# A STUDY ON THE EMPLOYEE MOTIVATION

**PAKKIAYALAKSHMI**
Assistant Professor, BBA & MBA
Jaya college of Arts and Science
Thiruninravur, Chennai, India

## ABSTRACT

Employee motivation is defined as the enthusiasm, energy level, commitment and the amount of creativity that an employee brings to the organization on a daily basis. Employee Motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. Employee motivation at work place is an important area in human resource management that contributes to the performance of the employees. Many organizations are planning new strategies and ways in order to safeguard their employees. Better motivators at work place makes the employees feel satisfied and put more efforts to increase the productivity and profitability of the company.

**Keywords:** Motivation; Performance; Productivity; Rewards; Workplace and Satisfaction

## INTRODUCTION

The term motivation is derived from the word 'motive''. The word 'motive' as a noun means an objective, as a verb this word means moving into action. Therefore, motives are forces which induce people to act in a way, so as to ensure the fulfillment of a particular human need at a time. Behind every human action there is a motive. Therefore, management must provide motives to people to make them work for the organization.

### Definition and Concept:

It has been established that the motivational factors are the perceived needs of the employees, which when satisfied, contribute to the employees' performance and productivity. But motivation, per se, can be better defined as a process of governing choices. This process may be 'internal or external to the individual that arouse enthusiasm and persistence to pursue a certain course of action'. The motivation process starts with a physiological or psychological deficiency or need that activates behaviour or a drive that is aimed at a goal or incentive.

All the definitions, therefore, authenticate that motivation is a behavioral syndrome, which develops when there is a perceived incongruence in the employees' needs and expectations.

**Objectives**

- Purpose of motivation is to create condition in which people are willing to work with zeal, initiative, Interest, and enthusiasm
- To increase loyalty against company.
- For improve discipline and with pride and confidence in cohesive manner so that the goal of an organization are achieved effectively.
- Motivation techniques utilized to stimulate employee growth.

**Techniques of Motivation:**
- Positive and negative motivation.
- Financial and Non-financial motivation.
- Individual and group motivation.
- Extrinsic and Intrinsic motivation.

**Importance of Motivation:**
- Low Employee Turnover and Absenteeism.
- Easy Acceptance of organizational changes.
- Good human relations.
- Good image of organization.
- Increase in Morale.
- Proper use of Human Resource Possible.
- Helpful in Achieving Goals.
- Builds Good relations among employees.
- Easier Selection Facilities Change.
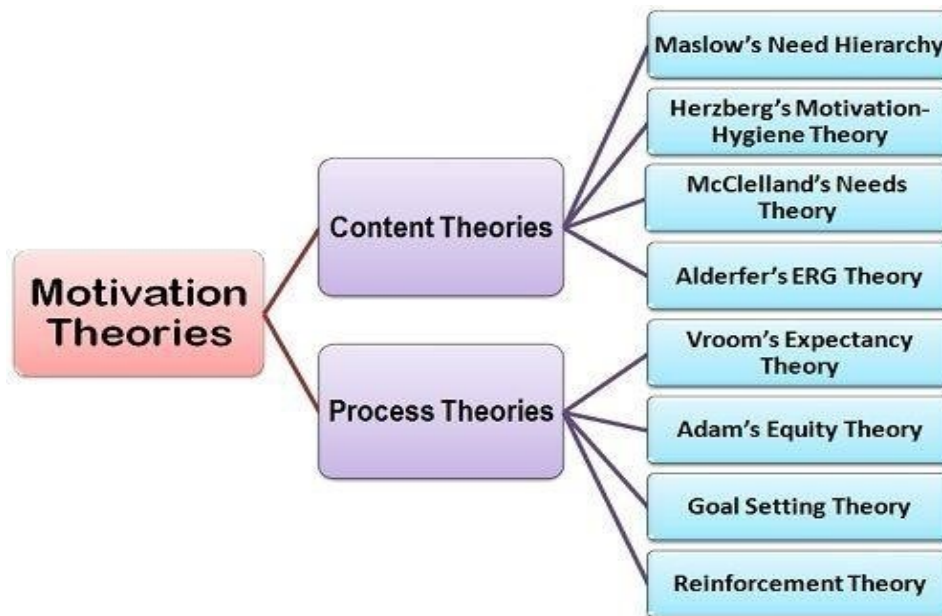
## Steps of Motivation Process
1. Identify Unsatisfied Needs and Motives.
2. Tension.
3. Action to satisfy needs and motives.
4. Goal accomplishment.
5. Feedback.

