

A STUDY ON EMPLOYEE MOTIVATION AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO CELEBRITY FASHIONS LIMITED

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ABSTRACT

Employee motivation is considered as a force that drives the employees toward attaining specific goals and objectives of the organization. Now days, it is one of the sizzling issue in organizations since every wants to make best use of their human resources. Main purpose of this study is to inquire what kind of factors influence employees motivation. And finding up to which extent motivation affects the employee performance. Data is collected from 153 employees of Celebrity's Fashion by using questionnaire method completion analysis is applied to find the effect of employee motivation on employee's performance involving four variables employee motivation, employee performance, intrinsic rewards and employee perceived training effectiveness. The results of this study show that significant and positive relationship exists between employee motivation and employee performance. It is also concluded that intrinsic rewards has a significant positive relationship with employee performance and employee motivation. This study concludes that employee perceived training effectiveness has a negative relationship with motivation. It is also proved responses, they were provided with the training courses but this training was not implemented by them in their routine teaching as they considered it to be ineffective. They were not satisfied with the training provided to them and this affected their motivation.

INTRODUCTION

The term 'motivation' is derived from the word 'motive'. Motive refers to the needs, wants, drives, impulses within individuals. An issue which generates a great deal of attention from most managers, administrators and those involved in human resource management is the issue of how to motivate the employees.

Employee motivation is generally considered a core element in running a successful business. In an organization truly motivated employees work with their willingness. Both employer and employee are interested to understand the term motivation, employer's wants to know what motivates their employees to satisfy them and encourage them to work harder to achieve the goal.

Motivation can be described as the driving force within individuals that impels to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive- both consciously and subconsciously- to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel. The specific goals they select and the patterns of action they undertake to achieve their goals are the results of individual thinking and learning.

Definition of motivation

According to **S.P.ROBBINS**, "Motivation is the willingness to exert high levels of effort toward organizational goals, conditioned by the effort and ability to satisfy some individual need".

Importance of motivation

The importance of motivation arises from its effects on organizational functions:

- Motivation sets in motion the action of people.
- Motivation improves the efficiency of work performance.
- Ensure achievement of organizational goals.
- Motivation creates friendly and supportive relationships.
- Motivation leads to the stability in the work force.
- Acceptance of organizational changes.

Types of motivation:

Positive versus negative motivation:

- Positive motivation seeks to create an optimistic atmosphere in the enterprise. It involves identifying employee potentialities and makes him realize the possible result by achieving his potentialities.
- Negative motivation leads to fear of consequences of doing something or not doing something keeps the worker in the desired direction.

Rational versus emotional motivation:

- Rational motivation is associated with persons who carefully weigh the pros and cons of all the alternatives and then choose the one that gives them the greatest utility.
- Emotional motivations are those goals, which are selected on the basis of emotion's involvement

Primary versus secondary motivation:

- Primary motivations are unlearned and natural, relating to physiological needs.
- Secondary motivation is learned and realized as a result of development.

Financial and non-financial motivation:

- The financial motivations are in the form of wages, salaries, allowances, bonus, fringe benefits etc.
- Non-financial motivation takes the form of job enrichment, participative management, praise, opportunity for growth etc.

Intrinsic versus extrinsic motivation:

- Intrinsic motivation refers to motivation that comes from inside of an individual.
- Extrinsic motivation comes from outside an individual.

Motivation Process:

Need Identification



Exploring Ways to Fulfill the Needs



Selecting Goals



Performance of Employee



Rewards/Punishments as Consequences of Performance



Reassessment of Deficiencies of Needs

INDUSTRY PROFILE

India's textiles sector is one of the oldest industries in Indian economy dating back several centuries. India's overall textile exports during FY 2017-18 stood at US\$ 39.2 billion. The Indian textiles industry is extremely varied, with the hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital intensive sophisticated mills sector at the other end of the spectrum. The de-centralized power looms/ hosiery and knitting sector form the largest component of the textiles sector. The close linkage of the textile industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles make the Indian textiles sector unique in comparison to the industries of other countries. The Indian textile industry has the capacity to produce a wide variety of products suitable to different market segments, both within India and across the world.

The future for the Indian textile industry looks promising, buoyed by both strong domestic consumption as well as export demand. With consumerism and disposable income on the rise, the retail sector has experienced a rapid growth in the past decade with the entry of several international players like Marks & Spencer, Guess and Next into the Indian market.

