

A STUDY ON THE EMPLOYEES ATTITUDES TOWARDS MOTIVATIONAL PRACTICES FOLLOWING IN ORGANISATION IN INDUSTRY SECTOR WITH REFERENCE IN NORTH

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ABSTRACT

Employee motivation is an important factor for improving performance and job satisfaction in an organization. This study aims to understand the attitudes of employees towards the motivational practices followed in the industrial sector with special reference to Coimbatore North. The study focuses on various motivational factors such as salary, incentives, promotion, recognition, and working conditions. The findings show that effective motivational practices help improve employee satisfaction, morale, and productivity..

INTRODUCTION

Motivation is important for employees to perform well in an organization. In the industrial sector, organizations use different motivational practices such as salary, incentives, promotions, and good working conditions to encourage employees. Employees' attitudes towards these practices affect their job satisfaction and performance. This study focuses on understanding employees' attitudes towards motivational practices followed in the industrial sector, with special reference to Coimbatore North.

RESEARCH BACKGROUND

In recent years, organizations in the industrial sector have placed greater importance on employee motivation to improve performance and job satisfaction. Various motivational practices are followed to encourage employees and enhance productivity. However, employees may have different attitudes towards these practices based on their needs and work environment. Understanding these attitudes helps organizations evaluate the effectiveness of their motivational strategies and identify areas for improvement.

OBJECTIVES OF THE STUDY

- To study the motivational practices followed in the industrial sector.
- To understand the attitudes of employees towards these motivational practices.
- To analyze the level of employee satisfaction with motivational practices.

STATEMENT OF THE PROBLEM

- Organizations follow various motivational practices, but employees may have different attitudes and levels of satisfaction towards them.
- There is a need to study employees' attitudes to evaluate the effectiveness of motivational practices and identify areas for improvement.

SCOPE OF THE STUDY

The study focuses on the motivational practices followed in the industrial sector.

It examines employees' attitudes and satisfaction levels towards these motivational practices.

LIMITATIONS OF STUDY

- The study is limited to selected organizations in the industrial sector within the northern region and may not represent all industries.
- The data collected is based on employees' opinions, which may be subjective and influenced by personal factors.

RESEARCH MEETHODLOGY

SAMPLING PLAN

The study uses a convenience sampling technique to select employees from selected industrial organizations. A sample size of 151 respondents was chosen to ensure fair representation.

CONVENIENCE SAMPLING

Convenience sampling is a non-probability sampling technique where respondents are selected based on their availability and willingness to participate. It is easy, quick, and cost-effective, making it suitable for studies where time and resources are limited.

METHODS OF THE STUDY

This study uses a descriptive research method to understand employees' attitudes towards motivational practices followed in industrial organizations. The aim is to analyze how these practices affect employee satisfaction and performance.

1. Primary Data:

Primary data were collected directly from employees through a structured questionnaire. This helped gather first-hand information about their opinions, satisfaction, and attitudes towards motivational practices.

2. Secondary Data:

Secondary data were collected from books, journals, articles, and websites. These sources provided background information on motivational practices and supported the analysis of the study.

Statistical tool

- Percentage Analysis
- Chi square

Percentage Analysis

Percentage analysis is a statistical tool used to analyse and interpret the data collected from respondents. It helps in understanding the distribution of responses and comparing different categories in a simple and meaningful manner.

The formula used for percentage analysis is:

$$\text{Percentage} = \frac{\text{Total Number of Respondents}}{\text{Number of Respondents}} \times 100$$

Number of Respondents

Chi-square

Chi-square is a statistical test commonly used to compare observed data with data one would expect to obtain according to specific hypothesis. The chi-square test is always testing what scientists call the null hypothesis, between the expected and observed states that there is no significant difference result.

The formula for calculating: Chi-square = $\frac{(O-E)^2}{E}$

ANALYSIS AND INTERPRETATION

Percentage Analysis

- The respondents are mostly young and mid-level employees with graduate or diploma qualifications, indicating a workforce in the early to mid-career stage in the industrial sector.
- A majority of employees (around 70%) reported that they are aware of the motivational practices implemented in the organization, such as rewards, recognition, and incentives.
- Most respondents (65–75%) agree that the current motivational practices positively influence their job satisfaction, commitment, and overall engagement.
- Around 60% of employees feel that recognition and rewards are timely and fair, while 20% remain

neutral, indicating room for improvement in implementation consistency.

CHI-SQUARE ANALYSIS

CHI-SQUARE ANALYSIS BETWEEN AGE AND EMPLOYEES RESPOND TO RECONGNITION

- **Null hypothesis (Ho):** There is no association between age and employees respond to recongnition
- **Alternative hypothesis (H1):** There is an association between age and employees respond to recongnition

	Value	Df	Asymptotic significance
Pearson chi-square	30.720*	12	.002
Likelihood ratio	34.881	12	.000
Linear-by-linear association	1.677	1	.1G5
N of valid cases	153		

INTERPRETATION:

The Pearson Chi-square value ($\chi^2 = 30.720$, $df = 12$, $p = 0.002$) indicates a statistically significant association between the variables at the 5% level. Hence, the null hypothesis is rejected, showing that the variables are not independent and are significantly related.

	Value	Df	Asymptotic significance
Pearson chi-square	16.767	4	.002
Likelihood ratio	18.017	4	.001
Linear-by-linear association	5.387	1	.020
N of valid cases	153		

INTERPRETATION

The Pearson Chi-square result ($\chi^2 = 16.767$, $df = 4$, $p = 0.002$) shows a statistically significant association between the variables. Therefore, the null hypothesis is rejected, indicating a meaningful relationship between the variables.

FINDINGS

- The study reveals a significant association between employees' attitudes and the motivational practices followed in the organisation within the industry sector in North.
- The results indicate that effective motivational practices positively influence employees' attitudes and their level of engagement at work.
- A clear trend is observed showing that improvements in motivational practices lead to more favourable employee attitudes in the organisation.

SUGGESTIONS

- Improve communication between management and employees to understand motivational needs better.
- Introduce both monetary and non-monetary rewards for better employee satisfaction.

Conclusion

The study shows that motivational practices play a key role in improving employee job satisfaction, performance, and organizational commitment in the industrial sector. Effective motivation increases productivity and builds loyalty among employees, though some areas still need improvement.

REVIEW OF LITERTURE

- Armstrong (2014) – Employee motivation is essential for productivity, job satisfaction, and organizational success. Both intrinsic and extrinsic factors are necessary.
- Maslow (1943) – Proposed the Hierarchy of Needs Theory; motivation depends on fulfilling needs from basic to self-actualization.

- Herzberg (1959) – Two-Factor Theory: Hygiene factors prevent dissatisfaction; motivators like recognition and achievement drive true motivation.
- Vroom (1964) – Expectancy Theory: Motivation depends on the expectation that effort will lead to rewards.
- McGregor (1960) – Theory X and Theory Y: Employees are either self-motivated (Y) or require supervision (X). Theory Y improves engagement.

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