

A STUDY ON EMPLOYEE MOTIVATION TOWARDS TITAN INDUSTERY WATCH DIVISION HOSUR

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ABSTRACT - India is being broadly identified as one of the maximum exciting rising economics inside the world. HR industry grows at 20% over. Motivation refers to any stimulus that controls and publications human behaviour. In an organizational setup, motivation will be something from incentives, perks, promotion and even encouragement from the boss on crowning glory of a given project. there has been a time while money become considered to be the maximum essential motivational factor, but these days, after a chain of experiments starting with Hawthorne research, it's miles widely recognized that motivation performs a important position within the behaviour and performance degree of the employees and money is simply one of the myriad motivational elements. Salary, increments, promotions, and so on is extrinsic motivation elements and power behaviour or even productivity degree of employees.

Key phrases: worker motivation, overall performance degree of employees, job delight

1. Introduction

Government recruiters affiliation and E&Y file:
The HR industry in India has grown at a compounded annual growth price of 21% during the last four years and is pegged to be round Rs.22,800 crores, according to a document by using Ernst and younger as enterprise receives extra organized, new gamers, emerging sectors and multinationals are losing anchor,

and a converting attitude in conventional businesses makes area for HR firms rather than referrals for hiring, it adds.

The HR industry answer record 2012 indicates a maturing industry that's moving from being fragmented to getting extra organized. The industry has gamers which can be segregated into recruitment, temporary staffing and government seek. HR consultant picture has moved many matches up from being a render to that of a associate who performs a key position inside the company boom trajectory, says the report.

Nowadays, Human useful resource control has emerged as one of the predominant partners of a business enterprise. The human resource, management deal with handling people in a company that means recruiting green and skilled employees in the right jobs at the proper value. Human aid management plays a primary function in accomplishing organizational targets and objectives. To attain those targets and targets, human useful resource control has to use a few techniques to company and organizational control and observe strategic manner to stand and conquer the final touch of outside international.

Employee motivation is the “mental forces that decide the direction of someone’s behaviour in an organisation, a person’s stage of effort and a person’s degree of patience”. Or performance of a person is a characteristic of his ability and willingness or choice to act, and to behave, is what can be called motivation.

MOTIVATIONAL THEORIES:

1. Maslow’s hierarchy of wishes.

Abraham Maslow considered motivation as being based totally off a hierarchy of needs. Of which someone cannot move to the following degree of wishes without gratifying the previous level. Maslow’s hierarchy begins at the lowest

degree of wishes to the highest. Maslow's authentic hierarchy of desires model become evolved among 1943 – 1954, and primary extensively posted in motivation and character in 1954.

2. Herzberg's two- issue concept.

Frederick Herzberg evolved the two-issue theory of motivation based on satisfiers and dis satisfiers. Satisfiers are motivators associated with hygiene or preservation. Satisfiers include achievement, duty, development, and recognition. Satisfiers are all intrinsic motivators which might be directly associated with rewards manageable from paintings overall performance and even the nature of the paintings itself.

Dis - satisfiers are extrinsic motivators primarily based at the paintings environment, and include a employer's policies and administration together with supervision, peers, running situations, and earnings. Herzberg believed supplying for hygiene and preservation desires may want to save you dissatisfaction but not make contributions to pleasure. Herzberg additionally believed that satisfiers hold the greatest capability for expanded paintings performance. Paintings- existence programs are a shape of satisfier that recognizes the employee's life out of doors of work which, in flip, facilitates inspire the worker goals OF THE take a look at

- ❖ An evaluation of identifying one-of-a-kind methods of motivation.
- ❖ A take a look at on process pride thru motivation.
- ❖ To take a look at the relationship among worker and employer.

SCOPE OF THE STUDY:

- This take a look at may be helpful to measure the incentive issue of the personnel and verbal exchange machine.

- This take a look at facilitates to recognize the employee best towards surroundings way of life, working time schedules and job delight.
- This became performed so as to analyze the employee motivation in as ascent.

Boundaries of the observe

- Some of my respondents were illiterate, so filling up of questionnaires become accomplished via me, explaining each and each question to them of their regional language.
- Within the view of the limitations it turned into now not feasible to contract more than the pattern size of the respondent.
- Due to time pressure some of the respondents were unwilling to participate on this survey.

II REVIEW OF LITERATURE

NEVID (2013) the term motivation refers to the factors that activate, direct, and sustain goal-directed behaviour. Motives are the “whys” of behaviour the needs or want that drive behaviour and explain what we do. We don’t actually observe a motive; rather, we infer that one exists based on the behaviour we observe.

AGUINIS (2013) stated that monetary rewards can be a very powerful determinant of employee motivation and achievement which, in turn, can Advance to important returns in terms of firm level performance.

