A Study On Motivational Factors Of Employee's In Automobile Industry

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ABSTRACT

The research study on motivational factors for the employees in Automobile Industry is to ascertain an efficient business strategy. The purpose of this motivational methodology in Automobile Industry is to create a straddle rule between the employees and organisation as a whole. The analysis empirically has a huge impact on the welfare of the employees as well as the productivity in the organisation. Findings suggest that the reward system will include ready cash, non-ready cash payment, encouragement and development in work plays a major role in an organisation. Motivation is directly propositional to productivity in an organisation.

Keywords: *Motivational factors, employee welfare and performance in an organisation.*

1.   Introduction

In this materialistic world, motivation is a psychological technique that directs an employee in a desired goal. It creates a self-discipline and will-power in an employee. Motivation, proliferates the Intrinsic and extrinsic performance in an organisation, and thereby indirectly increases the inherent value of their employees. Organisations with increasing technology and other means of production seems meaningless without the involvement of an employee. An organisation should have a "Good Relationship and Better Impetus" towards their employees. Motivated employees act as an internal drive of a successful organisation, they emphasis on challenging work, responsibilities and growth of their organisation. Motivation, builds one"s fundamental need and turns to be a great influence on their behaviour. Pressure or Pleasure are the one, which mediates an employee in their working activities. Empirical support, directly associated with a company,,s productivity and of an employee"s performance, fulfils their personal needs.

2.   Objectives of study

1.   To enlighten the motivational methodology in the Automobile Industry
2.   To analyse the factors which exploits motivation in the Automobile Industry
3.   To investigate the levels of satisfaction through the on-going trends of motivation
4.   To analyse and suggest solving measures which enhances the motivational methodology in the Automobile Industry

3.   Research Methodology and Sample Size

The study was conducted using the random sampling method from probability sampling which provides an equal chance of choosing the respondents severe as a primary data. Totally they were 107 respondents from automobile industry located in Chennai. 4 out of them were rejected due to insufficient information provided by the respondents. The remaining 103 completed questionnaires were found to be used as a sample size.

3.1.   Primary Data

To present this research the data has been gathered from a well-framed application from the workers of Automobile Industry. To regarding the motivational factors providing to an employee given to them by an organisation.

3.2.   Secondary Data

The secondary data is gathered from various sources like Journals, Magazines, Books and websites. To know the motivational factors that is all provided to an employee by the organisation

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4. Review of Literature

Dr. Prathima Murali (2020), "An Analysis of influencing the factors of workers through motivation and morals towards their work involvement in the industry of Automobile in Bangalore" analyses the management to know the variables that considered as an important role in affecting the stage of work involvement of workers. It reveals the management can get a better idea while developing its motivational system as what kind of motivational would be given the most importance and what stage can be known through such a this of study.

Dr. D. Govidappa (2019), "A study on Factors Affecting Workers: An Empirical Analysis in Automobile Industry", analysed the levels of the motivation and work performed by the employees of the Organisation. It found that the employee productivity problems are within the environment. Conducive work environment that may lead to be better method that would enhanced the productivity.

Dr. J. Rengamani (2019), " A Study of factors of motivation in the field of automobile for mechanical engineers in Chennai" identified the motivating Factors are plays vital role to increase the productivity in the Organisation. But it is really motivated workers due to few extent by encouraging items which is highlighted for the advantages of the workers and for working company.

Dr. Manisha Sharma and Monika Bhati (2017), " A study of institutional factors of authority and consuming workers through motivation in the field of Automobile in India: investigates the part if institutional strength and the factors of motivation to consume the workers involvement and it was measured by influencing, constant and balancing involvement in the field of automobile.. It found that the desirability of adopting these Organizational measures for enhancing the employees" motivation and empowerment.

Dr. Annapuran Gupta and Tarun (2014), "Effective force of factors of motivation on workers at working place", highlighted the required position and strength and requirement of safety. These processes were the high and regular factor and the involvement and power or place were the important factor for the worker especially for male. It deals with the safety requirements and success as the high grade factor and the condition and motivation for employees by organization were the high grade for female employees.

