

A STUDY ON EMPLOYEE MOTIVATION AND ITS EFFECTIVENESS AT MAFOI STRATEGIC CONSULTANTS PVT. LTD.

B.SELVAKUMAR¹, NASARUL HAQ AL HASSAN S², CHARLES J³, ROHITH K⁴ AND SRENIVASAN R S⁵

1. Assistant Professor, Department of Management Studies, Easwari Engineering College, Chennai.

2. II Year MBA Students ^{2,3,4,5} Department of Management Studies, Easwari Engineering College, Chennai.

Abstract

The objective of the study is to measure the employee motivation and the level of effectiveness in MA FOI STRATEGIC CONSULTANTS PVT. LTD.. For the purpose of this study primary data were collected from 100 employees of the firm and descriptive research design was adopted and convenience sampling technique was used. The primary data have been collected using structured questionnaires and the secondary data have been collected from books, journals, thesis and websites. Percentage analysis, Anova has been administered to analyze the data. The findings reveals that majority of the employees have positive attitude towards employee motivation but still it could be improved by implementing the suggestions like considering employees ideas while planning and implementing project also increase employee participation, involvement and also increase performance. So as employee feel them as a valuable firm.

Keywords - Employee Motivation, Positive Attitude, Involvement

1. INTRODUCTION

Motivation is one the most significant factors that impact employee work behaviour and to achieve the organizational goals. Motivational factors not only impact other cognitive factor like perception and learning but also influence the performance of an individual's (or) groups of employees to attain the organization objectives. This is the reason why managers should attach great importance to motivation in organization. Motivation appears to be one of the most significant tools for employees to increase productivity. Organisations design motivation systems to encourage employees to perform in the most effective way and attract potential candidates. The use of motivational tool does not only involve the monetary aspect but also comprise non-financial incentives such as transportation facilities accommodation facilities welfare services etc one need to explain the non-financial incentives aspiration the typical employer. It is usually the responsibility of the supervision to ensure that the employees feel that the organisation came about their views and suggestion on work emplacement, income simplification and such other routine matter.

2. LITERATURE REVIEW

Bhuvaneshwari.G and P.T. Vijaykumar (2021) In this article find the employee motivation This research is motivated by the decline of employee performance the organization success depends on the human resource capital. The performance depends on the level of motivation of the employee in the organization.

Chatterjee and Chattopadhyay, Manaswani (2015) The impact of motivational factors on job satisfaction of public and private sector Bank employees to assess motivational factors of job satisfaction. It was concluded that there was a significant difference between public & private sector bank employees regarding their perception of motivational fac

Nurpur Chaudhary & Dr.Bhati Sharma (2012) presented the problem that what are the factors that leads to employees motivation in various companies. The sample size is 70 workers that are working in different departments of organization in Jaipur, India. The method used is survey method. The findings are that most of the employees have good relationship with their boss which shows the strong relationship between employee and worker that they have strong trust over them.

Elliot & McGregor (1999) Achievement motivation is referred to as the need for achievement. It is the need for success and indicates the wish of attaining excellence. Achievement may vary depending on different people.

3. OBJECTIVES OF THE STUDY

- To find out the demographic profile of the employees.
- To analyse the various factors motivating the employees.
- To study both the monetary and non-monetary benefits of motivation on the employees.
- To evaluate the effects of motivation level of employees at the workplace.
- To evaluate the effects of motivation level of employees at the workplace.

4. RESEARCH METHODOLOGY

4.1 RESEARCH DESIGN

The Research design used in the study is Descriptive Research. It includes surveys and fact-finding of different kinds. The main characteristic of this method is that there would be no control over the variables. Further, descriptive is a type of conclusive research in which a researcher is free to pick-up a problem and can redesign the enquiry and conceptualize the findings.

4.2 DATA COLLECTION

Collection of the data is of primary importance in the research process. Data which is collected for the purpose of research helps in proper analysis which is helpful to conduct research effectively. Collection of data, is of two types primary data and secondary data.

4.2.1 PRIMARY DATA

A primary data source is an original data source, that is one in which the data are collected first hand by the researcher for a specific research purpose or project. Primary data is collected through field survey. This study was conducted by collecting primary data using 100 questionnaires, each consisting of 29 questions. All the questions are closed ended questions.

4.2.2 SECONDARY DATA

Secondary data is the data that has already been collected through primary source that may already be available for researchers to use for their own research. It is a type of data that has already been collected in the past. The researcher collected the secondary data from books, websites, journals, newsletter, etc., the data relating to the history of the company is collected from the personal manual and the company website.

