



A Study on the Influential Factors of Motivation on Maslow's Need Theory in ITES/BPO in Chennai, Tamil Nadu

KEYWORDS

Need Theory, Motivation, Impact on employees of Motivation

Ms. Shree kala kurup

Research Scholar, VEL'S University, Chennai,
Tamil Nadu, India

Ms. Hemamalini K. S.

Associate Professor, VEL'S University, Chennai, Tamil
Nadu, India

ABSTRACT

The Information Technology industry has enabled India to accelerate in the path of growth. The Indian Information Technology Industry BPO industry is without any doubt the accepted as a leading industry as well as continuous growth is needed in this industry. The availability of favourable reforms and factors has led to India being a most sought after destination for global companies to outsource their business. In this study it has analysed the Maslow's hierarchy theory in which food is our fundamental need and we move upward in pyramidal to the highest need to the self-actualization. Each stage of human development is based on a preceding stage and each stage of human development is based on a preceding stage, and each stage moves one to a sequential higher stage. In organisation every employee should be recognized as an individual because it should be understood that what motivates one person may not motivate another.

INTRODUCTION:

Innovations in IT have created new jobs and increased international trade and investment. However, the expansions of IT have also introduced costs and the Greater demand for high-tech employees. In today's scenario the major Challenges faced by IT Sector in India are regarding the Expensive & retention of the manpower in IT industries have become extremely important due to rapid increase in the cost for the manpower. Maslow developed his hierarchy theory in which food is our fundamental need and we move upward in pyramidal to the highest need to the self-actualization. Motivational systems will only work if the employees feel confident that management is willing to put forth true effort in their use. According to Maslow, employees have five levels of needs (Maslow, 1943): physiological, safety, esteem, belongingness, and self-actualizing. Maslow argued that lower level needs had to be satisfied before the next higher level need would motivate employees. In this research we have tried to find out the different motivational needs of the ITES/BPO sector employees on the basic fundamental of Maslow's theory which has differentiated the human needs into five categories of Basic need, Safety, Esteem, Belongingness and Self Actualization and in this study we have tried to find the motivational needs of the employees on the basis of these needs and to analyze the motivational level of the employees.

LITERATURE REVIEW

A motive has defined by (Merriam – Webster 2006) is something (a need or desire) that causes a person to act. To motivate is to "provide with a motive", and motivation is the act, process, or condition of being motivated. He explained Encouragement, stimulant, boost, and momentum are all the same to motivation.

Taylor (2008) Motivation in this context which enables managers and administrators to deal others to achieve stated or agreed targets. In the 20th century a change in theory occurred away from motivation by dictation and discipline, which was exemplified by Frederick Winslow Taylor's scientific management, through the creation of an appropriate corporate atmosphere and addressing the needs of individual employees.

Maslow's hierarchy of needs

According to Chandler (2004) the most widely-known theory of motivation was the one developed by Abraham Maslow in his book entitled Theory of Human Motivation typically re-

ferred to as the hierarchy of needs. In this theory it constructed a hierarchy of five levels of basic needs. Beyond these needs, higher levels of needs exist. These include needs for understanding, appreciation and spiritual needs. In the levels of the five basic needs according to Maslow, a person does not feel the second need until the demands of the first have been satisfied or the third until the second has been satisfied.

According to Beeler (2006), has explained on the basis that higher-order needs are satisfied internally i.e. within the employee, whereas lower-order needs are mainly satisfied externally by such as salaries, union contracts

OBJECTIVE OF THE STUDY

1. To analyze which factors among the motivation has great impact on employees with Maslow's Need theory.
2. To measure the factors whether there is significant relation between the factors of Motivation.

RESEARCH METHODOLOGY

Research Design: Descriptive research design was followed in this research. The study is to identify the most influential factors of motivation on the basis of Maslow's Need Theory.

Sampling techniques: For conducting this study the Purposive sampling was adopted in selecting the respondents; the sampling was restricted to only employees working in ITES/BPO companies in Chennai.