Dr. Aworemi Joshua (2013), "A study of factors of motivation of workers in Nigeria,Africa", investigates the factors of motivation for workers of an institution. This paper found that encouragement for employees, high salary, showing interest in work, safety in working place, rules and regulation, giving respect to workers, obligation for finished work and finally the development of the institution. It discloses the rules in work, show high interest in job and good package of salary are the important factors to worker to go in high level. This will also help the employer to identify, process of training and pay a correct salary for work.

Dr. Nadeem Malik (2011), " An Analysis of factors of motivation of the working members at Balochistan University", focused the significant grade of workers. It also shows that the high security place in the residential area and correct package of salary are the important factor to motivate the employee to reach a high place. It examined the system of appreciation such as ready cash, non-ready cash payment, encouragement and development in work.

5. Data Analysis and Interpretation

5.1. Percentage analysis

Table 1 Gender of the Respondent

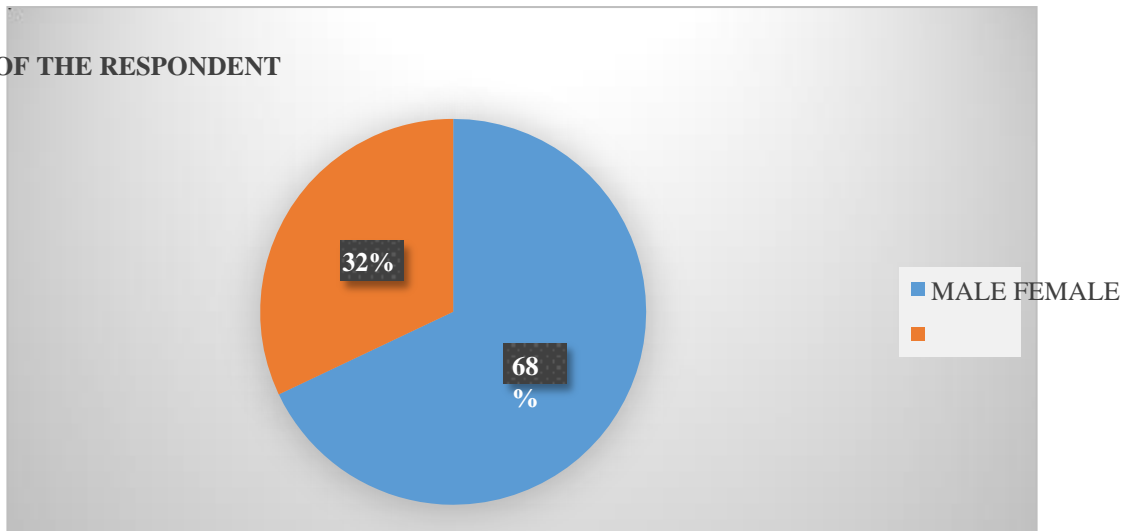| S. NO.	CATEGORY	NO. OF RESPONDENTS	%
1	GENDER		
I	MALE	70	68%
Ii	FEMALE	33	32%
	TOTAL	103	100%

GENDER OF THE RESPONDENT

CHART NO.:1 GENDER OF THE RESPONDENT

5.2. Conclusion

The table in above and the following chart highlights the 69% of the applicants are male and other 33% are female.

Table 2 Age of the Respondent

S. NO.	CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
2	AGE		
I	Upto 30 years	31	30%
Ii	31 to 35 years	46	45%
iii	36 to 40 years	14	14%
Iv	Above 41 years	12	12%
	TOTAL	103	100%

