



St. Joseph's Journal of Humanities and Science

ISSN: 2347 - 5331

<http://sjctnc.edu.in/6107-2/>



An Empirical Review on Employee Motivation in an Organisation with Special Reference to Textile Industry in Cuddalore

L. Santhana Raj^a

D. Vigneshwara Raj^b*

ABSTRACT

Employee motivation is one of the key features of the success of every organization as they are the architects of a company's future. This research work investigates the need for employee motivation to bring success for the Textile based companies that needs more support from employees to maintain a good relationship with the customers. The research work begins with a statistical study from all the textile shops in cuddalore that wishes to increase their sales in cuddalore. To conduct this analytics, a sample size of 100 is selected at random from each of those textile shops. The employee motivation analysis is carried out on the basis of Percentage and Chi-Square analysis. The Results showed that employees should be motivated to get more outcome. This research study is conducted to identify the factors that is required by employees to stay motivated and lead an enthusiastic life in the company to increase sales for the year.

Keywords: Employee motivation, percentage, chi-square analysis, Textile Company, sales promotion.

I. INTRODUCTION

Textile industries are at growing need for providing best reach among the public to increase the sales. They concentrate on providing advertisements and promotions to help them improve the quality of sales in recent times. Apart from advertisements which can only bring customers to the company, it is the employees who can enthusiastically explain the products and increase the sales among the customers. If the employees are stressed, it may cause adverse effects on the overall sales of the textile industry as a whole^[1]. Thus the major objective of this research is to distinguish the level of fulfilment of every employee in the textile company.

To complete this research, a proposal is made and a questionnaire is prepared.

Motivation is consequential from the word "Motive" which indicates some idea, need, emotion or organic state prompts a man to action. Motive is generally an internal factor that integrates a behavior. As the motive is within the Individual, it is necessary to study needs, emotions etc., in order to motivate him to work.

Motivation is a series of activities that will help the people to realize the important needs that will bring confidence to working people for the better success of the organization as it will induce them to

^aPG and Research Department of Commerce, St. Josephs College of Arts and Science (Autonomous), Cuddalore-1.

^bDepartment of BBA (CA), St. Josephs College of Arts and Science (Autonomous), Cuddalore-1.

*E-mail: vigneshwararajd@gmail.com, Mobile: +91-9488249587.

work more and bring more success as well. In general, motivation is any action that induces the enthusiasm to an employee to perform more in the organization. It is more a behavioral concept rather than monetary or other concept to bring success to the organization. The various needs for the research work is given below such as follows.

- To analyze the scenario of motivation in Textile industries in Cuddalore.
- To understand the satisfaction level of employees in the company.
- To access the organization methods to satisfy the needs of the employees.
- To measure the level of motivation and the improvement level of employees in the company after motivation.

II. REVIEW OF LITERATURE

The review of literature focuses on the previous studies conducted in employee motivation that has enhanced the production as well as sales level in the companies. The management principles are also analyzed to present this research work. The employee needs are categorized into various motives. They are

1. Primary Motives
2. General Motives
3. Secondary Motives

2.1.1 Primary Motives

The primary motives gives direct impact on the motivation of the employee. They may be social or political reasons. They are much stronger than all the other causes.

2.1.2 General Motives

They are common reasons for motivations that are general to all employees that stays in between primary and secondary classifications. It varies from time to time.

2.1.3 Secondary Motives

The most important motive is the Secondary motives that will help the employee to maintain their ego and self-esteem status in the society. Few examples for the secondary motives are power, status and position in the company in comparison with other employees.

2.2 Objectives of the Study

1. To identify and analyze the various factors that will give motivation for the employees in the textile industry.
2. To confirm to primary or secondary factors to identify the motivational needs of the employee.
3. To understand how the motivation will help the company to increase the sales.
4. To understand the significance of motivation among employees to bring more sales and productivity of the company.

Thus the research is carried out in the form of identification of motivational factors that will bring success to the organization. The various research activities carried out in employee motivation is furnished below:

Jacob Cherian (2013)^[2] et.al accomplished a meta-analysis that examines the discrete research conclusions which percepts to the relationship between self-efficacy, employee motivation and work related performance of the employee. From the outcomes of the research it is confirmed that the self-efficacy theory can be applied to increase performance of employees.

Pawel Korzynski (2013)^[3] et. al scrutinizes the technological, generational and organizational changes that will impact employee motivation and the type of module of motivation is decisive in the company.

