

“THE FACTORS AFFECTING MOTIVATION OF MARKETING EXECUTIVES –A DESCRIPTIVE STUDY”

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Abstract

Employee motivation is the level of energy, commitment, and creativity that a company's workers bring to their jobs. Whether the economy is growing or shrinking, finding ways to motivate employees is always a management concern. Competing theories stress either incentives or employee involvement (empowerment). Employee motivation can sometimes be particularly problematic for small businesses.

1. INTRODUCTION

Employee motivation is the level of energy, commitment, and creativity that a company's workers bring to their jobs. Whether the economy is growing or shrinking, finding ways to motivate employees is always a management concern. Competing theories stress either incentives or employee involvement (empowerment). Employee motivation can sometimes be particularly problematic for small businesses. The owner has often spent years building a company hands-on and therefore finds it difficult to delegate meaningful responsibilities to others. But entrepreneurs should be mindful of such pitfalls: the effects of low employee motivation on small businesses can be harmful. Such problems include complacency, disinterest, even widespread discouragement. Such attitudes can cumulate into crises.

But the small business can also provide an ideal atmosphere for employee motivation: employees see the results of their contributions directly; feedback is swift and visible. A smoothly working and motivated work force also frees the owner from day-to-day chores for thinking of long-term development. Furthermore, tangible and emotional reward can mean retention of desirable employees. People thrive in creative work environments and want to make a difference. Ideally the work result itself will give them a feeling of accomplishment—but well-structured reward and recognition programs can underline this consequence.

2. OBJECTIVES OF THE STUDY

- ❖ To examine the ways of motivating Marketing Executives
- ❖ To find the factors affecting while motivating the Marketing Executives

3. WAYS OF MOTIVATION

3.1. 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.

3.2. 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.

3.3. 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

3.4. 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.

3.5. 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!

3.6. 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.

3.7. 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.--Ross Resnick, Roaming Hunger

3.8. Learn What Makes Each Employee Tick

Ask what they do and don't like working on, share the big picture company goals, and respond to their questions. Discern their goals and then invest in their professional growth. During one-on-one check-ins, listen to their ideas, because they're the best at what they do. Respect their personal schedules and non-work time, and don't ever pit their goals/timelines against each other.

3.9. Reward Based on Feedback

We developed Valuebot-an app for Slack that calculates how many times each employee was praised-in order to send daily and monthly summaries. Whoever garners the most kudos wins various awards and recognition. Valuebot has helped us to visualize our culture and reiterate how much we support one another. The positive energy we create in the office helps us to attract and retain talent

3.10. Prioritize Work-Life Balance

We have a few fun incentives, like an in-office "phone booth" style machine that lets you grab dollar bills. It's a fun little motivator that the sales team uses on a smaller scale. Otherwise, it's also important to encourage employees to take vacation time. A culture that prioritizes work-life balance, yields increased productivity and overall happiness in the workplace

3.11. Have an Open-Door Policy

It's amazing how a simple "please" and "thank you" fares with employees. We simply speak to staff the way we would want to be spoken to. We also have an open-door policy when it comes to suggestions and ideas. When employees feel that their voice matters, they in turn feel confident about their positions in the company and that they have more at stake than just a paycheck.

3.12. Let Them Lead

Motivating employees is not just about giving them vacation time-it's about showing them they make a difference and are valued. Every time we have a meeting, whether large or small, we let a different team member lead the conversation and the topics discussed. Not only can they share their opinions and be heard this way, but they are motivated to make their words and ideas happen afterwards.

3.13. Show Them the Bigger Picture

It's important that employees understand the bigger picture and can see how what they are doing in the moment will eventually contribute to an end goal. Give them tasks and projects to work on and make sure they understand how this fits into the big picture. Talented employees will go above and beyond what you expect of them.

3.14. Create Recognition Rituals

At Convene, every management and executive meeting starts off with each department lead recognizing someone from their team who has gone above and beyond for the company or a client. This positive feedback loop motivates team members, and it holds management accountable for staff recognition.

4. FACTORS AFFECTING TO MOTIVATE MARKETING EXECUTIVES

4.1. Interesting Work

Intrinsic motivation comes from the sheer joy and pleasure of doing a task. When you read a great book, no one has to pay for each page you read. It is a pleasure to learn how the story unfolds and watch the plot develop. It is the same way with employee motivation. To maximize employee performance, find out what employees like about their jobs and then try to add more tasks that align with their own natural interests and talents.

