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A Study On Effectiveness Of Employees Motivation On Productivity With Special Reference To Akshara Textiles, Tiruppur.

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ABSTRACT

Motivation is an important factor which encourages persons to give their best performance and help in reaching organizational goals. A strong positive motivation will enable the increased output of employee but a negative motivation will reduce their performance. This study helps to assess the effectiveness of employees' motivation on productivity towards the Akshara textiles, Tiruppur. It also finds out whether exist any relationship between motivational factors and job performance of employees and to provide suggestions and recommendations towards the improvement of motivational practice. Employees can recognize each other as well. It has been proven to that one can not directly motivate someone else, but they can give them the tools they need to motivate themselves. Managers are the resources for employees and they should make sure that their work environment is pleasant and desirable. This will help the productivity and improvement of their employees. Descriptive research study has been used for this study. The researcher selected 120 respondents as the sample size. Convenience sampling technique for this study has been adopted. The researcher used well structured questionnaires as the primary data, which contained open ended and closed ended questions. The researcher also used secondary data for the study was collected from books, company websites, magazines and other sources. The statistical tools applied by the researcher for the analysis of the data are Percentage analysis, Chi – square test, ANOVA, and Independent T Test. The study covers only the employees at Akshara textiles, Tiruppur. It will enable to adopt motivational factors and productivity of employees by the organization.

KEYWORDS: Motivation, Efficiency, Performance, Productivity, Desirable, Organizational goal.

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1. INTRODUCTION

Motivation is an important factor which encourages persons to give their best performance and helping reaching enterprise goals. A strong positive motivation will enable the increased output of employee but a negative motivation will reduce their performance. A key element in personnel management is motivation. According to Linker, "it is the core of management which shows that every human being gives him a sense of worth in face-to-face groups which are most important to him. A supervisor should strive to treat individuals with dignity and recognition of their personal worth.

Motivation, as a process, started with a need in human being which creates a vacuum in a person. In an attempt to fill the vacuum an internal driving force is generated which starts and sustains a chain of action and reaction. It is at that point that the vacuum is also filled. With this background define motivation as the internal or external driving force that produces the willingness to perform an act to a conclusive end. This first aspect of motivation we choose to describe as internal motivation because the driving force comes from within an individual. The second aspect is external motivation, is applied by the organization. This is because employees are motivated to identify with organization in order to satisfy their varied and variegates needs and desires. Until they have been identified and properly satisfied, they will never cease to impede smooth running of the organizations. Motivation comes from within us such as thoughts, beliefs, ambitions, and goals.

Productivity is a measure of the efficiency of a person, machine, factory, system, etc., in converting inputs into useful outputs. Productivity is computed by dividing average output per period by the total costs incurred or resources (capital, energy, material, personnel) consumed in that period. Productivity is a critical determinant of cost efficiency. People are one of the most important assets in business. It dictates the overall performance, which creates on attractive corporate culture. The value of human resource productivity is a managerial concern. Employee motivation is the classic response on his matter. It fosters employer – employee relationship indeed, motivation increases productivity. In the organizational setting the word "Motivation" is used to describe the drive that impels an individual to work. A truly motivated person is one who "wants" to work Both employees and employers are interested in understanding motivation if employees know what strengthens and what weakens their motivation, they can often perform more effectively to find more satisfaction in their job.

2. STATEMENT OF THE PROBLEM

To state its simple everyone need to know motivation to be a better to accomplish the business goals. Employees are like sheep you need to lead them to accomplish the mission. The key to a successful organization in many ways is motivation. It is one of the most difficult tasks that a manager faces because everyone is different. The methods that are used to motivate employees must be tailored to fit each one. Every organization should have motivation plans in placed to show how they value employees. Some of the most effective ways for managers to motivate staff include giving praises, recognition and positive feedback. Motivation is the responsibility of all supervisors. To work together towards the organizations goals managers must offer employees something of value that will put the charge in their step. “Managers must be able to recognize individual differences, match people to jobs, use goals and ensure that goals are perceived as attainable, individualize rewards, link rewards to performance, and check the system for equity.” Motivation should be built into the organization system, so supervisors will have the opportunity to communicate and motivate staff on their performances through evaluations or words of praise. Hence, this study conducted to assess the effectiveness of employee motivation on productivity towards the Akshara textiles, Tiruppur.