AGE OF THE RESPONDENT

CHART NO.:2 AGE OF THE RESPONDENT

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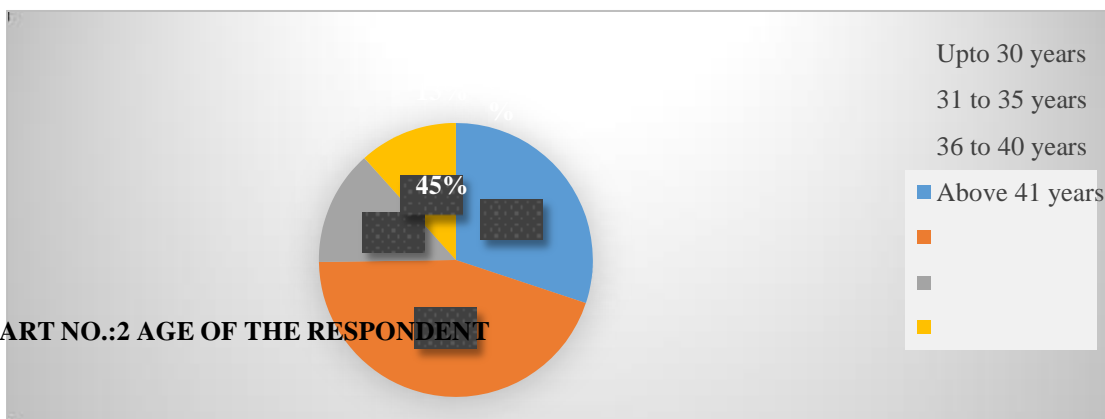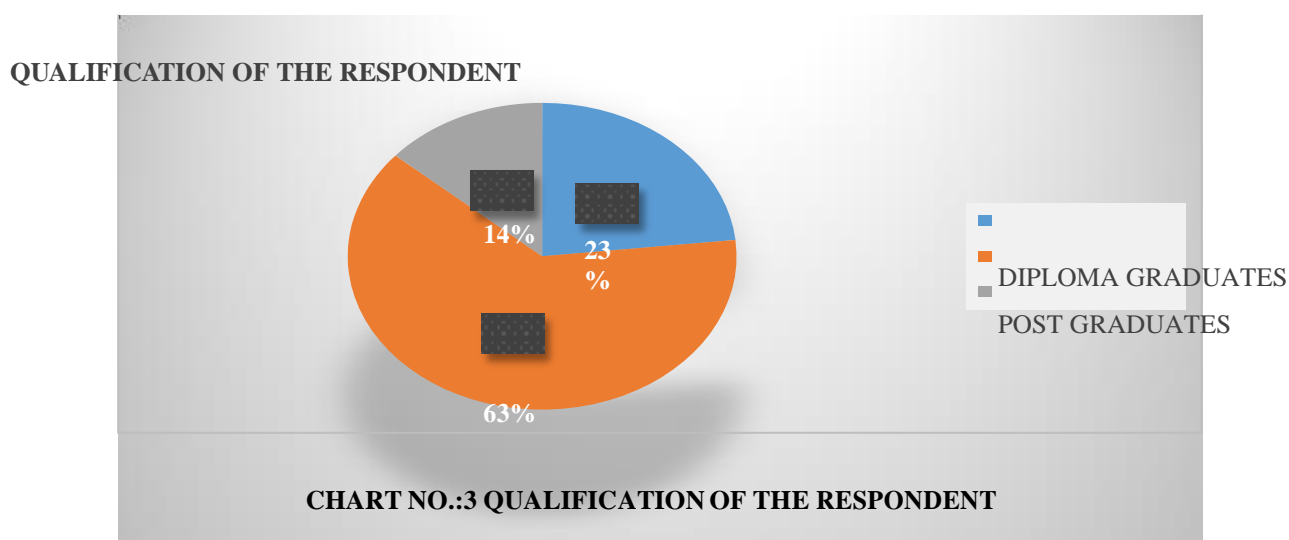
5.3. Conclusion:

The table in above and the following chart highlights the 54% of the applicants are in the category between 30 to 36 years old, 40% of the applicants in the category of age till 34, 12% of the applicants are in the category between 37 to 41 years and 13% of respondents are less than above 41 years.

TABLE 3 Qualification of the Respondent

S. NO.	CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
3	QUALIFICATION		
I	DIPLOMA	24	23%
Ii	GRADUATES	65	63%
Iii	POST GRADUATES	14	14%
	TOTAL	103	100%

QUALIFICATION OF THE RESPONDENT

DIPLOMA GRADUATES
POST GRADUATES

CHART NO.:3 QUALIFICATION OF THE RESPONDENT

5.4. CONCLUSION:

The table in above and the following chart highlights that 64% of the applicants are the qualified graduates, 23% are diploma and 14% are post graduates.

