



A STUDY ON EMPLOYEE MOTIVATION WITH REFERENCE TO AAVIN AT SETHIATHOPE

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ABSTRACT:

This study is based on one of the important thing which is necessary for every person's life that is motivation. It also investigates the impact of employee motivation on productivity and organization. Employee motivation is the inherent enthusiasm and driving force to accomplish a task. It is believed that when an employee is motivated, he will satisfied with his job and give his best efforts and contribution to the job assign to him. Motivation plays an important role to meet company's objectives. The main objective of this research is to study the relationship between employee motivation and organisations productivity. This research study also analyse various motivational factors available. The way of motivation is some kind of rewards like Promotion, Increase in the salary, having good employee relationship, empowerment etc... The questionnaire method is used to collect data. There are Some findings and suggestions of the study has also been discussed.

Keywords: Employee Motivation, Productivity, Reward etc..

INTRODUCTION:

Motivation is the willingness of a person to make intense and persistent efforts to achieve desired goals. Motivation is a psychological term which means it cannot be forced on employees. Motivation is the process of inducing others to engage in goal directed behaviour. There are two types of motivation. Positive motivation and negative motivation. It is an art by which managers promote productivity in their employees. Motivation is an internal factors that stimulate desired energy in people to be committed to a job, role or subject or to make an effort to attain a goal. Motivation is a process of getting the need of the people realised with a view to induce them to work for the accomplishment of organisational objectives. Indeed , motivation is nothing but an act of inducement. Motivation is an unending process. It is also a concept of psychology that come from inside the Individual. The inner feeling balance the perception of an individual and satisfaction of his needs that influence, that direction, volume, behaviour and limitations of a force of an individual. Motivation is system oriented. Motivated employees can work properly than person who is not motivated. It is one of the important strategy that every organisation do for their employees to increase their performance, responsibilities and duties towards achievement of organisational goal. Motivation can be either positive or negative. Positive motivation implies use of incentives such as increase in pay , reward , promotion etc.. for better work while negative motivation is to emphasis on penalties such as deduction in salary, threat. Motivation induces man to work and utilises resources properly. The function of motivation increase the willingness of people to work. To maintain cordial relationship among all the members in the organisation motivation is necessary. This study investigates how the motivation impact employees and their performance in an organisation.

REVIEW OF LITERATURE:

1. **Elizabeth Boye et al (2016)** focussed on the risk factors associated with the mining industry, Management has to ensure that employees are well motivated to curb the rate at which employees Embark on industrial unrest which affect performance, and employees are to comply with health and safety rules because the industry contribute hugely to the Gross Domestic Product (GDP) of the country.
2. **Hafiza et al. (2011)** found that there are several factors that can affect employee performance like Training and development opportunities, working conditions, worker-employer relationship, job security and company over all policies and procedures for rewarding employees. Among the factors that affect employee performance, motivation that comes with rewards is of utmost Importance.
3. **Ioan Moise Achim, Larisa Dragolea, George Balan (2013)** said that the financial side of Motivation is widely preferred and known by the both parts –employer and employee.In the present study we shall insist and plead for the possibilities of application and the results of the efficient Non – financial motivation plan to the internal climate and the lasting performance of the firm.
4. **Muogbo U.S (2013) U.S (2013)** found that there existed relationship between employee motivation and the Organizational performance. The study reveals that extrinsic motivation given to workers in an Organization has a significant influence on the workers performance

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve a research problem. It is a science of studying how research is done scientifically. Essentially it is the procedure by which researchers go about their work of describing , evaluating and predicting phenomenon. It aims to give the work plan of research.

.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. Sampling method used in the research is simple random sampling. In simple random sampling, the sample unit are chosen primarily on the basis of the randomly to the researcher. The number of sampling units selected from the population for investigation. It helps to achieve the objectives of research. The sample size taken for this study is 100 workers.

Primary data: The data is collected from the employee through questionnaires method.

Secondary data: The secondary data is collected from the various source such as book, website Journal, magazines etc.

