

## **A STUDY ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO DIGI TECH**

**Dr.B.Girimurugan<sup>1</sup>, S.Naveen Kumar<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of Management Studies, Nandha Engineering College, Erode

<sup>2</sup>MBA Student, Department of Management Studies, Nandha Engineering College, Erode

Email: <sup>1</sup>skbgri@yahoo.co.in, <sup>2</sup>naveensamiyappan@gmail.com

---

**Abstract**— *This paper is based on the Employee Motivation in DIGI TECH; the objectives of this study were to find out the influencing factor would motivate the employees. The design used in this project is descriptive type and the sampling techniques used in this study are sample survey and data collected method in this project study is primary data through questionnaire. Different kinds of analytical tools are used to analyse the data. These tools are percentage analysis and henry garret ranking. The finding of the project is that the company has to Motivate employees and give freedom to Work Independently in the working placeand also to Motivate the employees by giving promotion about their working performance inside the company and Encourage the employees by appreciating them for work they have done.*

**Keywords**— *Commitments, Compensation, Employees, Industrial Revolution, Motivation*

---

### **INTRODUCTION**

After employees are hired and trained, it is important to motivate them to get the desired efforts from them, to achieve organizational objectives. While designing their compensation package, we try to meet their expectations at the outset, suitably identifying their extrinsic and intrinsic needs, within the given policies and procedures of the organization.

However, this is restricted only in those cases, where, we can afford to become flexible, to attract and retain talents in key positions, without contributing to the general dissatisfaction of other employees. But major problems on employee motivation become evident when employees of an organization start perceiving that there is a wide mismatch between their expectations and organizational commitments. At times, such perceived expectations of the employees far exceed the organizational commitments, resulting in a significant drop in their perception.

Motivation is a dynamic organizational-behaviour issue and there cannot be any organization-specific motivation tool. The subject of motivation, perhaps, received the highest attention from management thinkers' worldwide.

Even then we find that we are not able to address the problem, as employee demotivation is a perennial issue from the days of the industrial revolution. Before the industrial revolution, such problems were non-existent, as the owners of labour services and owners of means of capital had the same identity and the motivation for work was spontaneous in a home-centred production system.

### **OBJECTIVES OF THE STUDY**

- To study the important factors which are needed to motivate the employees.
- To find out the influencing factor would motivate the employees.

### **SCOPE**

- The study on employee motivation helps to get clear picture about the factors which motivates the employees.
- This in turn helps the management to formulate suitable policy to motivate the employees.
- Continuous monitoring and close observation of factors that motivate the employees is necessary to maintain a competent work force.

## **LIMITATIONS OF THE STUDY**

The limitations of the study are the following:

- The data was collected through questionnaire. The responds from the respondents may not be accurate.
- The sample taken for the study was only 50 and the results drawn may not be accurate.

## **REVIEW OF LITERATURE**

Motivating the employees and giving them, rewards are the most significant duty of the managers and the same time challenging duties which managers must perform at work place to get the staffs to strengthen them and exploit their effort for improved the performance. Supervisors along with managers have to recognize the fact which why and how their staffs need to be motivated.

The establishment of operations-based targets will help the provision of strategic feedback by allowing the evaluation of actual performance against the operations-based targets. Goal-directed behavior and strategic feedback are expected to enhance organizational performance (Chenhall 2005).

In a complex and dynamic environment, leader of the organization used to create the environment in which employee feel trusted and are empowered to take decisions in the organization which leads to enhance motivation level of employee and ultimately organizational performance are enhanced. Smith and Rupp (2003)

In the current situation in the market place, where firms look for competitive edge, motivation is solution for retention and performance of employees. It doesn't matter the economic environment the aim is to make place of work which is attractive and motivating the workforce where the worker force wants to stay grow and contribute their experience.

It is very clear and simple word the satisfaction of needs, wants, desired of employees in the firms. For instance, if we ask the employees any organization why are you working they would straight forward earn money to fulfill our needs and desire and other every day services. Inspiration is a remarkable aspect that directors occasionally have faceting up to describe it however management not at all have some sort of complexity to shape it not in while it is not in attendance in the place of work (Messmer, 2001).

## **RESEARCH METHODOLOGY**

Definition of Research

“The manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.”

- D.Slesinger and M.Stephenson

### **Research Design**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Regarding this project, descriptive research design concern with describing the perception of each individuals or narrating facts on welfare measures and diagnostic design helps in determine the frequency with which something occurs or it's associated with something else. These two-research design help in understand the characteristic in a given situation. Think systematically about aspects in given situation, offers idea for probe and research help to make certain simple decision.

### **Descriptive Research**

In this research, it deals with descriptive research type. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

### **Sample Design**

A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population. Sampling is used to collect data from limited numbers whereas census is used for large numbers. For the research, sampling method was used.

There are different types of sample design based on two factors namely the representation basis and the element selection technique. There are two main categories under which various sampling method can be put. There are

1. Probability sampling
2. Non-probability sampling

In this particular research, the A study is on probability sampling. And in the simple random sample is used.

### **Probability Sampling**

Probability sampling is based on the concept of random selection; the sample may be either unrestricted or restricted. When each sample elements are drawn individually from the population at large, then the sample so drawn is known as 'unrestricted sample', Whereas all other forms of sampling are covered under the term 'restricted sample'.