High economic growth has resulted in higher disposable income. This has led to rise in demand for products creating a huge domestic market.

India textile industry is one of the leading in the world. Currently it is estimated to be around US\$ 52 billion and is also projected to be around US\$ 115 billion by the year 2012. The current domestic market of textile in India is expected to be increased to US\$ 60 billion by 2012 from the current US\$ 34.6 billion. The textile export of the country was around US\$ 19.14 billion in 2006-07, which saw a stiff rise to reach US\$ 22.13 in 2007-08. The share of exports is also expected to increase from 4% to 7% within 2012

COMPANY PROFILE:

Celebrity Fashions Ltd is one of India's consummate garment exporters with the capability to manufacturing the largest number of trousers in the country. The company is engaged in manufacture and sale of garments. The company has their own national premier menswear brand, Indian Terrain. The company has two subsidiaries, namely Indian Terrain Fashions Ltd and Celebrity Clothing Ltd.

The company has two divisions, namely exports and domestic divisions. Exports division is further sub-divided into Tops and Bottoms division. The Domestic division (brand Indian Terrain) and Bottoms division cater to different markets / products. The company's products include men's or boy's shirts, women's or girl's shirts, men's or boy's shorts / trousers and women's or girl's shorts / trousers.

Celebrity Fashions Ltd was incorporated on April 28, 1988 as a private limited company with the name Celebrity Fashions Pvt Ltd. The company set up their first manufacturing facility in Mylapore, Chennai. During the year 1992-93, they set up two manufacturing facility at Velachery and Chrompet in Chennai. During the year 1997-98, the company set up their fourth manufacturing facility at Pallikaranai, Chennai.

Turnover of Celebrity Fashions

Revenue from Operations the Company achieved a topline of Rs.192.16 crs vis-à-vis Rs.197.21 crs the previous year. The cascading effect of Chennai floods had resulted in replenishment of prior season orders and this resulted in loss of opportunities of additional business. Further the company had planned to relocate its partial capacities of MEPZ unit to a unit in DTA and hence consciously reduced its capacities in MEPZ unit for a smooth transition. The New Unit was under trial run during the last quarter of the year. The year witnessed productivity improvements quarter on quarter when compared to previous year which has partially offset the impact of reduction in capacities. Other Income of Rs.70 lakhs represents the interest income and rent income.

Celebrity's Strengths

Celebrity fashions strong management team and motivated and efficient work force, experienced team with industry specific knowledge, strong infrastructure set –up, experience with cost –plus engagement models, delivery capabilities, commitment to quality, a de- risked business model, strong customer base.

NEED FOR THE STUDY

Employee motivation plays a vital role in the organisation as it reflects in the form of increased performance and efficiency of the worker's which in turn satisfies both the employees and also organisation. As employee motivation is important for the organisation to achieve the desired goals on time, therefore the employees must be motivated by using various techniques. The cooperation of employee is possible only when they are fully satisfied with the motivational activities which are provided by the employer. This study helps to findout the satisfaction level of workers regarding the various motivational factors provided by celebrity fashion ltd.

OBJECTIVES OF THE STUDY

Primary Objective:

- ❖ To study the employees motivation and its impact on employee performance in **CELEBRITY FASHION LTD.**

Secondary Objectives:

- To suggest measures to improve the employee performance through the motivational factor.
- To study about the monetary and non-monetary benefits and facilities provided to the employees.
- To know the employee satisfaction on the interpersonal relationship existing in the organization.
- To identify the impact of employee performance through motivation.
- To identify the factors affecting employee's motivation performance.

SCOPE OF THE STUDY

This study analyses the procedure for ensuring motivation of all employee in their work which has become necessary in organization. The study covered a sample of a 153 employees of Celebrity Fashion Limited. The human resource management has to identify employee's motivation to match with the organization's productivity. The scope of the study is to analyze the importance given by the organization towards utilization of human resources.

LITERATURE REVIEW

Rensis Likert has called motivation as the core of management. Motivation is an effective instrument in the hands of the management in inspiring the work force. It is the major task of every manager to motivate his subordinate or to create will to work among the subordinates.

It should also be remembered that the worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. Creation of a will to work is motivation in simple but true sense of term.

