

# EMPLOYEE MOTIVATION – A Study in a Food Industry of India.

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## Abstract:

This study focuses the employee motivation in a food India Ltd of Hyderabad. In this study the main focus is on the motivation of employees at the organization. It focuses why employee loose motivation.

## Key Words

Employee, Motivation, organization

## SCOPE OF THE STUDY:

- The study deals with the evaluation of the motivational techniques.
- The study mainly highlights on the satisfactory level of the subordinates towards their jobs.
- This study is of utmost important with regard to the knowledge of the employee towards their job.
- The study will enable the organization to unde4rstand the employee's expectations form the management. Also this study makes a scope for making future amendments according to the changing need of the employees.

## OBJECTIVES OF THE STUDY:

- To calculate the level of motivation.
- To study the impact of authorized motivation on productivity.
- To measure employee satisfaction towards working environment.
- To make a comparative analysis between the departments with high rate of motivation and low rate of motivation.
- To suggest the remedial measures to increase the rate of motivation.

## **LIMITATIONS OF THE STUDY:**

- The study is conducted on a limited number of employees and not on the entire workforce.
- The information provided by the respondents in the survey may be biased or may not be viewed as serious to provide accurate information.
- This study is limited to a certain time period and at the point of time.

## **Research Methodology**

### **Sources of Data**

**Primary Data:** Primary data was collected from the employees through the questionnaire.

**Secondary Data:** Secondary data was collected from company website [www. Hfil.co.in](http://www.Hfil.co.in) and annual reports of the company.

**Research Approach:** Survey Method

**Research Instrument:** Questionnaire

**Contact Method:** Personal Interview

**Sampling Procedure:** Convenience Sampling

**Sampling Unit:** Employees of the Company

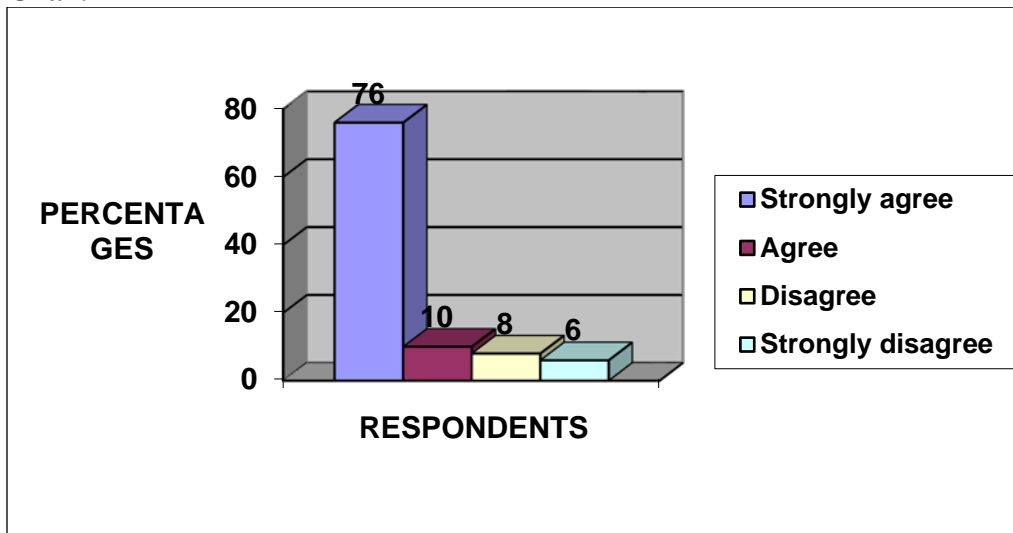
**Sampling Size:** 100.

**Table-1**

**1. Employees need to be remind that their jobs are dependent on the company’s abilityto compete effectively**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGE
Strongly agree	76	76
Agree	10	10
Disagree	8	8
Strongly disagree	6	6
<b>Total</b>	<b>100</b>	<b>100</b>

