



A STUDY ON EMPLOYEE'S MOTIVATIONAL TECHNIQUES IN ARIYA HI-TECH PIPE AND COMPONENT PRIVATE LIMITED, PERUNDURAI, ERODE, TAMILNADU.

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Abstract

This project deals about a study on employee motivational techniques in Ariya Hi-Tech Pipe and Component Private Limited, Perundurai, Erode. This study aims to ascertain the motivation towards Ariya Hi-Tech Pipe and Component Private Limited. In this study sampling technique adopted by researcher is simple random sampling, sampling design is descriptive research and was employed for observing, collecting, organizing and analyzing the data. The tool for data collection is questionnaire, both primary and secondary data have been collected for the research work. This questionnaire was prepared and 120 respondents were included in the study. Various factors were analyzed, tabulated and interpreted. It consists of data analysis and interpretation which includes the methods such as Simple percentage and weighted average method. With the use of these methods the data are analyzed. The analysis that is based on the motivational techniques adopted in the company, the safety measures, incentives, performance appraisal systems etc. The findings and conclusion are included in this analysis, that will help the company to facilitate the need of the employees for job satisfaction. Finally, it includes references which is used for the study.

Key Words: Motivation, Satisfaction, Performance appraisal, Incentives.

Introduction

According to Webster's New collegiate dictionary, a motive is something that causes a person to act. The performance that employers look for in individuals rest on ability, motivation and support that individuals receive. Motivation is the desire within a person causing that person to act. People usually act for one reason i.e, to reach a goal. The words need, want, desire & drive are all similar to motive, from which the word motivation is derived. Understanding motivation is important because performance, reaction to compensation and other HR concerns are related to motivation. The theories of motivation are incentive theory, Vrooms theory. The incentive theory is a reward, tangible or intangible is presented after the occurrence of an action with the intent to cause the behavior to occur again. Studies show that if the person receives reward immediately, the effect is greater. Motivation comes from two sources: oneself, & other people. These two sources are called intrinsic and extrinsic motivation, respectively. Vroom's theory is based on the belief that employee effort will lead to performance and performance will lead to rewards (either positive or negative). The more positive the reward the more likely the employee will be highly motivated. Conversely, the more negative the reward the less likely the employee will be motivated.

Literature Review

Malina and Selto (2001) conducted a case study in one corporate setting by using balance score card (BSC) method and found out that organizational outcomes would be greater if employees are provided with positive motivation.

Kunz and Pfaff (2002) stated no substantive reason to fear an undermining effect of extrinsic rewards on intrinsic motivation. Smith and Rupp (2003) stated that performance is a role of individual motivation; organizational strategy, and structure and resistance to change, is an empirical role relating motivation in the organization.

Ashmos and Duchon (2004) recognizes that employees have both a mind and a spirit and seek to find meaning and purpose in their work, and an aspiration to be part of a community, hence making their jobs worthwhile and motivating them to do at a high level with a view to personal and social development.

Garg and Rastogi (2005) identified the key issues of job design research and practice to motivate employees' performance and concluded that a dynamic managerial learning framework is required to enhance employees' performance to meet global challenges.

Decoene and Bruggeman (2006) in their study developed and illustrated a model of the relationship between strategic alignment, motivation and organizational performance in a BSC context and find that effective strategic alignment empowers and motivates working executives. Leaders motivate people to follow a participative design of work in which they are responsible and get it together, which make them responsible for their performance.

Vuori and Okkonen (2012) stated that motivation helps to share knowledge through an intra-organizational social media platform which can help the organization to reach its goals and objectives.

Aguinis et al. (2013) stated that monetary rewards can be a very powerful determinant of employee motivation and achievement which, in turn, can advance to important returns in terms of firm-level performance.

According to Orpen (2014) better the relationship between mentors and mentees in the formal mentoring program, the more mentees are motivated to work hard and committed to their organization.

