

# A Study on the Employees Motivation and Its Impact on the Productivity of the Organisation

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## **ABSTRACT**

The purpose of this paper is to identify the factors that effects employee motivation and examining the relationship between organizational effectiveness and employee motivation. The level of performance is the product of employee abilities and motivation. Employees need to be motivated constantly to keep the level of performance high. The key to human resource motivation is that they should be treated with dignity and respect and their contribution to organization must be recognized. The management of the organization must try to integrate the individual goals with the goals of the organization. The best from the employees can be achieved with the unison of the two. This should be a sustainable activity till organizational objectives are fulfilled. Human behavior is guided by certain motives. Motive means want, need, impulse or drive. The want, need, impulse or drives find expression through motive. Motive is internal to person. Motive prompts a person to action. Motivation originated from motive. Motive is the centre point of motivation process. There is no limit to needs an desire of a person. All cannot be satisfied but only the urgent and strongly felt needs become motives.

**Keywords-** Motivation-Effectiveness-Productivity-Performance-Human behaviour.

## **1. Introduction.**

Motivation is defined by George R Terry as, “the desire with in an individual that stimulate him or her to action ”. D e McFarland defined motivation as, “the way in which urges, drives, desires, Aspiration, strivings or needs direct, control or explain the behavior of human beings”. According to the Encyclopaedia of management, “Motivation refers to the degree of readiness of an organization to pursue some designated goal and implies the determination of the nature and locus of the forces, including the degree of readiness”. Motivation is internal to person while motive is the driving force which forces him to action. It is goal oriented. Leon C. Meggison has rightly observed calling human resources as, “the total knowledge ,skills, creative abilities, talents and aptitudes of an organisation’s work force, as well as the values, attitudes and benefits of an individual involved … It is the sum total of inherent abilities, acquired knowledge skills represented by the talents and aptitudes of the employed persons.” Motivating means stimulating all the above assets to the best possible use for accomplishing the organizational objectives. The organization requires high level of performance from its employee’s i.e. human resources.

## 2. OBJECTIVES

1. To find the level of satisfaction in performing their job.
2. To know whether the employees innovative ideas are recognized
  
3. To know the source of the term motivation to the employees.
4. To know whether the employees taking part in decision making

## 3. METHODOLOGY

### RESEARCH DESIGN

A Research design is the arrangement of conditions, collection and analysis of data from the workers in a manner that aims to combine relevance to the research purpose with economy in procedures.

### METHODS OF DATA COLLECTION

There are two types of data that are available to the researcher .They are:

- ❖ Primary Data
- ❖ Secondary Data

### SELECTION OF SAMPLE

The sample size has been taken as 70 including all the staff members and managerial cadre of the workers. Random Sampling method was chosen by the researcher on simple basis which has helped him in collecting the data easily.

### QUESTIONNAIRE DESIGN

For the study purpose, the researcher designed a questionnaire, since the data he needs is not available in the secondary sources. He felt that the data pertaining to consumer attitudes, beliefs ,demographic and socio-economic characteristics, opinions, feelings, reasons, present/past experiences and future expectations can be procured only through comprehensive discussions with the consumers. The questionnaire is the back bone for obtaining primary data through customer survey for this project study.

### STATISTICAL TOOLS TO BE ADOPTED

1. Simple Percentage Method.
2. Chi-Square Test.
3. Weighted Average Rank Method.

### SIMPLE PERCENTAGE METHOD

Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data. Percentage is used to describe relationships. Percentages can also be used to compare the relatives terms, the distribution of two (or) more series of data.

## CHI-SQUARE TEST

Chi-Square Test was developed by Karl Pearson for testing the significance of the discrepancy between experimental values and the theoretical values under some theory or hypothesis. This Test is known as Chi-Square Test of goodness of fit. This is a Non-parametric test used most frequently by marketing researcher for testing the hypothesis when distribution of population is not known and when nominal data is to be analysed.

## WEIGHTED AVERAGE RANK METHOD

The weighted mean is the value obtained by multiplying a weight with the item and summing the items and then dividing by number of items. When there are cases where the relative importance of different items is not the same then weighted mean is used.

**Devanathan (2003)** describe motivation as a power that strengthens behavior, gives route to behavior, and triggers the tendency to continue. This explanation identifies that in order to attain assured targets; individuals must be satisfactorily energetic and be clear about their destinations. In view of it is an internal drives to satisfy an unsatisfied need and the will to accomplish. Motivation is a procedure that initiates through a physiological or psychological want that stimulates a performance that is intended at an objective. It is the concluding product of interface among personality behavior and organizational distinctiveness (IRCO). It symbolizes those psychological procedures that foundations the stimulation, route, and determination of deliberate actions that are target,

**Guruvendan(2003)** Among financial, economic and human resources, the latest are more essential and have the capability to endow a company with competitive edge as compared to others. Employee Performance fundamentally depend on many factors like performance appraisals, employee motivation, Employee satisfaction, compensation, Training and development, job security, Organizational structure and other, but the area of study is focused only on employee motivation as this factor highly influence the performance of employees.

