

A Study on the Identification of Employee Motivation Techniques and Proposals for Implementing the Motivating Practices in Organizations

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Abstract: Motivation means that process, which creates on inspiration in a person to motivation; it is been 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 the organization goals. All organizational facilities will remain useless until employees are motivated to utilize these facilities in a productive manner. The study attempts to analyse the perception of the employees as the most important and valuable resources. The Study analyses the psychological concepts of basic human needs. It may be in either monetary or non-monetary terms. Monetary incentives include pay, allowances, bonus and perquisites. Non-monetary incentives consist of recognition, praise, responsibility, participation in decision-making, entrusting challenging job, job security, awards etc. The purpose of this study is been based upon the motivational factors and the level of satisfaction towards the employees in the organization.

Keywords: Motivation, Commitment, employee’s motivators, motivational practices and work performance.

1. Introduction

Motivation is the most important factors that influences organizational efficiency. All facilities organizational will go to waste in lack of motivated people to utilize these facilities efficiently. Every superior in the organization, must and should motivate their subordinates for the right types of behavior. Good relationship between motivation and employee performance will encourage employee empowerment, participation consists of contribution of employees in administration, and decision-making associated to policies, objectives and strategies of the organizations. Understanding of what motivates people to do their work better is a complex subject due to various reasons. First, all individuals are different and see their dream workplace in their own way. Since one company may serve as a working place for a diverse amount of people, managers must be eligible for creating a strategy that will motivate each employee separately as well as a unit. Secondly, motivation is a demanding concern as one can stop being motivated once a human got satisfied with his original

need. The employees perceptive of the goals, standards and political principles of their firms are been positively and significantly related to employee motivation and gratification towards work. The efficiency of a person depends on two factors, firstly, the level of ability to do a certain work, secondly, the willingness to do the work. Therefore, for as the first factor it can be acquired by education and training, but the second factor can be created by motivation. Empowerment results in motivating and gratification towards work. Empowerment also results in motivating employees that leads to constant expansion and organization growth. A person may have several needs and desires. It is only the strongly felt needs, which becomes motives. Thus, motives are a product of needs and desires, motives are many and keep on changing with time and motives are invisible and directed towards certain goals.

2. Literature review

Dr. D. Rajasekar and R. Premkumar, (2017) this study was conducted to understand the Motivation Level of Employees in Automobile Industry and involve a chain reaction starting with felt needs, resulting in motives which give rise to tension which census action towards goals. In stimulating people to strive willingly towards the achievement of organizational goals motivation, said as the work, a manager performs in order to Induce Subordinates to act on the desired manner by satisfying their needs and desires. Thus motivations is concerned with how behavior gets started, is energized, sustained and directed.

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

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

3. Statement of the problem

Employees should be motivated to contribute their effectiveness towards the attainment of organizational goals. Therefore, motivation is very essential for the employees to work in an enthusiastic and appropriate manner. In this research, the researchers attempted to know the employees agreement levels of various motivation factors implemented by the organization and will suggest to implement some of the motivating practices.

A. Significance of the study

Every organization needs effective labor force to increase the efficiency and productivity of the entire organization. For this, various adequate facilities are be provided by the organization. Therefore, this study aims to examine adequacy of motivational factors provided in the organization and find out how far employees are satisfied with these facilities. Provision of adequate motivational factors involves continuous improvement of employees, and their capabilities, and improving the quality life and showing the total productivity of the organization.

B. Scope of the study

To identify the various effectiveness of the motivation factor and to meet the organization goals by finding the various ways of promoting motivational techniques and how employees are been benefited. The study helps to identify the expectation of the employees that satisfies him and make him to contribute more towards his job. The study concentrates on the motivational factors provided by the organization to satisfy the employee's wants and needs.

C. Objective of the study

- To study the motivational techniques followed in the organization.
- To identify the factors effecting motivation of the in the organization.
- To suggest the remedial measures to improve motivational techniques in the organization.
- To recommend suitable suggestions

4. Research methodology

The primary data are been collected through an online survey. The survey is been carried out by means of self-administered, structured questionnaires and secondary data is been collected from research works, Company Manuals, Websites, internet, blogs and Books.

A. Limitation the study

- The sample size is restricted to 50 respondents of Bangalore city in general.
- The study is purely based on the data collected through questionnaires.

5. Data analysis and interpretation

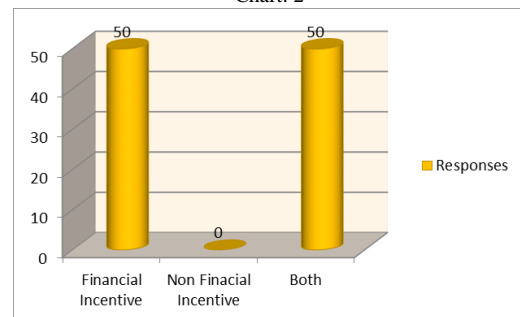
Chart: 1



Interpretation

Here in this chart it tells that majority of the employees are happy with way management balances people and production problems. It shows that Management is effectively working hard towards production plus focuses on employees problems too which is the most important value and culture in an organization.