Table 4 Income of the Respondents

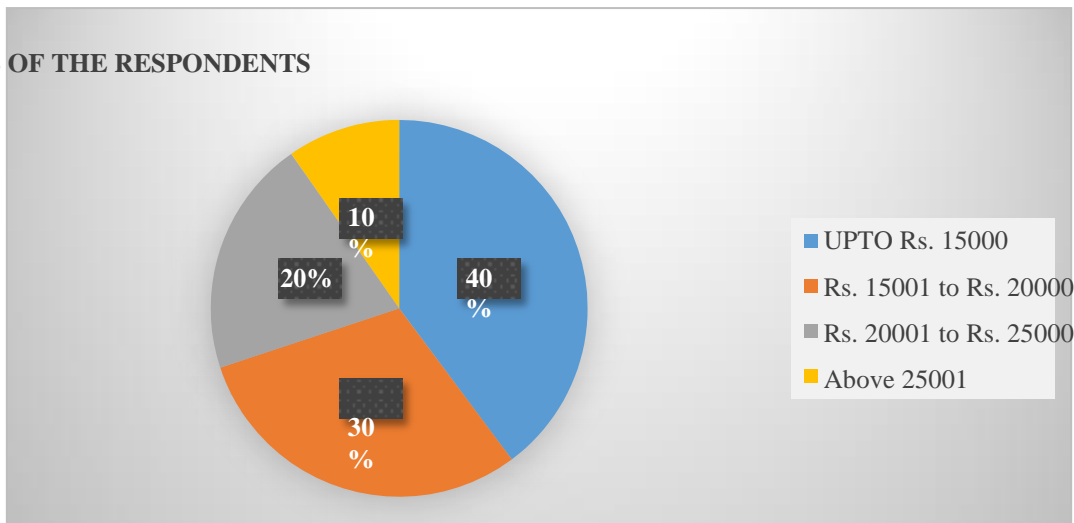| S. NO.	CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
4	INCOME		
i	UPTO Rs. 15000	41	40%
ii	Rs. 15001 to Rs. 20000	31	30%
iii	Rs. 20001 to Rs. 25000	21	20%
iv	Above 25001	10	10%
	TOTAL	103	100%

INCOME OF THE RESPONDENTS

CHART NO.:4 INCOME OF THE RESPONDENTS

5.5. Conclusion

The table in above and the following chart highlights that 50% of the applicants are in the income group up-to Rs.15000, 30% are between Rs.15001 to 20000, 20% are between Rs.20001 to 25000 and 10% are in the income group above Rs.25000.

Table 5 Experience of the Respondent

S. NO.	CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
5	EXPERIENCE		
I	UPTO 5 YEARS	59	57%
Ii	5 TO 7 YEARS	20	19%
Iii	8 TO 9 YEARS	14	14%
Iv	10 YEARS ABOVE	10	10%
	TOTAL	103	100%

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EXPERIENCE OF THE RESPONDENT

Legend:
- UPTO 5 YEARS
- 5 TO 7 YEARS
- 8 TO 9 YEARS
- 10 YEARS ABOVE
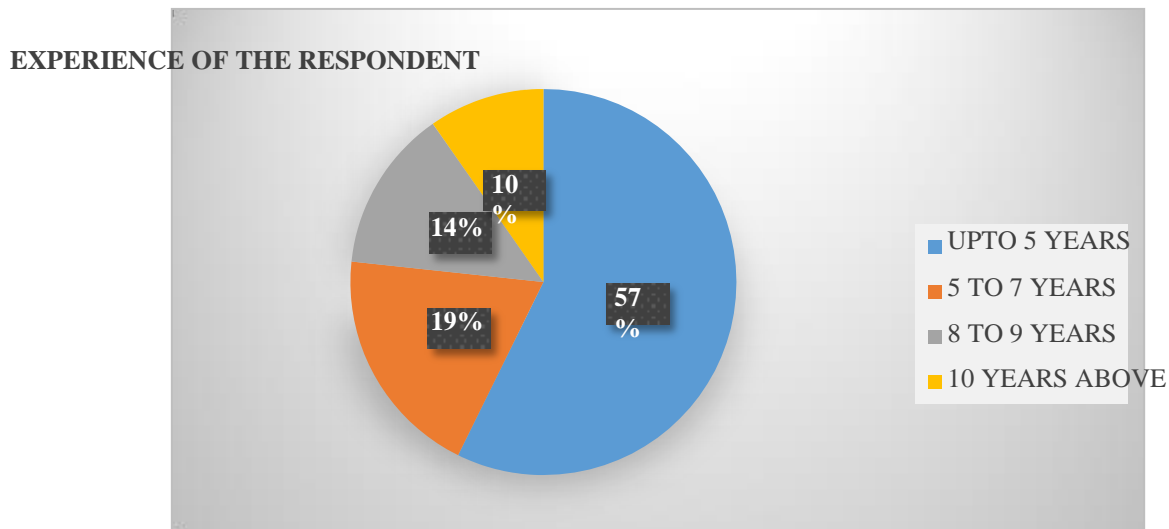
Pie chart values: 57%, 19%, 14%, 10%

