

EMPLOYEE MOTIVATION AT MY HOME INDUSTRY: STRATEGIES, CHALLENGES, AND OUTCOMES

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ABSTRACT

Job happiness, staff retention, and organisational productivity are all directly impacted by employee motivation. This research investigates My Home Industry's motivating tactics and assesses how well they work to improve worker performance. The study finds current extrinsic and intrinsic incentive strategies using a mix of questionnaires, interviews, and observational data. The results point to important motivators including praise, chances for professional growth, rewards for good work, and a positive work atmosphere. The research also describes the organization's difficulties in maintaining staff motivation, such as poor communication, little employee input into decision-making, and inconsistent incentive schemes. The study offers practical insights into how My Home Industry may improve its motivating tactics to cultivate a more engaged and effective staff by examining these dynamics. The research ends with suggestions for creating an organisational culture that is motivated and synchronises employee aspirations with corporate aims.

I. INTRODUCTION

Employee motivation is crucial to the success and longevity of an organisation in the cutthroat business world of today. In addition to doing their job effectively, motivated staff members also favourably impact the organization's long-term development, innovation, and general work environment. The use of successful motivating techniques has emerged as a crucial area of attention within human resource management as companies seek to increase output and employee happiness.

A reputable company in its field, My Home Industry, understands the need of maintaining employee motivation. The organisation uses a

variety of motivating strategies to boost employee morale, increase job satisfaction, and lower turnover since it has a varied workforce spread across many areas. These tactics include of cash incentives, performance-based compensation, employee appreciation initiatives, chances for skill improvement, and initiatives to preserve a positive work-life balance.

Despite these efforts, there are still difficulties in coordinating personal incentives with corporate objectives. Some workers could believe their efforts are not sufficiently rewarded, that they are not included in decision-making processes, or that their contributions are not valued enough. Such problems may result in discontent, decreased productivity, and ultimately attrition, all of which have an impact on the success of the business as a whole.

The purpose of this research is to evaluate the efficacy of the motivating techniques now used at My Home Industry and pinpoint areas in need of development. Through direct data collection from management and staff, the study aims to provide a fair assessment of the factors that influence motivation in the workplace and how it might be strategically improved for improved outcomes. Employee motivation in industrial settings will be better understood thanks to the results, which will also assist the organisation in improving its motivating strategies.

II. LITERATURE SURVEY

Employee happiness, worker retention, and organisational success have all been shown to be significantly influenced by employee motivation. The intricate link between employee behaviour and motivation has been the subject of several theories and empirical investigations, providing managers with frameworks for creating successful motivating tactics.

1. Motivation's Theoretical Foundations

Organisational and psychological theories both support the idea of motivation. From fundamental physiological needs to self-actualization, people are driven by a hierarchy of wants, according to Maslow's Hierarchy of Needs (1943). In order to give suitable motivators at every level, employers must be aware of these demands.

Herzberg's Two-Factor Theory (1959) makes a distinction between motivators (such responsibility and recognition) and hygiene factors (like pay and job stability). This idea holds that only motivators actively raise work happiness and performance, even while hygiene aspects prevent discontent.

Further elaborating on management views towards motivation, McGregor's Theory X and Theory Y (1960) holds that workers are self-motivated and crave responsibility, while Theory X thinks that people are essentially lazy and need control.

Cognitive methods to motivation are introduced by Vroom's Expectancy Theory (1964) and Adams' equality Theory (1963), which concentrate on workers' expectations of results and their views of justice and equality in the workplace.

2. Using Motivational Techniques

These beliefs have given rise to a variety of motivating techniques that are often used in business environments. Financial incentives like bonuses, pay increases, and performance-linked prizes are still often used, but they aren't necessarily the most successful in the long run, claim Robbins and Judge (2017). It has been shown that non-monetary motivators, such as career growth, feedback, recognition, and participatory decision-making, have a major impact on engagement and motivation.

According to Deci and Ryan's (2000) research on Self-Determination Theory (SDT), intrinsic motivation—which is fuelled by interest and self-satisfaction—is more significant than extrinsic motivators like incentives or punishments. As a result, companies are creating work cultures that encourage workers' independence, skill, and camaraderie.

