



## An Empirical Study on Employee Motivation in Charoen Pokphand India Private Limited, Chittoor

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### ABSTRACT

*Employees may be motivated on the job by many things, such as a sense of achievement, recognition, enjoyment of the job, promotion opportunities, responsibility, and the chance for personal growth. Employee motivation and performance are tied directly to the style of management that is applied and to principles of positive or negative reinforcement. This paper discusses motivation as it relates to effectiveness, efficiency, productivity, and performance. The more the employees are motive to tasks accomplishment higher will the organizational performance and success. The organizations should design their rules, policies and organizational structures that give space to the employee to work well and appreciate them on their tasks fulfillment and achievements. This will surely lead to organizational growth.*

**Keywords : Employee Motivation, Personal Growth, Performance, Achievement And Organizational growth**

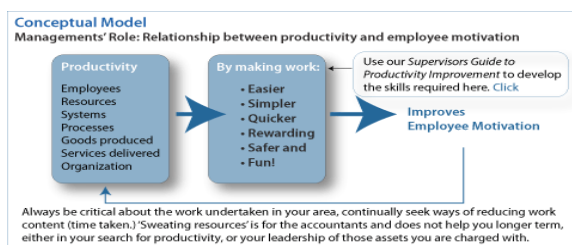
### Introduction:

Motivation is essentially about **commitment to doing something**. In the context of a business, motivation can be said to be about **"The will to work"**. However, motivation is about more than simply working hard or completing tasks. Entrepreneurs and staff can find motivation from a variety of sources. Motivation can come from the enjoyment of the work itself and/or from the desire to achieve certain goals. It can also come from the sense of satisfaction gained from completing something, or achieving a successful outcome after a difficult project or problem solved.

An issue which usually generates a great deal of attention from most managers, administrators and those involved in Human Resources Management is the issue of how to successfully motivate employee. While it is true that aspects like staff recruitment, controlling, managing, leading, and many more are of great importance to the success of an organization, Employee Motivation is generally considered a core element in running a successful business.

### Conceptual Framework:

The goal is to bring together a collection of resources that describe and comment on key variables in the organizational environment that relate to employee motivation *and* productivity. We study the principles of employee motivation, in order to achieve higher productivity in our workplaces. We apply the appropriate (to our workplaces) mix of theories in a common sense approach that engages the needs and aspirations of the people who we seek to motivate.



**A Classification of Motivation Theories:** Motivation theories can be classified broadly into two different perspectives: Content and Process theories. Content Theories deal with "what" motivates people and it is concerned with individual needs and goals. Maslow, Alderfer, Herzberg and McClelland studied motivation from a "content" perspective. Process Theories deal with the "process" of motivation and is concerned with "how" motivation occurs. Vroom, Porter & Lawler, Adams and Locke studied motivation from a "process" perspective.

### Review of literature:

1. Hareesh.B and Bhavesh Pandya (2011), conducted an empirical study on job satisfaction in banking sector a sample of 84 respondents selected and survey conducted in Baroda and Nadiadity in the month of October 2010. The questionnaire with 22 parameters were circulated. The findings that there is a significant difference in satisfaction level of employees of public and private sectors among conflict resolution, employee participation in decision making, degree to which skills utilized, organizational work expected.
2. Anukool Manish Hyde and Deepak yadav (2013), conducted an empirical study on job satisfaction of employees in health care, a sample of 75 respondents selected and survey conducted in Government and Private hospitals of Indore (MP). His main study is about Octapace (openness, Confrontation, trust and trust worthiness, authenticity, proactively, autonomy, collaborate, experimentation) and job satisfaction. Here the that there is not significant difference in the, OCTAPACE culture also there is not much difference in the job satisfaction levels in the Government and Private hospitals in Indore.
3. T. Sudha (2012), conducted an empirical study on job satisfaction of women managers with a sample of 150 respondents selected and survey conducted in IT, ITES companies Government and Private banks hospitals, diagnostic centres, Pharmacy companies in Hyderabad, from september to December 2010. the results showed that the women managers were generally satisfied with

their job. A close view of specific job facets that the highest level of satisfaction occurs in the area of supervision, present job and job in general.