**Chart-1**

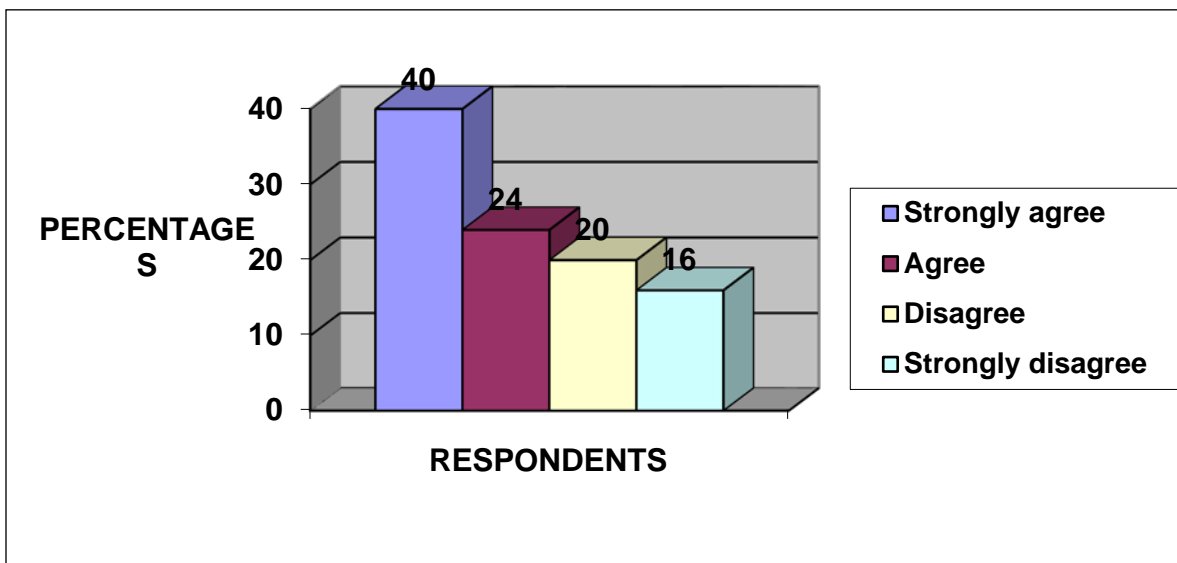


**Inference:**

From the about analysis we can say that out to of 100 Respondents given their opinion about the employees need to be remind that their jobs are dependent on the company’s to complete effectively, (76%) as strongly agree, (10%) as agree, (8%) as Disagree, (6%) as strongly disagree.

**2. Supervisors should give a good deal of attention of the physical working conditions of their employees**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	40	40
Agree	24	24
Disagree	20	20
Strongly disagree	16	16
<b>Total</b>	<b>100</b>	<b>100</b>

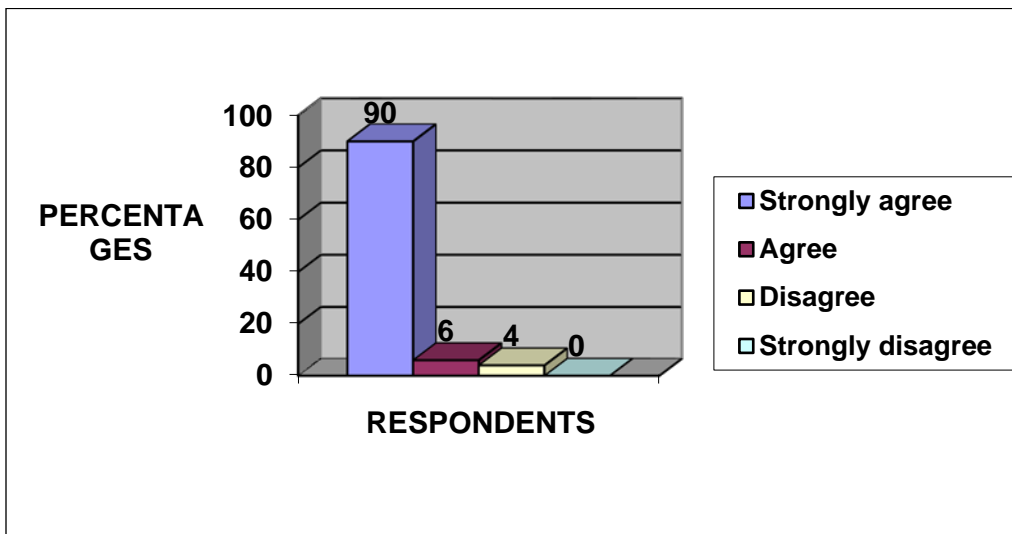


**Inference:**

From the above analysis we can say that out of 100 Respondents given their opinion about the supervisors should give a good deal of attention of the physical working conditions of their employees, (40%) as strongly agree, (24%) as agree, (20%) as Disagree, (16%) as strongly disagree.

### 3. Special wage hike should be given to employees who perform their jobs very well

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	90	90
Agree	6	6
Disagree	4	4
Strongly disagree	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

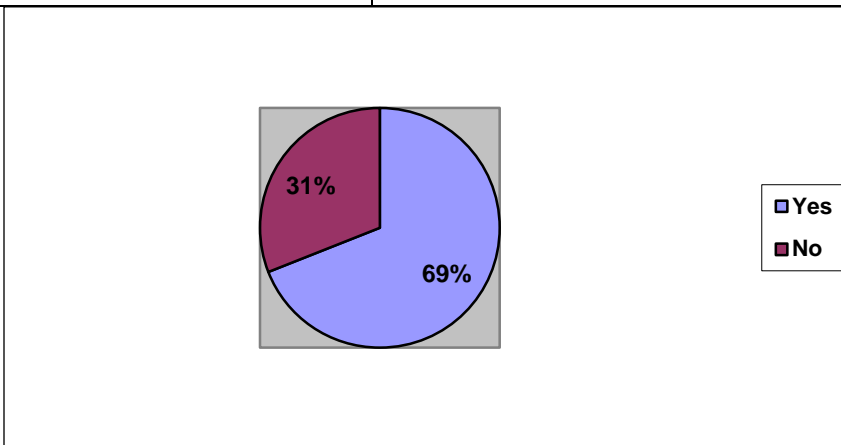


#### Inference:

From the above analysis we can say that out of 100 Respondents given their opinion about the special wage hike, should be given to employees who do their jobs very well, (90%) as strongly agree, (6%) as agree, (4%) as Disagree, (0%) as strongly disagree.