3. OBJECTIVES OF THE STUDY

- To study the effectiveness of motivation on employees productivity at Akshara textiles, Tiruppur.
- To find the motivational factors adopted by the Akshara textiles.
- To find out whether exist any relationship between motivational factors and job performance of employees.

4. HYPOTHESIS OF THE STUDY

- There is a significant relationship between gender of the respondents and shift time.
- There is a significant relationship between educational qualification of the respondent and their present salary.
- There is a significant difference between the respondents age and work load.
- There is no significant difference in the mean scores of the respondents based on the satisfaction towards welfare facilities among different categories of gender.

5. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve a research problem. Research methodology is the sum total of the ways and means of planning, conducting, and reporting the outcomes of a research study.

5.1 Research Design

Descriptive study was undertaken to evaluate the motivational factors of employees of the company through the survey.

(A) Sources Of Data

Primary data refers to the firsthand information that an investigator himself collects from the respondents. It is direct and original in nature. It refers to the data collected for the first time. The researcher used well designed questionnaire for collecting the data.

Secondary data is the information collected from those data which have already been obtained by some other researcher or author. It is the second hand information. Secondary data for the study was collected from books, magazines, websites, records and other sources.

(B) Sampling Technique

The researcher has used convenience sampling method for sample selection.

(C) Sample Size

The researcher selected 120 respondents as Sample size among the total population. The samples constitute respondents only from Akshara textiles, Tiruppur.

(D) Statistical Tools

Percentage analysis, Chi-square ,Anova and Independent T test were used for analysis.

6. LIMITATIONS OF THE STUDY

1. The study is restricted to Akshara Textiles, Tiruppur. Due to time constraints.
2. Limited employees were selected as sample due to bias.
3. Some of the departments were not included due to difficulties of collecting the data because of their busy schedule.

7. LITERATURE REVIEW

Muogbo U.S¹, in this study the researcher says about the “The Impact of Employee Motivation on Organizational Performance”. The study investigates the Impact of Employee Motivation on Organizational Performance of selected manufacturing firms in Anambra State. 103 respondents selected from 17 manufacturing firms across the three senatorial zones of Anambra

State. The population of the study was 120 workers of selected manufacturing firms in Anambra State. The study used descriptive statistics (frequencies, mean, and percentages) to answer three research questions posed for the study. On the bases of these findings, employers are continually challenged to develop pay policies and procedures that will enable them to attract, motivate, retain and satisfy their employees. The researcher therefore suggest that more research should be conducted on the relationship and influence of rewards on workers performance using many private and public organizations which will be a handy tool that could be used to provide solutions to individual conflict that has resulted from poor reward system.

KirtiRajhans, in this study the researcher says about the “Effective Organizational Communication: a Key to Employee Motivation and Performance”. Organizational Communication, in today’s organizations has not only become far more complex and varied but has become an important factor for overall organizational functioning and success. The way the organization communicates with its employees is reflected in morale, motivation and performance of the employees. The objective of the present paper is to explore the interrelationship between communication and motivation and its overall impact on employee performance. The paper focuses on the fact that communication in the workplace can take many forms and has a lasting effect on employee motivation. If employees feel that communication from management is effective, it can lead to feelings of job satisfaction, commitment to the organization and increased trust in the workplace.