4. Cdr Natarajan Kumar (2012), conducted a study on relationship of personal organizational with job satisfaction. A sample of 220 respondents from a large public sector organizations with all India presence by using 7 points scale with 24 items value taxonomy developed by Mc Donald and Gandz. Here the results shows that inter correlation between organizational values and commitments is more significant than personal values.
5. Rajeswari devadas (2011), conducted a study on an integrative literature review related to employees motivational practices in organizations. In his empirical study, he concluded that theoretical etorial literature confirms motivation concepts are central to employees , job characteristics and broader environmental factors are the key variables in the organization

#### Analysis of data:

In order to analyze the data, One-way ANOVA and percentage methods were used as stastical tools .The profile of the group has been discussed based on the primary data. Questionnaire is collected from different group of people in **Charoen Pokphand India Private Limited, Chittoor**

#### 1. Distribution of sample according to the their experience

No of Years	Number of Respondents	Percentage
Below 1 year	20	16.6
1-2	10	8.3
2-3	30	25
3-4	20	16.6
Above 5 years	40	33.3

Source: Primary data

**Interpretation:** From the above table, it reveals that majority of the respondents 33.3% are having above 5years of experience in same organization.

#### 2. Distribution of sample according to Age

Age	Number of Respondents	Percentage
Below 20	25	20.8
Between 20-40	60	50
Above 40	35	29.2

Source: Primary data

**Interpretation:** From the above table, it reveals that 50% of employees are having age in the range of 20-40 and 29.2% of employees are above 40 and 20.8% of the employees are below 20.

#### 3. Qualifaction of the employees

Qualification	Number of Respondents	Percentage
Under graduates	50	41.7
Graduates	30	25
Post graduates	40	33.3

Source: Primary Data

**Interpretation:** From the above table, it reveals that 41.7% of the employees are under graduate 25% of the employees are graduates and 33.3% of the employees are post graduates.

#### 4. Employees want to be able to think of themselves “the best” at their own jobs

Opinion	Number of respondents	Percentage
Strongly agree	30	25
Agree	40	33.3
Nuetral	20	16.6
Strongly disagree	15	12.5
Disagree	15	12.5

Source: Primary Data

**Interpretation:** From the above table, it reveals that 33.3% of the employees are agree that their jobs are best 25% of the employees are strongly agree 16.6% of the employees are Nuetral and 12.5% of the employees are strongly disagree.

#### 5. Management could show more interest in the employees by sponsoring social events after hours

Opinion	Number of respondents	Percentage
Strongly agree	40	33.3
Agree	20	16.6
Nuetral	25	20.8
Strongly disagree	20	16.6
Disagree	15	12.5

Source: Primary Data

**Interpretation:** From the above table, it reveals that 33.3% of the employees are strongly agree 20.8% of the employees are nuetral 16.6% of the employees are agree 16.6% of the employees are strongly disagree and 12.5% of the employees disagree with the sponsoring of social events after hours.

#### 6. Employees need to be reminded that their jobs are dependent on the companys ability to compete effectively.

Opinion	Number of respondents	Percentage
Strongly agree	30	25
Agree	15	12.5
Nuetral	35	29.1
Strongly disagree	20	16.6
Disagree	20	16.6

Source: Primary Data

**Interpretation:** From the above table, it reveals that 29.1% of the employees are neutral 25% of the employees are strongly agree 16.6% of the employees are strongly disagree 16.6% of the employees are disagree and 12.5% of the employees are agree that their jobs are dependent on the companys ability to compete effectively

#### 1. The following figure shows the level of motivaton.

S.No	Opinion	Number of respondents	Percentage
1	Strongly agree	70	58.3
2	Agree	23	19.2
3	Nuetral	12	10
4	Strongly disagree	8	6.7
5	Disagree	7	5.8
Total		120	100

Source: Primary Data

**Interpretation:** From the above table, it reveals that 58.3% of the employees are strongly agree with level of motivation 19.2% of the employees are agree 10% of the employees are neutral 6.7% of the employees are strongly disagree and

5.8% of the employees are disagree with the level of motivation given by the organization.

