience in employee's work.

Age group and opinion about experience in employee's work

Opinion	Age					
	21-25	26-30	31-35	36-40	41-above	Total
Very Good	35	10	16	14	4	79
Good	29	5	2	0	0	36
Neutral	15	20	10	6	0	63
Satisfactory	0	0	0	0		2
Not Satisfactory	0	0	0	0	0	0
	79	36	35	23	7	180

O	E	O-E	(O-E) ²	(O-E) ² /E
2	3.65	-1.65	2.72	0.75
6	9.6	-3.6	12.96	1.35
6	2.29	3.71	13.76	6.01
0	0	0	0	0
2	0.46	1.54	2.37	5.15
6	9.14	-3.14	9.86	1.08
30	24	6	36	1.5
4	5.71	-1.71	2.92	0.51
0	0	0	0	0
0	1.14	-1.14	1.29	1.13
6	2.74	3.26	10.63	3.88
6	7.2	-1.2	1.44	0.2
0	1.71	-1.71	2.92	1.71
0	0	0	0	0
0	0.34	-0.34	0.12	.35
2	0.46	1.54	2.37	5.15
0	1.2	-1.2	1.44	1.2
0	0.29	-0.29	0.08	0.28
0	0	0	0	0
0	0.06	-0.26	0.0036	0.06
0	0	0	0	0
				30.31

Interpretation of the Frequencies:

- Very Good is the most frequent response, especially from the youngest group (21–25 years), with 35 responses.
- Good and Neutral are next in frequency, with Neutral responses highest in the 26–30 group.
- Satisfactory received only 2 responses, and Not Satisfactory received none, suggesting generally positive feedback overall.

Chi-Square Test Details:

This part of the table represents a Chi-square goodness-of-fit test to determine whether there's a significant relationship between age group and opinion about employee experience.

Important terms:

- O = Observed Frequency
- E = Expected Frequency
- (O-E)²/E = Chi-square contribution for each cell

The final computed Chi-square value is: $\chi^2 = 30.31$

Conclusion / Interpretation of the Chi-Square Analysis:

1. Chi-square value (χ^2) = 30.31
2. Degrees of Freedom (df) = (Number of rows - 1) × (Number of columns - 1)
 $\rightarrow (5 \text{ opinion categories} - 1) \times (5 \text{ age groups} - 1) = 4 \times 4 = 16$

3. Critical value of χ^2 at 5% significance level and 16 df ≈ 26.30 (from chi-square table)
4. Since $30.31 > 26.30$, the null hypothesis is rejected.

Interpretation:

There is a statistically significant relationship between age group and opinions about employee experience. In other words, age influences how employees perceive their work experience.

- Younger employees (especially 21–25) tend to rate their experience as Very Good or Good more often.
- Older employees are more neutral or less expressive in feedback (some age brackets have 0 in certain categories).
- "Satisfactory" and "Not Satisfactory" are rarely selected, indicating overall positive sentiment across all age groups.

The calculated value is more than the table value, it is concluded that dependent in age group of the opinion about experience in employee's work. So the hypothesis rejected.

HYPOTHESIS

NULL HYPOTHESIS: H_0 : There is no significant relationship between the study working experience and reorganization of suggestion by the organization.

ALTERNATIVE HYPOTHESIS: H_1 : There is significant relationship between the study working experience and reorganization of suggestion by the organization.

Working experience and reorganization of suggestion by the organization

Option	Working Experience		
	0-9	10-19	Total
Very Good	112	8	120
Good	20	5	25
Neutral	10	3	13
Satisfactory	14	2	16
Not Satisfactory	6	0	6
	162	18	180

O	E	O-E	(O-E) ²	(O-E) ² /E
8	7.71	0.29	0.08	0.01
2	2.29	-0.29	0.08	0.03
24	29.39	-5.39	29.05	0.99
14	8.68	5.32	28.30	3.26
12	9.26	2.74	7.50	0.80
0	2.74	-2.74	7.50	2.74
8	6.17	1.83	3.35	0.54
0	1.83	-1.83	3.35	1.83
2	1.54	0.46	0.21	0.14
0	0.46	-0.46	0.21	0.46
				10.8

Descriptive Interpretation:

- A large majority (112 out of 162) of employees with 0–9 years of experience rated recognition of suggestions as Very Good.
- Only 8 employees with 10–19 years of experience said Very Good.
- A few experienced employees gave Good, Neutral, or Satisfactory, while none selected Not Satisfactory.
- Newer employees tend to rate suggestion recognition more positively than experienced ones.
- The numbers suggest that younger or less-experienced employees feel more heard or valued in terms of their ideas.