Zohreh B.T. Mehdi, in this study the researcher point out the “Employee Motivation and Organizational Performance in Multinational Companies”. The study of human resource management (HRM) has been rejuvenated by the assurance that there is a best practice, high-involvement management (HIM) that can guarantee better performance of employees in organizations. This assertion is not unconnected to the discovery that university graduates, job seekers and more to say organizational managers are no more concerned whether job duties and scope are fulfilling rather their interest lie more on the magnitude of incentives attached to their job investigation however seeks to look into the effectiveness of employee motivation for enhanced organizational performance in multinational companies in Nigeria, especially the manufacturing sector. A survey of personnel of Cadbury was undertaken. A total of 100 self-administered questionnaires were distributed while 87 of them were returned. The data collated and analyzed using simple percentages and Pearson’s Product Moment Correlation. The findings show provision of adequate motivation by Cadbury Nigeria Plc and improvement in employee productivity and, apposite correlation between employee productivity .Senior managers are however advised to adapt continuous improvement in motivational program.

8. ANALYSIS

Table 1: Distribution of the respondents based on Age

| Age | No of Respondents | Percentage (%) |
|--------------|-------------------|----------------|
| Below 30 | 76 | 63% |
| 30 – 40 | 32 | 27% |
| Above 40 | 12 | 10% |
| Total | 120 | 100.0 |

Source: Primary data

From the above table, it can be inferred that out of 120 respondents, majority 76 (63%) of the respondents are belong to the age group of below 30 years.

Chart 1: Distribution of the respondents based on Age

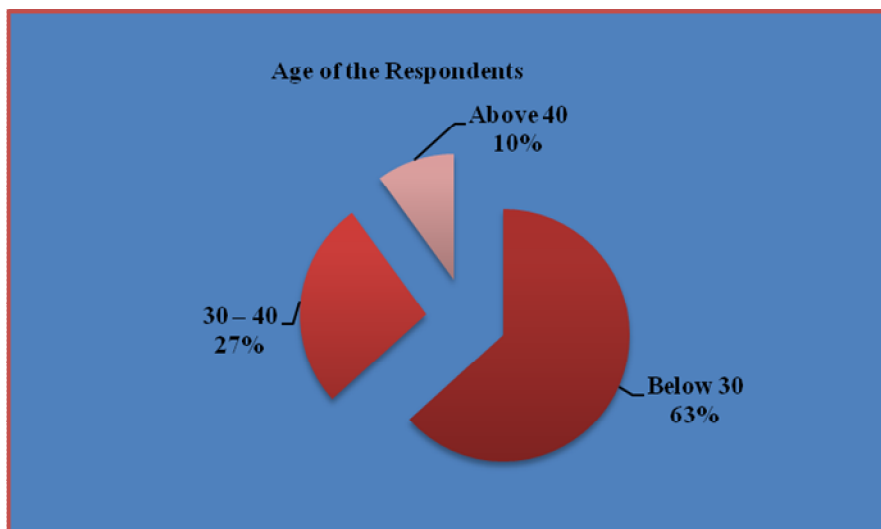


Table 2: Distribution of the respondents based on gender

| Gender | No of Respondents | Percentage (%) |
|--------------|-------------------|----------------|
| Male | 62 | 52% |
| Female | 58 | 48% |
| Total | 120 | 100.0 |

Source: Primary data

From the above table, it can be inferred that out of 120 respondents, majority 62 (52%) of the respondents are male.

