

An Organizational Study and a Study on Employee Motivation with Special Reference to Dairy Industry in Erode District

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Abstract—Management's basic job is the effective utilization of human resources for achievements of organizational objectives. The personal management is concerned with organizing human resources in such way to get maximum output to the enterprise and develop the talent of people at work to fullest satisfaction. Motivation implies that one person, in the organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspiration becomes available to the person, in addition to this, the strong needs in a direction that is satisfying to the latent needs in employee and harness them in a manner that would be functional for the organization.

Index Terms—organizational study, employee motivation, dairy industry

I. INTRODUCTION

Motivation is an important factor which encourages persons gives their best performance and help in reaching enterprise goals. A strong positive motivation well enables the increased output of employees but negative motivation will reduce their performance. In order to make any managerial decision it is necessary to covert it in to an effective action, where the manager accomplishes by motivating his subordinates. To motivate means to produce goals-oriented behaviour since increase in productivity is the ultimate goal of every industrial organisation, motivation of employees at all levels is the most critical and baffling function of the management.

Almost every human problem the manager face throughout the firm motivational elements.

A. Objective of the Study

- To identify the issues regarding employee motivation.

B. Scope of the Study

1. This study helps in understanding the various benefits regarding employee motivation in the organisation.
2. This study is helpful to the organisation for identify the area of dissatisfaction of job of the employee.

C. Limitations of the Study

- The data was collected through questionnaires. The responds from the respondents may not be accurate.

- Some of the respondents are the not ready to revel the true information.

II. REVIEW OF LITERATURE

- Ashmos and Duchon (2000) recognised that employees have both mind and spirit and seek to finding 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.
- Candiet al. (2013) stated that a growing recognition of the opportunities of innovation is through experience staging. Mahazrilet al. (2012) concluded that rewards and recognition and communication may motivate them to work. Recognition enhances the level of productivity and performance at job whether it is first time performance or a repeated action at the job in a progressive way and ultimately reinforces the behaviour of employee.
- Decoene and Bruggeman (2006) in their study developed and illustrated a model of the relationship between strategic alignment, motivation and organisational 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.
- Malina and Selto (2001) conducted a case study in one corporate setting by using balance score card (BSC) method and found out organisational outcomes would be greater if employees are provided with positive motivation. The establishment of operations-based targets will help the provision of strategic feedback by allowing the evaluation of actual performance against the operations-based targets. Goal directed behaviour and strategic feedback are expected to enhance organisational performance.
- Yamamoto (2013) analysed that if an employee perceives they will be getting rewards for good work and their job is secured one, the performance will automatically be better. Similarly, Zhang and Wu (2004) indicated that with job security, an employee gets more confident with future

career and they put their most efforts to achieve the objectives of the organisation. So, we can say job satisfaction is the most influential tool of motivation and put the employee very far off from mental tension and he gives his best to the organisation, ultimately it leads to profit maximization.

III. RESEARCH METHODOLOGY

The pattern in which a reach is carried out to arrive at a conclusion or to final new relationship which particular framework is called research methodology.

Research methodology also refers to the various sequence are steps to be adopted by a researcher to study a problem with certain objective in view.

IV. RESEARCH DESIGN

- A master plan that specifies the method and procedure for collecting and analysing needed information.
- A research design is frame work or blueprint for conducting the research project.

V. TYPES OF RESEARCH

Descriptive Research:

- It is a fact-finding investigation with adequate interpretation.
- It focuses on particular aspects or dimensions of the problem

Population Size: The population size is 147.

Sampling Size:

This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 50.

Data Collection Method:

1. Primary Method:

These are the data which are collected for the first time directly by the researcher for the specific study undertaken by her.

In this research, primary data are collected directly from the respondent by using questionnaire.

2. Secondary Method:

These are the data already collected and used by someone preciously.

In this research review of literature, details of the industry are collected from the internet.

Statistical Tools Used:

To analyse and interpret collected data the following Simple percentage, Ranking, Henry Garret method and Chi-square were used.

