

**A STUDY ON EMPLOYEE MOTIVATION OF
AASAI PACKAGED DRINKING WATER AT TRICHY**

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ABSTRACT

Employee motivation is the key factor to boost up the function of an organization through monetary and non-monetary benefits. In the globalization phase, every company needs to sustain in the fierce competitive market. Employees are main factors to manifest the business goals into reality to all the business organization. In the pandemic (COVID 19) situation many business organization were closed because employee shortage is one of the main reason. Therefore, in today's world every organization tries to manage their human resource department to keep their employees motivated. In that context some of the management theories have been practicing by them. Business function or their performance in the market can be evaluated by assess the level of motivation of employees. Motivation can play a lead role to get the professional milestone in each financial year in less effort manner.

Key Words: Employees, Motivation, Aasai Packaged Drinking Water

INTRODUCTION

Services like housing schemes, medical benefits and education and recreation facilities for the worker's family's help to create better good will. This will help them devote mind towards their work to gain in terms of productivity and quality of work. Welfare facilities provide better physical better physical and mental health to the employees Employee's services serve to maintain some degree of peace with the employee union. Employees secure the benefits of high efficiency, cordial industrial relations and low labour absenteeism and turnover. Employee welfare measures rate labour productivity and bring industrial peace and cordial labour absenteeism relation. An employee is able to abstract talented works from the employee market by providing attractive welfare facilities. It is felt that if they are properly looked after

they will be loyal to the company. They provide better physical and mental health to workers and thus promote a healthy work environment.

Facilities like housing schemes, medical benefits, and education and recreation facilities for workers' families help in raising their standards of living. This makes workers to pay more attention towards work and thus increases their productivity. Employers get stable labor force by providing welfare facilities. Workers take active interest in their jobs and work with a feeling of involvement and participation. Employee welfare measures increase the productivity of organization and promote healthy industrial relations thereby maintaining industrial peace. The social evils prevalent among the labors such as substance abuse, etc. are reduced to a greater extent by the welfare policies

STATEMENT OF PROBLEM

In this research paper is focused by the researcher to know the employee motivation and welfare measures provide in the Aasai packaged drinking water private limited and to study the various dimensions of employees motivation and welfare measures as received by the employee and their perception of the respondents regarding the various motivation and welfare schemes provided to them and to suggest to suitable remedies to improve the welfare facilities. The study of satisfaction level of various employees towards welfare measures with special reference to social security. Hence this paper is made an attempted to study the employee motivation of aasai packaged drinking water at trichy.

OBJECTIVES OF THE STUDY

1. To study the employees motivation measures in Aasai packaged drinking water private limited.
2. To identify the various motivation schemes provided to the employees.
3. To examine their satisfaction towards the motivations of Aasai packaged drinking water private limited
4. To study the workers perception about the organization and job.

REVIEW OF LITERATURE

JohriPuja and MehrotraSanjeev (2014)¹ from their study they concluded that voluntary welfare measure should be provided to employee. They study the level of awareness of employee about the various welfare measures.

Bharti P., Parul and Ashok Kumar (2013)² stated to identify where any relation exists between welfare provisions and employee's satisfaction. His study also reviews on welfare provisions and employee's satisfaction.

Srinivas K. T. (2013)³ in his study find out various welfare facilities provided at the company (Bosch limited Bangalore). The study discusses extend of awareness among the employee's with various statutory and non-statutory welfare measure. It is found that most of the welfare facilities like medical canteen, working environment safety measure etc. are provide by company and most of the employee's are satisfied with the welfare facilities.

Mohan Reenu&Panwar (2013)⁴ their paper aims at providing information about the employee welfare schemes prevalent in retail stores in Udaipur region. Their studies provided not only intra-mural facilities but also extra-mural facilities. Wading up their welfare policies by including health and enduing standard of the employee's which leads to malware employee's welfare schemes are a means to imp lone the productivity and efficiency of the employee's. This paper aims at studding the retail sector which is winging out innovating schemes to please its talented work force and retain them out a longer time period.

Reshma S. BasuaraRaju (2013)⁵ the statutory welfare measure provided by donimalai iron ore mine. They study analysis and interpret about the statutory welfare measures in the proposed sample unit. It stated the employee's welfare is a comprehensive term including various service offered to employees of the organization.

AREA OF THE STUDY

This study covers employee motivation measure towards Aasai Packaged Drinking Water Private Limited in the areas of mutharasanallur in trichy while conducting sample, researcher collected information in the areas of tricy plant. Established in the year 2010, Aasai Packaged

Drinking Water in Kamarasampettai, Trichy is a top player in the category Water Suppliers in the Trichy. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Trichy. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Trichy, this establishment occupies a prominent location in Kamarasampettai. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at, Near Chathiram Bus Stop, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Water Suppliers, Drinking Water Suppliers, Mineral Water 20 Litre Jar Dealers, Mineral Water Dealers, Mineral Water Distributors, Mineral Water Suppliers, Mineral Water 20 Litre Jar Distributors, and Water Suppliers for Commercial.

