

STUDY OF THE FACTORS AFFECTING MOTIVATION OF EMPLOYEES

Dr. Shubhangi Auti

PDEA's Annasaheb Magar College, Hadapsar, Pune 411028

Dr. Dhanashri D. Khatawkar

Abstract:

The purpose of this study is to investigate the impact of motivating the employees. The study is aim to appraise the existing literatures and build up the conceptual framework as well as hypotheses. Employee motivation is always an interesting area for researchers, managers and academicians what really motivates an employee? The purpose of this study is to understand the Employees motivation as an interesting area for researcher and academicians.

1.1 Introduction:

The term motivation derives from the Latin word for movement (mover). Building on this concept, Atkinson (1964) defines motivation as "the contemporary (immediate) influence on direction, vigour, and persistence of action". Motivation is to know what makes people to work, whether it is performing a task, learning a work method or anything. It entails the physical, expressive, societal and cognitive forces that stimulate one's own behaviour. In general, motivation is frequently used to describe "why a person does something?". Work motivation is a complex set of influences which make one start working and keep the job on a specific post within the organization. From a personal point of view, that is an inner state which leads to goal fulfilment while being influenced by numerous factors. From a manager's point of view, motivation is an activity, which secures the employees tend to fulfil the predefined goals.

Several experts have defined the term motivation in their own way. Cherry (2010) defined motivation as "the process that initiates, guides and maintains goal-oriented behaviours. while Vroom (1964) defines it as "a process governing choice made by persons ... among alternative forms of voluntary activity". There are three major components to motivation: creation, perseverance and passion. Creation triggers an action, such as enrolling in a training class. Persistence is the sustained attempt toward a goal even though obstacles may exist, such as involved in training courses which requires a considerable investment of time, energy and resources. Finally, passion is the basic interest, dynamism and the drive that makes employees to achieve a goal. Motivation may be described in many ways and in general it is of either extrinsic or intrinsic. Extrinsic motivations are "those that arise from outside the individual and often involve rewards such as trophies, money. Content Theories of Motivation- At a glance Content theory deals with human needs which change over a period of time. It explains specific factors related to motivation. They are specifically providing focus on contextual framework which deals with individual motivation. Content theory includes the work of Abraham Maslow, Herzberg, David McClelland and Alderfer ERG Theory. All these content theories have some commonalities between them. One is an extension of another. A comparison of these four content theories can be seen in the following figure.

	Maslow	Alderfer	Herzberg	McClelland
Higher order needs	Self-actualization	Growth	Satisfier Factors	Achievement
	Esteem			Power
Lower order needs	Social	Existence	Hygiene	
	Safety			
	Physiological			

1.2 Objective of the study:

The study has been undertaken for the following objectives:

1. To Study the factors that are significantly contributing towards work motivation of employees.
2. To find out the factors that hinder employee motivation and performance among the employees.

1.3 Hypothesis:

H1: salary and Benefits influences the work motivation of employees.

H2: Leadership and supervision influences the work motivation of employees.

1.4 Techniques of data Analysis:

After collection of data the researcher turns his focus of attention on their processing and analysis. Techniques of data processing are.

1. Classification
2. Tabulation
3. Graph
4. Chart

1.5 Research methodology:

Qualitative research is for tis thesis as it is used to help to understand how people feel any why do they feel as they do. It is concerned with the collection of in-depth information asking questions as to why do people say that? Depth interviews, group discussions and questionnaire analysis are three main methods used to collecting qualitative research.

- a. **Primary Sources:** Researcher collect primary data with the help of interview of people and the questionnaire.
- b. **Secondary Sources:** the available literature related to the problem. The published the data from various sources like e-Journals, Internet, Books were studied

1.6 Analysis:

Researcher selected 50 respondents for research which factors affect to motivate employees.

1. What are the factors that significantly influence the level of motivation in employees?

Sr.no	Option classification	No of respondence	Percentage
1	Participation in Management	13	26
2	Salary	15	30
3	Awards and Rewards	14	28
4	New Projects	08	16
Total		50	100

What are the factors that significantly influence the level of motivation in employees



- Participation in Management
- Salary
- Awards and Rewards
- New Projects

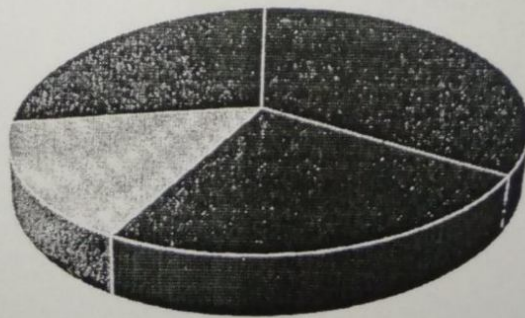
As per above table we see that most of response (30%) say that they motivate to work getting good salary and 28 % response say that they motivate to get awards and rewards and 16 response say that new projects motivate them to work hard and 26% response say that when management participate them in Management they motivate for work.