3. Motivation in Manufacturing and Industrial Settings

According to studies on industrial sectors, which include small and medium-sized businesses (SMEs), incentive tactics need to be customised for the workforce's makeup and organisational structure. A research by Singh and Tiwari (2011) found that team-based work cultures, skill-based training, and employee participation in decision-making all had a major impact on employee motivation in manufacturing facilities.

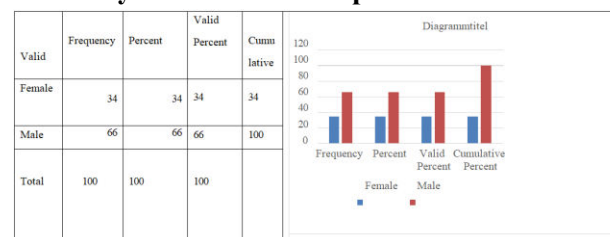
Sharma and Jain (2018) discovered that inadequate recognition mechanisms, a lack of professional growth chances, and communication gaps were major demotivating issues in their case study on Indian manufacturing enterprises. These results highlight the need of a well-rounded motivating strategy that incorporates both material and

4. Deficiencies Found in Current Literature

There is little study that thoroughly investigates organization-specific techniques, particularly within medium-sized industrial units like My Home Industry, even though the literature currently in publication offers a comprehensive review of motivating theories and practices. Furthermore, a lot of research ignores how employee perception and immediate feedback influence motivation. By offering a targeted, empirical analysis of My Home Industry's motivating techniques and their perceived efficacy from the viewpoint of the staff, this study aims to close this gap.

III. DATA ANALYSIS

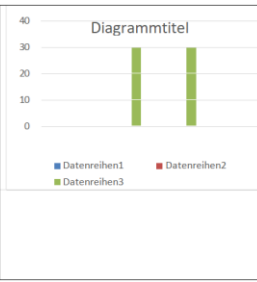
What is your Gender Group?



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

Education Qualification

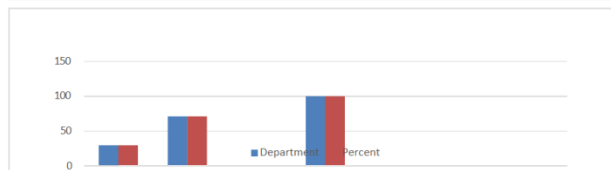
| Valid | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Diploma/Certificate | 13.0 | 13.0 | 13.0 | 64 |
| Doctoral degree | 5.0 | 5.0 | 5.0 | 69 |
| Master's degree | 30 | 30 | 30 | 100.0 |
| Total | 100 | 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.

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

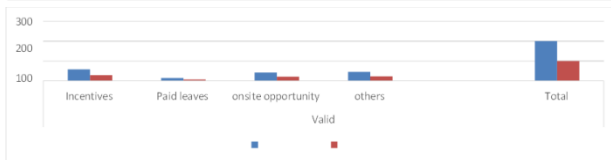
| Valid | Department | Percent |
|-------|------------|---------|
| Yes | 29 | 29 |
| No | 71 | 71 |
| Total | 100 | 100 |



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

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.

IV. SUGGESTIONS

- The suggestions for the findings from the study are follows

- Most of the employees agree that the performance appraisal activities are helpful to get motivated, so the company should try to improve performance appraisal system,
- 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 opinioned 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

V. CONCLUSION

The significance of employee motivation in attaining organisational performance and maintaining worker productivity has been underscored by this research. By thoroughly examining the tactics now used at My Home Industry, the study has brought to light the company's employee motivational strengths as well as areas that need development.

The study's conclusions show that even though My Home Industry uses a variety of motivational techniques, including rewards, recognition initiatives, and career development opportunities, there are still deficiencies in long-term career planning, consistent communication, and employee participation in decision-making. Over time, these disparities may result in decreased morale, decreased engagement, and even the loss of talent.

The company may greatly improve employee performance and happiness by tackling these issues with more organised and inclusive motivating initiatives. According to the study's findings, cultivating a motivated and devoted staff requires a well-balanced combination of intrinsic and extrinsic motivators, open communication, and an appreciating culture.

In the end, the information gathered from this study not only helps My Home Industry make changes, but it also adds significantly to our understanding of employee motivation in industrial settings.

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