

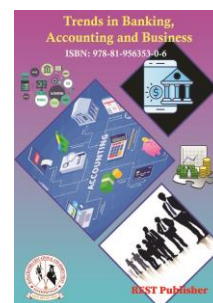


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A Study on Employee Motivation at Katra Hytochem India Pvt Ltd

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Abstract: *Employee motivation at work place is an important area in human resource management that contributes to the performance of the employees. Many organizations are planning new strategies and ways in order to safeguard their employees. Better motivators at work place makes the employees feel satisfied and put more efforts to increase the productivity and profitability of the company. The study focused on employee motivation in the organization. The study analyses the opinion of employees on motivational factors at work place it is mainly based on the primary data, through the survey method. The study has taken a sample size of 100 respondents at convenience sampling method from the total population. This gives employee opinion about the motivation factor, Relationship with co-workers and supervisor, working environment and nature of work. The study has used simple percentage analysis. The results of the study are very useful to the company which needs to manage its employees and make them satisfied at work place.*

1. INTRODUCTION

Employee motivation is the level of commitment, drive, and creativity that your team brings with them to work every day. It has a major impact on almost every part of your company, whether positive or negative. Motivated employees do everything they can to get the job done, improving productivity and serving as examples for the rest of the workforce. Motivation means that process which creates on inspiration in a person to motivation is derived from the word 'motive' which means the latest power in a person which impels him to do a work. Motivation is the process of steering a person's inner drives and actions towards certain goals and committing his energies to achieve these goals. It involves a chain reaction starting with felt needs, resulting in motives which give rise to tension which census action towards goals. It is the process of stimulating people to strive willingly towards the achievement of organizational goals motivation may be defined as the work a manager performs an order to Induce Subordinates to act on the desired manner by satisfying their needs and desires. Thus motivations are concerned with how behaviour gets started, is energized, sustained and directed. Motivation results from the interaction of both conscious and unconscious factors such as the intensity of desire or need, incentive or reward value of the goal, and expectations of the individual and of his or her peers. These factors are the reasons one has for behaving a certain way. Motivation levels within the workplace have a direct impact on employee productivity. Workers who are motivated and excited about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result. An incentive is a motivating influence that is designed to drive behaviour and motivate employees to be produce quality work. Employers use several types of incentives to increase production numbers. Employee incentives come in a variety of forms including paid time off, bonuses, cash and travel perks. Incentives drive employee motivation because they offer workers more to strive for than a regular pay check. Many employees need recognition from their employers to produce quality work. Recognition and employee reward systems identify employees who perform their jobs well. Acknowledging a job well done makes employees feel good and encourages them to do good things. Employers recognize workers by tracking progress and providing feedback about how they have improved over time. Public recognition is also a motivating factor that drives worker productivity.

2. OBJECTIVES OF THE STUDY

- To study the motivational level in the KATRA PHYTOCHEM (INDIA) PVT LTD.
- To identify whether the employees are encouraged by the top management in the company.
- To study whether an additional accomplishment by the firm is achieved by inspiring the workers.
- To decide if any monetary related or non-monetary motivates enthuse the employees.
- To figure out which of the benefits inspires them more in the organization.

3. SCOPE OF THE STUDY

A good motivational program procedure is essential to achieve goal of the organization. If efficient motivational programmes 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. To identify how —motivational is essential to the employees. This study helps to know the employees' satisfaction through motivation. This study will help to avoid labour turnover due to motivation.

4. REVIEW OF LITERATURE

Elizabeth Boye *et al* (2016) focussed on the risk factors associated with the mining industry, management has to ensure that employees are well motivated to curb the rate at which employees embark on industrial unrest which affect performance, and employees are to comply with health and safety rules because the industry contribute hugely to the Gross Domestic Product (GDP) of the country.

Hafiza *et al*. (2011) found that there are several factors that can affect employee performance like training and development opportunities, working conditions, worker-employer relationship, job security and company over all policies and procedures for rewarding employees. Among the factors that affect employee performance, motivation that comes with rewards is of utmost importance.

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

Ismajli *et al*. (2015) identified that the factors that motivate employees as human resources in local government serve as a basis for increasing the service quality. He found that salary of workers, professional advancement and opportunity for promotion appear to be among the most important factors of motivation. The other important factors that the study revealed are work conditions, as well as the evaluation and the objective assessment of performance measurement.

