

# Study of Employee Motivation Strategy

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## ABSTRACT

*This research paper investigating the relationship between employee work motivation and their performance in the workplace and business productivity. It examines the main and general motivation theories and various approaches to motivate employees. Motivation increases their responsibility in the work place and also increases the level of performances of employees and also increases their commitment in the workplace. This is also implies that motivate workers is very important in any organisation. This is takes us to the problems question of this research “why is not absolute motivation for higher performance”? This therefore establishes the fact that money is for high performance but there is need to look at other aspect of motivation which is not necessarily money. Concerns were found with the employs performance and motivation and the relationship between them clearly defined in the literature review and newly has been discussed in the findings and discussions based on the data analysis are also done. In order to collect data, interview has been done for people from different operational as well technical divisions in the organization. Thirty people have been chosen from each division The analysis from the empirical reference showed that Job satisfaction “was the most ranked factor for both sub groups that made up the sample survey. However a study from previous researches used in this study introduces that various results could be obtained from different groups of already working employees. This employ motivation study therefore can be seen as an introduction to a more detailed study to be carried by future researchers on the field of employee’s motivation.*

**Key word :- workplace and business productivity Relationship between employee, job satisfaction, employee performance, increases commitment**

## INTRODUCTION

Motivation is one of the most important key ingredients in employee performance and productivity in organisation. Even when people have clear work objectives. The right skill and a supportive work environment they won't get job done without sufficient motivation to achieve those work objective.

The motivation begins with individual needs. The stronger your requirement the more motivated you are to satisfy them. Conversely a satisfied need does not motivate. People are most important assets means that they are most valuable in all the valuable properties of the business understanding. To get the work done in any type of organization the people engaged in it requires three things if they are working happily and efficiently following are these things,

- 1) The economic satisfaction
- 2) The social satisfaction of working in a group.
- 3) The individual satisfaction of doing a job well.

And for achieving those things the people should be enough motivated that they can perform the job very well. Motivation is a process that starts with a physiological default or need that activates behaviour or a drive that is aimed at a goal or incentive.

Human action is the result of a need . One experiences a sort of mental trouble as long as that need remains unsatisfied is him. The moment the action is initiated he makes an attempt to get over trouble. So what causes a need to satisfaction? This should be a repetitive process for the action to continue. All this is called motivation in management. Motivation strategy is depend on the overall strategy organisation and is a part of personnel strategy also clearly supports the achievement of the organisation's objectives while enabling employs achieve their personal goals. Decisions on the selection of motivational factors and means of motivation are an essential phase in the process of creating a motivation strategy

### **DEFINITION OF MOTIVATION**

How behaviour get started, is energized, is sustained, is direct, is stopped and what kind of subjective reaction is present in the organism while this entire going on'.

### **OBJECTIVE OF STUDY**

1. To understand employs motivational strategies adopted by organization.
2. To identify major motivational strategies which create major impact.
3. To know the motivational strategies gaps in the company.
4. To give suggestion

### **RESEARCH METHODOLOGY:**

Methodology is a system to solve systematically the research problem. It may follow as a science of studying how research is done scientifically.

The methodology adopted by the Researcher for the study of motivation of workers and staff is the descriptive method and interview method.

The Researcher has collected the data as primary and secondary data.

In order to achieve set of objectives researcher has to use Primary and secondary data.

#### **1PRIMARY SOURCE:**

- Information collected directly from employees.
- Sample size: - The total samples of 30 employees were selected.
- Sample area: - Kolhapur
- Questionnaire

#### **2 SECONDARY SOURCE:**

- Books
- Internet

- Public reports

Again the necessary information is collected through the text books

Related to the topic Motivation.

### **SCOPE OF THE STUDY:**

The study of motivation is mainly concerned whole and sole with the labour and their performance. Firstly the study is going to help the workers and their surrounding problems will get a better solution at least.

The study is again significant to the production department which in turn is helpful to increase the production and earn profit. As 'Labour' and 'Staff' is the first and foremost function in an organisation. The study of motivation is helpful to the organisation as a whole.

The source of motivation is Human being, includes both the male and female. Here the Research has concentrated on workers and staff and management. The present study is related to analysis of employee motivation strategy.

### **STATEMENT OF THE PROBLEM:**

Motivation is an important aspect of work behaviour. Motivated employee can do better performance in a given situation. Present study focuses on understanding different aspect on motivations projected by the employee. Therefore statement of the problem is '**Study of motivation analysis in organisation.**

### **LIMITATION OF THE STUDY:**

1. The workers are so busy as a result it becomes difficult to collect the information.
2. Each and every department is not covered because of random sampling.
3. Workers were engaged in different shifts. So it is not possible to interview each and every worker in all shifts.
4. Another limitation is time factor.

### **IMPORTANCE OF MOTIVATION:**

- 1) Motivating employees is always looking for better ways to do job it can apply to corporate strategists and to production work?
- 2) A motivated employees, generally is more quality oriented.
- 3) Highly motivated workers work effectively.
- 4) Yet another reason is technology present today and upcoming so more attention is paid towards motivation.

### **CLASSIFICATION of MOTIVATION:**

#### **1) COMPETENCE OR CAPACITY MOTIVES: -**

Those motives which receive substantial contribution from activities, which, through playful and exploratory in character, at a same tune show direct selectivity and persistence in interacting with environment.