Chart: 2



Interpretation

Here in this chart it tells that employees are equally satisfied with financial and non-financial incentives. Employees have to be provide with both financial and non-financial incentives for them to work even more harder. Since these types of incentives are the only method of making, the employees feel motivated and determined in their work.

Table 1

Showing the number of respondents expecting the type of incentives that motivates them more

	Frequency	Percent	Valid Percent	Cumulative Percent
Financial Incentives	25	50	50	50
Non-Financial Incentives	0	0	0	0
Both	25	50	50	50
Total	50	100	100	100

Analysis: From the above table it is clear that 50% of employees feel happy about only financial incentives and rest 50% of employees agree to both financial and non-financial incentives.

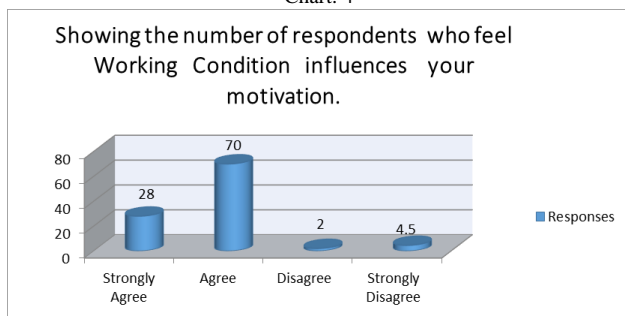
Chart: 3



Interpretation

Major portion of employees are satisfied with the incentives that the organization is providing. This brings a boost in employees performance which in turn helps in achieving firm’s objectives, and helps organization in achieving its goals and objective in a better way.

Chart: 4



Interpretation

Here majority of employees feel that the working condition influences their motivation, this mostly results in better performance and brings a sense of belongingness in the organization. All the employees feel that motivation is very important and it would help them to put them in comfortable zone.

Analysis: From the table it is understood that 28% of

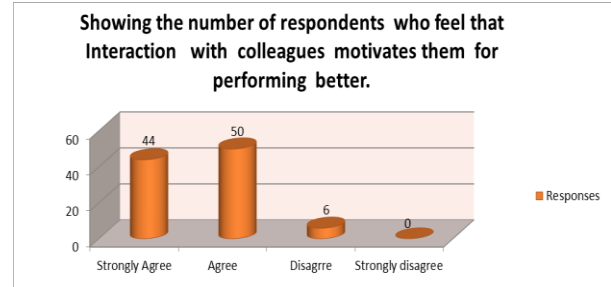
Table 2

Showing the number of respondents who feel Working Condition influences your motivation

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	14	28	28	28
Agree	35	70	70	70
Disagree	1	2	2	2
Strongly Disagree	0	0	0	0
Total	50	100	100	100

employees strongly agree that working condition influences their motivation and 70% of employees agree to it and 2% of employees disagree that working condition influence motivation.

Chart: 5



Interpretation

More number of employees feel that interaction with employees is motivating them to work better. It is one of the important factors where it helps to have a friendly environment and positive nature and which also helps to work effectively. Interacting with colleagues also helps them to learn more and gives them more knowledge.

Table 3

Showing the number of respondents who feel that Interaction with colleagues motivates them for performing better

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	22	44	44	44
Agree	25	50	50	50
Disagree	3	6	6	6
Strongly Disagree	0	0	0	0
Total	50	100	100	100

Analysis: From the above table it is been found that 44% of employees strongly agree that interaction with their colleagues motivates them to perform better, 50% of employees agree to it, and 6% of employees disagree that interaction with colleagues motivates them to perform better.

A. Findings

Based on the data analysis and interpretations the research come to know that following points:

- 70% of respondents are happy with the way management balances people and production problems.
- 50% of respondents feel happy about only financial incentives and rest 50% of employees agree to both financial and non-financial incentives.
- 80% of respondents are satisfied with the incentives that the organization is providing.
- Respondents get opportunity to express their views.
- Majority of the respondents are completely satisfied with the working conditions.

6. Conclusion

It is clear from the study that the employee’s motivation has direct impact on employee performance. A highly motivated employee invests his or her best efforts in carrying out each and every element of his / her duties and responsibilities. Recognition and empowerment play an essential part in enhancing employee motivation towards organizational tasks.

By appreciating the employees for their work done and giving them participation in decision making, internally satisfies them with their job, organization and organizational environment. Thus, their enthusiasm and motivation towards accomplishment of tasks increases.

References

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