Chi-Square Test Analysis:

- This part checks whether the differences in opinions between experience levels are statistically significant.
- Observed vs. Expected Frequencies are given, along with the key components of the Chi-square calculation:

O = Observed

E = Expected

$(O-E)^2 / E$ = Contribution of each cell to the Chi-square statistic

Final Chi-square Value (χ^2) = 10.8

Degrees of Freedom (df):

$(\text{Rows} - 1) \times (\text{Columns} - 1) = (5 - 1) \times (2 - 1) = 4$

Critical value at 5% significance level (df = 4):

χ^2 critical ≈ 9.49

Since:

$10.8 > 9.49$

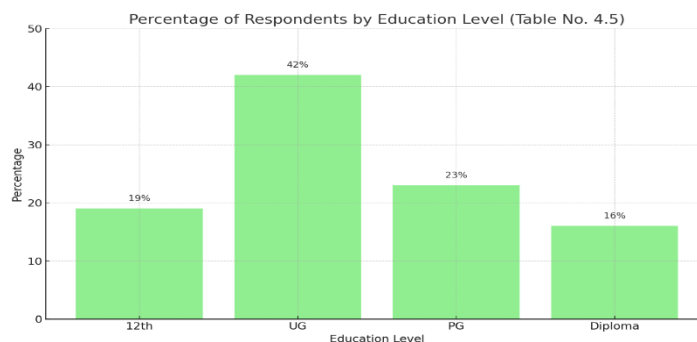
Conclusion:

- Null Hypothesis Rejected: There is a significant association between an employee's working experience and their opinion about recognition of suggestions.

TABLE NO. 4.5
QUALIFICATION OF THE EMPLOYEES

S. NO.	Factors	No. Of Respondents	Percentage
1	12 th	35	19%
2	UG	75	42%
3	PG	41	23%
4	Diploma	29	16%
	Total	180	100

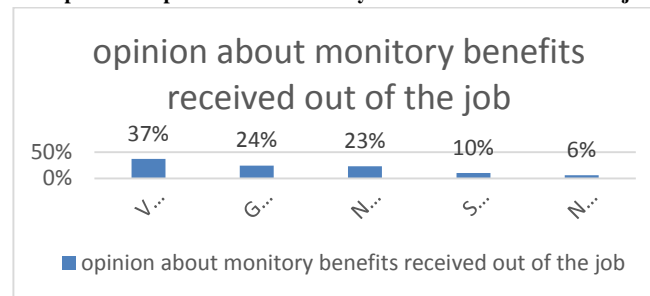
CHART NO. 4.5
QUALIFICATION OF THE EMPLOYEES

**Inference**

From the above table and chart 42 % of employees belongs to UG, 23% of employees belong to PG , 19 % of employees belong to 12th , and 16 % of employees belong to Diploma

Table – 4.6**Table showing Respondents opinion about monitory benefits received out of the job**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	66	37%
Good	44	24%
Neutral	41	23%
Satisfactory	18	10%
Not satisfactory	11	6%
TOTAL	180	100

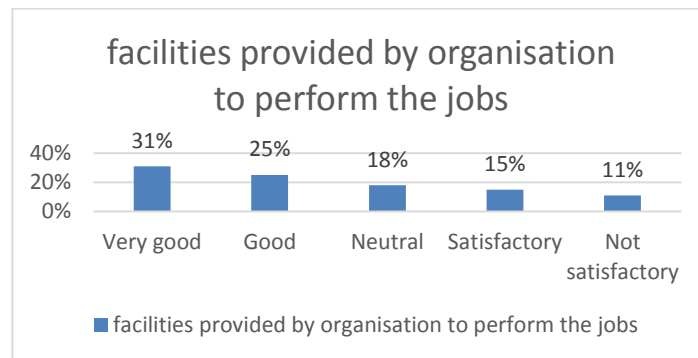
Chart – 4.6**Respondents opinion about monitory benefits received out of the job****Inference**