**4. Better job description would be helpful so that company will know exactly what is employees expected of them**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Yes	69	69
No	31	31
<b>Total</b>	<b>100</b>	<b>100</b>



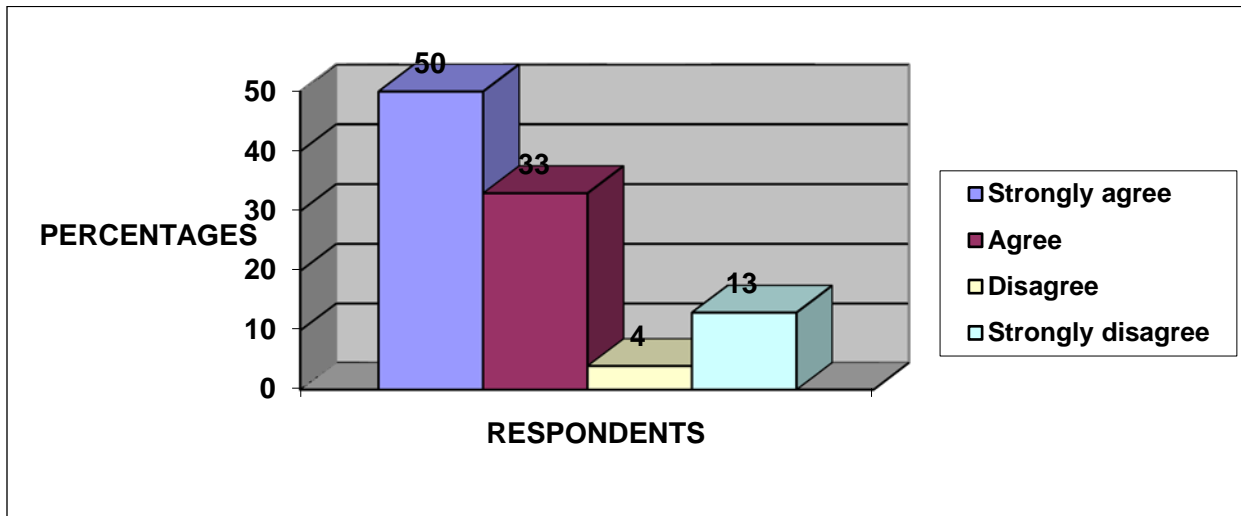
**Inference:**

From the above analysis we can say that out of 100 Respondents given their opinion about the better job description would be useful, (69%) as Yes, (31%) as no.

### 5. How is an individual recognition for attaining standard performance in your

#### Organization

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	50	50
Agree	33	33
Disagree	4	4
Strongly disagree	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

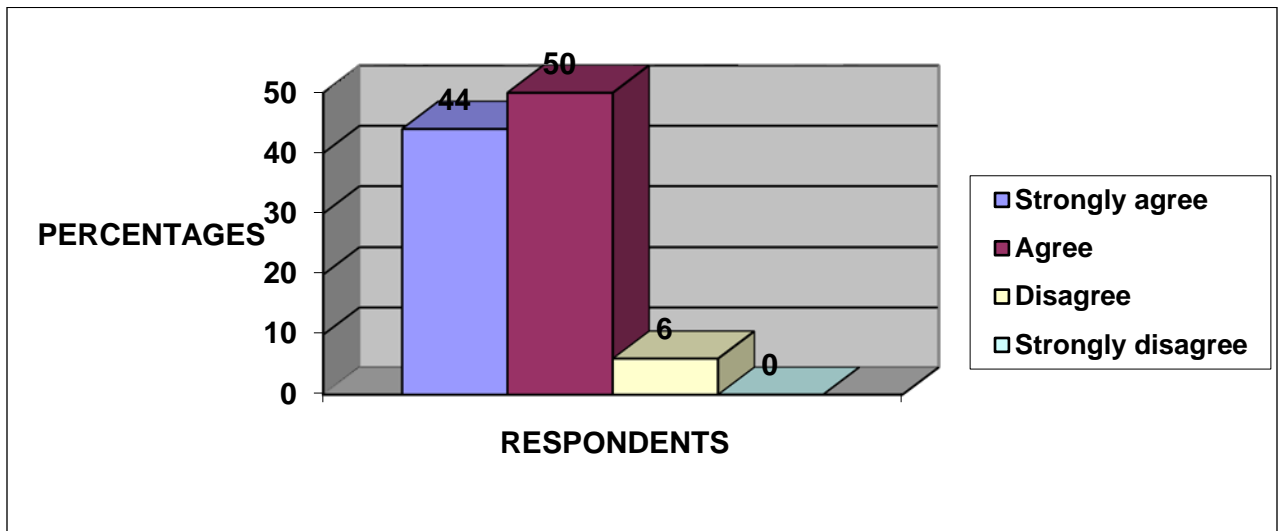


#### Inference:

From the about analysis we can say that out to of 100 Respondents given their opinion about an individual recognition is necessary for attaining standard performance in their organization, (50%) as Excellent, (33%) as good, (4%) as Poor, (13%) as to some extent.