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the research would adopt in selecting items from the sample. Sample design may as well as lay down the number of items to be included in the sample. It consists of the following

TYPE OF UNIVERSE:

This study was carried on in a finite universe that consists of 1017 employees working in a **MAFOI STRATEGIC CONSULTANTS PVT. LTD., Chennai Branch.**

SAMPLE SIZE:

The sample size of the statistical sample is number of observations that constitutes it. This is the total number of individuals randomly assigned to the intervention and control groups. The sample size chosen is 100.

SAMPLING METHOD:

The researcher has adopted the “**Convenience sampling**” for conducting her project work. This sampling technique means each element has an equal and independent chance of being selected.

TOOLS USED FOR DATA COLLECTION:

The method used for data collection in this research is survey method. The research instrument used in this study is closed ended self-administered questionnaire consists of Likert 5- scale point with the purpose of gathering prompt information from the respondents.

STATISTICAL TOOL

The data analysis is done using SPSS software version 27.

PERCENTAGE ANALYSIS

ANOVA

t - TEST

5.0 DATA ANALYSIS AND INTERPRETATION

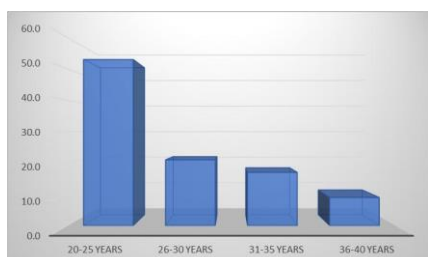
5.1 AGE OF RESPONDENTS

Particulars	No. of. Respondents	Percentage
20-25 years	53	53.0
26-30 years	21	21.0
31-35 years	17	17.0
36-50 years	9	9.0
Total	100	100.0

INTERPRETATION

The above table 5.2.1 shows that 53 percentage of the respondents are belong to the age group of 20-25years, 21 percentage of respondent belong to the age group of 26-30 years, 17 percentage of respondents belong to 31-35 years, 9 percentage of respondents belong to 36-50 years.

AGE OF RESPONDENTS



5.2 REASON FOR SELECTING THE PRESENT JOB

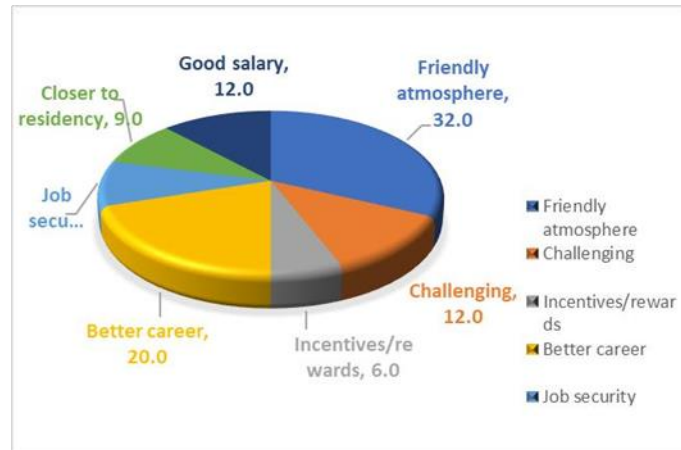
Particulars	No. of. Respondents	Percentage
Friendly atmosphere	32	32.0
Challenging	12	12.0
Incentives/rewards	6	6.0
Better career	20	20.0
Job security	9	9.0
Closer to residency	9	9.0
Good salary	12	12.0
Total	100	100.0

INTERPRETATION:

The above table 5.2.7 shows that 32 percentage of the respondent's reason for selecting their present job is friendly atmosphere, 20 percentage of respondents have given better career, 12 percentage of

respondents have given challenging, 12 percentage of respondents have given good salary, 9 percentage of respondents have given job security, 9 percentage of respondents have given closer too residency and 6 percentage of respondents have given incentive/rewards.

