



## **A study on factors affecting workers motivation: An empirical analysis in automobile industry, Karnataka**

**Rudraiah M<sup>1</sup>, Dr. D Govindappa<sup>2</sup>**

<sup>1</sup> Research Scholar, Department of Commerce, Dravidian University, Kuppam, Andhra Pradesh, India

<sup>2</sup> Research Supervisor & Associate Professor, Department of Commerce, Maharani Arts, Commerce and Management for Women's College, Seshadri Road, Bangalore, Karnataka, India

### **Abstract**

Motivation is one of the most crucial factors that determine the efficiency and effectiveness of an organization with its help a desire is born in the minds of the employees to achieve successfully the objective of the enterprise. All organizational facilities will remain useless people are motivated to utilize these facilities in a productive manner. Motivation is an integral part of management process. An enterprise may have the best of material, machines and other means of production but all these resources are meaningless so long as they are not utilized by properly motivated people. There was a time when the human resource of production was treated like other non-human resources and was not given any special importance. But this old concept has lost all importance in this competitive age classifying the importance of motivation.

**Keywords:** motivation, commitment and work performance

### **1. Introduction**

The efficiency of a person depends on two factors, firstly, the level of ability to do a certain work, secondly, the willingness to do the work. So far as the first factor is concerned it can be acquired by education and training, but the second factor can be created by motivation. A person may have several needs and desires. It is only strongly felt needs which motives become. Thus motives are a product of needs and desires motives are many and keep on changing with time motives are invisible and directed towards certain goals. Motivation means that process which creates on inspiration in a person to motivation is derived from the word „motive“ which means the latest power in a person which impels him to do a work. Motivation is the process of steering a person's inner drives and actions towards certain goals and committing his energies to achieve these goals. It involve a chain reaction starting with felt needs, resulting in motives which give rise to tension which census action towards goals. It is the process of stimulating people to strive willingly towards the achievement of organizational goals motivation may be defined as the work a manager performs an order to Induce Subordinates to act on the desired manner by satisfying their needs and desires. Thus motivations is concerned with how behavior gets started, is energized, sustained and directed.

The advent of the internet and digital media has made remarkable changes in the atlas of communication and human interaction. The digital media had enough capability to replace the conventional media to great extent in almost all field of human life. The technological outburst along with the increased accessibility has made the internet universal and ubiquitous in all fields. The social media has redesigned the space of communication to a new form and shape which substantially ensure easy access, user-friendly and economical. The business world is not an exception for utilizing the unlimited scopes of internet, digital and social media as a platform for enriching and developing their

business and market. The industrialization, globalization, urbanization and increased standard of life have changed the nature of doing business and substantially it impacted on the pattern of purchase and consumption of resources. The automotive industry is one of the fields largely benefitted due to the economic changes occurred. The number of people who purchase a personal vehicle was greater than before. The increase of production of vehicles in India during the last decade is evident <sup>[1]</sup>. The emergence of the middle class and their preference for a personal vehicle give a boom to the automotive industry of India.

### **2. Objectives of the study**

- To know the motivation level of the employees of the organization.
- To access the working of the personnel department.

### **3. literature review**

Bhavani SA *et al.* (2015) <sup>[1]</sup> this study is conducted at Automotive Axles Ltd to understand the extent of employee motivation in the organization. Employee motivation is the level of commitment and involvement an employee has towards the organization and its values. A motivational employee is known of business context, and works with coworkers to improve performance at the job for the benefit of the organization. It is a positive behavior held by the employees towards the organization and its values. A sample size of 50 was taken in order to conduct research. Random sampling technique was used in order to conduct the survey. The data was collected by interviewing the respondents with the help of a structured questionnaire.

Mahendran and S. Arul Krishnan (2014) <sup>[2]</sup> this study aims at finding out the motivational technique followed in automobile industries. The purpose of motivation is to create conditions in which people are willing to work with initiative, interest and enthusiasm, with a high personal and group moral satisfaction with a sense of responsibility,

loyalty and discipline and with pride and confidence in a most cohesive manner so that the goals of the organization are achieved effectively. This study is to identify the factors affecting motivation of employees and also to examine the level of satisfaction derived through the existing motivation factors available in automobile industries. This study helps to determine the extent of employee’s recognition by the management which led to the greater performance of work by employees and their satisfaction level. The research tool used in this study is mainly Questionnaire. The sample size is 100. Descriptive research is adopted in conducting this study. The statistical tool used is percentage analysis, chi - square analysis and correlation analysis.

**4. Research design**

This research is of descriptive. In descriptive research researcher have sufficient data on the concept and research material. Because many researchers have been done the same concept. Therefore, there is nothing new this concept while researcher going to study. Researcher has used questionnaire method for collecting the data. And have formed same questionnaire for workers and top-level people. Survey in major cities of Karnataka.