Ioan Moise Achim (2013)^[4] et. al comprehends how non-financial motivation has big importance in the management process. It is well-known that the performance could be increased in the organization based on the prestige level and also depends on the quality of human resource motivation.

Dr. Brendan Burchell (2000)^[5] et. al explored the work motivation dissimilarities with special reference to Ghana, comparing various employees in teaching and banking organisations in both state and private sectors in Accra, Ghana by using a survey of employees.

Nina Gupta (1979)^[6] et. al suggests a request to conduct more research in motivation related to compensation for employees. It discusses on the critical needs of the employees to bring motivation and success to the organization.

III. RESEARCH METHODOLOGY

Research methodology is way to systematically solve the research problem based on the availability of resources. It can cover a wide range of studies from simple description and investigation to the construction of sophisticated experiment. The Research conducted is to provide a recommendation for textile industry vendors to improvise on their sales not by capital investment but by just motivating their employees which will yield much better results.

3.1 Nature and Source of Data

3.1.1 Primary data:

The data which are collected afresh for the first time and thus happen to be original in character is called primary data.

The primary data was collected from the employees of Textile Company through a direct structured questionnaire. Over 100 respondents has filled the questionnaire.

3.1.2 Secondary data:

The secondary data was used primarily to support primary data. Company profiles, websites, magazines, articles were used widely.

3.2 Sampling Size and Technique

3.2.1 Type of Domain:

The data collection is successfully organized and collected from the domain specified in the research with special reference to textile industry.

3.2.2 Size of Sample:

A sample of 100 respondents are collected from various textile industries like sumangali, Mummy Daddy, Bismi etc.,. The employees gave feedback enthusiastically based on the explanation given by the researcher.

3.2.3 Questionnaire Construction:

The Questionnaire was constructed based on the research to follow and the results to be identified. The questions presented to the employees in the form of Questionnaire got the responses it required based on employee motivation.

3.3 Percentage Method

The percentage method was extensively used for findings various details. It is used for making comparison between two or more series of data. It can be generally calculated.

Percentage of employees is given by

$$\left(\frac{\text{Number of employees favorable}}{\text{total employees}} \right) \times 100$$

3.4 Chi-Square Analysis

Chi-Square analysis in statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. The formula for computing Chi-Square (χ^2) is as follows:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

IV DATA ANALYSIS AND INTERPRETATIONS

4.1 Percentage Method

Table 1: Motivation to Employees

Particulars	No. of Respondents	Percentage
Yes	75	75
No	25	25
Total	100	100

From the above table shows that 75% of respondents say that the company provides motivation to the employees, only 25% of respondents say no that the company did not provide motivation to employees.

Chart 1:

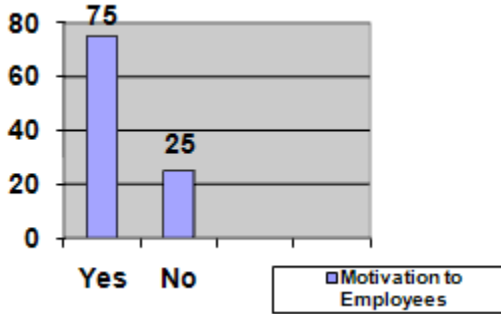


Chart 3:

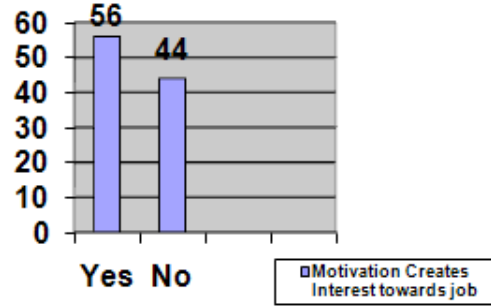


Table 2: Satisfied with Motivation

Particulars	No. of Respondents	Percentage
Yes	68	68
No	32	32
Total	100	100

From the above table shows that 68% of the respondents are satisfied with the motivation that the company provides, only 32% of respondents are not satisfied with the motivation.

