

A STUDY ON EMPLOYEE MOTIVATION (WITH A SPECIAL REFERENCE TO SIGNWARE TECHNOLOGIES)

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ABSTRACT

Motivation in simple terms may be understood as the set of forces that cause people to behave in certain ways. A motivated employee generally is more quality oriented. Highly motivated worker are more productive than apathetic worker one reason why motivation is a difficult task is that the workforce is changing. Employees join organizations with different needs and expectations. Their values, beliefs, background, lifestyles, perceptions and attitudes are different. Not many organizations have understood these and not many HR experts are clear about the ways of motivating such diverse workforce.

INTRODUCTION

Management's basic job is the effective utilization of human resources for achievements of organizational objectives. The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. In addition to this, the strong needs in a direction that is satisfying to the latent needs in employees and harness them in a manner that would be functional for the organization.

The data needed for the study has been collected from the employees through questionnaires and through direct interviews. Analysis and interpretation has been done by using the statistical tools and data's are presented through tables and charts.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- ✓ To study how the employees are motivated in the Signware Technologies, Chennai

SECONDARY OBJECTIVE

- ✓ To study about the effect of monetary and non-monetary benefits provided by the organization.
- ✓ To learn about how motivation leads to good human relation..., (i.e., harmonious relations between employer and employees)

- ✓ To analyze how motivational factors lead to job satisfaction among the employees based on Herzberg's motivation-hygiene theory.
- ✓ To provide suggestions to improve employees motivation in the organization.

STATEMENT OF THE PROBLEM

- In this context, the present study was designed to analyze the middle level employees who are working in the IT industry are not being promoted to a higher level positions even though they are experienced.
- So the present study is to analyze the drawbacks regarding employee's motivation in the IT industry and also to suggest significant measures to improve employee morale/ enthusiasm.

SCOPE OF THE STUDY

In this context, the present study is to analyze the importance of employee's motivation in the IT industry which has a production unit from line A to line L. And this study is mainly applicable only to the middle level employees who are working in the production unit.

And mainly due to time constraint, motivation level of employees is studied only during the course of this project, So that there is no scope for comparative analysis of data. And the scope of the study is to ascertain the employee's satisfaction and also to find out how motivation increases performance level in the minds of every employee in future by considering the findings and suggestions made in this project.

LIMITATIONS OF THE STUDY

- The study was limited to only one branch of the company.
- The study is based upon high population because 120 as the sample size cannot be generalized to entire universe.
- The study is only based on middle level employee's side and it is not covering the higher level employees.
- Due to time constraint, motivation level of workers is studied only during the course of the project so that there is no scope for comparative analysis of data.
- And also there may be a chance of internal bias among the employees in the organization.

RESEARCH METHODOLOGY

Business research is an organized, database, systematic, critical, objective, scientific inquiry or investigation in to a specific problem under taken with the purpose of finding answers or solutions to it. Research study plays a vital role in all kinds of business activities.

Research method

A research is defined as “The systemized effort to gain knowledge”. Research method is a way to systematically solve the problem.

RESEARCH DESIGN:

It's a plan of proposed study prepared by a researcher stating the research activities to the performed in this proposed study before he undertakes his research work is called as a “research design”. In this study “**DESCRIPTIVE RESEARCH DESIGN**” is used. Descriptive research design is used which is most appropriate. This research enables a researcher to explore new areas of investigation.

SAMPLE UNIT:

The sample unit was taken from the employees of- “Signware Technologies at Chennai”.

SAMPLE SIZE:

The size of the respondents covered for the study was **120** employees of Signware Technologies, Chennai.

SAMPLING TECHNIQUE:

The choice of an appropriate sampling design is of generally importance in the execution of a sample survey and if generally made keeping in view the objective and scope of the investigation and type of the universe to be sampled is known as a “sampling technique”

Here the sampling technique adopted for this study is a **Probability Sampling Technique**. Under this probability sampling method “**Stratified Random Sampling**” is used. Stratified sampling helps to estimate population parameters, there may be identifiable sub-groups of elements within a population that may be expected to have different parameters on a variable of interest to the researcher.

SOURCES OF INFORMATION:

Two types of data namely primary data and secondary data are collected. Primary data is the data explicitly gathered for this research work and the secondary data which was obtained from various sources like organizations records, books and also from the websites.

METHODS OF DATA COLLECTION:

There are two types of data collection, they are:

- Primary data collection
- Secondary data collection

PRIMARY DATA COLLECTION:

In this study, primary data collection is adopted through a well structured questionnaire.