### 6. Indifferent supervision can often bruise feelings

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	44	44
Agree	50	50
Disagree	6	6
Strongly disagree	0	0
<b>Total</b>	<b>100</b>	<b>100</b>



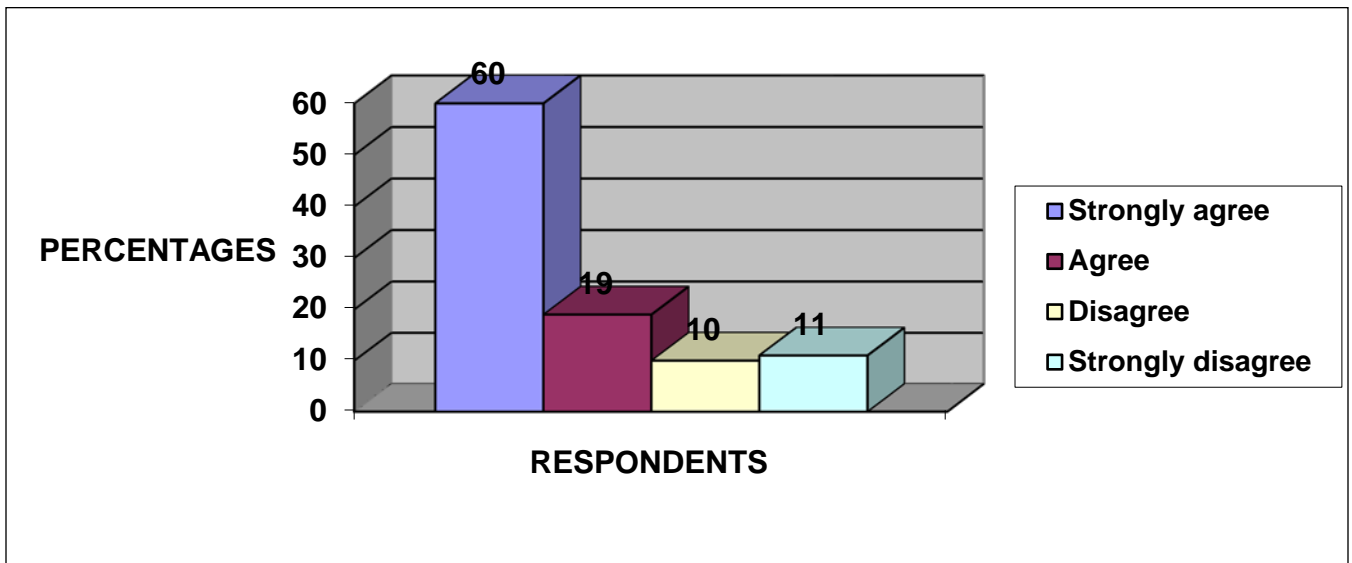
#### Inference:

From the about analysis we can say that out to of 100 Respondents given their opinion about the indifferent supervision can often bruise feelings, (44%) as strongly agree, (50%) as agree, (6%) as Disagree, (0%) as strongly disagree.



**7. The company retirement benefits and stock programs are important factors on their jobs**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	60	60
Agree	19	19
Disagree	10	10
Strongly disagree	11	11
<b>Total</b>	<b>100</b>	<b>100</b>

