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Perception Analysis On Employees Motivation Techniques

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Abstract

It has become commonplace to say that we must study the perceptual process in the context of motivated behavior. The purpose of the present paper will, therefore, be a behavioral i.e. operational analysis of perception on the motivational techniques of employees of Supa Praveen Spinning Mills Pvt Ltd., Coimbatore. Most employees will feel more motivated simply by knowing that their opinion counts and that they are having some kind of input. While all their ideas might not be feasible, you might be surprised at how many could actually save the company time and money as well as naturally motivate the employee to do whatever they can to make the new plan work. A written survey was distributed to employees in work groups. The survey included two sections of employees. One is demographic factors such as age, gender, department, marital status, nature of work, service longevity, educational qualification and the other is their motivational factors such as work environment and inter personnel relation. Many employees felt that their perception on motivation techniques would be improved through additional motivating factors. To analyze the perception level of employees, different statistical tools like percentage, mean score, ANOVA, Chi-Square analysis of SPSS package were used in this study.

Keywords : Demographic factors, Inter-personnel relation, Level of Perception

Introduction

NTC Limited is on the path of Revival. Steps are underway to modernize the mills in accordance with the Rehabilitation scheme approved by BIFR. Based on this the MOU for the year 2011-12 has been prepared and signed with the Ministry of Textiles. NTC has also joined hands with leading textile players of the industry for running mills under Joint Venture Partnership. To be a leading textile enterprise steadily improving capacity utilization, economy of operations, productivity, quality, brand image, market share & export. The prime resource of an any organization is people. Managing its people effectively is the most important aspects of a well efficient organization. No longer is the manpower just one of the resources in industries and business, it is the most important of all other resources. Human resource in these days is therefore called "human capital". Employee perception is a process, by which individuals select, organize and interpret their sensory impressions. Perception is a complex cognitive process and differs from employee to employee. People's behavior is influenced by their perception of reality, rather than the actual reality. Perceptual selectivity is affected by various internal set factors such as learning, motivation and personality & external alteration factors such as size, contrast, repetition, motion, novelty and familiarity. Different perception may arise due to different factors associated with the employee's attitudes, motives, expectations or the situation, time, place etc.

About The Mill

Supa Praveen Mill (SPM) Ginning, Spinning, Weaving mills, Coimbatore was established on 8/1/1922 & by 1965, the mill has installed capacity of 39856 spindles. This is one of the oldest mill started by local people for the manufactures of medium counts of yarn. The mill was under closure from 16/1/1970 due to industrial disputes. The SPM mills were taken over by the Tamilnadu State Govt. on 16/1/1970 under the development and regulation act 1951 was subsequently nationalized with it from 1/4/1974 under sick textiles. Now, the

SPM mills are one of the NTC Ltd. at present, the SPM mills are working with the commissioned capacity of 42188 spindles. The NTC is the holding company at the Government of India & it has subsidiary corporations all over India. Among the subsidiaries, NTC Ltd. is one functioning at Coimbatore to control the sick units of the corporation situated in the southern region.

Review Of Literature

Baldev.R.Sharma, "Employee motivation & employer-employee relations in India", Indian management, June 1983 (data collected from 50 manufacturing organizations located in 16 states). He found that factors which stand out as the most critical determinants of employee motivation are recognition & appreciation, participative management and scope for advancement.

N.Y.Holt Rinehart Winston (1990), "Managerial motivation" survey was conducted by the Osmania university, Hyderabad. In this study he found that managers motivation giving highest value to the prestige of their organization followed by feeling of worthwhile accomplishment, recognition for good work done, pay allowances, and other benefits opportunity for personal growth and development, opportunity or promotion, job security and decision making authority.

Dr.K.Chanderasekar (2000), reported based on companies experiences, the factors of quality of quality management performance in research framework include employee motivation, increase business profit, reduced management costs & increased customer satisfaction.

K.Vivekanand (2006), "Employees motivation with in a creative environment reference to Maslow & Hertzberg theory in Siemens Ltd". his findings were lower order needs are met by the organization providing good pay & a safe working environment higher order needs are also provided for its engineers through training and development Siemens employees are motivated by being recognized for their achievement and by having opportunities for progression, regardless of the level at which they started working for their organization.

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Statement Of The Problem

Employee motivation is a major factor in the success or failure for an organization. Without a motivated workforce, productivity, morale, profits, product and delivery suffers. To stay competitive organization must invest in effective strategies motivate the staff. Different factors motivate individuals and team differently. Some people are motivated by money, others by the opportunity for professional development, flexible schedules, or a sense of accomplishment. From line managers to top executives, understanding what factors or factors motivate your employees is key to gaining the human resource advantage that leads to success in our challenging marketplace. Motivation has variety of effects that may be seen in the context of an individual's physical and mental health, productivity, absenteeism and turnover. Hence, a study was concluded to find out the perception analysis on employees motivation techniques with special reference to Supa Praveen Mill (SPM) Ltd. This research study examines the level of employees' perception towards motivation by comparing the demographic factors like age, gender, department, marital status, educational qualification, length of service and nature of work with the study factors namely work environment and inter personnel relationship among the employees in an organization.