### **Sampling Method**

In this research, systematic sampling method is used to collect the primary data by using questionnaire.

### **Systematic Sampling**

A Systematic sample is selected at random sampling. When a complete list of the population is available, this method is used. If a sample of 10 students is to be selected from 100 students, under this method kth item is picked up from the sample frame and k is the sample interval.

### **Population Size**

The overall population size is 500.

### **Sample Size**

The total sample size of 50 has been taken for this study. Both male and female employees have been interviewed.

### **Source of Data**

#### **Primary Source of Data**

Primary data is known as the data collected fro the first time through field survey. Such data are collected with specific set of objectives to assess the current status of any variable studied.

#### **Secondary Source of Data**

Information which was collected already by some people is called secondary data. In this study, secondary data was collected from the company, industry websites and journals.

### **Research Instrument**

In this project, the data were collected through structured questionnaire.

### **Questionnaire**

A questionnaire is a schedule consisting of a number of coherent and formulated series of question related to the various aspects of the under study. In this method, a pre – printed list of question arranged in sequence is used to elicit response from the important.

### **Types of Questions**

Multiple – choice questions

In this case the respondents are offered two or more choices and the respondent have to indicate which is applicable in the following cases.

**Tools Used**

- Percentage Analysis
- Henry Garrett Ranking

**Percentage Analysis**

Percentage refers to a special kind of ratio. Percentage analysis test is done to find out the percentage of the response of the respondents. In these tool, various percentage are presented by the way of Bar-diagram, Pie charts in order to have better understanding of the analysis.

**Formula**

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondent}} \times 100$$

**HENRY GARRETT RANKING**

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) N_j$$

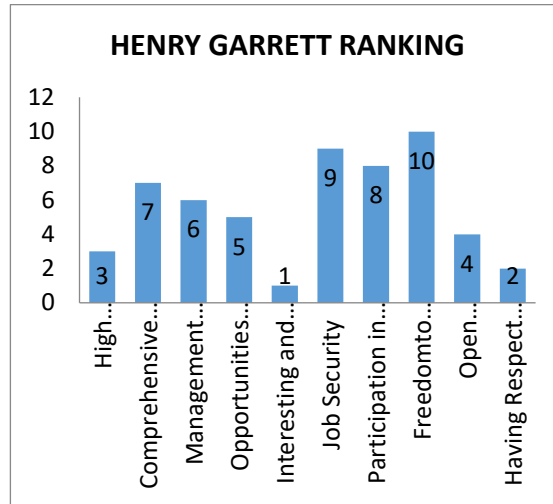
Where  $R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th

Respondents  $N_j$  = Number of variable ranked by  $j$ th

Respondents With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

**DATA ANALYSIS**

S.No	Factors	Mean score	Total score	Rank
1	High Compensation	389	3112	3
2	Comprehensive Benefits Package	181	724	7
3	Management Recognition of Good Work	319	1595	6
4	Opportunities for Advancement	333	1998	5
5	Interesting and Challenging Work	429	4290	1
6	Job Security	118	236	9
7	Participation in Setting Professional Goals	175	525	8
8	Freedom to Work Independently	115	115	10
9	Open Communication Between Managers/Employees	346	2422	4
10	Having Respect for the Organization	393	3537	2



## FINDINGS

From the above table it is evident that “Interesting and Challenging Work” ranked as no.1 with a total score of 4290,” Having Respect for the Organization” is ranked as no.2 with a total score of 3537, “High Compensation” is ranked as no.3 with a total score of 3112, “Open Communication Between Managers/ Employees” is ranked as no.4 with a total score of 2422, “Opportunities for Advancement” is ranked as no.5 with a total score of 1998, “Management Recognition of Good Work” is ranked as no.6 with a total score of 1595, “Comprehensive Benefits Package t” is ranked as no.7 with a total score of 724, “Participation in Setting Professional Goals” is ranked as no.8 with a total score of 525, “Job Security” is ranked as no.9 with a total score of 236, “Freedom to Work Independently” is ranked as no.10 with a total score of 115.

## SUGGESTIONS

- Motivate employees and give freedom to Work Independently in the working place.
- Motivate the employees by giving promotion about their working performance inside the company.
- Encourage the employees by appreciating them for work they have done.

## CONCLUSION

Employee motivation is very important in the human resource management. Employees are motivated for the various reasons that are beneficial to the organization. The reasons include retention of the well-performing employees, increasing productivity or output of the organization; improve teamwork and the morale of employees. Other reasons are reducing the operation costs, decreasing employee’s turnover and reducing absenteeism.

## BIBLIOGRAPHY

- [1] Maslow, A.H. (1943) “The Theory of Human Motivation” Psychological Review, 50(4)6.
- [2] Hields, J. (2007) “Managing Employee Performance and Reward: Concepts, Practices, Strategies” Oxford University Press.
- [3] Thomas, K.T. (2009) “Intrinsic Motivation at Work: What Really Drives Employee Engagement” 2nd edition, Berrett-Koehler Store.

## WEBSITE REFERENCES

- [4] [www.scribd.com](http://www.scribd.com)
- [5] [shodhganga.inflibnet.ac.in](http://shodhganga.inflibnet.ac.in)
- [6] [www.ukessays.com](http://www.ukessays.com)

\*\*\*\*\*