

A Study on Employee Motivation Measures with Special Reference to Exide Industries Limited

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Abstract: Employee motivation is necessary to increase the performance of an employee. 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. Employee motivation is one of the major issues faced by every organization. The purpose of this Employee Motivation is to examine Motivation of employees. Every organization needs to have well motivation in employees to perform their work good in the organization when the employee feel good about their jobs, certain factors tend to consistently relate to job satisfaction. The study was conducted on the employees' motivational factors with special reference to Exide Industries Limited, Hosur. Accordingly, 120 employees have been selected at random from all the departments of the organization and feedback forms (questionnaire) have been obtained. The researcher has identified the problems faced by the employees and he has also suggested some measures to overcome those problems. The organization can implement those measures and can improve the productivity of individuals and thereby can enhance the productivity of the organization as a whole. We can conclude that Exide Industries Limited provides various motivational techniques to improve the employees' skills and ability. Almost all financial factors of motivation are satisfactory. Also, the non-monetary benefits provided by the company are good. However, fringe benefits can be given a little more attention. Thus, a satisfied and highly motivated employee works effectively and thereby he helps the organization to grow.

Keywords: Employees, Organization, Performance, Motivation.

1. INTRODUCTION

Motivation is the action that impels or Urges an individual to assume an attitude generally favorable toward his work leading him to perform satisfactorily. It concerns the study of urges, drives, impulses, preferences, aspirations etc., of people at work, who if satisfied, tend to promote and maintain high morale. Motivation is a productivity factor in industry. Motivating a worker is to create a need and desire on the part of a worker to better his present performance. Motivation concerns itself with the will to work. Performance results from the interaction of physical, financial and human resources. The first two are inanimate; they are translated into "productivity" only when the human element is introduced. However, the human element interjects a variable over which a management has limited control. When dealing with the inanimate factors of production, a management can accurately predict the input-output relationship and can even vary the factor it chooses in order to achieve desired rate of production.

2. REVIEW OF LITERATURE

Kulkarni (2016) in his studies compared the relative importance of ten job factors for white collar employees and found intrinsic job factors more important as compared to extrinsic factors.

P.Singh (2016) in his study on motivational profile and a quality of work life is perceived quality of work life in the Indian industries is considerably poor. While this finding is common to all the work dimensions studied, the quality of work life is perceived to be the poorest in the area of democratization of work culture leading to a state of mismatch between motivational profile and the existing quality of work life.

Atria (2016) found in his research that recognition and work do not act as motivators and peer relationship and working conditions do not operate as hygiene factors. Achievements, responsibility and advancement, besides salary act as definite motivators.

Rao and Rao (2016) found in his studies that both motivational and hygiene factors and important in motivating workers.

About exide industries:

For more than six decades, Exide has been one of India's most reliable brands, enjoying unrivalled reputation and recall. Our constant emphasis on innovation, extensive geographic footprint, strong relationship with marquee clients and steady technology up gradations with global business partners have made us a distinct frontrunner in the lead-acid storage batteries space for both automotive and industrial applications.

Vision: To become a Global Powerhouse respected by customers and preferred by investors, known for innovative products

and solutions.

Mission: To outperform at market exceeding expectations of customers and shareholders through the accelerated evolution of people, processes and technologies in its journey towards excellence.

Core Values: These are the fundamental truths that the organization believes in and people respect and work towards. Core values also set the tone of the organization’s culture. The core values of our organization are given below:

- - Leadership
- - Integrity
- - People Development and Involvement
- - Agility
- - Passion for Innovation and Technology
- - Channel Partner Relationship
- - Striving for Excellence

3. RESEARCH METHODOLOGY

Research design:

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening. The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem as unambiguously as possible. In social sciences research, obtaining evidence relevant to the research problem generally entails specifying the type of evidence needed to test a theory, to evaluate a program, or to accurately describe a phenomenon. However, researchers can often begin their investigations far too early, before they have thought critically about what information is required to answer the study's research questions. Without attending to these design issues beforehand, the conclusions drawn risk being weak and unconvincing and, consequently, will fail to adequately address the overall research problem.

Different Research Methods:

There are various designs which are used in research, all with specific advantages and disadvantages. Which one the scientist uses, depends on the aims of the study and the nature of the phenomenon:

- Descriptive Designs
- Descriptive Research
- Case Study
- Naturalistic Observation
- Survey

4. DATA ANALYSIS AND INTERPRETATION

TABLE 1. Age group of the respondents

Age Group	Frequency	Percentage	Cumulative Percentage
20-25	40	26.7	26.7
26-31	50	33.3	60.0
32-37	38	25.3	85.3
Above 37	22	14.7	100.0
Total	150	100	

The above table shows that 26.7% of respondents are in the age group of 20-25, 33.3% of the respondents are in the age group of 26-31, 25.3% of the respondents are in the age group of 32-37 and 14.7% of the respondents are in the age group of Above 37. Thus, the majority of the respondents are in the age group of below 30 yrs.

