

## **EMPLOYEE MOTIVATION IN KOSPON TECHWORK PRIVATE LIMITED AT CHENNAI- A STUDY**

DR.R.SANTHI, A.AARTHI IMMACULATE,DR.R.JAYASRI,DR.N.DEEPALASHMI  
ASSISTANT PROFESSORS, PG AND RESEARCH DEPARTMENT OF COMMERCE,  
DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS & SCIENCE FOR WOMEN,  
(AUTONOMOUS) PERAMBALUR.

### **ABSTRACT**

Motivation is to understand what makes people to figure , whether it's performing a task, learning a piece method or anything. It entails the physical, expressive, societal and cognitive forces that stimulate one's own behaviour. Company activities would analysed by the target type questions with the regard to Human Resource activities thorough the worker motivational process and procedures. Employees were working with reasonably good level of motivation because a number of their intrinsic needs are met by the factors like 'proud of being a Kosponion', 'happiness in serving the poor and needy' and a few of the extrinsic needs like 'reasonable salary and other benefits', 'job security', 'work life balance thanks to sizeable leave, weekends and holidays' provided to them aside from 'conducive work environment'. To motivate the workers better, the government may pay more attention to 'motivators' and may reduce dissatisfaction within the hygiene factors. it had been also found that each one the content theories of motivation have significantly associated with the findings of the study. More specifically, the findings of this study are closely associated with the Herzberg's two factor theory.

**KEYWORDS: Motivation, Satisfaction, Environment, Job security, Work life.**

### **INTRODUCTION**

Motivation is to understand what makes people to figure , whether it's performing a task, learning a piece method or anything. It entails the physical, expressive, societal and cognitive forces that stimulate one's own behaviour. Generally, motivation is usually wont to describe "why an individual does something?" Work motivation may be a complex set of influences which make one start working and keep the work on a selected post within the organization.

Motivation could also be described in some ways and generally it's of either extrinsic or intrinsic. Extrinsic motivations are "those that arise from outside the individual and sometimes involve rewards like trophies, money, social recognition or praise" that comes from outside. Intrinsic motivations are "those that arise from within the individual, purely for the private gratification of solving a problem". Motivation is additionally classified as positive and negative and monetary and non-monetary motivation.

### Concept of Motivation

Various scholars and therefore the laymen have their own concept to motivation viz., motives, need, wants, drives, desires and needs , incentives etc., while defining motivation. The term motive has been described restlessness, a lack, a yen, a force.

When an individual within the grip of a motive, the organism does something to scale back the restlessness, a remedy to lack, to alleviate the yen and to mitigate the force. (Fillmore, 1970). The term motivating implies that one person induces another to interact in an action by ensuring that a channel to satisfy the motive becomes available and accessible to the individual.

The term motivation is different from motive and motivating while the motive is

energiser of action motivation is that the channelisation and activation of motives, motivation is that the work behaviour itself. Motivation depends on motives and motivating. (L.M. Prasad, 2004).Nature of Motivation

### Motivating Forces

Creating a piece environment which will automatically motivate employees is one among the toughest challenges that each organization faces today.

### **STATEMENT OF THE PROBLEM**

The statement of problem for the research work is, “A Study on Employee motivation in Kospon Techwork Private Limited” the objected problem occurs with the first data analysis and secondary information taken from the corporate or product individual prospect. Company activities would analysed by the target type questions with the regard to Human Resource activities thorough the worker motivational process and procedures.

### **OBJECTIVES OF THE STUDY**

The study has been undertaken for the subsequent objectives:

- 1.To find out influence factor whether demographic variables like age, gender, qualification, experience, position and salary.
- 2.To find out the connection between demographic variables like age, gender, qualification, experience, position and salary.
- 3.To study the factors that are significantly contributing towards work motivation..
- 4.To understand the foremost and least motivating factors from among the significantly contributing factors.
- 5.To find out the factors that hinder employee motivation and performance.
- 6.To offer suitable recommendations to the government to enhance the general work motivation.

## **SCOPE OF THE STUDY**

The study is restricted to only the chosen five cadres in 'Group C' category of employees of Kospon Techwork Pvt Ltd employees in Chennai viz.,. Hence, the findings and conclusions of the study are valid to Tamil Nadu Government employees only.

## **IMPORTANCE OF THE STUDY**

Every organisation is that specialize in optimum utilisation of obtainable human, monetary and physical resources. The usage of monetary and physical resources depends on the interest people wear the work assigned to them. Motivation enables people to convert physical and financial resources into useful products and services. It helps the organisation to urge the simplest out of its human resources.

Motivation triggers employees to perform their job energetically. Employee performance and outcome isn't only supported skill and skill of people but also on enthusiasm and willingness. Motivation is an action which links the general efficiency and output of any work related activity made by individuals. This action keeps on reducing the whole cost of the operations and tasks involved within the organisation.

## **RESEARCH METHODOLOGY**

### **PRIMARY DATA:**

Presently in Kospon Techwork cumulatively 450 employees in Chennai workstation, we are proceeds questionnaire with 125 sampling. Primary, data are generated when the researcher through company's portals, observations and experiments, to urge a specific information.

### **SECONDARY DATA:**

In includes those data which are collected from Company's own web-sites, earlier research work and are applicable within the study during which the researcher has presently undertaken.

### **STATISTICAL TOOLS AND TOOLS OF THE STUDY**

In order to review the comparative financial performance of data technology, from the info collected from the company's related internet sites . To assess the performance, various tools like percentage analysis, were calculated and appropriate inferences were drawn within the analysis and interpretation of knowledge .