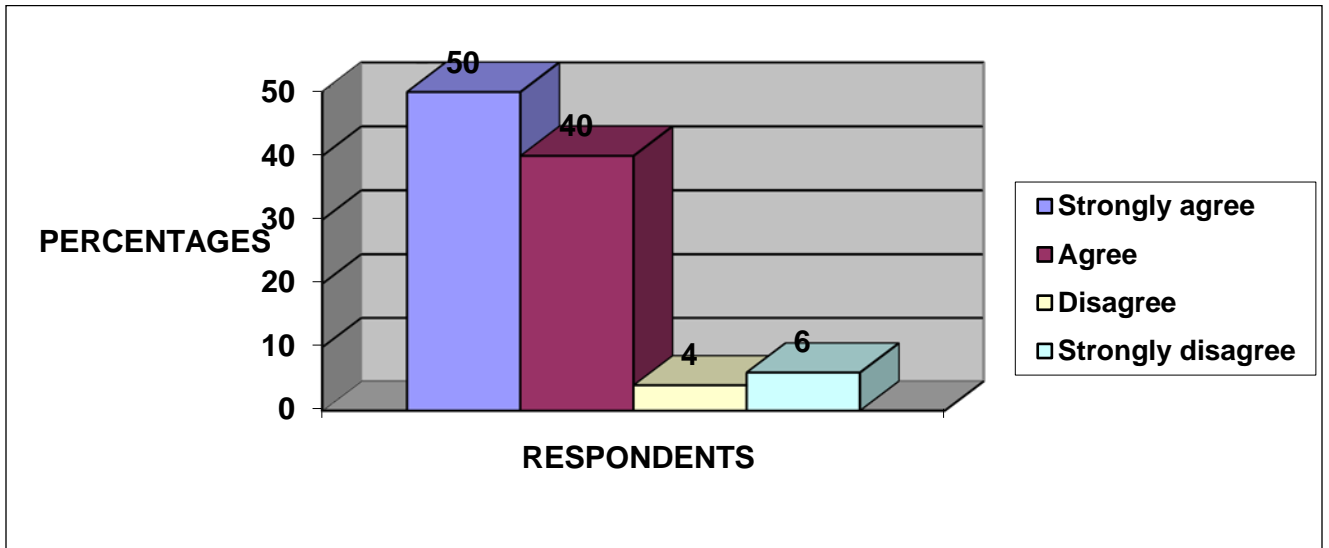


**Inference:**

From the about analysis we can say that out to of 100 Respondents given their opinion about the company retirement benefits & stock programs are important factors in keeping employees on their jobs, (60%) as strongly agree, (19%) as agree, (10%) as Disagree, (11%) as strongly disagree.

**8. Almost every job can be made most stimulating and challenging**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	50	50
Agree	40	40
Disagree	4	4
Strongly disagree	6	6
<b>Total</b>	<b>100</b>	<b>100</b>

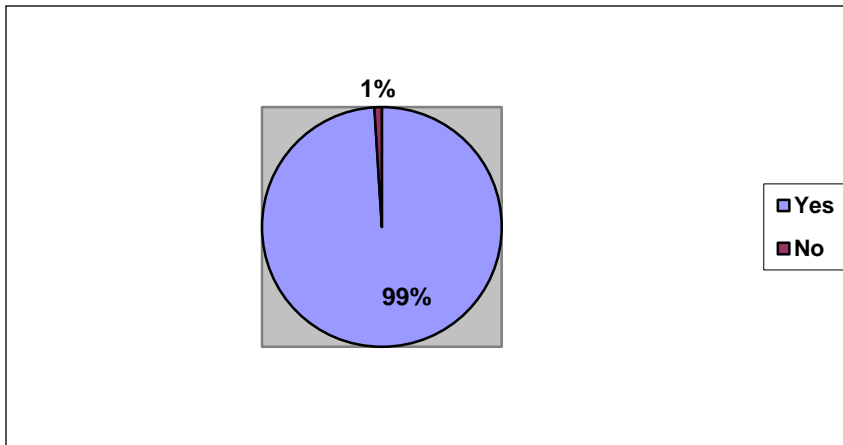


**Inference:**

From the about analysis we can say that out to of 100 Respondents given their opinion about the every job can be made more stimulating challenging, (50%) as strongly agree, (40%) as agree, (4%) as Disagree, (6%) as strongly disagree.

### 9. Many employees want to give their best in very thing they do

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Yes	99	99
No	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

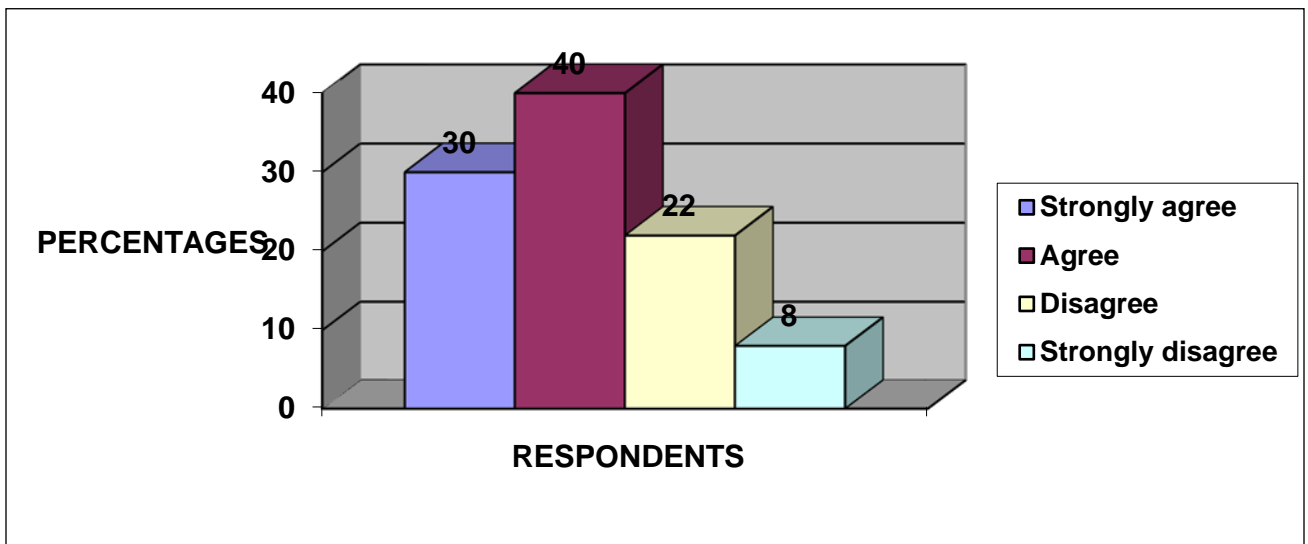


#### Inference:

From the about analysis we can say that out to of 100 Respondents given their opinion about the many employees want to give their best everything they do, (99%) as yes (1%) as no.