From the above table and chart showing it is clear that the respondent's opinion about monitory benefits received out of the job 24% is good and 37% is Very Good and belong Neutral is 23% and Satisfactory is 10% Not Satisfactory is 06%.

Table - 4.7**Table showing Rate the facilities provided by organisation to perform the jobs**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	55	31%
Good	45	25%
Neutral	33	18%
Satisfactory	27	15%
Not satisfactory	20	11%
TOTAL	180	100

Chart – 4.7
Rate the facilities provided by organisation to perform the jobs



Inference

From the above table and chart showing, it is clear that the respondent's rate the facilities provided by organisation to perform the jobs 25% is Good and 31% is Very Good and belong Neutral is 18% and Satisfactory is 15% Not Satisfactory is 11%.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Co-efficient of correlation between the work load and age group

x= Age group of the employees.

y= Motivational level based on the work load face in the job.

Co-efficient of correlation between the work load and age group

x	y	$X = x - \bar{x}$	$Y = y - \bar{y}$	X^2	Y^2	XY
112	102	2	-2	4	4	-4
38	25	28	16	784	256	448
10	26	-4	2	16	4	-8
14	22	-14	-2	196	4	28
6	5	-12	-14	144	196	168
180	180			1144	464	632

$$\bar{X} = 70/5 = 14$$

$$\bar{Y} = 70/5 = 14$$

$$r = \sum xy / \sqrt{\sum x^2 \times \sum y^2}$$

$$= 0.87$$

Interpretation of r ≈ 0.87:

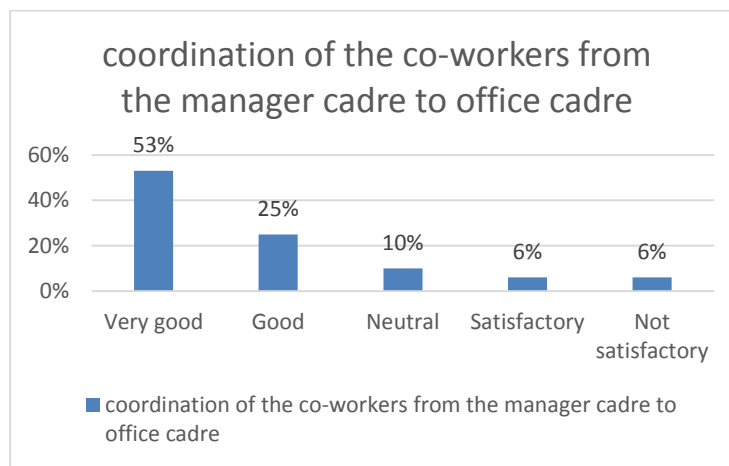
- The correlation coefficient is strong and positive.
- This means there is a strong positive relationship between age group and workload.
- As age increases, workload also tends to increase, and vice versa.

Conclusion:

- Since $r \approx 0.87$, this suggests that older employees generally handle more workload or are assigned more responsibilities.
- The relationship is linear and strong, indicating that age is a good predictor of how workload is distributed among employees in this data set.