2. Which factors demotivate to employee at the work?

Sr.no	Option classification	No of response	Percentage
1	Neglected to good work	17	34
2	Job insecurity	12	24
3	Doesn't appreciate to quality work	08	16
4	Critical working condition	13	26
Total		50	100

The above table shows that which factors demotivate to employee at the work in this table we that 34% response says that when they do good work and management neglected this work at that time they demotivate. And 24% response say job insecurity demotivate them. 16% response says that doesn't appreciate to quality work is demotivate them and 26% response says that critical working condition demotivate them.

Which factors demotivate to employee at the work



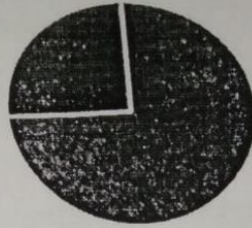
- Neglected to good work
- Job insecurity
- Doesn't appreciate to quality work
- Critical working condition

3. Other Benefits like awards and rewards is it influences on employee's work.

Sr.no	Option classification	No of response	Percentage
1	Yes	37	74
2	No	13	26
Total		50	100

In this table we see that 74% response say Yes for other benefits like awards and rewards are motivate to do good work and only 26% response says No.

Other Benefits like awards and rewards is it influences on employee's work.



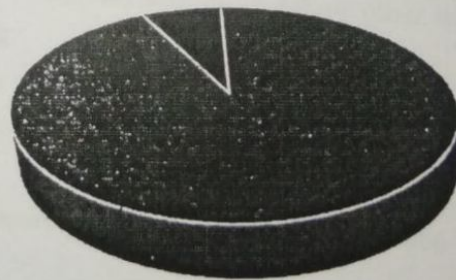
■ yes ■ No

4. Increasing Salary is the part of motivate to make extra and good work?

Sr.no	Option classification	No of response	Percentage
1	Yes	42	84
2	No	08	16
Total		50	100

The above table shows that increasing salary or good salary is part of motivation to do good work 84% response say yes that is increasing salary is part of motivation and only 16% say no it is

Increasing salary is the part of motivate to make extra and good work



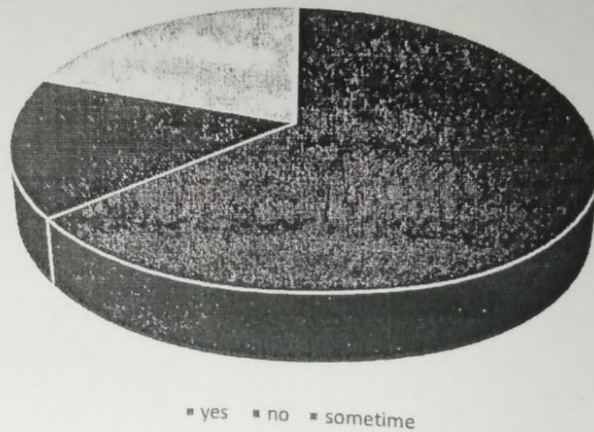
■ yes ■ no

5. If someone motivate for to do good work it is good for you (Employees)

Sr.no	Option classification	No of response	Percentage
1	Yes	32	64
2	No	08	16
3	Sometimes	10	20
Total		50	100

In this table we see that 64% response say Yes they want someone for motivate to do good work it is good for them for more work. 16% response say no they say it is not part of motivate to do good work and 20% response say sometimes it is part of motivation.

if someone motivate for to do good work it is good for you



Conclusion:

As per collected data most of employees say that if some motivate them, they motivate for to do good work and when management participate them, they motivate and good salary other benefits and awards- rewards are motivate to employee for to do good work.

There are some factors that is demotivate to employees are neglected to good work, doesn't appreciate to good work, job insecurity and critical working condition are demotivate to them.

Suggestion:

Work motivation is a complex set of influences which make one start working and keep the job on specific post within the organization.

Now, it has become clear that there are several factors to motivate the employees like good salary, awards and rewards, appreciate to quality work, participation in management, new projects and job security these are the motivate to employees for to do good work.

Some factors are demotivating to employee like neglected to good work, critical working condition and job insecurity these are demotivate to employee.