Chart-2:

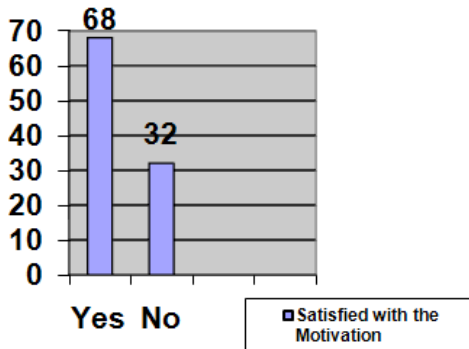


Table 3: Interest Towards Job for Employees

Particulars	No. of Respondents	Percentage
Yes	56	56
No	44	44
Total	100	100

From the above table show that 56% of respondents says that motivation creates Interest towards a job for employees & 44% of respondents says no that the Motivation does not create interest towards a job.

Table 4: Motivated Employee Increase Productivity

Particulars	No. of Respondents	Percentage
To Large Extent	54	54
To Some Extent	24	24
Not at All	22	22
Total	100	100

From the above table shows that 54% of respondents say that motivated employee will increase the productivity level to large extent & 24% of respondents say it to some extent & 22% says that not at all the motivated employee will increase the Productivity level.

Chart 4:

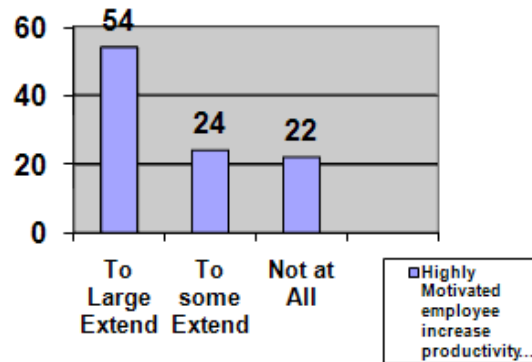


Table 5: Recognition for Performance

Particulars	No. of Respondents	Percentage
Yes	54	54
No	46	46
Total	100	100

From the above table shows that 54% of respondents say that organization provide Recognition for performance & 46% of respondents says no that organization does not provide recognition for performance.

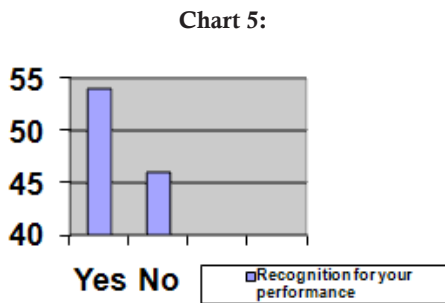
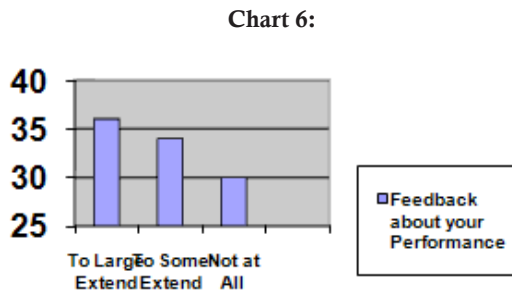


Table 6: Continuous Feedback for Performance

Particulars	No. of Respondents	Percentage
To Large Extent	36	36
To Some Extent	34	34
Not at All	30	30
Total	100	100

From the above table shows that 36% of respondents says that manager gives Continuous feedback about the performance to large extent, 34% of respondents Says to some extent, 30% of respondents says not at all.



4.2 Chi-Square Test

4.2.1 Null Hypothesis Ho:

To find out there is significant links between Gender and activities motivated them in the organization.

4.2.2 Alternative Hypothesis H1:

To find out there is a significant links between Gender and activities motivated employees in the organization.

Particulars	Monetary Reward	Job Security	Job Promotion	Total
MALE	10	35	20	65
FEMALE	5	20	10	35
	15	55	30	100

O	E	(O-E) ²	(O-E) ² /E
10	9.75	0.0625	6.410
35	35.75	0.5625	0.015
20	19.5	0.25	0.012
5	5.25	0.0625	0.011
20	19.25	0.5625	0.029
10	10.5	0.25	0.023
TOTAL			6.5

Calculated value of Chi-square = 6.5

$$\begin{aligned} \text{Degree of freedom} &= (c-1) (r-1) \\ &= (3-1) (2-1) \\ &= 2 \end{aligned}$$

The table value of chi-square for four degree of freedom at 5 percent level of significance is 5.991.

The calculated value of chi-square is much more than the table value. The result, thus, support the hypothesis and its can be concluded that the significant links between Gender and the activities which motivated the employees most.