#### **2) SECONDARY MOTIVES: -**

These are closely tied to the learning concepts; such motives are for power, achievement and affiliation.

**3) SECURITY MOTIVES:-**

These are concerned with security regarding life, accident, love, job etc.

**4) STATUS OR PRESTIGE MOTIVES:-**

'These concerned with achieving status or rank in a group in a group, organization or society'

**TYPES OF MOTIVATION:**

It involves the possibility of increased motives satisfaction. It is based on rewards. Positive motivation is a process of attempting to influence others to do your will through the possibility of gain or reward.

People work for incentives in the form of the P's of motivation-

1) Praise 2) prestige 3) promotion 4) pay cheque

**i) POSITIVE MOTIVATION INCLUDES:-**

- 1) Praise and credit for work done
- 2) A sincere interest in subordinates as individuals.
- 3) Competition
- 4) Participation
- 5) Price
- 6) Delegation of responsibility
- 7) Appreciation and
- 8) Pay

**ii) NEGATIVE MOTIVATION:-**

It is based on force and fear causes persons to act in a certain way because they are afraid of the consequences if they don't. It involves penalties, punishment sometime it tends to dissipate such human assets as loyalty, co-operation and esprit de corps.

**iii) EXTRINSIC MOTIVATION:-**

It is concerned with external motivators which employees enjoy pay, promotion, status, fringe, benefits, retirement plans, health insurance these are related with financial rewards.

**iv) INTRINSIC MOTIVATION:-**

It is concerned with feelings of having accomplished something worthwhile i.e. the satisfaction one gets later on doing one's work well. Praise, responsibility, recognition, esteem, power, status, competition and participation.

**FACTORS AFFECTING ON EMPLOYEES MOTIVATION**

- 1) Challenges in the working environment.
- 2) Facility received by company.
- 3) Pay packages.
- 4) Training received.
- 5) Work culture.
- 6) Promotional policies.
- 7) Communication with HR.

**STRATEGIES USED FOR MOTIVATING EMPLOYEES:**

These are different ways of motivating employees rather than

Application of theories.

**1) MEMBERSHIP -SENIORITY BASED REWARDS-**

It depends upon which type of benefit the employee organization receives.

**2) JOB STATUS-BASED REWARDS-**

Employee get rewards according to the position they held.

**3) COMPETENCY BASED REWARDS-**

Increase organization is linking rewards to competencies of employees that include skills, knowledge and traits.

**4) PERFORMANCE BASED REWARDS-**

The trend that is link pay to performance rather than to seniority or membership

**5) GOAL - SETTING-**

Goal setting is one of the most effective and widely practical techniques formotivation. Goal setting is the process of motivating employees by establishing performance goals acceptance of the goal and commitment towards its achievement will have on employee behaviour and satisfaction

**DATA ANALYSIS**

Factors		Opinion	
No	content	Agree	Disagree
1	Good Working Environment	20	10
2	Work according to qualification	25	5
3	Work according to skill	29	1
4	Satisfied with top management	20	10
5	Satisfied with working hours	28	2
6	Authority to perform duties effectively	20	10
7	Organise counselling programs	25	5
8	Share experience to others	20	10
9	Target are completed	25	5
10	Good career prospect	28	2
11	Good physical working conditions	25	5
12	Management decision involvement	20	10
13	Good medical facility	20	10
14	Satisfied welfare facility	27	3
15	Using strategy	19	11
16	Acknowledge our work	28	2
17	Satisfactory salary	24	6
18	Overall satisfaction	14	5
19	Communicate frequently	20	10
20	Good relationship with HR manager	20	10
21	Life time job	20	10

### INTERPRETATION

1. 20% employees are agree for getting good working environment.
2. 25% employees are agree for getting their work according to their qualification.
3. 29% employees said that they getwork according to their skill and knowledge.
4. 20% employees Satisfied withtop management
5. 28% employee Satisfied with working hours.
6. 28% employees are agree for getting their authority to perform duties effectively.
7. 20% employees are agree for getting organize counselling program in organization.
8. 20%employees are said that they get share experience to others.
9. 25% employees are agree for getting their target isaccomplished.
10. 28% employees are agree for getting their good career prospect in organization.
11. 25% employees are said that they getgood physical working conditions provided in organization.
12. 20% employees are agree for getting their involved in management decision in organization
13. 20% employees are agree for good medical facility provided in organization.
14. 27% employees are agree for getting theirsatisfied good welfare facility in organization.
15. 28% employees are agree for using good strategy in organization.
16. 29% employees are agree for getting their acknowledging our work in organization.
- 17) 24% employees agree for getting on satisfactory salary in organization
- 18) 14% employees agree for getting their overall satisfaction in organization
- 19) 20% employees are agree for getting their communicating frequently in organization
- 20) 20% employees agree for good relationship with HR manager in organisation.
- 21) 20% employees are agree for getting their life time job in organization.

### CONCLUSION

From the above information, I would like to conclude that motivated employees can improve efficiency, output and quality for a business. By understanding the effects of different motivational techniques, motivating staff helps to make them more committed to the workplace. From the interpretation and analysis researcher found that motivation depends upon many factors like.

- 1) Challenges in the working environment. 2) Facility received by company. 3) Pay packages. 4) Training received. 5) Work culture. 6) Promotional polices. 7) Communication with HR.

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