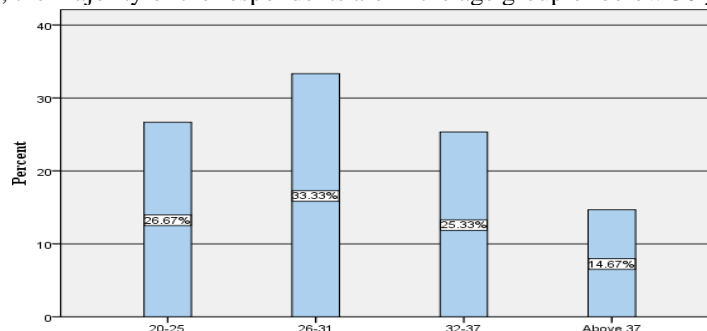


FIGURE 1. Age group of the respondents

Chi-square analysis: Relation between educational qualification of the respondents and respondent's opinion about salary and wages. **Null hypothesis (Ho):** There is no significant relationship between the educational qualification of the respondents and respondent's opinion about salary and wages. **Alternative hypothesis (H1):** There is some significant relationship between the educational qualification of the respondents and respondent's opinion about salary and wages. **Step 2:** Level of significance at 5%.

Step 3:**TABLE 2.** Educational qualification of the respondents * Respondent's opinion about salary and wages

Cross tabulation							
Count							
		respondent's opinion about salary and wages					
		Highly satisfied	Satisfied	Partly satisfied	Highly dissatisfied	Dissatisfied	Total
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	S.S.L.C	12	5	13	4	0	34
	H.S.C	9	9	7	7	3	35
	UG	20	12	11	0	2	45
	PG	8	5	0	1	0	14
	Diplom a	7	0	0	0	0	7
	Others	1	5	8	1	0	15
Total		57	36	39	13	5	150

Step 5:**TABLE 3.** Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.491 ^a	20	.001
Likelihood Ratio	56.740	20	.000
Linear-by-Linear Association	1.726	1	.189
N of Valid Cases	150		

a. 19 cells (63.3%) have expected count less than 5. The minimum expected count is 23.

Result: It is insignificant or falls in the rejection region. The expected value (0.23) is greater than the calculated value (0.001). Hence we accept the null hypothesis at 5% level of significance and conclude that, there is no significant relationship between the educational qualification of the respondents and respondent's opinion about salary and wages.

Findings:

- 33.3% of the respondents are in the age group of below 30 yrs.
- 63.3% of the respondents are male.
- 60.7% of the respondents are married.
- 30.0% of the respondents have completed a UG degree.
- 32.7% of the respondents have Rs.15, 001-20,000.
- 38.0% of the respondents have 7-10 Years' experience.
- 35.3% of the respondents said that status towards the motivation.
- 36.7% of the respondents said that demotion towards the de-motivation.
- 66.0% of the respondents said that attitude and personal practices satisfy the needs.
- 38.0% of the respondents are highly satisfied with the salary and wages.
- 36.7% of the respondents are satisfied with the dearness allowances, insurances, provident fund, etc.
- 31.3% of the respondents are highly satisfied with the bonus, incentives, travelling allowances, etc.

Suggestions:

- Promotion and incentives play a major role in motivating the employees and it should be maintained.
- Almost half of the total employees are demotivated by loss of pay. It will be minimized in the ensuing years.
- The educational and training benefits provided by the company are good. It may be further extended.
- Job security and social security provided by the company will be further maintained.
- The employees of the company should attend periodical checkup, regarding, hospital facilities to be fit.
- Every employee must be motivated by the management in order to satisfy them.

5. CONCLUSION

We can conclude that Exide Industries Limited provides various motivational techniques to improve the employees' skills and ability. Almost all financial factors of motivation are satisfactory. Also, the non-monetary benefits provided by

the company are good. However, fringe benefits can be given a little more attention. Thus, a satisfied and highly motivated employee works effectively and thereby he helps the organization to grow. I have identified some of the problems faced by the employees in the company and I have given suggestions to overcome those problems. If the organization can implement that suggestion, it can improve the productivity of individuals and thereby can enhance the productivity of the organization as a whole. Most of the employees are satisfied with motivational factors in this company.

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