V. FINDINGS OF THE STUDY

- In overall, employee in Textiles, 75% of respondents say that the company provides motivation to the employees, only 25% of respondents says no that the company did not provide motivation to employees.
- 68% of the respondents are satisfied with the motivation that the company provides only 32% of respondents are not satisfied with the motivation.
- 56% of respondents say that motivation creates interest towards a job for employees & 44% of respondents say no that the motivation does not create interest towards a job.
- 54% of respondents say that motivated employee will increase the productivity level to large extent & 24% of respondents say it to some extent & 22% says that not at all the motivated employee will increase the Productivity level.
- 54% of respondents says that organization provide Recognition for performance & 46% of respondents says no that organization does not provide recognition for performance.

VI. SUGGESTIONS AND RECOMMENDATIONS

- The company can provide transport facility to the employees. The management can invest certain amount in transport and fulfill employee needs. It improves productivity and punctuality in the concern.
- The organization can select the best performance for every year in which it will make the employee to perform well during the training period and during the work time.
- The organization can give training programmes in systematic manner for the employees to improve the productivity level in the concern.
- The company can give feedback for the employee's regarding their performance by which the employees can rectify their mistakes and can give a both performance.

VII. CONCLUSION

Thus this research focused on the importance of motivation in textile industries based on the percentage and chi-square analysis. The questionnaire enabled employees to share their opinion for identifying the motivational factors of employees in a textile industry. The result indicated that organization must help employees to gain motivation and increase customer satisfaction and promote sales to achieve success in the market.

VIII. REFERENCES

- [1] Gnanaselvam, N. A., & Joseph, B. (2018). Depression and Behavioral Problems Among Adolescent Girls and Young Women Employees of the Textile Industry in India. *Workplace health & safety*, 2165079917716187.
- [2] Cherian, J., & Jacob, J. (2013). Impact of self efficacy on motivation and performance of employees. *International Journal of Business and Management*, 8(14), 80.
- [3] Korzynski, P. (2013). EMPLOYEE MOTIVATION IN NEW WORKING ENVIRONMENT. *International journal of academic research*, 5(5).
- [4] Achim, I. M., Dragolea, L., & Balan, G. (2013). The importance of employee motivation to increase organizational performance. *Annales Universitatis Apulensis: Series oeconomica*, 15(2), 685.
- [5] Gupta, N., & Beehr, T. A. (1979). Job stress and employee behaviors. *Organizational behavior and human performance*, 23(3), 373-387.
- [6] Green, F., Felstead, A., & Burchell, B. (2000). Job insecurity and the difficulty of regaining employment: an empirical study of unemployment expectations. *Oxford Bulletin of Economics and Statistics*, 62(s1), 855-883.
- [7] Martín Cruz, N., Martín Pérez, V., & Trevilla Cantero, C. (2009). The influence of employee motivation on knowledge transfer. *Journal of knowledge management*, 13(6), 478-490.
- [8] Graves, L. M., Sarkis, J., & Zhu, Q. (2013). How transformational leadership and employee motivation combine to predict employee proenvironmental behaviors in China. *Journal of Environmental Psychology*, 35, 81-91.
- [9] Porter, T. H., Riesenmy, K. D., & Fields, D. (2016). Work environment and employee motivation to lead: Moderating effects of personal characteristics. *American Journal of Business*, 31(2), 66-84.
- [10] Dobre, O. I. (2013). Employee motivation and organizational performance. *Review of Applied Socio-Economic Research*, 5(1), 53-60.
- [11] Gopal, R., & Chowdhury, R. G. (2014). Leadership styles and employee motivation: An empirical investigation in a leading oil company in India. *International journal of research in business management*, 2(5), 1-10.
- [12] Kim, C. H., & Scullion, H. (2013). The effect of Corporate Social Responsibility (CSR) on employee motivation: A cross-national study. *The Poznan University of Economics Review*, 13(2), 5.
- [13] Kumar, D., Hossain, M. Z., & Nasrin, M. S. (2015). Impact of Non-Financial Rewards on Employee Motivation. *Asian Accounting & Auditing Advancement*.

- [14] Gupta, N., & Shaw, J. D. (2014). Employee compensation: The neglected area of HRM research. *Human Resource Management Review*, 24(1), 1-4.
- [15] Sanyal, M. K., & Biswas, S. B. (2014). Employee motivation from performance appraisal implications: Test of a theory in the software industry in West Bengal (India). *Procedia Economics and Finance*, 11, 182-196.