**5. Methodology**

- Sample Size: 308
- Instrument Used: Questionnaire.
- Sample Technique: Random Sampling.

**6. Sources of data**

- Primary Data - Questionnaire.
- Secondary Data - Files, Record Books, Company Manuals, Websites and Books.

**7. Statistical tools used**

The research tools used are percentage analysis waited frequency distribution ranking and statistically chart.

$$\text{Percentage analysis} = \frac{\text{No. of respondent}}{\text{Total respondent}} \times 100$$

**Table 1:** Respondent's Classification According to the Age

Age Group	No. of Respondents	Percentage
Below 30	8	2.60
30-40	60	19.48
40-50	180	58.44
50-60	60	19.48
Total	308	100

**Description:** Table 1 shows that most of the respondents are in the age group of 40-50 and 19.48% of the respondents are in the age group of 30-40 and 50-60 respectively.

**Table 2:** Respondent's Classification According to the Qualification

Qualification	No. of Respondents	Percentage
Below Matric	60	19.48
Matric	120	38.96
Intermediate	98	31.82
Graduate	0	0.00
Post Graduate	0	0.00
Any Tech.	30	9.74

**Description:** Table 2 shows that out of 120 respondents, most of them are Matric, 31.82% respondents are Intermediate and 19.48% are below Matric.

**Table 3:** Respondent's Classification According to the sex

Sex	No. of Respondents	Percentage
Male	308	100
Female	0	0

**Description:** Table 3 shows that 100% respondents are male.

**Table 4:** Respondent’s Classification According to the experience

Experience	No. of Respondents	Percentage
0-5 Years	5	1.62
5-10 Years	12	3.90
10-15 Years	20	6.49
15-20 Years	27	8.77
20-25 Years	48	15.58
25-30 Years	80	25.97
30-35 Years	83	26.95
35-40 Years	33	10.71
Total	308	100

**Description:** Table 4 shows 80 respondents is having the rich experience of 30-35 and 80 respondents are 25-30 years respectively and 27 respondents are having the experience of 15-20 years. And 5 respondents are having below 5 years.

**Table 5:** Respondent's Classification According to the Marital Status

Marital Status	No. of Respondents	Percentage
Married	308	100
Unmarried	0	0

**Description:** Table 5 shows that all of the respondents are married.

**Table 6:** Respondent's Classification According to the Employee Motivation

Are you motivated by the officers	No. of Respondents	Percentage
Yes	308	100
No	0	0

**Description:** Table 6 shows that 100% respondents view that they are motivated by the officers.

**Table 7:** Respondent's Classification According to the Types of Feeling with organization

Type of feeling you have by working on Company	No. of Respondents	Percentage
Satisfied	308	100
Unsatisfied	0	0

**Description:** Table 7 shows that 100% of the respondents are of the opinion that they are satisfied with the organization.

**Table 8:** Respondent’s Classification According to the opportunity for views expression

Do you get the opportunity to express your view in the company	No. of Respondents	Percentage
Yes	308	100
No	0	0

**Description:** Table 8 shows that 100% respondents are of the opinion that they gets the opportunity to express their views.

**Table 9:** Respondent's Classification According to the job satisfaction about company management

Are you satisfied with your company management	No. of Respondents	Percentage
Completely	210	68.18
Partially	98	31.82

**Description:** Table 9 shows that 68.18% respondents are completely satisfied about company management and 31.82% of respondents are partially satisfied with the company.

**Table 10:** Respondent's Classification According to the satisfaction with regard to working conditions

Are you satisfied with the working conditions on BTM	No. of Respondents	Percentage
Completely	270	87.66
Partially	38	12.34

**Description:** Table 10 shows that 87.66% respondent’s opinion that they are completely satisfied with the working conditions and 12.34% of the opinion that they are partially satisfied with working conditions.

**8. Findings**

- On the basis of the data analysis and interpretations the research come to know that following points:
- Respondents get opportunity to express their views.
- 68.18% of the respondents are completely satisfied while 32% of the respondents are partially satisfied.
- Majority of the respondents are completely satisfied with the working conditions.
- 70% of the respondents are satisfied with the wages and salary administration of the organization.
- 40% of the respondents are completely satisfied with the medical facilities.
- There is a cooperative relationship between workers and management.
- Motivation is abstract quality, for which measurement become too difficult task because of the non-availability of standardized test for it.
- Attitude of workers towards supervisor and co-workers is also extremely favorable.
- Attitude of workers towards organization is extremely favorable.

**9. Suggestions**

After finding out the Survey Report on Employees Motivation, the conclusions the following suggestions can be made:

- Working conditions should be improved.