**Benefits of Employee Motivation:**

1. Handle uncertainty better
2. Are better problem-solvers
3. Are more innovative and creative
4. Are proactive

5. Are more productive
6. Understand company's goals better
7. Work towards achieving their own goals

8. Work towards achieving company's goals

9. Are more customer-centric

10. Have lower turnover rates

## THEORIES OF MOTIVATION



**MOTIVATION METHODS:**

**Gamify and Incentivize**

Although we haven't implemented it yet, we're developing a feedback system that rewards employees for engaging with our wiki and for learning how to use our application via our training videos. We further reward performance based on meeting certain goals. A proven motivator for students and employees alike is earning a "badge" or points for committing to certain tasks.

**Let Them Know You Trust Them** If you let them know you trust and depend on them, they will fill those shoes sooner than you think. A vote of confidence can go a long way. Let them know you trust them to do the best job possible and they will rarely disappoint you.
**Set Smaller Weekly Goals**

You want lofty ambitions, but set up smaller goals along the way to keep people in it. Rather than make a billion this year, focus on getting 100 new customers this week-something that will

get you to that billion. Then reward the team for achieving the goal with an afternoon off, a party, etc. They will see that your goals are realistic and everyone benefits from working hard.

**Give Your Employees Purpose**

I am able to motivate my employees by giving them a purpose. When you accomplish that, they understand the vision better and are able to execute more strongly. In addition, by understanding their purpose and the purpose of the business, an employee is better able to understand how they fit into the big picture.

**Radiate Positivity**

I'm always pumping energy through the office. I'm really enthusiastic and want my staff to feed off that positive energy. Because culture is so important to me, I play music, have fun, joke around, and play games. We work hard, but we play hard too. You have to be in the moment and high-energy all the time!

**Be Transparent**

I am very open with employees about what's happening at the highest level so there are no surprises and everyone has a chance to ask questions and give feedback. I want employees to feel included in big decisions and committed to the direction our company takes. This has helped to sustain motivation and increased company loyalty and pride.

**Motivate Individuals Rather Than the Team**

Aligned incentives are the only true way to ensure everyone on a team is working toward a common goal. Framing the strategy in multiple ways ensures each stakeholder has a clear, personal understanding of how working together benefits himself and the team. This technique allows you to motivate the team to accomplish amazing things.

**Problem of Motivation:**

Motivation is the outcome of a certain relation between the superiors and the sub-ordinates for this the superiors or the managers make special effort different from the daily control or functions. It is not necessary that the efforts made by the managers will be unanimously acceptable.

- A Costly Efforts
- Trouble Making Employees.
- Motivation is an internal feeling.
- Opposition to changes.

**CONCLUSION:**

The study concludes that the motivation methods has been improved. This study helps me to get more information about motivation methods in this organization and how ever the organisation may proactively react to change in the environment and provide a good standard of living to the employees at par with the prevailing economy.

**BIBLIOGRAPHY:**

1. N. and Smith, H., (1981). Applied Regression Analysis statistics.
2. Kothari C. R. – VishwaPrakashan 1990 Research Methodology – Methods & Techniques 2Ed
3. Colquitt, Jason A., Jeffery A. LePine, and Michael Wesson. Organizational Behavior:
4. Improving Performance and Commitment in the WorkplaceEducation, 2017.
5. M. Sharma "Personnel & HRM", 2005.
6. Bhatacharya D.K. (2009) First Edition 2009 Human Resource Development.

**WEBSITES:**

1. www.delhiveryprivate limited .com
2. www.employees motivation .com  https://www.iedunote.com/motivation-process https://www.whatishumanresource.com/motivation-process