Muogbo U.S (2013) found that there existed relationship between employee motivation and the organizational performance. The study reveals that extrinsic motivation given to workers in an organization has a significant influence on the worker's performance.

5. RESEARCH METHODOLOGY

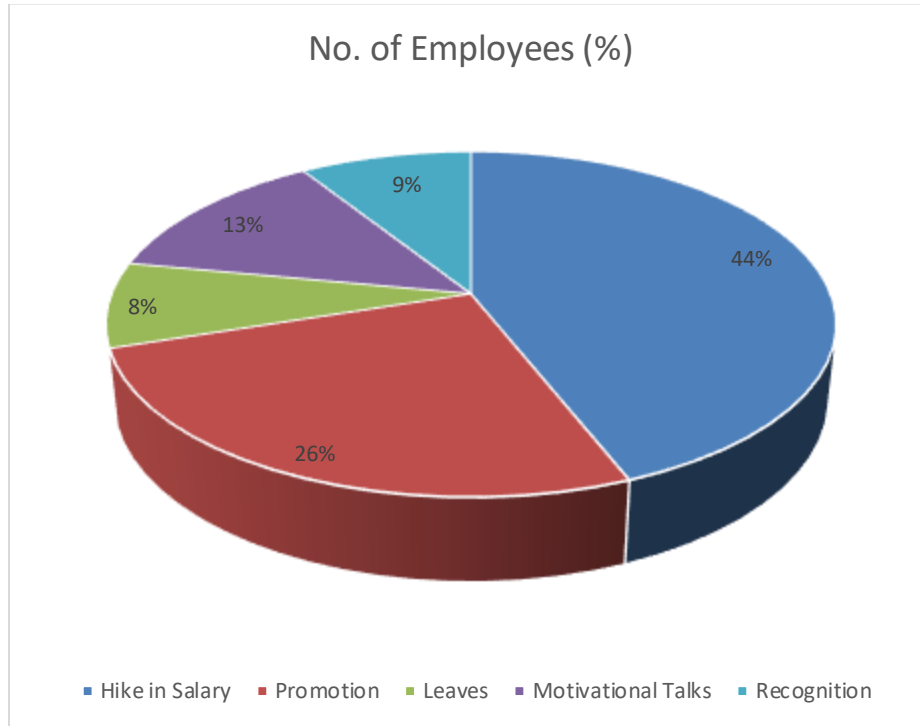
Meaning of Research Methodology as a scientific and systematic search for pertinent information on a specific topic. We can say research is an art of scientific investigation related to the topic. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques. Scientists have undertaken research on them and find their causes, solution, explanations and applications.

6. DATA ANALYSIS

Table representing the type of incentive motives that the employees preferred

Particulars	No. Of Employees (%)
Hike in Salary	44
Promotion	26
Leaves	8
Motivational Talks	13
Recognition	9
Total	100

Chart representing the type of incentive motives that the employees preferred



7. INTERPRETATION

From the resultant graph, we can interpret that, the employees get motivated if they are promoted to Hike in salary. Hence, the organization must take necessary steps to analyze based on the performance of the employee and should increase the salary.

8. SUGGESTIONS

As most of the employees agreed that promotion and hike in salary are the financial incentives that motivates them more than the non-financial incentives. The organization should identify the hardworking employees and promote them by providing high salary for their dedication and good performance at the workplace. Since employees have agreed that incentives and other benefits are one of the main reasons for their performance, it should place emphasis on employees by delivering monetary benefits as soon as possible after the employer's goals have been met.

9. CONCLUSION

In the light of the results and findings, it is noted that most of the employees are motivated by the career development opportunities provided by the company and a second majority of employees are motivated by financial incentives. All the employees in the organization were motivated by being recognized by colleagues and superiors and also having a need for achievement and a sense of competition. At the same time, they were dependent on other colleagues and superiors and always sought some guidance from them. The reason for them being dependent may be due to the fact that they all were team oriented and showed a high need for affiliation so depending on other fellow employees came naturally to them. Employees must be allowed to work together in teams in order to collectively achieve their group targets which ultimately lead to the fulfillment of company goals.

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