## 4. Data Analysis

**TABLE-1**

**DISTRIBUTION BASED ON AGE**

Criteria	Number of Respondents	% of Respondents
20-29 years	3	5
30-39 years	46	65
40-49 years	14	20
50-59 years	7	10
<b>Total</b>	70	100

## INTERPRETATION

From the above table, inferred that 46(65%) of the respondents are under the age group of 30-39 years. 14(20%) of the respondents are under the age group of 40-49 years. 7(10%) of the respondents are under the age group of 50-59 years. 3(5%) of the respondents are under the age group of 20-29 years. Therefore, the majority of the employees are under the age group of 30-39 years.

**TABLE -2**  
**DISTRIBUTION BASED ON LEVEL OF SATISFACTION IN THE JOB**

Criteria	Number of respondents	%of Respondents
Excellent	10	14
Very good	9	13
Good	38	54
Fair	8	11
Poor	5	7
<b>Total</b>	<b>70</b>	<b>100</b>

## INTERPRETATION

From the above table, inferred that 38(54%) of the respondents are under the level of satisfaction in performing their job is good. 10(14%) of the respondents are under the level of satisfaction in performing their job is Excellent. 9(13%) of the respondents are under the level of satisfaction in performing their job is Very good. 8(11%) of the respondents are under the level of satisfaction in performing their job is Fair. 5(7%) of the respondents are under the level of satisfaction in performing their job is Poor, Therefore, the majority of the employees are under the level of satisfaction in performing their job is good.

**TABLE -3**  
**DISTRIBUTION BASED ON FACTORS IMPROVED BY MOTIVATION**

Criteria	1	2	3	4	5	6	Weighted total.	Weight Avg.	Rank
Productivity	31	14	6	9	9	1	326	15.52	I
Quality	29	9	11	8	6	7	306	14.57	III

Performance	26	15	15	5	4	5	319	15.19	II
Efficiency	8	15	10	21	6	9	247	11.76	IV
Results	6	7	15	8	16	18	205	9.76	VI
Others	3	13	20	12	14	8	235	11.19	V

### INTERPRETATION

From the above table, inferred the factors improved by motivation .productivity plays a first rank (15.52).Performance plays a second rank (15.19) .Quality plays a third rank (14.57).Efficiency plays a fourth rank (11.76). Therefore, the majority of employee's redressel of grievances by authorities is fair. Others plays a fifth rank (11.19).Results play a six rank (9.76).Therefore, the motivation improves the productivity than any other factors.

### CHI SQUARE TEST

#### DISTRIBUTION BASED ON LEVEL OF SATISFACTION OF MOTIVATION AGAINST VARIOUS FACTORS

Criteria	Highly satisfied	Satisfied	Moderately satisfied	Dissatisfied
Productivity	25 (35.71%)	22 (31.43%)	18 (25.71%)	5 (7.14%)
Quality	20 (28.57%)	28 (40%)	17 (24.29%)	5 (7.14%)
Performance	34 (48.57%)	22 (31.43%)	11 (15.71%)	3 (4.29%)
Efficiency	21 (30%)	27 (38.57%)	18 (25.71%)	4 (5.71%)
Results	20 (28.57%)	17 (24.29%)	18 (25.71%)	15 (21.43%)

**NULL HYPOTHESIS (H<sub>0</sub>):** There is no significant difference between employee's level of satisfaction and various factors of motivation.

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>):** There is significant difference between employees level of satisfaction and various factors of motivation.

O	E	(O-E)	(O-E)	(O-E)/E
25	24	1	1	0.04
20	24	-4	16	0.67
34	24	10	100	4.17
21	24	-3	9	0.38

20	24	-4	16	0.67
22	23.2	-1.2	1.44	0.62
28	23.2	4.8	23.04	0.99
22	23.2	-1.2	1.44	0.06
27	23.2	3.8	14.44	0.62
17	23.2	-6.2	38.44	1.66
18	16.4	1.6	2.56	0.16
17	16.4	0.6	0.36	0.02
11	16.4	-5.4	29.16	1.78
18	16.4	1.6	2.56	0.16
18	16.4	1.6	2.56	0.16
5	6.4	-1.4	1.96	0.31
5	6.4	-1.4	1.96	0.31
3	6.4	-3.4	11.56	1.81
4	6.4	-2.4	5.76	0.9
15	6.4	8.6	73.96	11.56
			<b>(O-E)/E</b>	27.05

The calculated value of  $x^2 = 27.05$

Degree of Freedom =  $(5-1)*(4-1) = 12$

The tabulated value of  $x^2$  of 12 d.f. at 5% level of significance is 21.026.

**Result:** Since the calculate value of  $x^2$  is greater than tabulated value null hypothesis is rejected.

## 5. Conclusion:

Motivation is to provide satisfaction to employees and achieve Organisational objectives. If the superior given feed back to the employees means it under take in to the reward and goal achievement.

Superior must appreciate employees more on their job and he want to give more guidance to the employees while on their work.

For the employees the superior must give more training on their jobs in the organization.

Therefore, there is significant difference between employee's level of satisfaction and various factors of Motivation. Conclusion Recognition and empowerment play an essential part in enhancing employee motivation towards organizational tasks. By appreciating the employees for their work done and giving them participation in decision making, internally satisfies them with their job, organization and organizational environment. Thus their enthusiasm and motivation towards accomplishment of tasks increases.

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