**10. Management could show more than interest in the employees by sponsoring social events after hours**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	30	30
Agree	40	40
Disagree	22	22
Strongly disagree	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

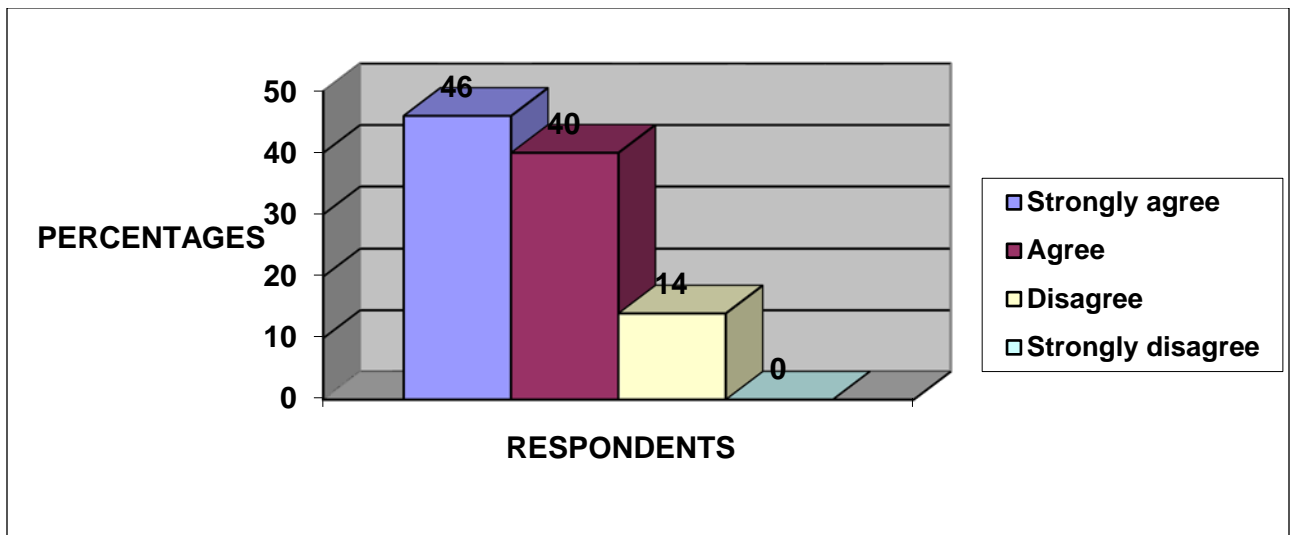


**Inference:**

From the about analysis we can say that out to of 100 Respondents given their opinion about the management need show more interested to the employees by sponsoring social events after hours, (30%) as strongly agree, (40%) as agree, (22%) as Disagree, (8%) as strongly disagree.

**11. Pride in once work is actually an important reward**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	46	46
Agree	40	40
Disagree	14	14
Strongly disagree	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

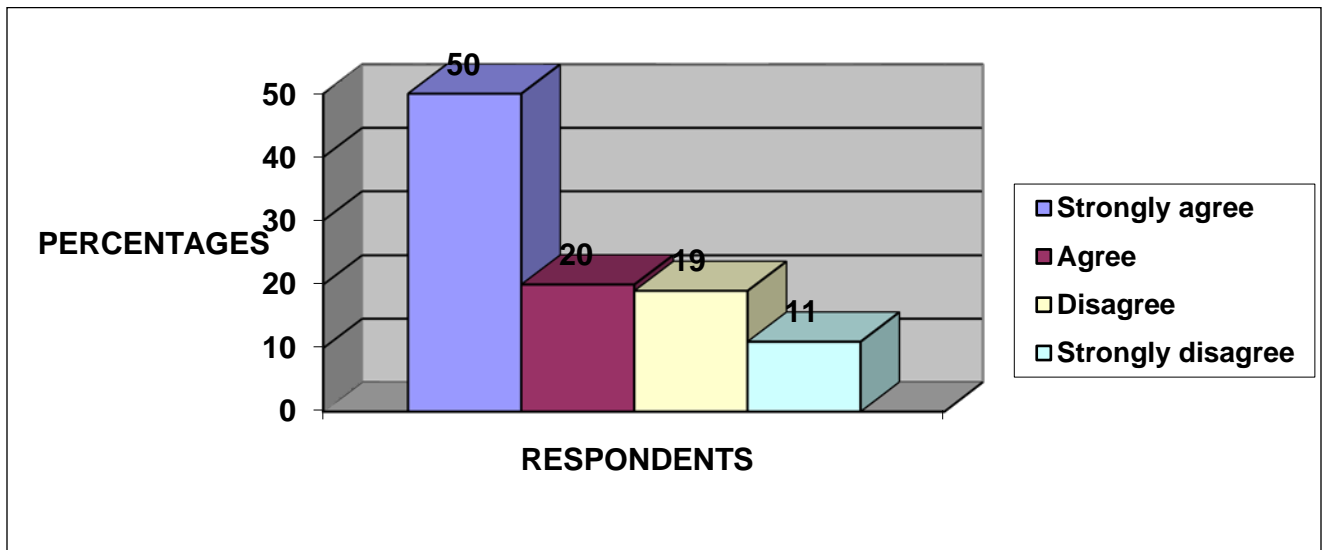


**Inference:**

From the about analysis we can say that out to of 100 Respondents given their opinion about the pride in their work is actually an important reward, (46%) as strongly agree, (40%) as agree, (14%) as Disagree, (0%) as strongly disagree.