Table – 4.8**Table showing Respondents opinion about coordination of the co-workers from the manager cadre to office cadre**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	96	53%
Good	45	25%
Neutral	18	10%
Satisfactory	11	6%
Not satisfactory	10	6%
TOTAL	180	100

Chart – 4.8**Respondents opinion about coordination of the co-workers from the manager cadre to office cadre****Inference**

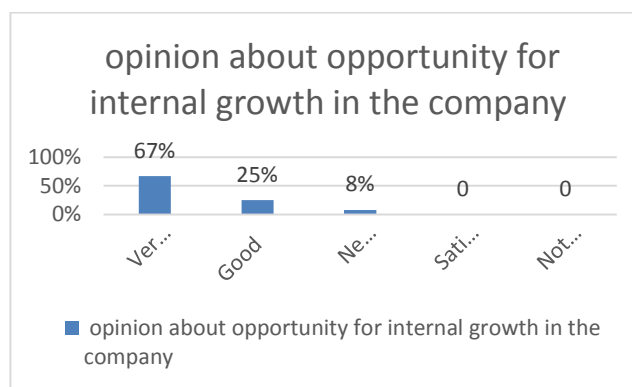
From the above table and chart showing, it is clear that the respondent's opinion about coordination of the co-workers from the manager cadre to office cadre of Good is 25% and Very Good is 53% and belong Neutral is 10% and Satisfactory is 6% Not Satisfactory is 6%

Table – 4.9**Table showing Respondents opinion about opportunity for internal growth in the company**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	120	67%
Good	45	25%
Neutral	15	8%
Satisfactory	0	0
Not satisfactory	0	0
TOTAL	180	100

Chart - 4.9

Respondents opinion about opportunity for internal growth in the company

**Inference**

From the above table and chart showing, it is clear that the respondent's opinion about opportunity for internal growth in the company Good is 25% and Very Good is 67% and belong Neutral 8% and Satisfactory is 0% Not Satisfactory is 0%.

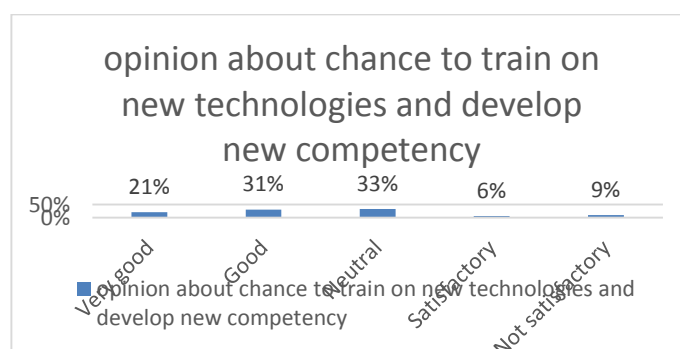
Table – 4.10

Table showing Respondents opinion about chance to train on new technologies and develop new competency

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	38	21%
Good	55	31%
Neutral	60	33%
Satisfactory	10	6%
Not satisfactory	17	9%
TOTAL	180	100

Chart – 4.10

Respondents opinion about chance to train on new technologies and develop new competency

**Inference**

From the above table and chart showing it is clear that the respondent's opinion about chance to train on new technologies and develop new competency Good is 31% and Very Good is 21% and belong Neutral is 33% and Satisfactory is 6% Not Satisfactory is 9%.

NPar Tests

A nonparametric test (npar test) is a type of statistical test that does not assume a specific distribution for the data. These tests are useful when the assumptions of parametric tests (such as normality) are not met. Nonparametric tests are often based on ranks or medians rather than means and are commonly used for small sample sizes or ordinal data.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Does your job provide you chance to train on new technologies and develop new quality	180	1.52	1.165	0	4
Age	180	1.13	1.219	0	4

Ranks

	Age	N	Mean Rank
Does your job provide you chance to train on new technologies and develop new quality	21-25	79	43.63
	26-30	36	101.14
	31-35	35	123.50
	36-40	23	159.80
	41- above	7	172.00
	Total	180	

Test Statistics^{a,b}

Does your job provide you chance to train on new technologies and develop new quality	
Kruskal-Wallis	148.552
H	
df	4
Asymp. Sig.	<.001

a. Kruskal Wallis Test

b. Grouping Variable: Age

HYPOTHESIS

- Null hypothesis (H_0): All groups have the same median.
- Alternative hypothesis (H_1): At least one group's median is different.

When to Use It?