MUHAMMAD (2011) the motivated employee’s works best in the interest of the organizations which leads them towards growth, prosperity and productivity. Thus the employee motivation and organizational effectiveness are directly related.

RAJPUT (2011), they defined motivation as “the individual’s desire to demonstrate the behaviour and reflects willingness to expend effort”.

Motivation can be divided into extrinsic and intrinsic motivation. Extrinsic motivation refers to external factors, which can be measured in monetary terms, such as salary and benefits, promotion and disciplinary action. Extrinsic motivators can have an immediate and powerful effect, but it will not necessarily last long. Intrinsic motivation refers to internal factors such as job satisfaction, responsibility, freedom to act, scope to use and develop skills and abilities and challenging work and opportunities for development.

Intrinsic motivators which are concerned with the quality of working life are likely to have a deeper and longer term effect. These two different aspects motivation are connected to each other and cannot be seen in location.

ANONYMOUS (2010) views motivation basically has two dimensions, one bring making employees work better, more efficiently from the point of view of managers, the other being enabling employees to do their jobs in the best way with enjoyment and desire from the point of view of employees.

WEBSTER'S (2010) "A motive is something a need or device that causes a person to act". Motivate in turn means to provide with a motive", and motivation is defined as "the act or process of motivating". Consequently motivation is the performance or procedure of presenting an intention that origin a person to capture some accomplishment.

MANI.V (2010) Empowerment directs faster decision of customer troubles for the reason that employees did not dissipate time referring customer objections to managers. Increased autonomy enhances work productivity, amplifies employee's wisdom of self-efficacy and their motivation to get upon and complete certain tasks.

HOURAN, (2010) Employees want to earn reasonable salary and payment, and desire their workers to feel that is what they are getting. Money is the fundamental inducement; no other incentive or motivational technique comes even close to it with respect to its influential value. It has the supremacy to

magnetize, maintain and motivate individuals towards higher performance.

FORD (2009) AND CLARK (2010) view of motivation as a set of energetic forces that originate both within as well as beyond an individual's being influencing work-related behaviour and determining its forms, direction, intensity and duration.

THOMAS (2009) the main challenges of motivation in work place is identifying what motivates each individual employee taking into account his or her individual differences. In other words, individual differences have been specified as the major obstruction for management in engaging in employee motivation in an effective manner.

III RESEARCH METHODOLOGY

Research design:

“a research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy procedure”, research design is thus, a detailed plan of how the goal research will be achieved.

Descriptive research design:

Descriptive research is which concerned with describing the characteristics of a particular individual, or of a group. The researcher must be able to define clearly, what he/she wants to measure and must find adequate methods for measuring it along with a clear cut definition of “population” he/she wants to study.

Sampling design/ techniques:

- A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

- Sample design is determined before the data are collected. Or sampling is the process of selecting a few from a bigger group to become the bias for estimating or predicting a fact, situation or outcome regarding the bigger group.

STATISTICAL TOOLS:

The statistical tools used for this research are:

- Percentage analysis
- Chi-square

Job satisfaction motivates employee

Working as lower level of employee or high level of employee in an industry in an organization, job satisfaction is important. Owners of small business should ensure to increase job satisfaction. So employee motivation will also improve, resulting in better job performance at increased efficiency.

VARIABLE	NO.OF.RESPONDENT	%OF RESPONDENT
Strongly agree	143	95
Agree	7	5
Neutral	0	0
Disagree	0	0
Total	150	100

The above table, that the 95% of the respondents strongly agree for the job motivations, 5% of the respondents were not agree.

CALCULATING CHI SQUARE VALUE:

OBSERVED FREQUENCY (O)	EXPECTED FREQUENCY (E)	(O-E)	(O-E) ²	[(O-E) ² /E]

35	35.2	-0.2	-0.04	0.0011
25	24.8	0.2	0.04	0.0016
31	27.5	3.5	12.25	0.44
16	19.4	-3.4	11.56	0.59
22	25.2	-3.2	10.24	0.40
21	17.7	3.3	10.89	0.61

$$[(O-E)^2/E]=2.0427$$

CHI-SQUARE TEST:

Table value: $(c-1) (r-1) = 3*2=6$

Chi square 6 degree of freedom: at 5% level of significance is 12.592

Hence calculated value < table value.

INFERENCE: So, hypothesis (H1) is accepted. Hence there is significant relationship between different job motives and current job gives you a good status.

IV CONCLUSION

This research has done in TITAN INDUSTRY WATCH DIVISION – HOSUR. The researcher has selected one of the reputed organizations which are well known in public. As the company placed in lead position in our country, in India watch market industry, they are facing very stiff competition to sustain the comfort. They also were enjoying a very good market share.

This study helped me to learn about the employee and their culture in the organization, and also helped me to know the different factor which motivates

them most. They are also provided with good and enough support for their employees to motivate, to encourage further better, good career etc.

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