Research Paper Social Science

A Study on Job Motivation Among Working Women With Special Reference to Those Who are Staying Away From Home

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ABSTRACT

A woman, as wife is the better half of a man, if employed, she is the best asset of not only him, but also of her total family. Though, money is a sole vital factor for a competent living, the source of it is also equably much significant. Not only for the husband, but also for parents, an earning daughter is a better financial supporter till her marriage, at times even after marriage. Growing globalization thrusts the importance of women employment not only locally but also globally. But, how far they work with motivation is a research issue which tempted the researcher to delve into this study on Job Motivation of Working Women with special reference to those who are staying away from home. The study intends to find out the impact of personal efficacy and perceived organizational culture along with certain conducive factors with which these variables can / cannot be influential on job motivation of working women.

KEYWORDS | Working women, Job motivation, Personal efficacy, Organizational culture and Stay away from home

1. INTRODUCTION

A woman, as wife is the better half of a man, if employed, she is the best asset of not only him, but also of her total family. Though, money is a sole vital factor for a competent living, the source of it is also equably much significant. Generally the source happens to be a job. Hence, for a family man, his earning alone is not copious for a happy life. Wife's employment, in that sense, is a significant and inevitable source for a better maintaining of a family. Not only for the husband, but also for parents, the earning daughter is a better financial supporter till her marriage, at times even after marriage. It is pertinently avowed by Nehru, J., (2002) as, "In order to awaken the people, it is the woman who has to be awakened. Once she is on move, the family moves, the village moves, the nation moves." Growing globalization thrusts the importance of women employment not only locally but also globally. But how far they work with motivation is a research issue which tempted the researcher to delve into this study on Job Motivation of Working Women with special reference to those who are staying away from home.

According to the report of India Labor Year Book (1987) during 1971 and 1981, in all other periods the contribution of female manpower is significant (14%) to the total population of work force.

2. MOTIVATING / DEMOTIVATING FACTORS FOR WOMEN EMPLOYMENT

A dissection of the causes for women employment, especially the motivating factors for women employment, suggests not only monetary needs but also other needs as motivators, as propounded by Maslow, A. H., (1954). In his motivation theory, the hierarchies of variety of needs are shown. Likewise women employment is motivated by different needs. Besides all the motivating and demotivating factors listed (Ahuja. R., 1999), social traditions, economic structure, level of women's education, the socio – economic organization of production, etc., swayed the entry of women in employment, society's attitude towards women in general, attitudes towards wage employment and employed women whether by women themselves, by men or society at large, attitudes of employers' in terms of women employment, education / training opportunities of women, the pace of growth and development and the overall opportunities available in the country, the competency of women to combine work with other household and child rearing responsibilities, situational support whether at home in terms of household work, availability of organized crèches, women's access to information and guidance on career choices, etc., are some of the major factors swaying participation of women in employment.

3. JOB MOTIVATION IN INDIA

The managers and administrators in organizations are often heard saying that people are not motivated and they also feel it is a headache to get the job done through them. Because, they are of the opinion that the employees are not interested in work; they do not have any initiative or ambition; they want to get more and more pay with less and less work; they are more interested in union and social activities rather than work; some of them are good as individuals, but as a group they are lousy. Are these assumptions right? This was the motive behind this study of common interest.

4. NEED FOR MOTIVATION

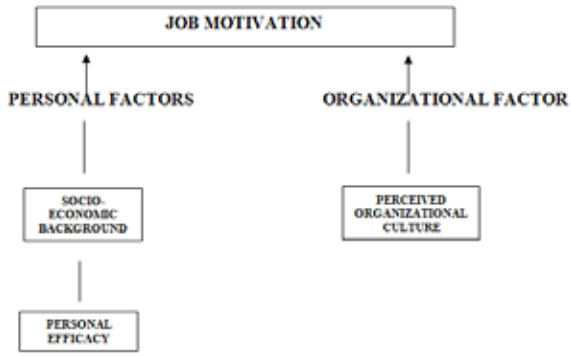
According to Vroom. V.H., (1964) the level of performance of a worker on a task or job is a direct function of his motivation to perform effectively. Banas. P.A., Campbell. J.P. and Campbell. R.J., (1988) have stressed that without motivated and concerned workers, the organization is not going to lower its costs as much as it needs to – and it is not going to get the product quality needed.

5. FRAME WORK OF ANALYSIS FOR THE PRESENT STUDY

One's conviction for doing something shall be termed as personal efficacy. Without any preconceived notions of organizational culture and motivation one cannot convict himself for his accomplishments. This ideology has made the researcher to delve into this study wherein certain attempts she wished to be tried to get some analytical understanding regarding job motivation in relation to both organizational and personal factors in this study.

The idea of this study also emphasizes the study of job motivation as stimulating factor of personal efficacy. Though there are stimulation and power, the action, i.e., the performance depends upon the circumstance in which an individual works. This reality is justified in this study by analyzing the factors, such as job motivation and personal efficacy with that of the respondents' perceived level of organizational culture.

Chart No.1 follows.....
CHART NO.1
FRAMEWORK OF ANALYSIS FOR THE PRESENT STUDY



6. RESEARCH METHODOLOGY

In this study the inquiry is about the working women's level of job motivation as influenced by their personal efficacy and their perception about organizational culture.

6.1 OBJECTIVES OF THE STUDY

The present research study focuses on the following objectives:

- ❖ To describe the profile of the women employees
- ❖ To find out the Personal and Organizational Factors influencing Job Motivation of the women employees
- ❖ To analyze the Interrelationship between the key variables.