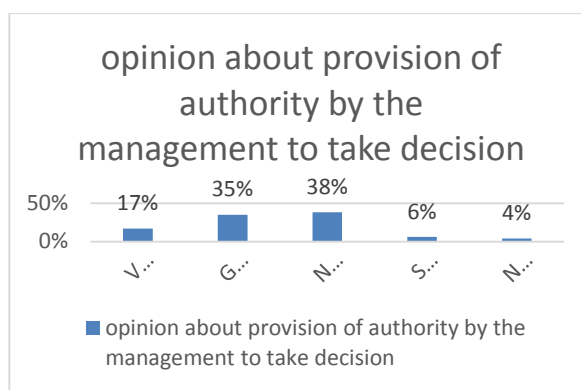
- When you have three or more independent groups.
- When data violates normality assumptions required for ANOVA.
- When data is ordinal or skewed continuous.

Steps to Perform the Kruskal-Wallis Test:

1. Rank all observations from all groups combined.
2. Compute the sum of ranks for each group.
3. Calculate the Kruskal-Wallis statistic (H).
4. Compare H to the chi-square distribution with $k-1$ degrees of freedom (where k is the number of groups).
5. If $p < 0.05$, reject H_0 (there is a significant difference between groups).

Table - 4.11**Table showing Respondents opinion about provision of authority by the management to take decision**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	31	17%
Good	63	35%
Neutral	68	38%
Satisfactory	10	6%
Not satisfactory	8	4%
TOTAL	180	100

Chart – 4.11**Respondents opinion about provision of authority by the management to take decision****Inference**

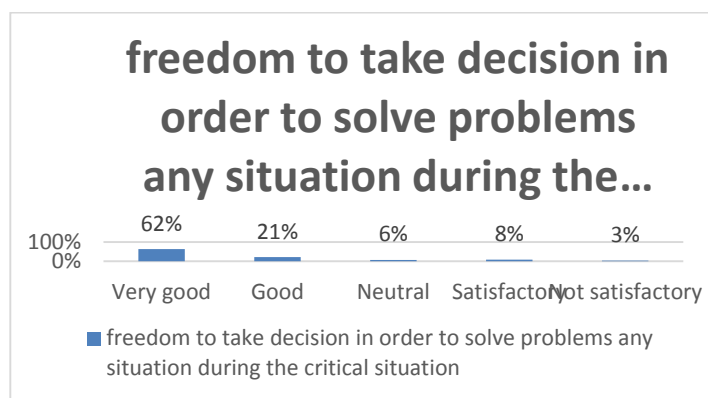
From the above table and chart showing, it is clear that the respondent's opinion about provision of authority by the management to take decision of Good is 35% and Very Good is 17% and belong Neutral 38% and Satisfactory 6% Not Satisfactory is 4%.

Table – 4.12**Table showing Respondents opinion about freedom to take decision in order to solve problems any situation during the critical situation**

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	112	62%
Good	38	21%
Neutral	10	6%
Satisfactory	14	8%
Not satisfactory	6	3%
TOTAL	180	100

Chart – 4.12

Respondents opinion about freedom to take decision in order to solve problems any situation during the critical situation



Inference

From the above table and chart showing, it is clear that the respondent's opinion about freedom to take decision in order to solve problems any situation during the critical situation of Good is 21% and Very Good is 62% and belong Neutral 6%, Satisfactory is 8% and Not Satisfactory is 3%.

Table – 4.13

Table showing Respondents opinion about recognition of suggestion by the organization

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	102	57%
Good	25	14%
Neutral	26	14%
Satisfactory	22	12%
Not satisfactory	5	3%
TOTAL	180	100

Chart - 4.13

Respondents opinion about recognition of suggestion by the organization



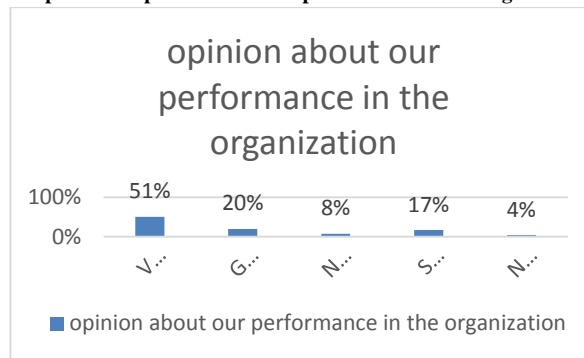
Inference

From the above table and chart showing, it is clear that the respondent's opinion about recognition of suggestion by the organization Good is 14% and Very Good is 57% and belong Neutral is 14% and Satisfactory is 12% Not Satisfactory is 3%.