Employee Motivation						
No. of years	Highly improved	Improved	Neutral	Remains the same	Not known	Total
Below 1 year	3	2	2	1	0	8
1 – 2 Years	3	3	2	0	0	8
2 – 3 Years	7	5	1	0	0	13
3 – 4 years	17	8	5	3	6	39
Above 5 Years	39	5	2	4	2	52
	69	23	12	8	8	120

Source: Primary Data

$H_0$  = Level of experience possessed by the employees at the level of acceptance about the employee motivation are independent.

$H_1$  = Level of experience processed by the employees at the level of acceptance about the employee motivation are dependent.

$X_1$	$X_1^2$	$X_2$	$X_2^2$	$X_3$	$X_3^2$	$X_4$	$X_4^2$	$X_5$	$X_5^2$
3	9	2	4	2	4	1	1	0	0
3	9	3	9	2	4	0	0	0	0
7	49	5	25	1	1	0	0	0	0
17	289	8	64	5	25	3	9	6	36
39	1521	5	25	2	4	4	16	2	4
69	1877	23	127	12	38	8	26	8	40

**Step:1:** Total sum of all items of various varieties is given by

$$\sum X_1 + \sum X_2 + \sum X_3 + \sum X_4 + \sum X_5 = T$$

$$T = 69 + 23 + 12 + 8 + 8 = 120$$

$$\text{Correction factor} = (T)^2 / n$$

$$= (120)^2 / 5 = 576$$

**Step:2:** Sum of squares of deviations for total variance is given by

$$= \sum X_1^2 + \sum X_2^2 + \sum X_3^2 + \sum X_4^2 + \sum X_5^2 - \text{Correction factor}$$

$$= 1877 + 127 + 38 + 26 + 40 - 576$$

$$= 1532$$

**Step:3:** Sum of squares of deviations between the varieties

$$\frac{\sum (X_1)^2}{n} + \frac{\sum (X_2)^2}{n} + \frac{\sum (X_3)^2}{n} + \frac{\sum (X_4)^2}{n} + \frac{\sum (X_5)^2}{n} - \text{Correction factor}$$

$$= \frac{4761}{5} + \frac{529}{5} + \frac{144}{5} + \frac{64}{5} + \frac{64}{5} - 576$$

$$= 536.4$$

**Step: 4** Sum of squares within varieties

$$= \text{step 2} - \text{step 3}$$

$$= 995.6$$

$$\text{Degree of freedom} = 25 - 1 = 24$$

**ANOVA Table:**

Source of variation	Sum of squares (a)	Degree of freedom (b)	Variance (a/b)
Between the varieties	536.4	4	134.1
Within the varieties	995.6	24	41.48

$$F \text{ calculated value} = 134.1 / 41.48$$

$$= 3.23$$

$$F \text{ table value @ 5\% LOS} = 2.78$$

Hence table value is less than calculated value,  $H_0$  is rejected.

Therefore, level of experience possessed by the employees at the level of acceptance about the employee motivation are dependent.

**Limitations of the study:**

There are several limitations of this study. The first limitation is it only focuses on one company in chittoor district, as per the requirement of mini study rather than a more regionwise or national wide sampling. This study is conducted with limited number of samples. Since the time factor is crucial and very short, pre-pilot and Post-pilot studies were not conducted in the present research.

**CONCLUSION:**

There are many factors that play into the concept of employee motivation. The first necessary step is to determine what motivational tools will actually be effective in each particular situation. Some tools may work for some companies, but not for others and vice versa. It is important to note that the decisions dealing with motivation are based upon several theories. No single theory seems best suited for every situation; therefore, theories are often combined to provide the best possible combination to motivate employees. Although no single theory works all the time, there is an underlying theme to all of the theories that respect and participation are two key items that employees tend to appreciate. Oftentimes, the existence or nonexistence of these two factors can determine how productive an employee will or will not be. It is important to note that these two factors are almost always more important than monetary compensation.

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