

A STUDY ON EMPLOYEE MOTIVATIONAL STRATEGIES AT MY HOME INDUSTRY**Dr.T. Varalakshmi¹, N Sindhu Priya²****Guide & HOD¹, Student²**

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ABSTRACT

Employees respond positively to the active feedback methods that are connected to individual and organizational success. People are naturally attracted to short-term evaluations of performance, which allows for more rapid correction and enhancement process than traditional quarterly or annual assessments. Continuous feedback on performance gives every employee a stronger feeling of investment in our organizational goals and builds stronger relationships that stand the test of time. Flexible scheduling that takes into account personal and family demand creates positive attitudes and loyalty among workers.

Key words: Organizational goals, Relationships, Attitudes, Loyalty, Performance, Short-term Evaluations, Quarterly or Annually

I. INTRODUCTION

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. Employers want to know what motivates their employees so that they can get them to work harder. When people speak of motivation or ask about the motives of person, they are really asking “Why” the person acts, or why the person acts the way he does. The concept of motivation implies that people choose the path of action they follow.

II. PROBLEM STATEMENT

Providing the employees with the right blend of direction, guidance, techniques assets and compensation based on the goal of motivating them and making them quick to work through the way the manager wants them to do is the major aim of the motivation. The growth of any employment depends on how motivated the employees are and how long they stay with the organization

This study will investigate the relationship between the promotions and rewards on the motivation of employee with the effects from the performance of employees, more specifically in the educational sector. It also will

describe in what manner motivation impacts on the performance of employees along with good strategies of motivation for achieving organizational success.

III. NEED & IMPORTANCE OF THE STUDY

The study is intended to evaluate motivation of employees in the organization. A good motivational program procedure is essential to achieve goal of the organization. If efficient motivational programs of employees are made not only in this particular organization but also any other organization; the organizations can achieve the efficiency also to develop a good organizational culture.

IV. SCOPE OF THE STUDY

The purpose of this study was to describe the importance of certain factors in motivating employees at. Specifically, the study sought to describe the ranked importance of the following motivating factors: (a) interesting work, (b) good wages, (c) full appreciation of work done, (d) job security, (e) good working conditions, (f) promotions and growth in the organization, (g) stress factor in the job, (h) rewards given to employees, (i) opportunity to interact with others and (j) personal satisfaction.

V. OBJECTIVES OF THE STUDY

1. To study the factors motivational level of the employees.
2. To evaluate the effect of job promotions on employees.
3. To analyse the relationship between motivation and employee performance.
4. To suggest practical solution to be implemented for the improvement of organization performance.

VI. HYPOTHESES FOR THE STUDY

H₀ there is no significance relation between the salary and employee s motivation.

H₀ there is no significance relation between the career development and employee motivation.

H₀ there is no significance relation between the work life balance and employee motivation.

VII. METHODOLOGY

Introduction

This chapter deals with the methods and tools the researcher uses in data collection and analysis. It describes the research design that was used by the researcher, data sources and collection tools, processing, analysing and the challenges that the researcher faced.

Research design & Strategy: The researcher used a case study strategy which was My Home Industries and an explanatory research design because it sought to explain why there were still low levels of employee

performance despite the many ways put in place by the management of My Home Industries to motivate its employees.

Sampling methods & techniques

The study employed stratified random sampling and simple random sampling techniques.

- Stratified random sampling refers to a process of dividing a population into smaller groups known as strata basing on the members' shared attributes. This was done by grouping the employees according to management levels.
- Simple random sampling was also applied. This refers to a process of selecting a group of subjects (a sample) for study from a larger group (population). This was intended to select respondents since each stratum was assumed to contain employees with related knowledge on the topic under study.

Sample design

Random sampling and purposive sampling techniques were employed.

- **Random sampling technique** is a process of selecting a sample that allows all members of the group or population to have an equal and independent chance of being selected for the sample. Random sampling technique was employed when selecting the employees at operational level. This was done to avoid bias.
- **Purposive sampling technique** refers to a process whereby the researcher selects a sample based on experience or knowledge of the group to be sampled. Purposive method was applied when selecting management staffs because there was need to specifically get information from those members of staff who deal directly in administrative duties.

Sources of data

The researcher used both primary and secondary data sources.

Primary data source: This refers to raw facts collected or generated in a given research for the first time. This data was generated from the sample population by use of the questionnaire.

Secondary data source: This method involves sourcing for already processed information. Data was got by reviewing relevant text books, journals, newspapers, records of My Home Industries and other published materials about the research topic.

Data collection methods & instruments: The researcher used questionnaire as an instrument of data collection.