The forms of questions contained in the questionnaire are:

Multiple choice questions, Dichotomous scale questions & Ranking scale questions.

SECONDARY DATA COLLECTION:

The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. The researcher has collected the secondary data from the company's records, pamphlets, websites, and also from the previous annual reports.

TECHNIQUES USED FOR ANALYSIS:

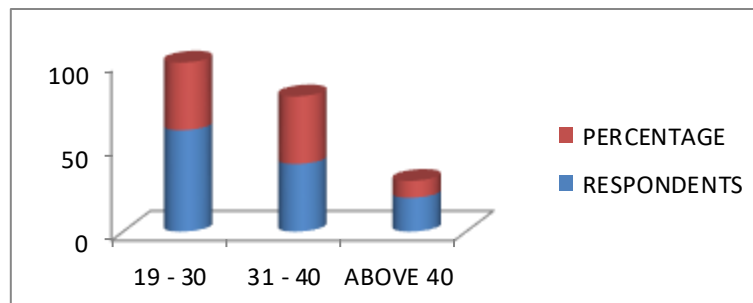
The techniques used for analysis are

Percentage Method, Rank Correlation Method & Regression Method.

ANALYSIS AND INTERPRETATION OF DATA

TABLE NO: 1 RESPONDENT BY AGE GROUP

AGE	RESPONDENTS	PERCENTAGE
19 - 30	60	50
31 - 40	40	40
ABOVE 40	20	10
TOTAL	120	100

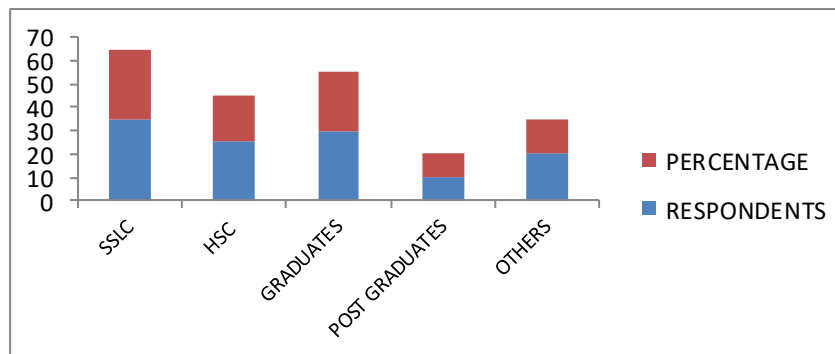


INFERENCE:

The table states that 50% of respondents are in the age group of 19-30, 40% of respondents are in the age group of 31-40 and 10% of respondents are in the age group of above 40.

TABLE NO: 2 RESPONDENTS BY THE EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	RESPONDENTS	PERCENTAGE
SSLC	35	30
HSC	25	20
GRADUATES	30	25
POST GRADUATES	10	10
OTHERS	20	15
TOTAL	120	100

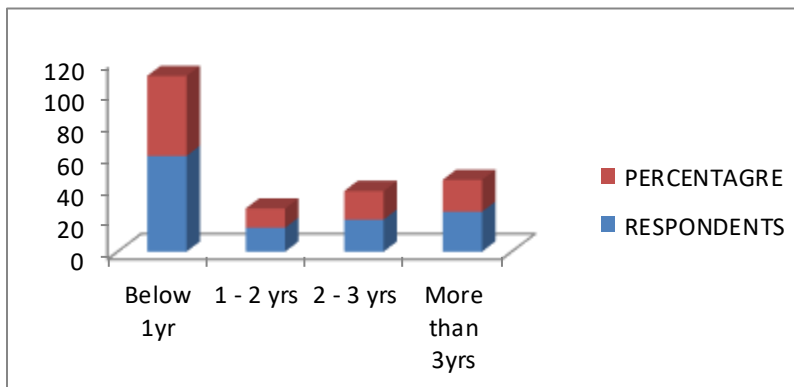


INFERENCE:

The table states that 30% of respondents have the qualification of SSLC, 20% of respondents have the qualification of HSC, 25% of respondents have the qualification of Graduates, 10% of respondents have the qualification of PG and 15% of respondents have the qualification of others.