Chart 2: Distribution of the respondents based on gender

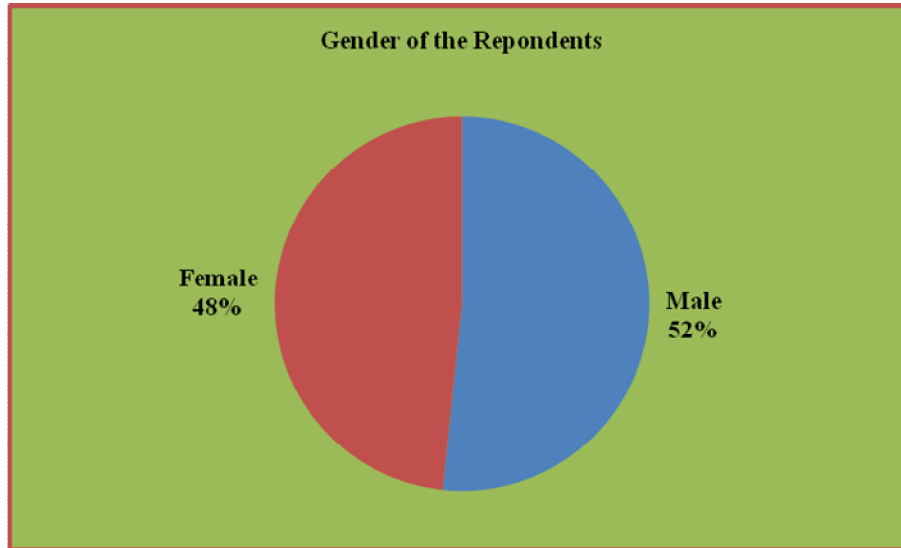


Table 3: Distribution of the respondents based on educational qualification

| Educational Qualification | No of Respondents | Percentage (%) |
|---------------------------|-------------------|----------------|
| Below SSLC | 22 | 18% |
| SSLC | 24 | 20% |
| HSC | 38 | 32% |
| UG | 18 | 15% |
| PG | 16 | 13% |
| Others | 2 | 2% |
| Total | 120 | 100.0 |

Source: Primary data

From the above table, it can be inferred that out of 120 respondents, majority 38 (32%) of the respondents are belong to higher secondary.

Chart 3: Distribution of the respondents based on educational qualification

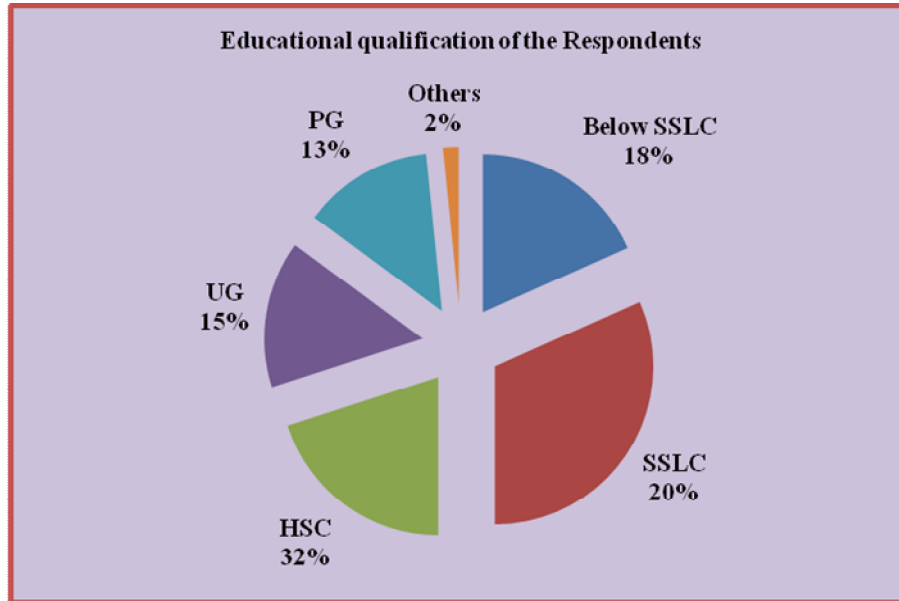


Table 4: Relationship between the respondent's Gender and Shift time

Chi-Square Tests

| | Value | Df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 8.469 ^a | 3 | .037 |
| Likelihood Ratio | 11.550 | 3 | .009 |
| Linear-by-Linear Association | .810 | 1 | .368 |

P value = 0.037

From the above table, its p value is less than 0.05 which means null hypothesis is rejected. Hence, there is a significant relationship between gender of the respondents and their shift time.

