

A STUDY ON EMPLOYEE MOTIVATION***POCHA SUBHASHINI¹, Dr. P. Ramya²*****AUTHOR¹, AUTHOR².*****MLR institute of technology******Hyderabad*****ABSTRACT**

Employee motivation is a crucial aspect of organizational success, directly influencing productivity, job satisfaction, and overall workplace morale. This study explores various strategies and their effectiveness in motivating employees, encompassing intrinsic and extrinsic factors. Through a comprehensive review of existing literature and empirical analysis, the study identifies key motivational drivers such as recognition, career development opportunities, work-life balance, and financial incentives. Additionally, it examines the role of leadership styles, organizational culture, and employee engagement programs in fostering a motivated workforce. The findings suggest that a combination of tailored motivational strategies can significantly enhance employee performance and retention. This study aims to provide practical insights for managers and HR professionals to develop and implement effective motivation programs, ultimately leading to improved organizational outcomes and competitive advantage.

I. INTRODUCTION

Motivation is an important function which every manager performs for actuating the people to work for accomplishment of objectives of the organization. Issuance of well-conceived instructions and orders does not mean that they will be followed. A manager has to make appropriate use of motivation to enthuse the employees to follow them. Effective motivation succeeds not only in having an order accepted but also in gaining a determination to see that it is executed efficiently and effectively.

In order to motivate workers to work for the organizational goals, the managers must determine the motives or needs of the workers and provide an environment in which appropriate incentives are available for their satisfaction. If the management is successful in doing so; it will also be successful in increasing the willingness of the workers to work. This will increase efficiency and effectiveness of the organization. There will be better utilization of resources and workers' abilities and capacities.

The concept of motivation

The word motivation has been derived from motive which means any idea, need or emotion that prompts a man in to action. There is no universal theory that can explain the factors influencing motives which control man's behavior at any particular point of time. In general, the different motives operate at different times among different people and influence their behaviors. The process of motivation studies the motives of individuals which cause different type of behavior.

II. NEED FOR THE STUDY

1. This study is conducted to know the motivational pattern followed at HERO MOTOCORP PVT LTD.
2. It is conducted to understand the different motivation techniques that are used at different levels.
3. To identify which motivation techniques are more effective than others and to suggest any changes.

III. OBJECTIVES OF THE STUDY

1. To study the important factors which are needed to motivate the employees.
2. To study the effect of job promotions on employee motivations.
3. To study which type of incentives motivates the employees more.
4. To study whether the management is interested in motivating their employees.

IV. METHODOLOGY

Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. According to Clifford woody, “research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, reaching conclusions, testing conclusions to determine whether they fit the formulated hypothesis”.

Sample Size

Number of the sampling units selected from the population is called the size of the sample. Sample of 50 respondents were obtained from the population.

Primary Sources

Primary data are in the form of “raw material” to which statistical methods are applied for the purpose of analysis and interpretations.

The primary sources are discussion with employees, data is collected through questionnaire.

Secondary Sources

The secondary data mainly consists of data and information collected from records, company websites and also discussion with the management of the organization. Secondary data was also collected from journals, magazines and books.

Nature of Research

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how. Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation.

Suleiman and Sabri (2009) conducted a study on the motivation and Performance of employees in healthcare industries. The study revealed that satisfied people derive higher level of motivation which in turn leads to better Performance. Both satisfaction and motivation play an important role in predicting Work performance, whereas job satisfaction is found to be significantly and positively related to work motivation.

(European journal of molecular,2020) The study found that the employees of automobile industries have moderate level perception about their employee motivation in automobile industry. This study concluded that the management to reach successful remote key of motivation in the present environment is directed at altering both the structured and functions within automobile industries which involve moderate level of motivation in successful remote key in automobile industry.

(Bhavani SA et al ,2015) Employee motivation is the level of commitment and involvement an employee has towards the organization and its values. A motivational employee is known of business context, and works with coworker to improve performance at the job for the benefit of the organization and its values. It is a positive behavior held by the employees towards the organization and its values.

(V. Mahendran and S. Arul Krishnan ,2014) this study found that degree of motivation level of employees is not high level. Hence, it is necessary to implement a suitable system of motivation level among the employees in the automobile industry and also applying of various motivational measures and policies to improve the work performance.

(CHEN et al ,2018) this study confirmed that one's working position affects the level of motivation and thus when creating motivation programmers, it is necessary to take into account the employees working position. A well-designed motivation program can help a company to achieve more satisfied employees performing qualitatively better. Consequently, higher and better employee performance will lead to a better performance of the whole company.

(Risambessy et al 2012) Organizations today have realized the importance of motivated and satisfied employees as important contributors towards long term objectives. It has made organizations to cater to the expectations and needs of the employees and could expect the similar response. Motivation also positively influences performance at individual and group level ultimately affecting the organizational performance.

Ioan Moise Achim, Larisa Dragolea, George Balan (2013) 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.

VI. DATA ANALYSIS AND DISCUSSION

1. Response about the support from the HR department

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36
2	Satisfied	29	58
3	Neutral	3	6
4	Dissatisfied	0	0
5	Highly satisfied	0	0
	Total	50	100

INTERPRETATION The table shows that 58% of the respondents are satisfied with the support they are getting from the HR department.

2. Does management is interested in motivating the employees

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	27	54
2	Agree	20	40
3	Neutral	3	6
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	50	100

INTERPRETATION The table shows that 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.

3. Which type of incentives motivates you more?

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Financial Incentives	15	30
2	Non-financial Incentives	9	18
3	Both	26	52
	Total	50	100

INTERPRETATION The table shows that 52% of the respondents are expressing that both financial and non-financial incentives will equally motivate them.

4. Are you satisfied with the present incentives scheme?

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36
2	Satisfied	29	58
3	Neutral	3	6
4	Dissatisfied	0	0
5	Highly satisfied	0	0
	Total	50	100

INTERPRETATION The table shows that 58% of the respondents are satisfied with the present incentive scheme of the organization.

VII. FINDINGS AND RECOMMENDATIONS

- 58% of the respondents are satisfied with the support they are getting from the HR department.
- 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.
- 52% of the respondents are expressing that both financial and non-financial incentives will equally motivate them.
- 58% of the respondents are satisfied with the present incentive scheme of the organization.

VIII. RECOMMENDATIONS

The suggestions for the findings from the study are follows

1. Non-financial incentive plans should also be implemented; it can improve the productivity level of the employees.
2. Skills of the employees should be appreciated.
3. Better career development opportunities and training should be given to the employees for their improvement.
4. In **HERO MOTOCORP PVT LTD** every employee should be motivated in effective manner so that every employee will be satisfied.

IX. CONCLUSION

The study on employee motivation highlighted so many factors which will help to motivate the employees. The study was conducted among 50 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. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective. Steps should be taken to improve the motivational programs procedure in the future.

X. REFERENCES

TEXTBOOKS

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