TABLE NO: 3 RESPONDENTS BY EXPERIENCE

EXPERIENCE	RESPONDENTS	PERCENTAGE
Below 1 yr	60	50
1 - 2 yrs	15	12
2 - 3 yrs	20	18
More than 3 yrs	25	20
TOTAL	120	100



INFERENCE:

The table states that 50% of respondents have the experience of below 1 yr, 12% of respondents have 1-2 yrs of experience, 18% of respondents have 2-3 yrs of experience and 20% of respondents have more than 3 yrs of experience.

RANK CORELATION:

SATISFIED WITH YOUR JOB BY THE CURRENT MOTIVATION SYSTEM IN THE ORGANIZATION

PARTICULAR	RESPONDENTS	PERCENTAGE
Highly Satisfied	35	35
Satisfied	55	48
Neutral	25	15
Dissatisfied	5	2
Highly Dissatisfied	0	0

PERFORMANCE APPRAISAL ACTIVITIES ARE HELPFUL TO GET MOTIVATED

PARTICULAR	RESPONDENTS	PERCENTAGE
Highly Satisfied	15	13
Satisfied	25	18
Neutral	75	67
Dissatisfied	5	2
Highly Dissatisfied	0	0

RANK (X)	RANK (Y)	D=X-Y	D ²
2	3	-1	1
1	2	-1	1
3	1	2	4
4	4	0	0
5	5	0	0
		Total	6

$$\begin{aligned}
 R &= 1 - \frac{6 \sum D^2}{n(n^2-1)} \\
 &= 1 - \frac{6(6)}{5(5^2-1)} \\
 &= 1 - \frac{36}{5(25-1)} \\
 &= 1 - \frac{36}{120} \\
 &= 1 - 0.3 \\
 &= 0.7
 \end{aligned}$$

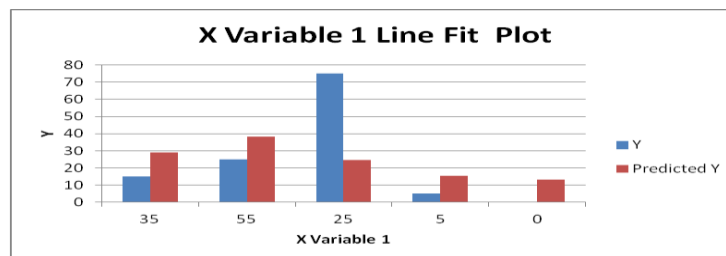
So the Correlation is 0.7 so there exist a strong Positive Relationship between job satisfaction and performance appraisal that motivate the employee.

Regression Analysis:

Regression Statistics	
Multiple R	0.340218447
R Square	0.115748591
Adjusted R Square	-0.179001878
Standard Error	32.66491542
Observations	5

X	Y	X ²	Y ²	XY
35	15	1225	225	525
55	25	3025	625	1375
25	75	625	5625	1875
5	5	25	25	25

ANOVA	Df	SS	MS	F	Significance F
Regression	1	419.0099	419.0099	0.392700278	0.575328524
Residual	3	3200.99	1066.997		
Total	4	3620			
	Coefficients		Standard Error	t Stat	P-value
Intercept	13.06930693		22.75196396	0.574425441	0.605924613
X Variable 1	0.455445545		0.726784829	0.626658023	0.575328524



RESIDUAL OUTPUT		
Observation	Predicted Y	Residuals
1	29.00990099	-14.00990099
2	38.11881188	-13.11881188
3	24.45544554	50.54455446
4	15.34653465	-10.34653465
5	13.06930693	-13.06930693

So the regression is $x=13.0+0.45y$ so there exist a strong Positive Relationship between job satisfaction and performance appraisal that motivate the employee.

FINDINGS & SUGGESTIONS:

The findings & suggestions for the findings from the study are follows:

- ✓ Signware Technologies has a well defined organization structure.
- ✓ It's Better that Management try to reduce the workload of the employees.
- ✓ It is better that the organization provide opportunities to innovate new ideas.
- ✓ It is better that try to improve welfare facilities by introducing welfare committees.
- ✓ It is better that the organization can takes steps to improve the current motivation system that is provided by the organization.

CONCLUSION:

The study concludes that, the motivational program procedure in SIGNWARE TECHNOLOGIES is found effective but not highly effective. The study on employee motivation highlighted so many factors which will help to motivate the employees. The study was conducted among 120 employees and collected information through structured questionnaire. The study helped to findings which were related with employee motivational programs which are provided in the organization.

The performance appraisal activities really play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction.

REFERENCES: www.Signware Technologies.com