Data collection and sample size: The study is based on primary data and secondary data and the respondents are employees from IT & BPO Sector working in Chennai. The primary data was collected through structured questionnaires related to the Maslow's Need theory and the Secondary data were collected from books, journals, news papers and web-sites.

Sample size: The study was done by 50 respondents, who were working in the IT & BPO Company as Supervisor, Manager, Administrative, Office Support, Professional, Technical Analyst, Trainee and Customer service in Chennai

Statistical tools: This data was analysed through weighted average method, Chi-square, Factor analysis.

DATA ANALYSIS AND INTERPERTATION:

Reliability test:

The questionnaires were tested for their reliability. The fol-

Following table summarizes the Cronbach's Coefficient scores:

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded(a)	0	.0
	Total	50	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.828	19

Inference: From the above table it is inferred that the value of Cronbach's alpha (.828) it shows that the reliability of the questionnaire used for the study is valid to for this research.

FRIEDMAN TEST ANALYSIS

This analysis is used to test whether there is a significance difference among the factors of motivation.

NULL HYPOTHESIS:

There is no significance difference between mean ranks towards factors on motivational factors.

ALTERNATIVE HYPOTHESIS:

There is significance difference between mean ranks towards factors on motivational factors.

Output for Friedman Test

Factors of Motivation	Mean Rank	Chi square Value	P value
d1 (Basic need)	3.68	19.957	0.001**
d2 (Safety)	3.50		
d3 (Esteem)	2.74		
d4 (Affection for work relationship)	2.34		
d5(Self Actualization)	2.74		

Note: ** Denotes the significant level at 1% level.

Inference:

Since P value is less than 0.01 then null hypotheses is rejected at 1% level of significance. Hence conclude that there is significant difference between mean ranks towards the factors of motivation. Based on the mean rank basic need (3.68) is important factor in motivation for the employees, followed by safety (3.50), and esteem (2.74) and self actualization

(2.74) and affection for work relationship (2.34).

CORRELATION ANALYSIS

NULL HYPOTHESIS:

There is no significant relation between the factors of Motivation.

ALTERNATIVE HYPOTHESIS:

There is significant relation between the factors of Motivation.

Motivational factors	Coefficient	Probability	Test Result
Safety	.495	.000	Positive and meaningful
Esteem	.448	.001	Positive and meaningful
Affection for work relationships	.414	.003	Positive and meaningful
Self Actualization	.509	.000	Positive and meaningful

Inference:

The Correlation Test displays the relationship between the employee motivational factors. Since the correlation coefficients among the factors (safety, esteem and affection for work relationships and self actualization) are positive and the amount of probability is smaller than 0.05, we can maintain that among these factors and the employee motivation are a positive and meaningful relationship.

FINDINGS:

- Among the factors of motivation the basic need is given the highest mean rank among the other factors by the employees, which indicates the basic need like salary increments and financial and non financial incentives plays a major role in the motivation for the basic needs.
- In regard to the relationship between motivation and reward system, the results indicate a positive and meaningful relationship. It means if the reward system in an organization is based on the empowerment of employees, the employees will feel more capable and the reverse.
- There is a positive and meaningful relationship between motivation and the factors which denotes if the availability of these factors increases in an organization, the employees will feel more capable and the reverse.

REFERENCE

1. Rezaie Doulatabadi Hossein, Palangi Abdul Saleh, Aboei mehrizi Iman, Akbarzadeh Jaafar. 2012, An Analysis of the Empowerment level of Employees and It's Relation to Organizational Factors . International Journal of Business and Social Science Vol. 3 No. 15; August 2012. | 2. Ajila, C. O. (1997). Maslow's hierarchy of needs theory: Applicability to the Nigerian industrial setting. IFE Psychology: An International Journal, 5, 162-174, http://etd.fcia.edu/CF/CFE0003816/Kennedy_Robert_C_201108_PhD.pdf | 3. Maslow, A. H. (1943). A theory of human motivation, Psychological Review, 50, 370-396. | 4. Maslow, A. H. (1954). Motivation and personality, New York: Harper | 5. HR Strategies for service excellence by Conrael Lashley-2001 |