- Wages and salary administration should be made appropriate for their purpose wages should be revised annually.
- More financial benefits should be given.
- Welfare services for the benefits of workers need to be improved. A partially medical facility needs a significant improvement.
- Promotion system should be communicated among the workers.
- Today, as there is a atmosphere of worker participation in the decisions regarding organization worker should have given opportunity to express their views in the company.
- The human motivation is changeable and not stable it should be considered in mind.
- Money incentives should be given more.
- Management policies and practices should be communicated so that workers could understand them easily.
- Factors in the internal work environment particularly, the job related pressures also have their negative effect on labour productivity coupled with these are the human actors, namely, the worker’s relationship with management and, or coworkers, the level of fringe benefits particularly the non cash benefits, as well as factors associated with the workers’ safety and health.
- A number of physical facilities and psychological factors that are considered pertinent for enhancing productivity are currently labour expectation.
- The basic factors in the external work environment particularly the inadequate supply of an, or inefficient infrastructural facilities have imbedded the productivity of the workforce. Domestic family related problems also play an important role in determining productivity of workers.
- A number of job related/ job employment policies such as job orientation for new staff, opportunity for staff training and development, promotion etc. are perceived as unfavorable to workers and therefore have negative impact on productivity. It is therefore imperative for the organizations to take stock of factors in the external work environment particularly the safety, health of workers, infrastructure, with a view to improving and or updating them

**10. Conclusions**

From the study it has been clear that most of the selected respondents’ degree of motivation level of employees is not high level. Hence, it is necessary to implement a suitable system of motivation level among the employees in the automobile industry and also applying of various motivational measures and polices to improve the work performance. This research has provided an insight into the influence of work environment on workers productivity. The finding indicates that 33.87% of the respondents were of the opinion that work environment is poor as to enhance their productivity. 70.96% of the respondents were of the opinion that high wages, conducive and improved work environment are the factors that can lead to improvement in workers’ productivity and 3.22% of the respondents did not know how to improve their productivity. 62.89% of the respondents experience stress, tiredness, pains, boredom,

demotivation and unhappiness. This percentage is high and improvement in their work environment recommended enhancing workers productivity. The result of T-test analysis indicated that employee productivity problems are within the environment. All efforts targeted toward alleviating employee productivity problems should be directed at the work environment. Conducive work environment stimulates creativity of employees that may lead to better methods that would enhance productivity. It is also concluded based on the T-test results that improvement in work environment can lead to higher productivity of employees and bad working conditions contribute to low productivity of employees.

## 11. References

1. Bhavani SA, Sharavan, Arpitha. A Study Effectiveness of Employee motivation in Automobile Industry International Journal of Economics and Management Sciences. 2015; 4:295. doi:10.4172/2162-6359.1000295.
2. Mahendran V, Arul Krishnan S. An Empirical study on motivational techniques in Automobile Industries, International Journal of Advanced Research in Management and Social Sciences. 2014; 3(3):13-20.
3. Suresh P, Akbar Mohideen M. A Study on Performance Appraisal of Automobile Industries at Chennai, International Journal of Marketing, Financial Services & Management Research, ISSN 2277- 3622. 2013; 2(5):110-122.
4. Kothari CR, Garg Gaurav. Research Methodology: Methods and Techniques, New Delhi, 3<sup>rd</sup> Edition, New Age International Publishers, 2014.
5. Stephen Robbins. Organization Behavior, New Delhi, 11<sup>th</sup> Edition, Prentice-Hall of India, 2004.
6. Pattanayak B. Human Resource Management, PHI Pvt Ltd, New Delhi, 2006.
7. Ruchika Malik, Tanavi Madappa, Ravinder Kaur, Jaya Chitranshi, A Conceptual Study on the Impact of Role Efficacy on the Motivation Levels of Employees. International Journal of Marketing and Human Resource Management. 2016; 7(3):10-17.
8. Antony Joe Raja V. Entrepreneurial Behavior Activity and Entrepreneurs Motivation Achievements for Different Industries in India, International Journal of Management. 2015; 6(9)01-05.
9. Vijaya Sekhar Reddy K, Sreekanth Yerramilli, Gopala Sharma JSV. Impact of the Best Human Resource Management on Small Scale Industries towards Motivation of Employees. International Journal of Mechanical Engineering and Technology. 2017; 8(6):435-446.
10. Makarand Upadhyaya, Abdulsattar Abdulbaqi Alazzawi, Hatem Mohamed EL, Shishini, Deepa Chavan. The Effectiveness of Motivational Strategies on Productivity in Selected Financial Institutions in India. International Journal of Civil Engineering and Technology. 2017; 8(9):1128-1137.