Dean G.Pruitt Expectation of cooperative future interaction with the other negotiator (ECFI) was crossed with accountability to constituents. Accountability produced contentious behavior and it reduced joint benefit when ECFI was absent, but it increased joint benefit when ECFI was present. The results can be construed as supporting a dual-concern model, suggesting that behavior is a function of both a concern for personal goals and a concern for the relationship with the other party.

Rajeswari Devadaas, The desire to perform as perfectly as possible by mastering the environment is a basic and persuasive in human behavior. Organizations have been in constant search for leverages of employee motivation. Achievement motivation is the tendency to endeavor for success and to choose goal oriented success or failure activities.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him.

Research Design

Research Design is defined as the, arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure

Sample size

It refers to the number of elements of the population is to be sampled. Total sample size for this research study is 100

Sources of data collection

- Primary data
- Secondary data

Statistical tools used

- Percentage analysis
- Chi-square Test
- Correlation Analysis
- ANOVA

LIMITATIONS OF THE STUDY

- The sample size was limited and thereby could not take into account all the employees of the organizations for the study.
- The study is limited to the sample size of 153 only
- The data was collected during the working hours of the employees so, the responses may be biased
- Time constraint for the research is limited to conduct the research.

CORRELATION ANALYSIS

Null Hypothesis (H_0):

There is no significant difference between playing songs and productivity level of employees.

Alternative Hypothesis (H_1):

There is a significant difference between playing songs and productivity level of employees.

Correlations		
	audio songs you make feel good	how do you feel for playing song
audio songs you make	Pearson Correlation	.774 ^{**}
feel good	Sig. (2-tailed)	.000
	N	153
how do you feel for playing song	Pearson Correlation	.774 ^{**}
playing song	Sig. (2-tailed)	.000
	N	153

**. Correlation is significant at the 0.01 level (2-tailed).

Result:

Hence the significance occurs 0.00 and it is less than 0.01, So H1 is accepted.

ONE-WAY ANOVA ANALYSIS

Null Hypothesis (H₀):

There is no significance difference between experience and personal growth of the respondents.

Alternative Hypothesis (H₁):

There is a significance difference between experience and personal growth of the respondents.

Experience					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	78.579	4	19.645	114.489	.000
Within Groups	25.395	148	.172		
Total	103.974	152			

Result:

Here the significance was occurs and has a value 0.00 and it is less than 0.05. Hence H0 is accepted.

CHI-SQUARE ANALYSIS

Null Hypothesis (H₀):

There is no significant difference between the respondent's job satisfaction level and working condition.

Alternative Hypothesis (H₁):

There is a significant difference between the respondent's job satisfaction level and working condition.

	job satisfaction of employee	working condition of organization
Chi-square	19.974 [*]	52.719 [*]
df	4	4
Asymp. Sig.	.001	.000

Result:

Here the significance was occurs and has a value 0.001 it is less than the 0.05. Hence H0 is accepted.

SUGGESTIONS

The following Suggestions were based on findings of the study:

- By providing hygienic food, employees feel happy and comfortable and also their work will be more effective than before.
- Lack of knowledge about the safety equipment's by employees, it should be instructed by the top management strictly.
- Employees need music during the working hours in order to work actively and also to increase the productivity and sales.
- The training programs provided to the employees are in-adequate. Proper training must be provided to the employees as well as new innovative methods of training are to be adopted.
- Rewards should be given to employees based on performance to motivate them.

CONCLUSION

Employee motivation is vital to the success of organizations. A lack of employee motivation may cause organizational problems in turnover and retention, morale, and poor productivity. The study concludes that in most of the organizations HRM policy was proactive; that symbolic rewards e.g. prize and recognition were the most common form of motivation adopted by the organizations; that motivation affects performance, that supervisors have the ability to work with others at all levels ready to try out new ideas and methods; that there is a link between job satisfaction and performance in their organization, that the organizations regularly evaluate the HRM policy especially with regard to motivation, that respondents felt the need for esteem and status through promotions, need for self-actualizations through encouraging self-fulfillment and also need for belonging through employee membership and associations.

Some of the employees are need to be motivated. They may motivated by providing financial and non-financial incentives, appreciation, reward and recognition for the work done, clearance in instructions, guidance and providing proper training and development. The company can give special attention towards medical facilities and promotion policies by which the employees get motivated. Thus motivated employees come out with new ways of doing jobs in a better way.

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