CHART NO.:5 EXPERIENCE OF THE RESPONDENT

5.6. CONCLUSION:

The table in above and the chart highlights that 56% of the applicants are in the occurrence till six years, 19% are between 5 to 7 years, 14% are between 8 to 9 years and 10% are in the above 10 years.

6. CHI-SQUARE Test

6.1. CHI-SQUARE showing whether the reward system will motivate employees in the field of automobile.

H1: No important variation between the system of reward and the measures of motivation in the field of automobile.

H0: Important variation between the system of reward and the measures of motivation in the field of automobile.

Particulars	Number of Responder
ACCEPTABLE VALUE	45
ACCEPTED STRONGLY	5
CONSTANT	40
NON -AGREE STRONGLY	5
NON –AGREE	15
OVERALL	**103**

oI	Ei	oI-eI	$(ei-0i)^2$	$(ei-oi)^2/ei$
9	20.6	-34.6	134.56	6.532
34	20.6	13.4	179.56	8.716
40	20.6	19.6	384.16	18.648
15	20.6	-5.6	31.36	1.522
5	20.6	-15.6	243.36	11.813
TOTAL				**47.231**

CALCULATED VALUE=47.231

TABLE VALUE @ 4 PERCENTAGE STAGE OF IMPORTANCE = 8.345

6.1.1. CONCLUSION:

Calculated Value > Value in table

No variation between rewards and motivation measures are rejected Variation between rewards and motivation measures are accepted. There is an important variation between the system of rewards and the measures of motivation in the industry of automobile.

6.2. Correlation Analysis

To investigate the correlation between motivation and productivity level in the Automobile Industry.

PARTICULARS	MOTIVATION RESPONDENTS	PRODUCTIVITY RESPONDENTS
STRONGLY AGREE	23	32
CONSTANT	30	8
NOT AGREE	0	0
ACCEPATABLE	70	56
NOT AGREE STRONGLY	0	1
TOTAL	103	103

Formula

Correlation=   (1)

Where, X=(x- x)

Y=(y-y)   (2)

X	X-20	X^2	Y	Y-20	Y^2	XY
23	3	9	32	12	144	36
60	40	1600	63	43	1849	1720
20	0	0	8	-12	144	0
0	-20	400	0	0	0	0
0	-20	400	0	0	0	0
103		2409	103		2137	1756

x 103/5=20.6

y 103/5=20.6

Correlation=1756/   )

=1756/

=1756/2268

=0.7742

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6.2.1. Conclusion

There is a Positive correlation between the two variables hence there is an important connection between the stimulation and productivity especially in the field of Automobile Industry.

7. Findings & suggestions

The basic needs of any employee is a home to abode, food to eat, clothing, best education for their children and medical assists that can be supportive to the employees and their families. Company policies and norms shall be clearly demonstrated to the employee, that helps in achieving higher productivity. Yearly increment, festival bonus and incentives for their hard work encourages the employees. Annual sports activity involves an individual or a team spirit that helps in developing the employee"s personality. Suggestions and reviews of an employee for improving the management shall be recognised and rewarded. Sound mind and sound body always balances the employee. Employee can be entertained for their effectual performance.

8. Conclusion

A positive management can exploit the factors of an employee and can make a successful framework of goals. Proactive service is the best way to satisfy the employees in an Organisation. It reducing the stress and anxiety in the field can be solved by regular practice of meditation every day. Motivation recreates and enhances employee"s self-confidence and self-esteem. "Safety first, work next" is a positive working environment that can make the employees feel safe and secured.

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