Objectives Of The Study

- To analyze the employee's perception towards the work environment this includes service longevity and nature of work.
- To analyze the practice of inter-personnel relations.

Hypotheses Framed

- H0: There is no significant difference between employee's level of perception towards working environment in accordance to their service longevity.
- H0: There no significant difference between employee's level of perception towards working environment in accordance to their nature of work.
- Ha: There exists similarity in the opinion of employee towards the existence of their inter personnel relation in their organization.

Methodology

The study is completely based on primary data collection method through questionnaire as a major tool for data collection. The sample size is 120 responses on the basis of convenient random sampling technique. The sample consists of different age groups having different qualification of both male & female respondents.

Instrumentation

LIKERTS type scale is used in this study and the responses with their corresponding scores were Highly satisfied-5, Satisfied-4, Moderate-3, Dissatisfied-2, Highly dissatisfied-1.

Statistical Tools

Percentage analysis, Mean score analysis, ANOVA, Chi-square analysis.

Limitations

- This study is limited only to Supa Praveen Mill (SPM) Ltd.
- Only two motivational factors are analyzed besides many factors.
- Study data totally depends only on respondent's view, which could have its personal bias.
- The study groups of responses are only employees and not the supervisory persons.

Analysis And Interpretation

Table 1: Percentage Analysis Of Both Male And Female

SL.NO	VARIABLES	PERCENTAGE	RESULT
1	AGE	77.50	Majority of respondents belongs to the age group of 31-40 years.
2	GENDER	75.83	Majority of respondents are from male gender.
3	DEPARTMENT	41.66	Majority of respondents belongs to production department.
4	MARITAL STATUS	79.16	Majority of respondents belongs to married status.
5	EDUCATIONAL QUALIFICATION	71.66	Majority of respondents Educational qualification level is below HSC.
6	LENGTH OF SERVICE	65.83	Majority of respondents have experience of work between 5-10 years.
7	NATURE OF WORK	73.33	Majority of respondents are technical workers.

Source: Primary Data

Table 2: Employees Level Of Percetion Towards Working Environment

VARIABLES	H.S	S	M	D	H.D	TOTALSUM	AVERAGE
Cleanliness	32	35	34	19	0	440	3.66
Machinery condition	16	30	54	15	5	397	3.30
Dust control	7	10	30	72	1	310	2.58
Fumes control	38	5	15	60	7	392	3.26
Temperature	8	16	29	44	23	302	2.51
Ventilation	19	21	55	13	12	382	3.18
Noise control	4	2	94	15	5	345	2.87

Source: Primary Data (H.S- Highly Satisfied, S-Satisfied, M-Moderate, D-Dissatisfied, H.D- Highly Dissatisfied).

The above table of employees levels of perception towards working environment reveals that among the total respondents have opinioned that Cleanliness as their first level of perception with the highest mean value of 3.66. Secondly, the machinery condition with the mean value of 3.30 is attained the second level of perception. Followed by it, the surveyed population has opinioned that Fumes control, Ventilation and Dust control, as their perception of working condition with the average mean of 3.26, 3.18 and 2.58 respectively. Finally, Temperature has bagged at the last level of perception with the least mean value of 2.51. Therefore, it is concluded that cleanliness is their very first level of perception and temperature stands least in their responses towards work environment.

Table 3: Employees Level Of Perception Towards Working Environment In Their Service Longevity (TABLE 3)

LEVEL OF SIGNIFICANCE IS AT 5%

S = SIGNIFICANT

NS = NOT SIGNIFICANT

The above ANOVA table data indicates that the probability value of ANOVA at 5% level of significance establishes the significant value of cleanliness 0.707, machinery control 0.234, dust control 0.647, temperature 0.385, and ventilation 0.651 are not significant to the working environment in their service longevity but fumes control and noise control are significant to their working environment. Thus, it is concluded that there is no significant difference between employees' level of perception towards work environment in their service longevity by stating framed hypothesis H0 is accepted.

Table 4: Employees Level Of Perception Towards Working Environment In Their Nature Of Work (Table 4)

LEVEL OF SIGNIFICANCE IS AT 5%

S = SIGNIFICANT

NS = NOT SIGNIFICANT

The above ANOVA table data indicates that the probability value of ANOVA at 5% level of significance establishes that there is no significant difference between the values of cleanliness 0.349, machinery control 0.197, dust control 0.074, fumes control 0.072, and temperature 0.296, ventilation 0.501 and noise control 0.813 are not significant to their working environment. Thus, it is concluded that there is no significant difference between employees' level of perception towards work environment in their nature of work by stating framed hypothesis H0 is accepted.

