

FACTORS INFLUENCING EMPLOYEE MOTIVATION: A STUDY AT ANU FOODS INDUSTRIES, MADURAI

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ABSTRACT

Motivation is the set of forces that make employees willing to behave in an organization. It is a crucial function of management or human resource management. The study's objectives are to determine employees' motivating factors as well as to identify employees' general attitudes towards existing motivational factors. The qualitative research method was used. Primary data were collected adopting focus group discussion, observation, and interviews. Administrative and unranked employees of Anu food industry, Madurai were selected for study by applying the case study method. Thematic analysis of data was applied. The most important motivating factor for both temporary administrative and unranked employees (helpers in office) was job security followed by pay and overtime remuneration. Administrative employees, to great extent, need intrinsic reward particularly recognition, responsibility, promotion, and fairness whereas unranked permanent employees also, to some extent, were influenced by intrinsic factors such as recognition, equality, fairness. A different motivating factor may apply to different levels of employees in terms of their needs and desires. The general attitude of the research participants regarding motivation seems to be poor. So, both extrinsic and intrinsic factors should be improved.

Keywords: extrinsic - intrinsic - motivating factors - rewards.

INTRODUCTION

Motivation is one of the significant parts of management function. Decenzo and Robbins (2005) define HRM as a process consisting of four functions-acquisition, development, motivation, and maintenance of human resources. Motivation is concerned with the preparing function of employees. Human asset is the most important and valuable asset for any kind of organization. Motivated employees can adapt to rapidly changing technological advancements. These employees play a crucial role in enhancing both individual and organizational performance and productivity through their capability and commitment because they are generally more creative and productive at work. Without motivation, employees in the organization no management or organization can achieve its objective. Therefore, motivated personnel are invaluable property of an undertaking. There is a high relationship between employee motivation



and employee or organizational performance

STATEMENT OF THE PROBLEM

Motivation is a human psychological characteristic that is difficult to identify. Employees are from different cultural backgrounds. Their needs, desire, emotion, etc. are not similar. Thus motivation is a complex subject due to individual behavior being a complex phenomenon. If there is an ability and resource problem for employee performance, the manager can solve it. But if motivation is the problem, the task of the manager is more challenging. So, motivation is important because of its determinants of performance and intangible character

COMPANY PROFILE

Anu foods, an FMCG company started in 1928 to serve people with quality food products such as different types of Appalams (Rice papad, Masala papad, Urid Dhallpapad, Etc.) different types of Flours (Rice flour, Gram flour, Wheat flour, Etc.), Vermicelli, Masala powders (Chilli powder, Turmeric powder, Coriander powder, Sambar powder, Rasam powder, Etc.), Asafoetida. Company is planning to introduce more products to the market.

Anu foods formerly well-known as Pappa Brand Appalam founded by Mr.M.P.Veerapathiran and Mrs.V.Meenakshiammal in the year 1928 and registered in the year 1948. later in 1986, ownership was transferred to Mr.V.Balasubramanian (Our current Proprietor, S/o.Mr.M.P.Veerapathiran and Mrs.V.Meenakshiammal). Established more than 8 decades ago, Anu foods is regarded as the most reliable Manufacturer and Exporter of wide variety of food products

REVIEW OF LITERATURE

George Briggs (2017) introduced the purpose of organizational behavior and human performance as a journal aimed at publishing significant research that contributes to our basic knowledge of human performance. Over the past 50 years, the journal has published seminal papers on the determinants, mechanisms, and outcomes of motivation related to decision-making and performance in work and achievement settings.

Jim Naylor (2017) Motivation referred to the different aspects. The concept of motivation is abstract, but it's very useful and important with specific workplace. This article is about the factors of motivate employee, to be specific, take example as Iranian, collect the data through a structured questionnaire survey. The result showed employees have five important motivation factors including "fairness of pay", "incentive and financial rewards", "on-time payment", "good working facilities", and "safe". These factors sustain the drive for high construction productivity in Iran

Ramona Todericiua (2018) employee are the bracket in a company, the employee who have motivation can make the company have high efficiency and good relationship each other. At the same time, the best competitive advantages that one organization could have, since all the other resources could be imitated. Consequently, motivated employees are easy to make the organization success and keep pace with market force. This articles take Sibiu as example aim at



find the motivation ways in which knowledge workers. Reviewing the correlative researchers articles and give some guidelines for identifying the complex problems in order to motivate precious resources and further research.

Muogbo U.S (2018) 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 workers performance. Motivation referred to the different aspects.

OBJECTIVES OF THE STUDY

Primary objectives:

- A study on employee motivation towards Anu Foods Products with reference to Madurai

Secondary Objectives:

- To find out the contentment level of Employee with regard to the working conditions in the respective organization.
- To find out the Employee with respect to the rewards in this firm
- To know the Employee motivate in accordance with wellbeing measures and job safety.
- To give feedback of some courses for improving the satisfaction level of employees.

SCOPE OF THE STUDY

Employee motivation is the vital factor of an employee's organizational behavior. A contented employee has a positive viewpoint towards employee job and would go beyond the usual prospect in employee. A person who places high implication on imagination, self-government and autonomy is likely to be badly synchronized with an organization that seeks traditional values from its employees.

HYPOTHESES OF THE STUDY

NULL HYPOTHESIS

HO: There is no significance relationship between educational qualification and types of benefits & services provided

ALTERNATIVE HYPOTHESIS

H1: There is a significance relationship between educational qualification and types of benefits & services provided

RESEARCH DESIGN AND METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled "A study on Employee Motivation towards Anu Foods at Madurai

DATA COLLECTION METHODS



Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

Secondary Data

It refers to a special kind of ratio, it is used to make comparison between two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful comparison be made..

DATA ANALYSIS

Descriptive Statistics

This chapter deals with the descriptive and statistical analysis of the primary data collected from the employee who working in the organization. The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred.

Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with the number of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of the simple forms of analysis which helps the researcher to realize the outcome of the research. It is normally used for inferring the results in quantitative terms. In this study, percentage analysis was used to measure the percentage of demographic profile of those employees who participated in the study on various aspects.

SUGGESTIONS

Based on the findings of the research and the personal observations made by the researchers, the following suggestions are made for the developments of employee's motivation.

- Promotion and incentives play a major role in motivating the employees and it should be maintained.
- Almost half of the total employees are de-motivated by loss of pay. It will be minimized in the ensuing years.
- Educational and training benefits provided by the company are good. It may be further extended.
- Employee security and social security provided by the company will be further maintained.
- The employees of the industry should avail periodical checkup regarding hospital facilities to be fit.
- Since a large portion of the customers came to know about the company through advertisement and friends, the company should begin to put more advertisements.

CONCLUSION

From the study, we can conclude that company product provide various motivational techniques to improve the employee's 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 helps the organization to grow. This study has given a chance to analyze the various functions and employees attitude towards organization. The researcher has identified the problems faced by the employees and he has also suggested some measures to overcome those problems.

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