REASON FOR SELECTING THE PRESENT JOB



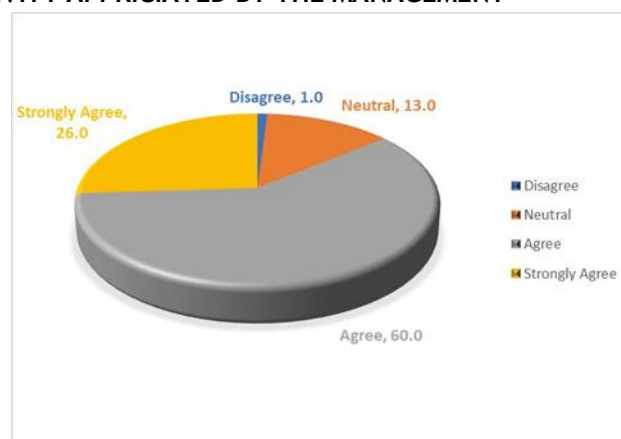
5.3 INITIATIVE AND CREATIVITY APPRICIATED BY THE MANAGEMENT

Particulars	No. of. Respondents	Percentage
Disagree	1	1.0
Neutral	13	13.0
Agree	60	60.0
Strongly Agree	26	26.0
Total	100	100.0

INTERPRETAION:

The above table 5.2.8 shows that 60 percentage of respondents have agree that initiate and creativity is appreciated by the management, 26 percentage of the respondent have given strongly agree, 13 percentage of the respondents have given neutral, and 1percentage of the respondent have given disagree.

INITIATIVE AND CREATIVITY APPRICIATED BY THE MANAGEMENT



5.1 STATISTICAL ANALYSIS

5.1.1 ANOVA

The Analysis of variance (ANOVA) is an analysis tool used in statistics that splits aggregate variability found inside a data set into two parts: systematic factors and random factors.

The one-way ANOVA compares means between the groups and determines whether any of those means are significantly different from each other. Specifically, it tests the null hypothesis:

Formula:

$$SS_{total} = \sum (X - \bar{X}_{..})^2$$

$$SS_{between} = \sum n_j (\bar{X}_j - \bar{X}_{..})^2$$

$$SS_{error} = \sum_j \sum_i (X_{ij} - \bar{X}_j)^2$$

TEST - 1:

- RELATIONSHIP BETWEEN THE AGE AND SPIRIT OF TEAM WORK AND COOPERATION AMONG CO-WORKERS

Null Hypothesis (H0): There is no significant relationship between between the age and spirit of team work and cooperation among co-workers in the organization.

Alternative Hypothesis (H1): There is a significant relationship between the age and spirit of team work and cooperation among co-workers in the organization.

TABLE 5.1.1 SHOWS THE RELATIONSHIP BETWEEN THE AGE AND SPIRIT OF TEAM WORK AND COOPERATION AMONG CO-WORKERS

	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Between Groups	3.026	3	1.009	2.538	0.069
Within Groups	39.725	96	0.515		
Total	52.75	99			

RESULT

The result of anova was performed to examine the relationship between the age and spirit of team work and cooperation among co-workers and statistical significance at 5%level, the p value is 0.069. Hence the null hypothesis is accepted. Therefore, there is no significant relationship between between the age and spirit of team work and cooperation among co-workers in the organization.

INDEPENDENT SAMPLE T-TEST:

The independent samples t test (also called the unpaired samples t test) is the most common form of the T test. It helps you to compare the means of two sets of data. For example, you could run a t test to see if the average test scores of males and females are different; the test answers the question, "Could these differences have occurred by random chance."

Formula:

$$t = \frac{\mu_A - \mu_B}{\sqrt{\left[\frac{\left(\sum A^2 - \frac{(\sum A)^2}{n_A} \right) + \left(\sum B^2 - \frac{(\sum B)^2}{n_B} \right)}{n_A + n_B - 2} \right] \cdot \left[\frac{1}{n_A} + \frac{1}{n_B} \right]}}$$

Where:

($\sum A$)²: Sum of data set A, squared ($\sum B$)²: Sum of data set B, squared μ_A : Mean of data set A μ_B : Mean of data set B

$\sum A^2$: Sum of the squares of data set A $\sum B^2$: Sum of the squares of data set B n_A : Number of items in data set A

n_B : Number of items in data set B

TEST 2:

➤ RELATIONSHIP BETWEEN GENDER AND CREATIVITY AND PERFORMING TASKS WITH LIMITED SUPERVISION

Null Hypothesis (H0): There is no significant relationship between the gender and creativity and performing tasks with limited supervision.

Alternative Hypothesis (H1): There is a significant relationship between the gender and creativity and performing tasks with limited supervision.

TABLE 5.3.2 SHOWS THE RELATIONSHIP BETWEEN GENDER AND CREATIVITY AND PERFORMING TASKS WITH LIMITED SUPERVISION

INDEPENDENT SAMPLE t TEST

		t - test	For	Equality of Means		
		t - Value	Degrees of Freedom	Mean Difference	Sig. (2-tailed)	Sig
Creativity and performing tasks with limited supervision is satisfactory	Equal variances assumed	1.853	98	0.250	0.067	0.039
	Equal variances not assumed	1.853	97.927	0.250	0.067	

RESULT:

The t -Test was performed to examine the relationship between gender and creativity and performing tasks with limited supervision of the organisation and statistically significance at 5% level, the value is (0.039). Hence the null hypothesis is rejected. Therefore, there is positive relationship between gender and creativity and performing tasks with limited supervision.