VIII. Questionnaire: A questionnaire is a list of questions drafted by the researcher to be filled by the respondent. This was the basic tool the researcher used in data collection. The questionnaire contained both close ended and open-ended structured questions and the variables therein were measured using Likert scaling technique. The reason for use of this method was that it minimized bias.

IX. LIMITATIONS OF THE STUDY

- ❖ The study is limited at lower level of employees of daily labour size is 100.
- ❖ Problems with the confidential information.
- ❖ There is a high chance of sampling error
- ❖ The first important drawback is the duration of the training period is only for 45 days.

X. REVIEW OF LITERATURE

Lord (2002) contends that effectiveness, additionally to retention of personnel, is a characteristic of the strategies of theirs. The writer examines the responses from twenty-nine designers combined with the era of fifty-five concerning components in the end result and definitely work of theirs on the retention additionally to effectiveness of senior designers. By the analysis of his, the primary motivators are discovered to be an accomplishment, recognition, job responsibility, etc. The writer concludes by stating that excellent application of motivators betters job satisfaction and consequently boosts effectiveness. Out of the private evaluation of its, Wright (2001) doesn't discover just a little convincing evidence designed for the next 2 assumptions:

Quintanilla and Peterson (2003) link motivation that is intrinsic to socialization into societal job values as well as norms with regard to the primary organizational uses of commitment which is intrinsic, particularly cognitive evaluation idea along with work distinct concept.

They recommend that private acceptance of societal norms together with values which support prosperous labour conduct help intrinsic labour inspiration beyond what these theories would predict.

Mani (2002) surveyed 4 kinds of workers particularly, ground personnel, library clerks, patient relation representatives, and medical record assistants operating at East Carolina Faculty to realize the strategies of theirs. The writer found which pay that is an exceptional along with recognition were the best motivators. On the flip side, working environment, benefits, co-workers have consequences on dedication but significantly less powerful as the prior 2.

Milliken (1996) has assessed the Eastman Chemical Company method to motivate as well as maintain the personnel of its. The apps adopted are job security, performance-based appraisal procedure, extrinsic

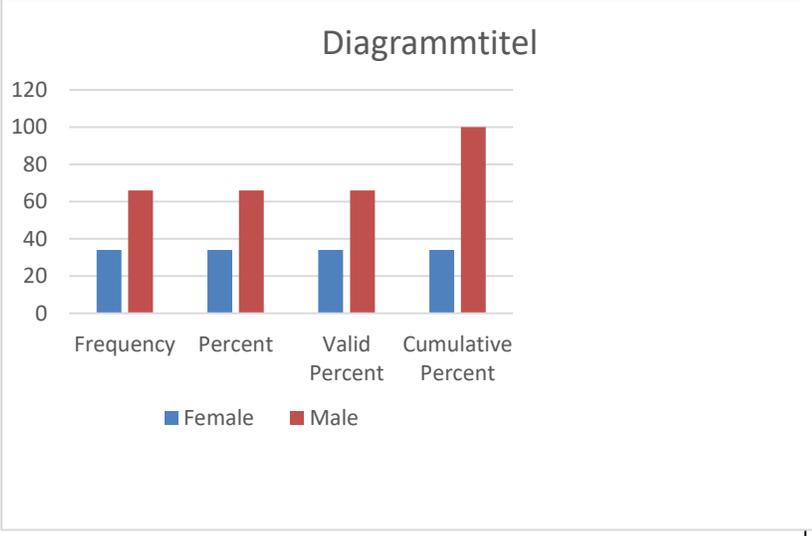
recognition together with the personnel suggestion process, issuing performance feedback, teaching in problem solving, etc.

Clark (2003) thinks which, in almost any circumstance, anyplace we'd want increasing job motivation, we should establish what is more likely to persuade people to begin doing things that's completely new or maybe distinct, enhance the determination of theirs in a crucial undertaking, and additionally commit psychological labour. People should feel the motivator steering the magnified functionality will indirectly or directly add considerably to what they have to really feel effective and successful. The procedure for management is commonly to establish the primary key motivators and make sure employees' sense that what they're doing has worth and purpose.