**12. The quantity of relations in the informal work group is quite important**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Strongly agree	50	50
Agree	20	20
Disagree	19	19
Strongly disagree	11	11
<b>Total</b>	<b>100</b>	<b>100</b>

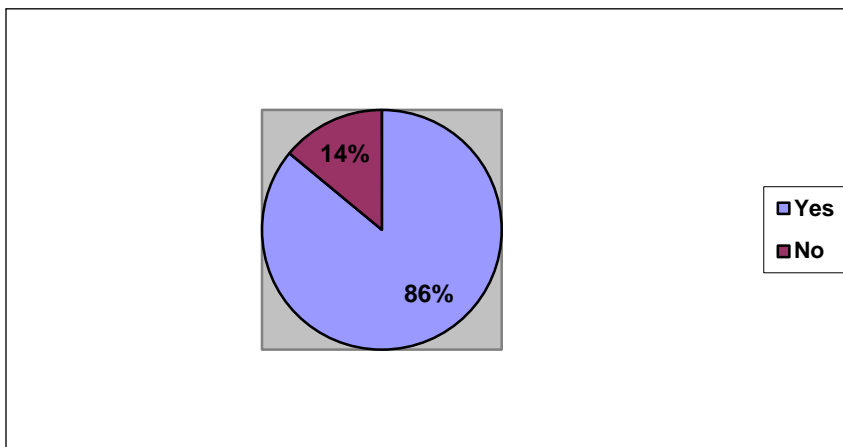


**Inference:**

From the about analysis we can say that out to of 100 Respondents given their opinion about the relations in the informal work group is quite important, (50%) as strongly agree, (20%) as agree, (19%) as Disagree, (11%) as strongly disagree.

### 13. Individual incentive bonuses would improve the performance of employees

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Yes	86	86
No	14	14
<b>Total</b>	<b>100</b>	<b>100</b>

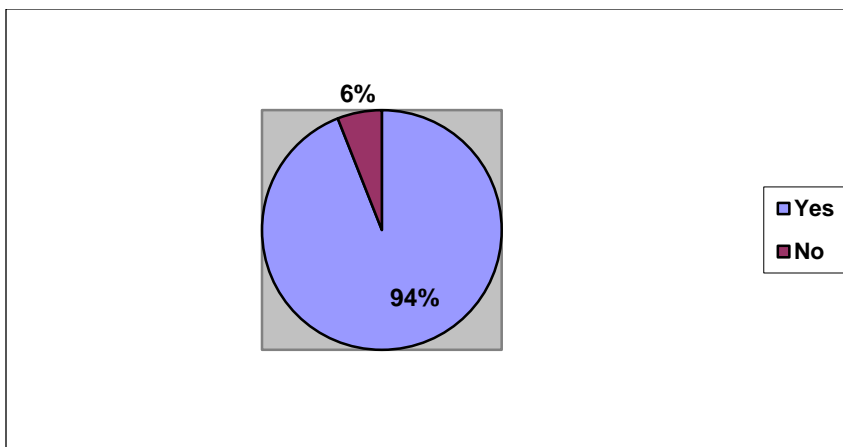


#### Inference:

From the above analysis we can say that out of 100 Respondents given their opinion about the individual incentive bonuses would improve the performance of employees, (86%) as yes (14%) as no.

**14. Job security is important to employees**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Yes	94	94
No	6	6
<b>Total</b>	<b>100</b>	<b>100</b>



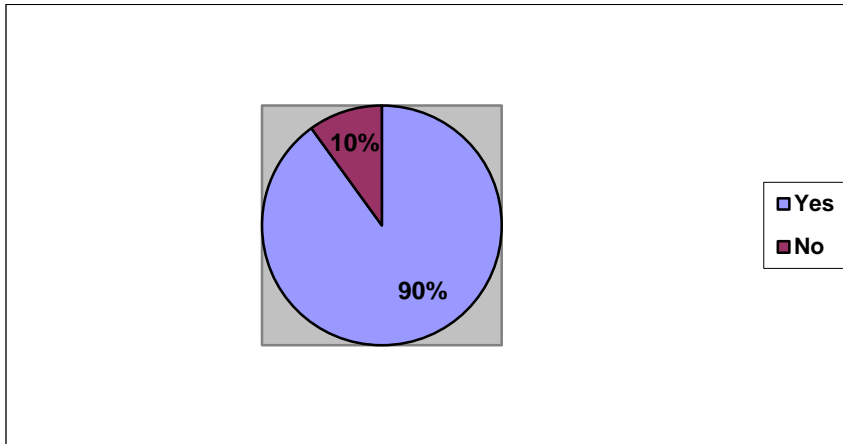
**Inference:**

From the above analysis we can say that out of 100 Respondents given their opinion as job security important to employees, (94%) as yes, (6%) as no.