SAMPLE SIZE:

The total sample size of 80 has been taken for this study. Both male and female employees have been interviewed. Both primary data and secondary are used in this study only 80 Employees data collection method. A survey method is used to collect the data questionnaire.

DATA ANALYSIS AND INTERPRETATION

Table 1

DISTRIBUTION OF AGE OF THE RESPONDENTS

S. NO	AGE	NO.OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	18 – 20	48	60
2	21 – 30	20	25
3	31 – 45	7	9
4	Above 45	5	6

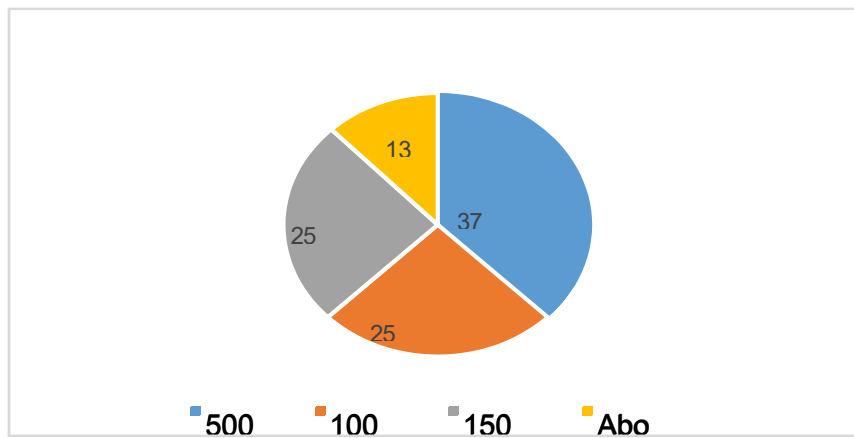
Total		80	100
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Source: primary data

The above table 1 indicates that 60% of the respondents are from the age group of 18- 20 years and 25% of the respondents are from age group of 21-30 years. 9% of the respondents belongs to the age group 31-45 and the remaining 6% are above.

MONTHLY INCOME OF THE RESPONDENT

Chart -1: MONTHLY INCOME

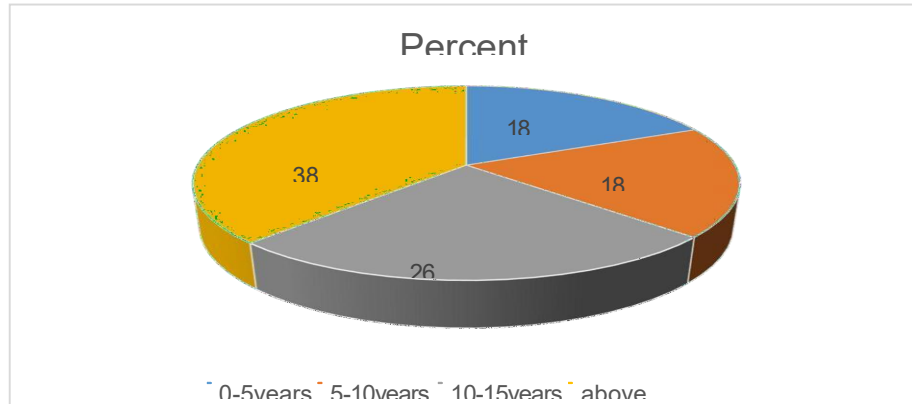


Source: primary data

From the above chart 1 it shows that 37 percent of the respondents are between the incomes 5000-10000.25 percent of respondents are earned their incomes 10000-15000 and 15000-20000 per month respectively.13 percent of respondent are between the incomes above 20000.

WORKING EXPERIENCE

Chart- 2



Source: Primary data

This chart 2 show that 38 percent of respondents are between more than 5years and 26 percent of respondent are stated that 3-4 years and. 18 percent of respondents are 2-3 and less than 1 year experience respectively.

CANTEEN FACILITIES IN THE PLANT

Table 2

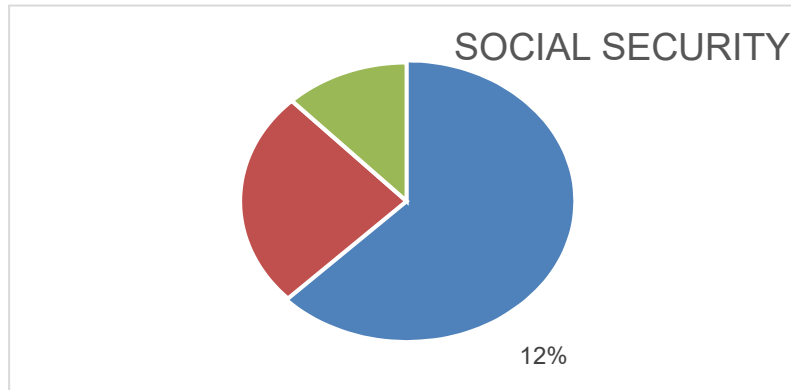
S.NO	CANTEEN SERVICE	NO.OF RESPONDENT	NO.OF PERCENTAGE
1	HIGHLY SATISFIED	50	64
2	AVERAGLY SATISFIED	-	0
3	SATISFIED	20	24
4	DISSATISFIED	10	12
TOTAL		80	100

Source: Primary data

Table 2 examine that 64 percent of respondents stated that they are highly satisfied followed that 24 percent of respondent are satisfactory and 12 percent of respondent are dissatisfactory. Out of total respondent no one given their opinion towards average satisfied.