XI. DATA ANALYSIS

1) What is your Gender Group:

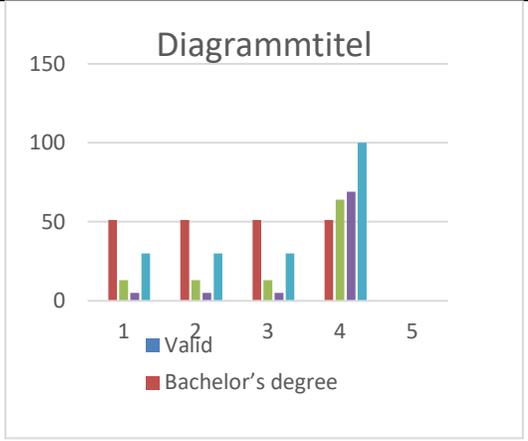
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Female	34	34	34	34
Male	66	66	66	100
Total	100	100	100	



INTERPRETATION: - From the above analysis from the survey 33.5% are females and 66.5% are males

2) What is your age group?

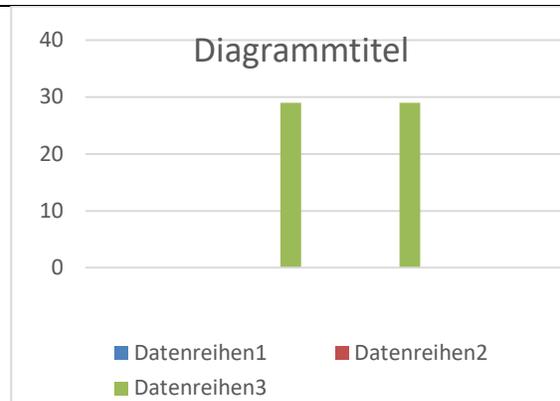
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
25-35	46	46	45.5	45.5
35-45	26	26	26	71.5
45-Above	7	7	6.5	78
Below 25	22	22	22	100
Total	100	100	100	



INTERPRETATION: - From the above analysis from the survey 46 % employees age group between 25-35 26 % employees age group between 35-45 6.5 % employees age group between 45- Above 22 % employees age group between Below 25

3)Education Qualification

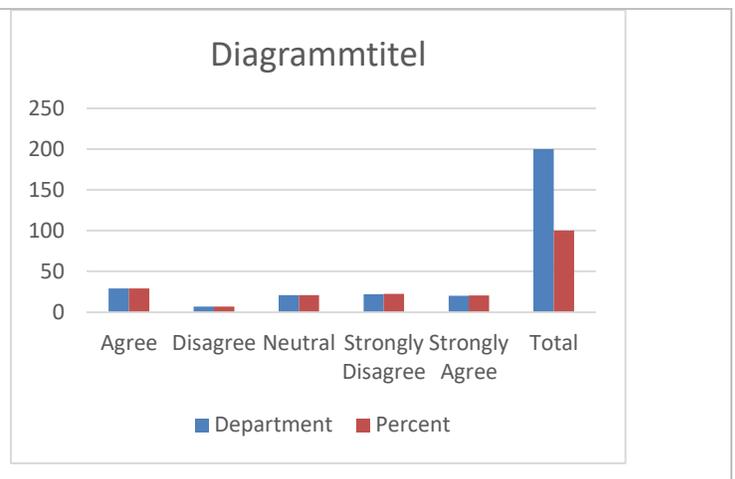
Valid	Frequ ency	Percent	Valid Percent	Cumula tive Percent
Diploma/Cert ificate	13.0	13.0	13.0	64
Doctoral degree	5.0	5.0	5.0	69
Master's degree	30	30	30	100.0
Total	100	100.0	100.0	



INTERPRETATION: - From the above analysis from the survey 51.5 % employee's education is Bachelor's degree, 13 % employee's education is Diploma/Certificate, 5 % employee's education is Doctoral degree, 30.5 % employee's education is Master's degree.

4)Does the management provide continuous feedback in solving work related problems *?

Valid	Department	Percent
Agree	29	29
Disagree	7	7
Neutral	21	21
Strongly Disagree	22	22.5
Strongly agree	20	20.5
Total	100	100



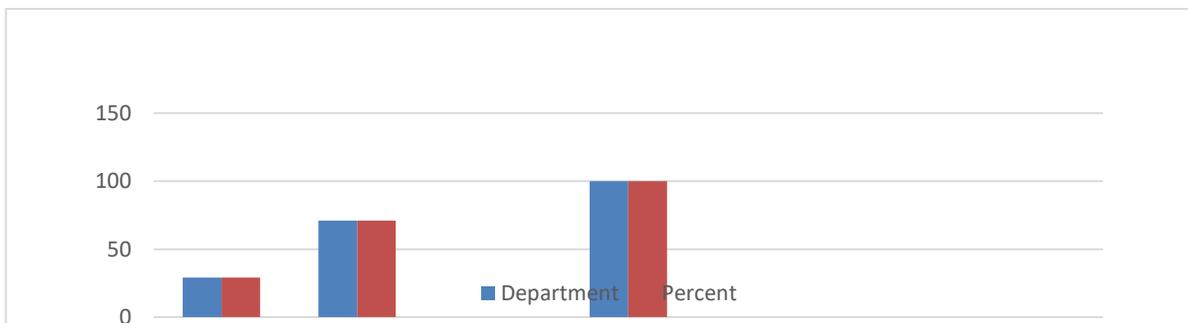
INTERPRETATION: -From the above analysis from the survey 29% of Department is Agree,7% Disagree, 21%Neutral, 22% Strongly Disagree, 20% Strongly Agree.