**15. Having good equipment to their work with is important to employees**

OPINION	NUMBER OF RESPONDENTS	PERCENTAGES
Yes	90	90
No	10	10
<b>Total</b>	<b>100</b>	<b>100</b>





### **Inference:**

From the above analysis we can say that out of 100 Respondents given their opinion as having good equipment's to their work which is important to employees, (90%) as yes, (10%) as no.

### **Findings**

- 1) 76% of respondents satisfied that the employees need to be remind that their jobs are dependent on the company's ability to compete effectively.
- 2) 40% of respondents feel that supervisors should give a good deal of attention of the physical working conditions of their employees.
- 3) 90% of respondents satisfied that the special wage like, should be given to employees who do their jobs very well.
- 4) 69% of respondents feel that the better job description would be helpful so that company will know exactly what is employee expects to them.
- 5) 50% of respondents feel that an individual recognition is excellent for attaining standard performance in their organization.
- 6) 50% of respondents agree that in differences of supervision can of ten bruise feelings.
- 7) 60% of respondents strongly agreed that the company retirement benefits & stock programs are important factors in keeping employees and their jobs.

- 8) 50% of respondents, strongly agreed that almost every job a be made more stimulating & challenging.
- 9) 99% of respondents are expressed, that they want to give their best in everything they do.
- 10)40% of respondents agreed that management could show more than interest in the Employees by sponsoring social Events after hours.
- 11) 46% of respondents, strongly agreed at pride in one's work is a Actually an important reward.
- 12) 50% of respondents, strongly agreed that the quantity of the Relations in the informal Work group are quite important.
- 13) 86% of respondents feel that an Individual incentive bonus would improve the performance of employees.
- 14) 94% of respondents feel that Job security is important to employees.
- 15) 90% of respondents feel that providing good equipment's to their work with is important to employees.

## **SUGGESTIONS**

1. Employees should be identified by their better performance and should give some type of incentives, promotions etc. So that employee will be boosted up and will work better.
2. Promotions should be given ob the basis of performance only.
3. Motivation should give in fair manner without showing any favoritisms to employee.
4. The Management creates a challenging work (or) new assignment (or) opportunity to develop the innovative idea of employee.
5. The motivation review discussion should be practiced well to encourage the open communication between both the appraiser and appraise.
6. The management should study motivation theories for better motivation.

7. The motivation should be unbiased and avoid being stereo-type while encouraging the employees.

### **QUESTIONNAIRE**

1. Employees need to be remind that their jobs are dependent on the company's ability  
To compete effectively ( )  
a. Strongly agree b. Agree c. Disagree d. Strongly disagree
2. Supervisors should give a good deal of attention of the physical working conditions  
Of their employees ( )  
a. Strongly agree b. Agree c. Disagree d. Strongly disagree
3. Special wage hike should be given to employees who perform their jobs very well ( )  
a. Strongly agree b. Agree c. Disagree d. Strongly disagree
4. Better job description would be helpful so that company will know exactly what is  
Employees expected of them ( )  
a. Yes b. No
5. How is an individual recognition for attaining standard performance in your  
Organization ( )  
a. Good b. Poor c. Excellent d. Some extent
6. Indifferent supervision can often bruise feelings ( )  
a. Strongly agree b. Agree c. Disagree d. strongly disagree
7. The company retirement benefits and stock programs are important factors on  
Their jobs ( )  
a. Strongly agree b. Agree c. Disagree d. Strongly disagree
8. Almost every job can be made most stimulating and challenging ( )  
a. Strongly agree b. Agree c. Disagree d. Strongly disagree
9. Many employees want to give their best in very thing they do ( )  
a. Yes b. No

10. Management could show more than interest in the employees by sponsoring Social events after hours ( )  
a. Strongly agree b. Agree c. Disagree d. strongly disagree
11. Pride in once work is actually an important reward ( )  
a. Strongly agree b. Agree c. Disagree d. strongly disagree
12. The quantity of relations in the informal work group is quite important ( )  
a. Strongly agree b. Agree c. Disagree d. strongly disagree
13. Individual incentive bonuses would improve the performance of employees ( )  
a. Yes b. No
14. Job security is important to employees ( )  
a. Yes b. No
15. Having good equipment to their work with is important to employees ( )  
a. Yes b. No

## BIBLIOGRAPHY

### REFERENCE BOOKS

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- Business Research Methods by **William G.Zikmund.**
- Human Research Management by **L.M. Prasad.**
- Human Research Management and Industrial relations by **P. Subbarao.**

### READING MATERIALS

1. Annual records and reports of the company.
2. Previous project records at the company.

### WEBSITES

1. <http://www.google.com>