Table – 4.14
Table showing Respondents opinion about our performance in the organization

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	91	51%
Good	36	20%
Neutral	15	8%
Satisfactory	31	17%
Not satisfactory	7	4%
TOTAL	180	100

Chart – 4.14
Respondents opinion about our performance in the organization



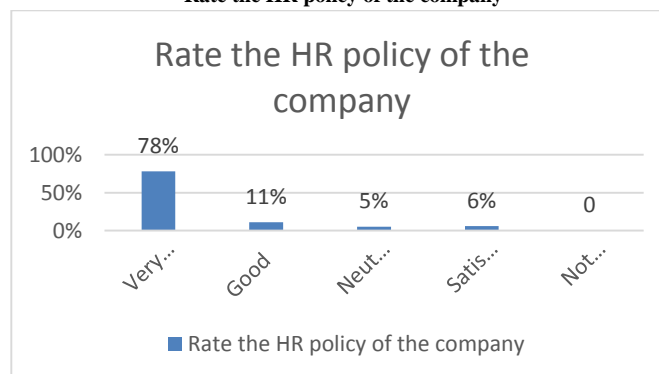
Inference

From the above table and chart showing, it is clear that the respondent's opinion about our performance in the organization 20% is Good and 51% Very Good and belong Neutral is 8% and Satisfactory is 17% Not Satisfactory is 4%.

Table – 4.15
Table showing Rate the HR policy of the company

OPTION	NO.OF RESPONDENTS	PERCENTAGE
Very good	141	78%
Good	20	11%
Neutral	9	5%
Satisfactory	10	6%
Not satisfactory	0	0
TOTAL	180	100

Chart – 4.15
Rate the HR policy of the company



Inference

From the above table and chart showing, it is clear that the respondent's rate the hr policy of the company Good is 11% and Very Good is 78% and belong Neutral is 5% and Satisfactory is 6% Not Satisfactory is 0%.

5.FINDINGS

- A vest majority of the respondents is between the age group of 21-25, 44% years.
- Most of the respondent's 61% of them are male.
- Most of them work on manufacturing department approx 43% employees.
- Most of the respondents 90% of them have an experience of the below 0-9 years.
- Most of the respondents 42% of them are from UG graduate .
- Majority of the respondents opinion about monitory benefits received out the job is 37% is good and 0% of them not satisfactory.
- Majority feel facilities provided by organization to perform job is overall 31% very good.
- Most of the respondents 53% feel that, well co-ordination of the co-workers.

6. SUGGESTION

- The findings show that most of the respondents feel that the nature of the job perform is good. But, still a similar number of respondents have a negative feeling which may be considered by the management and taken steps to make it interesting through job rotation, job enrichment, job enlargement etc.
- The non-financial motivators like affiliations recognition and appreciation may be made an order of the day by the management to motivation the employees. The findings show that most of the respondents feel that welfare measure provided by organization is good. But, a similar number of respondents have a negative feeling that considered by the management and taken steps through hygienic environment, and provide the soap, detergents properly to provide which will indirectly motivate the employees.
- The supervisor in the organization may be provided with human relation approaches to maintain good relations with their subordinate and Human Resource Department may plan out strategies which may enhance the opinion about him in the long run.
- Grievance procedure in the organization may be made systematic with a transparent procedure, to improve the motivation of the employees.
- Regarding the training programs the management may take suitable steps to provide the employee with on the job training.
- As per requisition made by the employees, the management may consider to the rest room facilities.

7. CONCLUSION

The study has been made at Butterfly LLM Appliances Private Limited., Chennai has shown that generally the employees are highly motivated in all the areas contributing towards the motivation except for a few factors like requirement of the on-the job training, grievance redresses procedure, washing facilities, non-financial motivators and canteen facilities.

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