Formula:

Percentage analysis = (number of respondents/ total number of respondents)*100

Henry Garrett Ranking:

Garrett’s ranking technique to find out the most significant factor which influences the respondents; Garrett’s ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following,

Formula:

Percent position = $100(R_{ij}-0.5) / N_j$

Where R_{ij} = Rank given for the i th variable by j th respondents.

N_j = Number of variable ranked by j th respondents.

VI. DATA ANALYSIS

TABLE I
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Details of the respondents		No. of respondents	percentage
Gender	Male	45	90
	Female	05	10
	Total	50	100
Age	20-30	43	86
	30-40	07	14
	Above 40	00	00
	Total	50	100
Education qualifications	Illiterate	19	38
	HSC	07	14
	Diploma	13	26
	UG	05	10
	PG	06	12
	Total	50	100
Marital status	Married	15	30
	Unmarried	35	70
	Total	50	100
Income	Below 10000	12	24
	10000-20000	32	64
	20000-30000	04	08
	Above 30000	02	04
	Total	50	100
Experience	Below 1 years	14	28
	1-3 years	27	54
	3-5 years	07	14
	Above 5 years	02	04
	Total	50	100

Source: Primary Data

VII. RANKING METHOD

Interpretation:

From Table-2, it is evident that, “Lack of employee’s reward/pay” ranked as no.1 with the total score of 894 points, “Lack of adequate materials” ranked as no. 2 with the total score of 800 points, “Lack of challenging” ranked as no. 3 with the total score of 644 points, “Unclear expectation” ranked as no.4 with the total score of 489 point” Poor leadership structure” ranked as no. 5 with the total score of 392 points, “Work place

conflict” ranked as no.6 with the total score of 216 points.

TABLE II
 UNITS FOR MAGNETIC PROPERTIES

S. No.	problems	Mean score	Total score	rank
1	Lack of adequate materials	160	800	2
2	Unclear expectation	163	489	4
3	Lack of employee’s reward/pay	149	894	1
4	Poor leadership structure	196	392	5
5	Lack of challenging	161	644	3
6	Work place conflict	216	216	6

Source: Primary Data

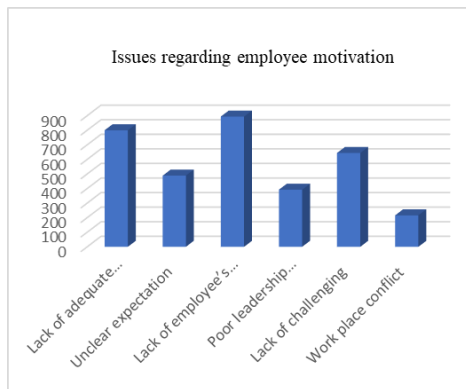


Fig. 1. Issues regarding employee motivation

Findings:

1. “Lack of employee’s reward/pay” is ranked as no: 1 with total score of 894.
2. “Lack of adequate materials” is ranked as no: 2 with total score of 800.
3. “Lack of challenges” is ranked as no 3 with total score of 644.

Suggestions:

1. Each employee can be recognized by reward for their effective work done by providing the financial benefits like incentives, because most of the employees feel there is lack of reward for them, so that it may be taken

into consideration.

2. To run a production department adequate material must be maintained, so that they can avoid shortage and can improve continuous work flow.
3. Communicate clear goals and expectations towards employees, so that they can change their perception towards work and can work according to the company.

VIII. CONCLUSION

The motivated employees are the asset of the organisation. If they are not motivated properly, a management cannot achieve their organisational goal easily and effectively. The study revealed that working environment and a superior mentoring is the most motivational factors of employee betterment. Both financial and non-financial incentives, salaries and wages are the most motivational factor and in non-financial incentives is relationship with co-workers. Highly self-motivated, committed, ambitious employees give the most to their company and get the effective work from the workers. But if there is lack of employee motivation in the work place the effects can be dramatic. Low team moral, lack of initiative, lack of energy, mistakes and high staff’s turnover are just some of the causes that motivation is an issue. From this study it is evident that employee stress level has to be reduced for the improved organizational functions so that leave facilities can be improved as such employees have given least preference to leave facility and through superior’s motivation it can be achieved since because People are the key sources in any organization. Our main premises are that in order to work effectively needed to develop insight into what motivates individuals and teams to maximize their performance.

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