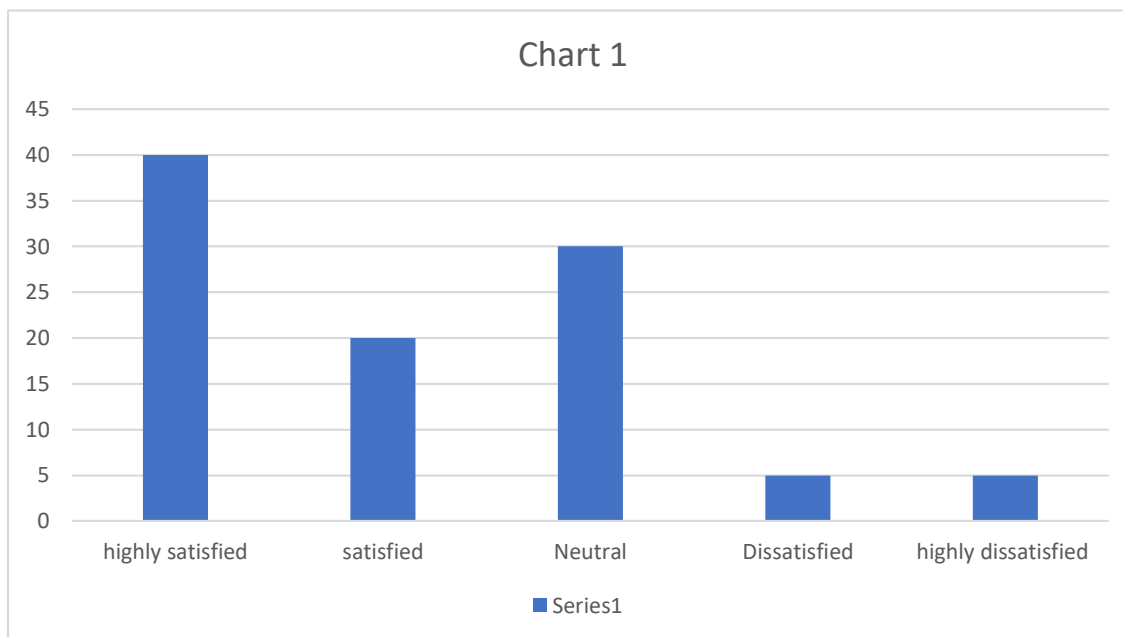
TABLE AND CHART

TABLE 1

SALARY THE MOTIVATIONAL FACTOR TO EMPLOYEES PERFORMANCE:

OPTION	NO OF RESPONDENT	PERCENTAGE
Highly satisfied	40	40
Satisfied	20	20
Neutral	30	30
Dissatisfied	5	5
Highly dissatisfied	5	5
Total	100	100

Interpretation : From the above table It is clear that 40% of respondents were Highly satisfied, 20 % of respondents were satisfied, 30% of respondents were neutral, 5% of respondents were dissatisfied, 5% of respondents were Highly dissatisfied about the company used salary as a motivational factor.

**TABLE 2****INCREMENT AS A MOTIVATIONAL FACTOR TO EMPLOYEES PERFORMANCE**

OPTIONS	NO OF RESPONDENT	PERCENTAGE
Highly satisfied	30	30
Satisfied	20	20
Neutral	30	30
Dissatisfied	10	10
Highly dissatisfied	10	10
Total	100	100

Interpretation: From the above table, it is clear that 30% of respondents were Highly satisfied, 20% of respondents were satisfied, 30% of respondents were neutral, 10% of respondents were dissatisfied, 10% of respondents were Highly dissatisfied about the company used increment as a motivational factor.