SOCIAL SECURITY

Chart 3



Source: Primary data

Chart 3 shows that 63 percent and 25 percent of respondents are comes under ESI and PF categories and 12 percent of respondents are comes under LIC facilities.

LEVEL OF MOTIVATION AND WELFARE ACTIVITIES PROVIDED

Table 3

S.NO	WELFARE FACILITIES	NO.OF RESPONDENT	NO. OF PERCENTAGE
1	EXCELLENT	40	50
2	GOOD	20	25
3	AVERAGE	10	12.5
4	BAD	10	12.5
TOTAL		80	100

Source: Primary data

Table 3 portraits that 50 percent of respondent are admitted that the organization provide excellent motivation and welfare to the employee followed that 25 percent of them are good. 12.5 percent of respondent are average and bad for welfare facilities respectively.

EMPLOYEE MOTIVATION AND WORK PERFORMANCE PROVIDED OF ORGANIZATION -MULTIPLE REGRESSION

This research paper investigates the relationship between employee work motivation and their performance in the workplace and business productivity. It examines the main and common motivation theories and different approaches to motivate employees. The main aim is to find a relationship between employees work motivation and their performance and the performance effect on business productivity. Concerns were found with the employees' motivation and performance.

TABLE 4

EMPLOYEE MOTIVATION AND THEIR PERFORMANCE - MULTIPLE REGRESSION

1	Dependent variable	Performance
2	Independent variables	Salary (X1) Bonus and allowances (X2) Recognition (X3) Appreciation (X4) WPM (X5)
3	Method	Enter method
4	Multiple R	0.800
5	R square value	0.989
6	Adjusted R square value	0.866
7	F value	3.091
8	P value	<0.004*

Source: Primary Data.

Table 4 shows that employee motivation and work performance, It shows regression and f value.

TABLE 5

EMPLOYEE MOTIVATION AND THEIR PERFORMANCE - MULTIPLE REGRESSION

Variables	Un-standardized Co efficient (β)	Standard Error (β)	Standardized Co- efficient (β)	T Value	P Value
(Constant)	0.887	.950		.934	.552
X1	0.080	.028	-.227	3.404	0.008**
X2	0.161	.062	.269	2.236	0.006**
X3	0.455	.132	.276	2.811	0.003**
X4	0.142	.079	-.171	3.892	0.001**
X5	0.565	.232	.176	2.231	0.001**

Source: Primary Data.

Table 5 elucidates that there are five independent variables and one dependent variable rotated in multiple regression analysis. The motivations of the employee are many. From the table 3 the F value 3.091 is found to be significant at one percent level. Hence the null hypothesis is rejected and the values that are estimated are not a mere theoretical construct. So there is a significance relationship between employee motivation and their performance.

WORK EXPERIENCE AND INCOME LEVEL - CHI SQUARE

Ho: There is no significant between the work experience and income level

H1: There is significant between the work experience and income level

TABLE: 6

CHI SQUARE TEST: WORK EXPERIENCE AND INCOME LEVEL

Pearsons chi square	Value	Df	P value
	58.121	12	0.002*

Source: Primary data

Table 6 portrays that the P value is less than 0.05, which shows that there is significant relationship between work experience and level of income in study area of aasai packages

drinking water at trichy. Large majority 85 percentage of the respondents having income is notable one.

FINDINGS OF THE RESEARCH WORK

The summary of the research work it can be understood that the employee motivation is very important in all scenario not only an emerging factors in today's world but also it has some importance over the past years as well. In today's world where we find multinational companies with great brand value, behind of that the employee motivation existed performed by those organization. The above-mentioned study of Aasai packaged drinking water would depict the fact that, employees generally want to work in their workplace with motivation and loyalties therefore the negative question of survey paper have fewer respondents towards transport, canteen and so. Along with that the interviewers also said that they get the enhancement in both financial and nonfinancial sectors after taking the initiative to keep motivating their worker.

CONCLUSION

This study was carried out by us to determine the level of employee motivation practices in Aasai packaged drinking water Private Limited. The objectives of this study is achieved in findings the satisfactory level and workers opinion towards the management attitude for motivation. From the critical analysis it was found that the company should improve with transport facility, working in night shift, canteen facilities and regular increment as well as non monetary benefits. The employees were satisfied work with the safety measures adopted during work facilities regarding uniform and health care provided by the organization was satisfactory.

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