Statement of the Problem

Motivation is an effective tool as far as any business enterprise, because this will feed as a tonic to the employees. In this industry existing motivation system is not upto the level, that is found from the employees on lack of interest, continuous working, same job description, no encouragement, attitudes and behaviour problem, no satisfaction due to less good salary, work environment etc. Different people are motivated by different things: money, success, recognition, popularity, status, career development, health, balance & learning. Hence, the research was made on the employees motivational techniques provided by the organization.

Objectives of the study

1. To find out the employees motivational techniques at Ariya hi-tech pipe and component private limited, Perundurai.
2. To identify the safety needs provided by the organization.
3. To identify the employee's performance through performance appraisal methods that is followed by the organization.
4. To offer the ways and means for further improvement of motivational techniques of employees.

Research Methodology

Research Methodology is a way to systematically solve research problem and the steps that are generally adopted by researcher in studying his research problem along with logic behind them. Research is conscious approach to find out the truth which is hidden and which has not been discovered as yet. The research design adopted for the study is descriptive research. It describes the characteristics of the problem also, to make some specific prediction to arrive solution for the problem. Data was collected from both the primary source and secondary source. The sampling technique used for selecting sample elements is simple random sampling. The sample size taken for the study is about 120 samples. Statistical tools used for data analysis are percentage method and weighted average method.

Limitations of the Study

- ✓ The study is applicable only on employee's motivational techniques.
- ✓ The analysis is applicable to Ariya Hi-Tech Pipe and Component Private Limited, Perundurai and does not relate with any other industries.

Analysis

Table No: 1 Satisfaction Level about the Wages and Salary

S. No	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	13	11
2	Satisfied	71	59
3	Neutral	24	20
4	Dissatisfied	12	10
5	Highly Dissatisfied	0	0
Total		120	100

This study reveals that, 59% of the respondents are satisfied with the wages and salary provided by the company, 20% of the respondents are neutral with the wages and salary provided by the company, 11% of the respondents are highly satisfied with the wages and salary provided by the company and 10% of the respondents are dissatisfied with the wages and salary provided by the company.

Table No: 2 Satisfaction Level about the Medical and Canteen facilities

S. No	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	31	26
2	Satisfied	55	46
3	Neutral	21	18
4	Dissatisfied	13	11
5	Highly Dissatisfied	0	0
Total		120	100

This study determines that 46% of the respondents are satisfied with the medical and canteen facilities provided by the company, 26% of the respondents are highly satisfied with the medical and canteen facilities provided by the company, 18% of the respondents are neutral with the medical and canteen facilities provided by the company and 11% of the respondents are dissatisfied with the medical and canteen facilities provided by the company.

Table No: 3 Recreational Facilities Provided by the Company

S. No	Recreational Facilities	No. of Respondents	Percentage
1	Sports Club	0	0
2	Meditation	27	23
3	Yoga	93	78
4	Others	0	0
Total		120	100

It is found from the study that, 78% of the respondents are satisfied with the Yoga facility provided by the company and 23% of the respondents are satisfied with the Meditation facility provided by the company.

Table No: 4 Negative Motivational Techniques Provided by the Organization

S. No	Particulars	No. of Respondents	Percentage
1	Yes	113	94
2	No	7	6
Total		120	100

Majority (94%) of the respondents are satisfied with the negative motivational techniques provided by the organization and 6% of the respondents are not satisfied with the negative motivational techniques provided by the organization.

Table No: 5 Type of Incentives that Motivates the Employees

S. No	Particulars	No. of Respondents	Percentage
1	Financial Incentives	62	52
2	Non-Financial incentives	17	14
3	Both	41	34
Total		120	100

It is determined from the study that, 52% of the respondents gets motivated by financial incentives provided by the management, 34% of the respondents gets motivated by both financial and non – financial incentives provided by the management and 14% of the respondents gets motivated by non - financial incentives provided by the management.