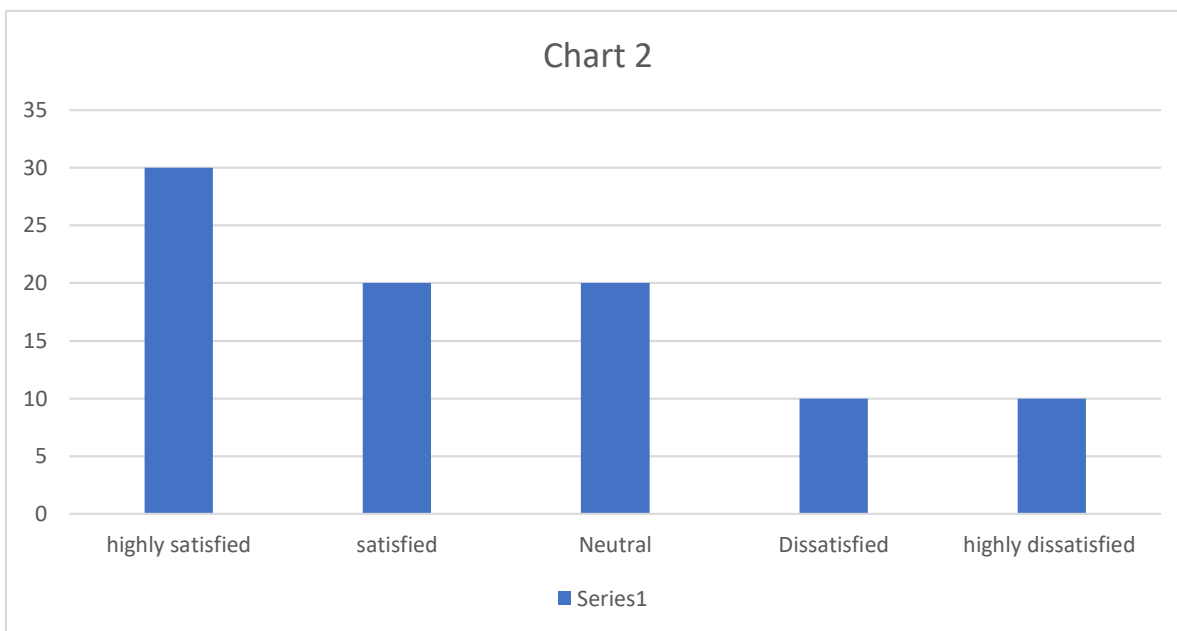
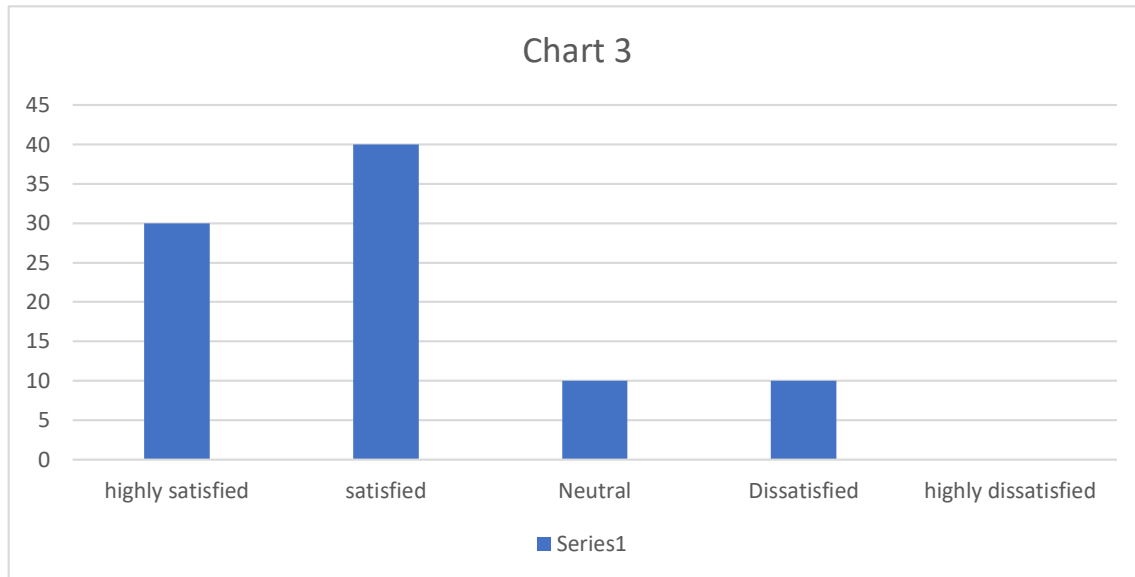


TABLE 3

PROMOTION AS MOTIVATIONAL FACTOR TO EMPLOYEES PERFORMANCE:

OPTIONS	NO RESPONDENTS	OF PERCENTAGE
Highly satisfied	30	30
Satisfied	40	40
Neutral	10	10
Dissatisfied	10	10
Highly dissatisfied	0	0

Interpretation : From the above table it is clear that the 30% of the respondents were Highly satisfied, 40% of the respondents were satisfied, 10% of the respondents were neutral, 10% of the respondents were dissatisfied, 0% of the respondents were Highly dissatisfied about the company used promotion as the motivational factor.



CONCLUSION :

Hence the major findings of the study are the motivational factor such as salary, increment, promotion, recognition, appreciation as a significant relation on the employee's performance at organisation Overall the study was very helpful. It helped in understanding various employees motivational factors aspects of the organization. It enhanced my knowledge about work culture and style of an organization and gave me practical exposure to the theoretical aspects .

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