6.2 SAMPLING

The Research design used for the study is descriptive in nature. The sample of the study is 228 working women residing in working women's hostels. Hence, the sampling frame is the hostels for working women in and around Coimbatore District. Out of 33 hostels, the working inmates of those 17 hostels only constituted the sample for the study. The type of sampling is purposive.

6.3 TOOLS DESCRIPTION

The study involves three dependent variables such as, Job Motivation, Personal Efficacy and Perceived Organizational Culture.

Table No.2 follows.....
TABLE NO.2
DATA COLLECTION TOOLS

Name of the tool	Name of the author	No. of items	Reliability / Validity
Job Motivation Scale	Akhtar. S.S., Sultan. S., and Manju (1997)	29 items (all positive)	For N=100, R=0.91 & V=0.34 and 0.44
Personal efficacy Scale	Singh. A.P., and Kumari. P., (1997)	28 items including 3 negative items	R=0.7586
Organizational Culture Scale	Dr. Reddy. P.K., (1997)	11 items (all positives)	R=dependency norms: 0.84 & R=power-orientedness norms: 0.79 and high face validity

ANOVA or "t" – test were used for those results which were significant in Chi-square test. The classification of scores was made using mean as the measure of central tendency and standard deviation to classify responses as Low, Medium and High depending on the scores obtained by the respondents for different scales. This study is limited to the employed women who are residing in the women's hostels in and around Coimbatore District. The respondents were selected from organized sectors only. So, the findings of the study are not to be generalised to men or other sectors of employment.

7. ANALYSIS

Table No.3 follows.....
TABLE NO.3
MULTIPLE REGRESSION ANALYSIS FOR PREDICTOR VARIABLES OF JOB MOTIVATION

S. No.	Items	B	Std. Error	"t" Value	Significance
1	Age	0.518	1.054	0.492	NS
2	Edu. Qualification	1.617	0.744	2.174	*
3	No. of dependents	1.356	0.849	1.597	NS
4	Salary	0.014	0.831	0.017	NS
5	Experience	0.011	0.913	0.001	NS
6	Previous experience	0.469	1.025	0.457	NS
7	Reading habits	1.459	1.107	1.318	NS
8	Personal efficacy	0.409	0.066	6.232	**
9	Perceived organizational culture	0.157	0.102	1.541	NS

R Value = .529 ** - Significance At 1% Level
R Square = .280 * - Significance At 5% Level
F Value = 9.435 NS - Not Significant

The personal variables such as age, educational qualification, number of dependents, salary, experience, previous experience, reading habits, the sense of personal efficacy and the level of perceived organizational culture were taken for regression analysis. Among all of them only educational qualification, and the sense of personal efficacy have significant influence over job motivation. Both of these factors have direct contribution to job motivation. According to Stajkovic. A.D., and Luthans, F., (1998) both of these variables have undoubted significant influence over the job motivation.

Table No.4 follows.....
TABLE NO.4
CORRELATION AMONG JOB MOTIVATION, PERSONAL EFFICACY AND PERCEIVED ORGANIZATIONAL CULTURE

Key Variables	Job Motivation	Personal Efficacy	Perceived Organizational Culture
Job Motivation	1	.491**	.297**
Personal Efficacy	.491**	1	.450**
Perceived Organizational Culture	.297**	.450**	1

**** Correlation is significant at 1% level**

From the above matrix of correlation it is understood that the sense of Personal Efficacy as a personal factor and the Perceived Organizational Culture also is found to be related significantly to the levels of employees' Job Motivation.

8. FINDINGS

8.1 CONDUCIVE CONDITIONS FOR JOB MOTIVATION

- ➢ 95% are aware of what is expected of them by their organization.
- ➢ 85.96% felt that they have job security
- ➢ 89.47% are aware of the importance of their
- ➢ 85.09% are aware of the effects of their performance
- ➢ 72.81% felt that they are given adequate training facilities
- ➢ 85.09% felt that they are given adequate rest in their job

8.2 ASSOCIATION OF THE PERSONAL AND ORGANIZATIONAL VARIABLES WITH JOB MOTIVATION

- Among all the variables such as age, educational qualification, number of dependents, salary, experience, previous experience, reading habits, the sense of personal efficacy and the perceived organizational culture, only educational qualification, and the sense of personal efficacy are the predictor variables for job motivation as found through multiple regression analysis.

8.3 INTER RELATIONSHIP AMONG KEY VARIABLES

- From the correlation analysis we understand that job motivation is related to job satisfaction. Moreover the sense of personal efficacy as a personal factor also has a perfect correlation with both job motivation. Organizational Culture also is found to be significantly correlated with both job motivation and job satisfaction.

9. CONCLUSION

It can be finally presented that,

- Among personal variables only educational qualification has significant influence over the respondents' job motivation.
- The key personal variable, i.e., personal efficacy has significant influence over job motivation.

The major finding of the study is that the sense of personal efficacy is a common strong personal variable associated with both job motivation and job satisfaction of women employees. The multiple regression tests have also established the significance of personal efficacy for job motivation.

Employers can by their training programs enhance the personal efficacy of the employees. Hence, besides technical contents the training programs have to develop self confidence and self determination to employees. Apart from training, employers / HR Managers can enhance personal efficacy through performance counseling. All these possibilities will sustain and promote job motivation among women employees.

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