

A Study on Motivational Factors at Anna University Trichirapalli

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Abstract: Every organization and business wants to be successful and have desire to get constant progress. Now a day's highly competitive and organizations regardless of size, technology and market focus are facing employee motivation challenges. The purpose of study to analyze the influence of the motivational factors on employees at Anna University trichy To find the association between the difference variables of the motivational factors The data has been collected from faculty members at Anna university trichy using structured questionnaire. The analysis of the results showed that job satisfaction is the most matched.

Keywords: Motivational factors, employees, Motivation, Anna University.

1. INTRODUCTION

Most employees need motivation to feel good about their jobs and perform optimally. Some employees are money motivated while others find recognition and rewards personally motivating. Today organization can easily change their material, needs, goods and services to other organization, or to other countries. But the only one resource which is not easily exchangeable is human resources. So we can say that human resources is the very important or most competitive assets of any organization that cannot be exchangeable. Human resources or human assets mean the workers or the employee of any organization. Greenberg & Baron defines motivation as: "The set of processes that arouse, direct, and maintain human behavior towards attaining some goal" [1]. Motivation is defined as "behavior willing and contributions of staff to perform a particular task" [2] and studied basic instruments are financial rewards, psychosocial and incentives management organization [3] [4] [5] [6] [7]. Motivation by definition refers to what activates, directs human behavior and how this behavior is maintained to achieve a particular goal. Can also be defined as the set of processes that arouse, direct and maintain human behavior toward attaining some goals We can also define motivation as a psychological process that gives behavior purpose and direction, a predisposition to behave in a manner calculated to achieve specific unmet need, an unmet need, and the desire to achieve, respectively.

Motivational factors:

Motivational factors- some motivational factors that are observed during findings as following.

- Recognize the achievements of employees:** The recognition of the achievements of employees is an important way to satisfy their esteem needs.
- Provide financial security:** Financial security is an important type of security need.
- Provide opportunities to socialize:** Socialization is one of the factors that keep employees feel the spirit of teamwork. When employees work in teams tend to increase their performance. IBM Research shows that having a "Family Day" each spring picnic near his Armonk, New York headquarters.

Promote a healthy workforce: college can help maintain the physiological needs of their employees through incentives to keep them healthy both health and mentally.

Employee Satisfaction

Organizational Goals

Motivational factors can be further categorized in two categories one is factor that do not present in any organization and another one is factors presents but does not motivate.

Category 1:

- Recognition
- Achievement
- Advancement
- Responsibility
- Work itself

Category 2:

- Policies and administration
- Interpersonal relationship with colleagues
- Interpersonal relationship with superior
- Salary
- Working Environment
- Personal Life
- Status
- Job Security
- Fringes and Benefits

Motivation theorists talk about intrinsic and extrinsic motivators. Extrinsic motivators come from outside the person and include such things as pay, bonuses and other tangible rewards. On the other hand, intrinsic motivators come from a person's internal desire to do something motivated by such things as interest, challenge and personal satisfaction (Dessler, 2005; Robbins and Longton, 2003, Mullins, 2002).

Intrinsic and extrinsic motivation find expression in McGregor's theory x and theory y of motivation. Theory x suggests that people are almost exclusively driven by extrinsic motivators. However, theory y suggests that people are more intrinsically motivated to work, provided the right environment is provided.

Other scholars believe that, the factors associated with achievement, recognition, challenge work responsibility, advancement, self-respect, personal growth, learning on the job and professional development (Herzberg et al, 1959; Ellis, 1984). These factors according to these writers, when present in a work situation, motivate the individual in his or her performance.

Objectives:

- To study the motivational factors at Anna University in Trichy.
- To find which motivational factor is more important.
- To understand about the employees satisfaction level.
- To analyze the influence of the identified motivational factors on employees
- To find the association between the difference variables of the motivational factors.

2. METHODOLOGY

Sample size:

Sample size was 81

Sampling technique:

Convenience sampling

3. DATA COLLECTION

➤ **Primary data:**

Primary Data are collected through Questionnaire survey. Questionnaire we have designed comprises of two sections. First section is related to the personal profile of the respondents including their age, gender, marital status, education level etc. which is measured by nominal scale. Second section is related to the questions relevant to variables namely motivation and employee’s performance measured by 5-point Likert scale. 81 questionnaires were distributed randomly to faculty members.

➤ **Secondary data:**

Secondary Data are collected from Journals, Books, Research Paper, and Websites.

4. DATA ANALYSIS

We used the chi - square analysis and correlation analysis to examine the connection between the different variables of the motivational factors.

Figure1. Research frame work on the relationship of intrinsic factors towards Extrinsic factors

Chi square analysis Attitude and reward system

H0: There is no significant difference between Attitude and reward system

H1: There is a significant difference between Attitude and reward system

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.826 ^a	16	.228
Likelihood Ratio	21.550	16	.158
Linear-by-Linear Association	3.847	1	.050
N of Valid Cases	81		

H0 is accepted

Table value > calculated value = 26.296 > 19.826

Therefore there is no significant difference between attitude and reward systems

Correlation analysis:

- Salary and job satisfaction

H0: ($\rho=0$) There is no association between Salary and job satisfaction

H1: ($\rho>0$) There is a positive association between Salary and job satisfaction

(Or)

H1: ($\rho<0$) There is a negative association between Salary and job satisfaction

Correlations

		Job satisfaction	Salary
Job satisfaction	Pearson Correlation	1	.029
	Sig. (2-tailed)		.796
	N	81	81
Salary	Pearson Correlation	.029	1
	Sig. (2-tailed)	.796	
	N	81	81

H1 is accepted.

There is a positive association between salary and job satisfaction.

5. CONCLUSION

Job satisfaction is a pleasurable or positive emotional state resulting from the evaluation of the job or work experience. The main purpose of this paper to evaluate the role of work motivation in the employee's performance. The motivation of the employees is a necessity for all organizations performance. This study sought to define the motivational factors for the employees of the bank. The respondents in this study rated the top five factors that motivate as future employees as follows: job satisfaction, promotions / expectations, recognition, good pay, and styles of organization / management. This paper concludes that these factors reflect the current state of things in terms of needs of employees and involves mainly redesign strategies jobs can be used to reinforce and motivate employees today. The most obvious and important findings emerge from this study is the clear indication of job satisfaction as a top motivator among prospective workers today.

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