



A Study on Motivational Factors Influencing The Employees of Watch Industry

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ABSTRACT

Motivation is simply the process of inducing the employees to make them work in the best manner. Many aspirants have attempted to draw the factors which influence the motivational aspects of the employees. If the employees are motivated, the organization can get the best output. The present study shows that generally the employees are highly motivated in all the areas contributing towards the motivation except for a few factors like requirement of the on- the job training, grievances redresses procedure, non- financial motivators and canteen facilities. Not only by providing the benefits more than that the employee should be motivated by boosting him. The management should consider many things that discussed in the study. The organizations have to focus on the above 75 so that they can get very good results.

KEYWORDS :

Introduction

Motivation is the process of inducing and instigating the subordinates to put in their best. Motivation is influenced significantly by the needs of a person and the extent to which these have been fulfilled. To motivate the subordinates, the manager must, therefore, understand their needs. In the words of Edwin B. Flippo, **Motivation** is the process of attempting to influence others to do your will through the possibility of gain or reward.

Nature and Characteristics of Motivation

- Motivation is a psychological concept
- Motivation is always total and not piece-meal
- Motivation may be financial or non-financial
- Motivation may be positive as well as negative
- Motivation is continuous process

S.No	Financial motivation	Non-Financial motivation
1	Higher wages and salary	Job security
2	Bonus	Recognize
3	Profit sharing	Better designation
4	Commission	Participation in decision making
5	Increment	Job rotation

Importance of Motivation

1. Inducement of employees
2. Higher efficiency
3. Optimum use of resources
4. Avoidance of loss due to mishandling and breakage
5. No complaints and grievances
6. Better human relations
7. Avoidance of strikes and lock-outs
8. Reduction in labour turnover

Review of literature

Stephen P. Robbins (2001) explains Motivation is a general inspirational process which gets the members of the team to pull their weight effectively, to give their loyalty to the group, to carry out properly the tasks that they accepted and generally to play an effective part in the job that group has undertaken. Motivation means a process of stimulating people to action to accomplish desired goals.

Motivation and its application has been the centred issue in the human resource department. The motivation and its different philosophical views create a link between the employee's knowledge and skills and also the nature of their work. (Wright, 2001)

The productivity may appear in every employee and that is very beneficial in the organization. The decision for the promotion is very good for employee. In the continuous reflection of the organization towards the certain changes, the challenges that happen to effect the

entire organization can be minimize (kreisman, 2002).

The employees that will create a great factor or contribution such as improvement in their field of work will definitely feel the job satisfaction and indeed, might reflect in their compensate (egan,yang, and Bartlett,2004)

Schaeffer (2005), a contributor to the Insurance Journal, explains that incentives should be in a three tier incentive scheme: recognition, short-term, and long term. The basic concept is to allow for incentives that will motivate different personality types. For example, some people enjoy immediate satisfaction and some enjoy satisfaction that is delayed but has taken time to build up. Recognition is a key role in motivating which is a non-financial incentive that reflects feedback.

Motivation is fundamental to human behavior and theorists and practitioners continue to look for universal laws or motivational techniques that can be applied among the different cultural groups in the world. (Glen, 2006)

Some people think that motivation as being limited within the individual but others think it is affected by outside sources. Motivation is the internal or external forces to a person that stimulate eagerness and perseverance to follow a certain course of act. External motivation viewed as somewhat exterior the individual (John et al, 2008)

Employee motivation is one of the policies of managers to increase effectual job management amongst employees in organizations (Shadare et al, 2009). A motivated employee is responsive of the definite goals and objectives he/she must achieve, therefore he/she directs its efforts in that direction.

Azoulay, Graff-Zivin, Manso (2010), professors at Massachusetts Institute of Technology and University of California, Santa Barbara, published a paper titled "Incentives and Creativity :Evidence from the Academic Life Sciences" indicating that long term rewards rather than rewards helped to motivate scientists in their work and to promote overall greater creativity. The application of this study suggests that short term rewards, that are common in many businesses, may truncate motivation and hinder innovation.

Motivation is a complicated procedure with three major components: what man oeuvre the behavior, what drives a person to perform in certain ways and what preserve the individual behavior. Satisfying employee's needs is not very easy because each employee has dissimilar characteristics that affect performance and behaviors (Bristow et al, 2011).

Motivation is both simplest and complex matter for management; motivation is simple because it is what people want that can boost their performance, so motivation employees can be easy is managers can find out what factors can motivate an employee of their organization. (Kolstrup, 2012).

**Research Methodology
Need for the study**

The important of studying employee's motivation is to understand the internal satisfaction in the minds of every employee. This study helps to know some employees satisfaction level. The finding of this study helps the company to implement the expectations from the employees. The study helps the company to know whether the motivations are undertaken strongly accepted and also to know the lacking in the employee motivation.