Table 5: Existence Of Employees Inter Personnel Relation In Their Organization (Table 5)

Variables	Helpful	Indifferent	Neglect	Total Sum	Average Mean
Co-Worker	32	40	48	224	1.86
Supervisor	88	15	17	311	2.59
Department Heads	58	46	16	282	2.35
Sub-Ordinates	111	4	5	346	2.88
Hrd Person	99	14	7	332	2.76

Source: Primary Data

The above table indicates that among the total respondents surveyed, majority of them have opinioned that sub-ordinates have the close inter personnel relationship in an organization with the highest mean score of 2.88. Secondly the respondents ranked HRD personnel with the second high mean score of 2.76. Followed by it, surveyed

population have opinioned that least good relationship exists with the supervisor, department heads and co-worker with the average score of 2.59, 2.35 and 1.86 respectively. Therefore, it is concluded that the respondents have good personnel relation with the sub-ordinates in their organization.

Table 6: Result Of Chi-square Tests In Employees Existence Of Inter Personnel Relation In Their Organization

Variables	Chi-Square Value	Degrees Of Freedom	Table Value	Remarks
Co-Worker	222.32	2	5.991	Rejected
Supervisor	268.89	2	5.991	Rejected
Department Heads	244.66	2	5.991	Rejected
Sub-Ordinates	50.02	2	5.991	Rejected
Hrd Person	55.98	2	5.991	Rejected

LEVEL OF SIGNIFICANT: 5%

From the above chi-square table, it is inferred that the calculated chi-square value are greater than the table value at 5% level of significance. Hence, H0 is rejected. Therefore, it is concluded that there exists no significant difference in the opinion of employees towards existence of inter personnel relation in their organization.

Suggestion

□ At the very outset, it is understood that the employees' basic needs has to be fulfilled with his salary. The company should take necessary steps in the connection that if his basic needs are fulfilled he can perform well in his duty which in turn helps for company's development.

□ The employees agreed that the work atmosphere and inter personnel relationship are the two major motivational factors besides many other factors. So, the company should concentrate more towards these major factors.

Conclusion

Development of any organization mainly depends on the development of human resource in the organization. In today's knowledge based economy, people are being called on higher and more complex responsibilities with increased responsibility of higher impact on the organization success. Identifying motivational needs for the success of any organization in a position has become very critical as there are many factors influencing motivation for employees. The findings of the study reaffirmed that each factor are very important in contributing motivation to employees, but none of them said as one being more important than the other. Thus, it is concluded that perception analysis on employees' motivation technique will be effective only when the employees are whole heartedly motivated by satisfying them all the motivated factors offered by the concern.

Table 3

VARIABLES	SOURCE	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARE	F RATIO	SIGNIFICANT
Cleanliness	BETWEEN GROUPS	4.033	4	1.008	0.538	0.707(NS)
	WITHIN GROUPS	215.266	115	1.871		
	TOTAL	219.3	119			
Machinery condition	BETWEEN GROUPS	9.525	4	2.381	1.413	0.234(NS)
	WITHIN GROUPS	193.799	115	1.685		
	TOTAL	203.325	119			
Dust control	BETWEEN GROUPS	4.546	4	1.136	0.621	0.647(NS)
	WITHIN GROUPS	210.253	115	1.828		
	TOTAL	214.8	119			
Fumes control	BETWEEN GROUPS	12.215	4	3.053	1.864	0.012(S)
	WITHIN GROUPS	188.376	115	1.638		
	TOTAL	200.591	119			
Temperature	BETWEEN GROUPS	8.930	4	2.232	1.048	0.385(NS)
	WITHIN GROUPS	244.936	115	2.129		
	TOTAL	253.866	119			
Ventilation	BETWEEN GROUPS	4.555	4	1.138	0.617	0.651(NS)
	WITHIN GROUPS	212.236	115	1.845		
	TOTAL	216.791	119			
Noise control	BETWEEN GROUPS	15.214	4	3.803	2.249	0.058(S)
	WITHIN GROUPS	194.485	115	1.691178		
	TOTAL	209.7	119			

Table 4

VARIABLES	SOURCE	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARE	F RATIO	SIGNIFICANT
Cleanliness	BETWEEN GROUPS	8.240	4	2.060	1.122	0.349(NS)
	WITHIN GROUPS	211.059	115	1.835		
	TOTAL	219.3	119			
Machinery condition	BETWEEN GROUPS	10.284	4	2.571	1.531	0.197(NS)
	WITHIN GROUPS	193.040	115	1.678		
	TOTAL	203.325	119			
Dust control	BETWEEN GROUPS	15.173	4	3.793	2.185	0.074(NS)
	WITHIN GROUPS	199.626	115	1.735		
	TOTAL	214.8	119			
Fumes control	BETWEEN GROUPS	14.300	4	3.575	2.206	0.072(NS)
	WITHIN GROUPS	186.291	115	1.619		
	TOTAL	200.591	119			
Temperature	BETWEEN GROUPS	10.523	4	2.630	1.243	0.296(NS)
	WITHIN GROUPS	243.342	115	2.116		
	TOTAL	253.866	119			
Ventilation	BETWEEN GROUPS	6.169	4	1.542	0.842	0.501(NS)
	WITHIN GROUPS	210.622	115	1.831		
	TOTAL	216.791	119			
Noise control	BETWEEN GROUPS	2.829	4	0.707	0.393	0.813(NS)
	WITHIN GROUPS	206.870	115	1.798		
	TOTAL	209.7	119			

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