Table No: 6 Good Safety Measures Adopted in the Organization

S. No	Particulars	No. of Respondents	Percentage
1	Strongly Agree	28	23
2	Agree	20	17
3	Neutral	16	13
4	Disagree	22	18
5	Strongly Disagree	34	28
Total		120	100

The researcher observed from the study that, 28% of the respondents strongly disagree for the safety measures adopted in the organization, 23% of the respondents strongly agree for the safety measures adopted in the organization, 18% of the respondents disagree for the safety measures adopted in the organization, 17% of the respondents agree for the safety measures adopted in the organization and 13% of the respondents neutral for the safety measures adopted in the organization.

Table No: 7 Performance Appraisal Activities are Helpful to get Motivated

S. No	Particulars	No. of Respondents	Percentage
1	Strongly Agree	25	21
2	Agree	48	40
3	Neutral	16	13
4	Disagree	8	7
5	Strongly Disagree	23	19
	Total	120	100

It is examined from the study that, 40% of the respondents agree that the performance appraisal activities are helpful to get motivated, 21% of the respondents strongly agree that the performance appraisal activities are helpful to get motivated, 19% of the respondents strongly disagree that the performance appraisal activities are helpful to get motivated, 13% of the respondents feel neutral that the performance appraisal activities are helpful to get motivated and 7% of the respondents disagree that the performance appraisal activities are helpful to get motivated.

Table No: 8 Ranking the factors that Motivates most

WEIGHTED AVERAGE POINT	7	6	5	4	3	2	1	TOTAL SCORE	MEAN	RANK
RANK	I	II	III	IV	V	VI	VII			
FACTOR										
Salary Increment	84	9	3	0	0	8	16	689	25	I
Promotion	6	22	20	32	14	18	8	488	17	IV
Leave	1	45	29	20	15	6	4	563	20	II
Tours	1	3	15	18	23	29	31	330	12	VII
Bonus & Incentives	4	29	18	12	3	35	19	438	16	V
Awards & Rewards	13	11	11	13	19	0	52	373	13	VI
Free Education	11	1	24	25	46	24	0	489	18	III

From the above table, it is inferred that, Salary increment is ranked first, Leave is ranked second, free education is ranked third, Promotion is ranked fourth, Bonus & Incentives is ranked fifth, Awards & Rewards is ranked sixth and finally, Tours is ranked seventh by the respondents.

Findings

- It is explored from the analysis that 59% of the respondents are satisfied with the wages and salary provided by the company. 46% of the respondents are satisfied with the medical and canteen facilities provided by the company. The study determines that 78% of the respondents are satisfied with the Yoga provided by the company. 94% of the respondents are satisfied with the negative motivational techniques provided by the organization.
- The analysis shows that 52% of the respondents gets motivated by financial incentives provided by the management.
- It is identified from the analysis that 28% of the respondents strongly disagree for the safety measures adopted in the organization.
- It is clear that 40% of the respondents agree that the performance appraisal activities are helpful to get motivated.
- The researcher infers that most of the respondents are motivated by the Salary increment and are ranked first.



Suggestions

The suggestions from the findings of the study are as follows:

- Most of the employees agree that the performance appraisal activities are helpful to get motivated, so the company may improve performance appraisal system.
- It is suggested that non- monetary benefits can also be implemented, so that it may result in higher productivity.
- Organization may give more importance to provide safety measures for the employees and gain co-ordination.
- If the centralized system of management is changed to decentralized, then there would be active and committed participation of staff for the success of the organization in long run.

Conclusion

The study concludes that, the motivational program procedure in Ariya hi_tech pipe and component private limited, Perundurai is found effective but not highly effective. The study on employee's motivation highlighted so many factors which will help to motivate the employees. The study was conducted among 120 employees and collected information through questionnaire. This study helps to find the employee's motivational programs which are provided in the organization. The performance appraisal activities play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on the areas which were suggested by the researcher to make the motivational programs more effective. When the employees are positively motivated they work with commitment which in turn leads to improved productivity and satisfaction.

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