Scope of the study

Motivation is necessary everywhere. The present study is confined to different employees in watch industry. The study also focuses on the aspects of factors of satisfaction of the employees of watch industry. Hence the study also focuses on the aspects of how to improve satisfaction level of employees which in-turn influences the motivation level as well as the productivity of the employees.

Objectives of the study

- To identify the motivational factors of the employees in watch industries
- To evaluate the opinion of the employees about the factors such as contents of the job, training and development
- To identify the factors which bring high level of satisfaction among the employees of watch industries

Limitations of the study

The present study is limited to the employees who are in watch industry only

The study is conducted under certain assumptions that the information provided by all the respondents is unbiased.

Most of the employees didn't come forward to give opinion about the management. Hence it doesn't provide them to derive a concrete solution.

Descriptive research design is used for this study where the pilot study was conducted among the employees and with that knowledge, questionnaires were given to the respondents.

Data Sources : Primary and Secondary

Data Collection tools : Observation and Personal interview with the help of 5 point scale.

Data Collection instrument : Well Structured questionnaire

Sample size : 100

Sample type : Simple Random Sampling

Analytical tools : Percentage method, and Chi-square analysis

Data Analysis

A Well structure Questionnaire has been distributed to the selected employees in various watch companies in Andhra Pradesh according to the convenience and the data has been extracted from them for the purpose of the present study, the collected data has been analyzed with the help of various methods like percentage method, correlation method and the hypothesis has been tested with the help of Chi-Square analysis.

The observations are tabulated as per below.

Table showing employees Mean and Standard Deviation for Training and Development Department and Human Resource Department.

Descriptive Statistics			
	Mean	Std. Deviation	N
TRAINING AND DEVELOPMENT	3.6000	.95346	100
HUMAN DEPARTMENT	3.5600	1.07609	100

Correlations			
		TRAINING AND DEVELOPMENT	HUMAN DEPARTMENT
TRAINING AND DEVELOPMENT	Pearson Correlation	1	.289**
	Sig. (2-tailed)		.003
	N	100	100
HUMAN DEPARTMENT	Pearson Correlation	.289**	1
	Sig. (2-tailed)	.003	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

This means that there is a strong relationship between two variables. This means that changes in one variable are strongly correlated with changes in the second variable. In our example, Pearson's r is 0.289. This number is very close to 1. For this reason, we can conclude that there is a positive relationship between training and development and human resource department .

H₀: There is a relationship between the experience and the salary

H₁: There is no relationship between the experience and the salary

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
EXPERIENCE	100	1.5400	.77094	1.00	4.00
SALARY	100	3.3400	1.27303	1.00	5.00

Chi-Square Test Frequencies

EXPERIENCE			
	Observed N	Expected N	Residual
0-5	60	25.0	35.0
6-10	29	25.0	4.0
11-15	8	25.0	-17.0
16-20	3	25.0	-22.0
Total	100		

SALARY			
	Observed N	Expected N	Residual
STRONGLY DISAGREE	13	20.0	-7.0
DISAGREE	12	20.0	-8.0
NEUTRAL	21	20.0	1.0
AGREE	36	20.0	16.0
STRONGLY AGREE	18	20.0	-2.0
Total	100		

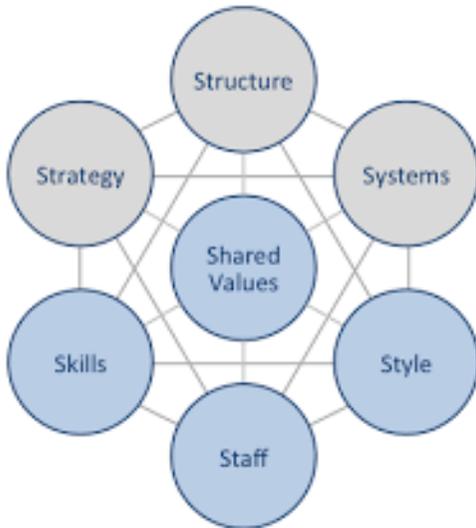
Test Statistics		
	EXPERIENCE	SALARY
Chi-Square	80.560 ^a	18.700 ^b
Df	3	4
Asymp. Sig.	.000	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.

INFERENCE:

We can conclude there is no relationship between the experience and the employee's salary. Hence Null Hypothesis is rejected and Alterna-

tive Hypothesis is accepted.



McKinseys 7S framework

Conclusion

The present study shows that generally the employees are highly motivated in all the areas contributing towards the motivation except for a few factors like requirement of the on- the job training, grievances redresses procedure, non- financial motivators and canteen facilities. There is no simple answer to the question of how to motivate the people. Can money motivate? Yes, but money alone is not enough though it does help. More than the monetary benefits the employee expects many things. And so, from the study it is found that the management should take more care in employee benefits. Not only by providing the benefits more than that the employee should be motivated by boosting him. The management should consider many things that discussed in the study. The organizations have to focus on the above 7S so that they can get very good results. To conclude, HIGHLY MOTIVATED EMPLOYEE IS AN ASSET FOR THE ORGANISATION.

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