Table 5: Relationship between the respondent's Educational qualification and Present salary

Chi-Square Test

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 33.231 ^a | 15 | .004 |
| Likelihood Ratio | 34.506 | 15 | .003 |
| Linear-by-Linear Association | .471 | 1 | .493 |

P = 0.04

From the above table, its p value is less than 0.05 which means null hypothesis is rejected. Hence, there is a significant relationship between educational qualification of the respondent and their present salary.

Table 6: Difference between the respondent on the basis of the age and work load ANOVA

| Age | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 2.326 | 1 | 2.326 | 5.326 | .023 |
| Within Groups | 51.540 | 118 | .437 | | |
| Total | 53.867 | 119 | | | |

P = .023

From the above table, its p value is less than 0.05 which means null hypothesis is rejected. Hence, there is a significant difference between the respondents age and work load.

Table 7: T-test table showing the difference in mean score between welfare facilities and gender Independent Samples Test

| | Levine's Test for Equality of Variances | | T-test for Equality of Means | | | | | | |
|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|-------|
| | F | Sig. | T | Df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Equal variances assumed | 2.895 | .091 | 1.566 | 118 | .120 | .329 | .210 | -.087 | .745 |
| Equal variances not assumed | | | 1.576 | 116.451 | .118 | .329 | .209 | -.084 | .743 |

The above table depicts that the P value (0.91) is more than 0.05. So there is no significant difference in the mean scores of the respondents based on the satisfaction towards welfare facilities among different categories of gender.

9. FINDINGS

- ✓ Majority 76 (63%) of the respondents are belong to the age group of below 30 years,
- ✓ Majority 62 (52%) of the respondents are male
- ✓ Majority 38 (32%) of the respondents educational qualification are belong to higher secondary.
- ✓ P value = 0.037. P value is less than 0.05, hence null hypothesis is rejected. Therefore there is a significant relationship between gender of the respondents and shift time.
- ✓ P = 0.04. P value is less than 0.05 hence null hypotheses are rejected. Therefore there is no significant relationship between educational qualification of the respondents and their present salary.

- ✓ P value is .023 which is less than 0.05. Hence null hypothesis is rejected. Therefore there is a significant difference between the respondents age and work load.
- ✓ P value 0.91 is more than 0.10. So there is a significant difference in the mean scores of the respondents based on the satisfaction towards welfare facilities among different categories of gender.

10. SUGGESTIONS

Motivation is one of the basic factors in employee working process. So a manager has to encourage employees and try to enhance motivational techniques to motivate them towards tasks. Working habits made a great impact on employee working process. So employees should be allowed to select the way to working. They are not enforced by anybody otherwise, there is a chance that it affects their working process. Technology is advancing day by day and it has been renowned that use of technology in employee working process has become an effective tool. So manager should use electronic media to communicate in better way. Technology helps employees to gain more knowledge and information. Managers should also give full attention to their employees and take interest in their working process. They should motivate their employee towards tasks.

11. CONCLUSION

Motivation is a complex concept and can help or harm an organization depending on how it is used within an organization. If a manager takes the time to understand the needs of his/her employees, then the recognition can be extremely useful. There have been many philosophers, who have tried to understand what motivates people, but every person is different and a theory cannot describe all people. It is understandable the managers have a full time job and do not have much down time to be spending on rewards, but it also gives them the opportunity to understand their employees and connect with them on a personal level.

Managers are not the only ones who can recognize others in the workplace. Employees can recognize each other as well. It has been proven to that one can not directly motivate someone else, but they can give them the tools they need to motivate themselves. Managers are the resources for employees and they should make sure that their work environment is pleasant and desirable. This will help the productivity and improvement of their employees. If the above suggestions are implemented properly, the management will have a high level of motivated teams in their company.

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