5)Have you been Promoted at work in the last 6 months?

Valid	Department	Percent
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Yes	29	29
No	71	71
Total	100	100

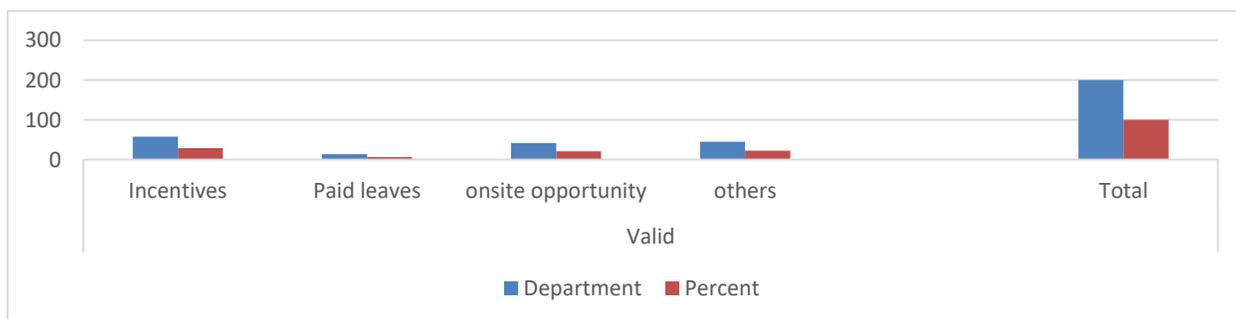
CHART-V



INTERPRETATION: - From the above analysis from the survey 29% of department is yes and 71% of department is No.

6)What is the factor which is motivating you the most to work in this organization *?

Valid	Department	Percent
Incentives	58	29
Paid leaves	14	7
Onsite opportunity	42	21
others	45	22.5
Total	200	100



INTERPRETATION: -From the above analysis from the survey 58% of department is having incentives,14% is having paidleaves,42% of onsite opportunity,45% of others.

XII. SUGGESTIONS

- The suggestions for the findings from the study are follows
- Most of the employees agree that the performance appraisal activities are helpful to motivated, so the company should try to improve performance appraisal system,

get

- so that they can improve their performance.
- Non-financial plans should also be implemented; it can improve the productivity level of the employees.
- Organization should give importance to communication between employees and gain co-ordination through it.
- It was opined that the management needs to take steps to improve the coordination between the employees and the various departments.
- The management must try to appreciate the employees for the work they do and give some monetary rewards to the employees

XIII. CONCLUSION

The study concludes that, the motivational program procedure in My Home Industries, 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 100 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 in covid pandemic. Employee motivation strategies are tactics and processes put in place to keep employees inspired, engaged, and interested in their responsibilities. Ways of motivating employees will vary by workforce, based on different work environments, work cultures, and industries. There isn't a one-size-fits all approach to motivating a team.

Strategies for employee motivation in the workplace are typically implemented by the leaders or supervisors of a company. Methods of motivation can include verbal reinforcement, rewards, incentives, trips, opportunities, or recognition. The suggestions of this report may help in this direction.

XIV. FUTURE SCOPE

Managers are under increasing pressure to perform a great deal more with less, requiring them to find more effective ways of conducting business and encouraging the company of their forces to attain large quantities of performance. Longenecker states which, in a few publications on leadership, inspiration is described as an internal drive to fulfil a requirement, and this basic purpose of suggestions is among most likely the most powerful: individuals are ready to expend energy when it satisfies some demand that's crucial to them. And since inspiration is about require driven conduct, it's crucial for supervisors to identify the method the actions of theirs and undoubtedly the lifestyle of the organizations influence the potential for employees to satisfy the demands in the workplace. Clark (2003) thinks which, in almost any circumstance, anyplace we'd want increasing job motivation, we should establish what is more likely to persuade people to begin doing things that's completely new or maybe distinct, enhance the determination of theirs in a crucial undertaking, and

additionally commit psychological labour. People should feel the motivator steering the magnified functionality will indirectly or directly add considerably to what they have to really feel effective and successful. The procedure for manage

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