6.0 FINDINGS

- 60% of respondents as agree that initiative and creativity appreciated by the management.
- 57% of the respondents as agree that the teamwork helps in exchange of ideas.
- 63% of the respondents as agree that emphasis on enhancement of knowledge and skills.
- 50% of the respondents as agree that amenities are provided by the management for employee's betterment.

7.0 SUGGESTION

- It is recommendation to the management to provide better monetary rewards to improve their satisfaction like increments and leave with wage.
- Yearly performance appraisal would encourage employee to keep up their performance standards and facilitate management to be updated with their employee performance.
- Supervision needs to be improved to be more adequate to promote good performance.
- It is recommendation to the management to conduct employee engagement programmes to motivate employee which will enhance the employee.

CONCLUSION:

The study focuses on Employee motivation and its effectiveness in MAFOI STRATEGIC CONSULTANTS PVT. LTD. at Chennai. Motivation is generally defined as the psychological forces that determine the direction of a person's level of effort, as well as a person's persistence in the face of obstacles. The direction of a person's behaviour refers to the many possible actions that a person could engage in motivation is an effective factor which helps the employee to perform better in his task, on the other hand, there is a positive relationship between employee motivation and organisational effectiveness. There is a negative relationship between the age and spirit of teamwork and cooperation among co-workers. The result states that less spirit of teamwork and cooperation among co-workers means less motivation. In addition to this, I conclude that the organisation should immensely develop effective motivational programmes to develop a better work relation.

REFERENCE

- [1] **Adi, D.Y. (2000).** *Motivation as a Means of Effective Staff Productivity in the Public Sector: A Case Study of Nigerian Immigration Service, Borno State of Nigeria.* Unpublished MPA Thesis. School University of Maiduguri Nigeria.
- [2] **Arokiasamy, A. R. A., Tat, H. H. and Abdullah, A. G. K (2013).** *The Effects of Reward System and Motivation on Job Satisfaction: Evidence from the Education Industry in Malaysia.* World Applied Sciences Journal 25 (12): 15971605. <https://www.academic.edu>
- [3] **Baldoni, J. (2005).** *Motivation Secrets, Great Motivation Secrets of Great Leaders (WWWPage).* URL http://govleaders.org/motivation_secrets.htm
- [4] **Baskar, Prakash Rajkumar. K. R,** *A Study on the Impact of Rewards and Recognition on Employee Motivation, International Journal of Science and Research (IJSR), Index Copernicus Value (2015): 6.15*
- [5] **Bhuvaneshwari, V. (2021, December 10).** *In This Article Find The Employee Motivation This Research Is Motivated By The Decline Of Employee Performance The Organization Success Depends On The Human Resource Capital.* Indian Journal For Social Science, 17(2). Doi:10.5958/2321-2012.2021.00015.2
- [6] **Chandrasekar, K. (2011).** *Workplace environment and its impact on organisational performance in public sector organisations.* International journal of enterprise computing and business systems, 1(1), 1-19. <https://www.academic.edu>
- [7] **Datta, P. P., & Datta, D. (2013).** *A study on motivation and satisfaction of employees incorporate hospitals in Kolkata, India.* National Journal of Medical Research, 3(1), 56-59.
- [8] **Devadass, R. (2011).** *Employees Motivation in Organizations: An integrative literature.* In International Conference on Sociality and Economics Development IPEDR (Vol. 10, pp.566-670).
- [9] **Ganta, V. C. (2015).** *Motivation in the workplace to improve the employee performance.* International Journal of Engineering Technology, Management and Applied Sciences, 2(6), 221-230. Doi:10.25587/32100012.Com
- [10] **Gleeson, B. (2016).** *The Best Ways to Motivate Employees and Get Results.* Accessed 3.9.2017. <https://www.forbes.com/sites/brentgleeson/2016/11/30/the-bestways-to-motivate-employees-and-get-results/2/#6eb685273035>
- [11] **Lipman, V. (2015).** *Want Motivated Employees? Offer Ample Opportunities for Growth.* Accessed. <https://www.forbes.com/sites/victorlipman/2015/01/25/want-motivatedemployees-offer-ample-opportunities-for-growth/#faad08552c66>