4.2. Appreciation & Recognition

William James said, "The deepest desire in human nature is to be appreciated." It does not matter how much you pay someone, everyone wants to know that their efforts are being seen and appreciated, especially by their manager. Don't just send them a thank you e-mail - that just means you care enough to hit the "Enter" key. If you really want to thank someone buy them a real "Thank You" card and describe how their behavior and performance has added

value to the team and organization. Make it a point to catch people doing things right and they will inevitably do things right more often.

4.3. Feeling Involved In the Work Process

Research shows that when people get to participate in creating a system or process, they are much more likely to follow it than one simply imposed upon them by an outside expert. Recognize that the people doing the job have the knowledge of how things can be done better, faster, and cheaper. If you want them to tell you, then make it easy for them to offer suggestions and reward employees who contribute ideas that add value to the bottom line.

4.4. Achievement

Napoleon once remarked, "It is amazing how willing men are to risk their lives for a little bit of tin and ribbon to wear upon their chest." Awards and prizes can serve as a great motivator to harness the power of healthy competition. It is always better to use rewards that are meaningful and inspiring. When an employee exceeds your expectations, then make sure you recognize their achievement. On the day someone retires, they will pack up these awards and prizes to serve as fond reminders of a wonderful career.

4.5. Job Security

If everybody had what it takes to be an entrepreneur, then there would be no General Electric or Toyota and we would all be buying products from artisans and craftworkers. Thankfully, many people prefer to be part of a large organization and can be more productive when they get to focus on doing their job instead of worrying about developing a business plan or marketing strategy. Telling people that they are lucky to have a job creates an atmosphere of fear and worry that decreases job performance. Instead, tell your employees that the company is lucky to have such a skilled and committed workforce and people will take pride in their work and their company.

4.6. Increased Responsibility

We all know that some employees lack ambition and have no desire to advance on the job, but the vast majority of workers want a chance to take on more responsibility and add more value to the organization. Always be aware of opportunities for training that will equip your employees with the skills and tools they will need to advance in their career. Always try to fill open positions with internal applicants before looking for an outside candidate. This will create a culture of career development and preserve institutional memory and organizational knowledge so that it can be transferred to rising employees as they advance in their own career.

4.7. Good Wages

Robert Bosch, founder of the world's largest automobile parts supplier, said, "I do not pay good wages because I have a lot of money; I have a lot of money because I pay good wages." If you want motivated, high productive employees you have to pay such people according to their ability and performance. Good employees are motivated by more than just good wages, but never allow low wages to be the wedge a competitor can use to steal away your best people.

4.8. Good Working Conditions

If you want to get the most out of people you need to create an environment that facilitates success. At the minimum, you must offer a safe, clean, and sanitary work site. To get the most out of employees, help them take pride in their workspace, even if it is only a cubicle or workstation. Allow people to personalize their own work sites with photos or small trinkets so they will feel like they have a place that belongs solely to them.

4.9. Being Part of a Team

Being part of a dysfunctional team is an emotionally draining experience that results in low morale, low productivity, and high turnover. The great coach, Vince Lombardi, once remarked, "Individual commitment to a group effort -- that is what makes a team work, a company work, a society work, a civilization work." We are all social beings and we all want to be part of a healthy team where we can give and receive support, help, and

encouragement. Organizations can harness this natural human desire by aligning employee efforts to achieve goals that are mutually beneficial to both the organization and its employees.

4.10. Help with Personal Problems

How many times have you heard about a bad boss who told their employees to leave their problems at the door so they could focus on their job? Unfortunately, they probably left their motivation and productivity at the door as well. Smart managers know that it is not their job to be a counselor or therapist, but it is their job to recognize when one of their employees is having personal problems that are affecting their job performance. They need to have open lines of honest communication so that employees can feel encouraged to ask for help and then be directed to their Human Resources Department or their Employee Assistance Programs.

5. CONCLUSION

From all the above literary in this study, it is concluded that the Marketing executives are attaching more importance for non-monetary incentives than the monetary incentives. They are working with reasonably good level of motivation because some of their intrinsic needs are met by the factors like 'proud of being a Government servant', 'happiness in serving the poor and needy' and some of the extrinsic needs like 'reasonable salary and other benefits', 'job security', 'work life balance due to sizeable leave, weekends and holidays' provided to them apart from 'conducive work environment'. To motivate the marketing executives better, the companies may pay more attention to 'motivators' (intrinsic rewards) and can reduce dissatisfaction in the hygiene factors (extrinsic factors).