**Table No.1**  
**SEX WISE RESPONDENTS**

<b>SL.NO</b>	<b>SEX</b>	<b>PERCENTAGE</b>	<b>PERCENTAGE</b>
1	Male	80	64
2	Female	45	36
Total		125	100

**Source: Primary Data**

#### **Interpretation**

The above table shows that classification on the basis of sexwise. Male respondents are leading position with 64 percentage and rest of the percentage holded by Female with 36 percentage.

**Table No. 2**  
**AGE WISE RESPONDENTS**

<b>SL.NO</b>	<b>AGE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Less then 25 years	43	34.4
2	26-30 years	36	28.8
3	31-40 years	28	22.4
4	Above 41 years	18	14.4

Total	125	100
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**Source: Primary Data**

**Interpretation**

The above table shows that classification on the basis of age. Less than 25 years of respondents are showing leading position with 34.4 percentage, the second position held by 26-30 years of respondents with 28.8 Percentage. The third position captured by 31-40 years with 22.4 percentage also final value is Above 41 years with 14.4 Percentage.

**Table No.3**

**MARITAL STATUS WISE RESPONDENTS**

SL.NO	MARITAL STATUS	PERCENTAGE	PERCENTAGE
1	Married	75	60
2	Unmarried	50	40
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table exhibits that marital status of the respondents. Married respondents are leading position with 60 percentage and rest of the percentage held by Unmarried with 40 percentage.

**Table No.4**

**EDUCATIONAL QUALIFICATION WISE RESPONDENTS**

SL.NO	EDUCATIONAL QUALIFICATION	RESPONDENTS	PERCENTAGE
1	12 <sup>th</sup>	45	36
2	UG	37	29.6
3	PG	24	19.2
4	Others	19	15.2
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table shows that educational qualification of the respondents. 12th respondents are showing leading position with 36 percentage, the second position held

by UG respondents with 29.6 Percentage. The third position captured by PG with 19.2 percentage also final value is Others with 15.2 Percentage.

**Table No.5**  
**WORK EXPERIENCE WISE RESPONDENTS**

SL.NO	WORK EXPERIENCE	RESPONDENTS	PERCENTAGE
1	Less than 5 years	43	34.4
2	5-15 years	38	30.4
3	15-20 years	26	20.8
4	Above 20 years	18	14.4
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table shows that experience of the respondents. Less than 5 years respondents are shows leading position with 34.4 percentage, the second position hold by 5-15 years respondents with 30.4 Percentage. The third position captured by 15-20 years with 20.8 percentage also final value is Above 20 years with 14.4 Percentage.

**Table No. 6**  
**DEPARTMENT WISE RESPONDENTS**

SL.NO	DEPARTMENT	RESPONDENTS	PERCENTAGE
1	Production	45	36
2	Electrical	35	28
3	Safety	30	24
4	Technical	15	12
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table predicts that departmentwise of the Production respondents. Production respondents are shows leading position with 36 percentage, the second position hold by Electrical respondents with 28 Percentage The third position captured by Safety with 24 percentage also final value is Technical with 12 Percentage.

**Table No.7**  
**MONTHLY INCOME WISE RESPONDENTS**

Sl.No	Monthly Income	Respondents	Percentage
1	Less than Rs.5000	45	36
2	Rs.5001- Rs.15000	35	28
3	Rs.15001-Rs.20000	30	24
4	Above Rs.20000	15	12
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table reveals that Less than Rs.5000 respondents are shows leading position with 36 percentage, the second position hold by Rs.5001- Rs.15000 respondents with 28 Percentage. The third position captured by Rs.15001-Rs.20000 with 24 percentage also final value is Above Rs.20000 with 12 Percentage.

**Table No.8**  
**OPINION ABOUT OFFICERS MOTIVATION WISE RESPONDENTS**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Highly satisfied	50	40
2	Satisfied	35	28
3	Neutral	25	20
4	Dissatisfied	12	9.6
5	Highly Dissatisfied	3	2.4
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table exhibits that Highly satisfied shows leading position with 40 percentage, the second position hold by satisfied respondents with 28 Percentage. The third position captured by neutral with 20 percentage, 9.6 percentage of respondents are dissatisfied, also final value is highly dissatisfied with 2.4 Percentage.

**Table No.9**  
**CAREER DEVELOPMENT WISE RESPONDENTS**



SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	50	40
2	Agree	35	28
3	Disagree	25	20
4	Strongly disagree	15	12
Total		125	100

**Source: Primary Data**

#### **Interpretation**

The above table infers that Strongly agree respondents are shows leading position with 40 percentage, the second position hold by Agree respondents with 28 Percentage. The third position captured by Disagree with 20 percentage also final value is Strongly disagree with 12 Percentage.

**Table No.10**

#### **OPINION ABOUT MANAGEMENT RECOGNIZATION**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	48	38
2	Agree	32	26
3	Disagree	27	22
4	Strongly disagree	18	14
Total		125	100

**Source: Primary Data**

#### **Interpretation**

The above table shows Strongly agree respondents are shows leading position with 38.4 percentage, the second position hold by Agree respondents with 25.6 Percentage. The third position captured by Disagree with 21.6 percentage also final value is Strongly disagree with 14.4 Percentage.

**Table No.11**

#### **OPINION ABOUT JOB SECURITY**

SL.NO	JOB SECURITY	RESPONDENTS	PERCENTAGE
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1	Strongly agree	47	38
2	Agree	33	26
3	Disagree	28	22
4	Strongly disagree	17	14
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table indicates that Strongly agree respondents are shows leading position with 37.6 percentage, the second position hold by Agree respondents with 26.4 Percentage. The third position captured by Disagree with 22.4 percentage also final value is Strongly disagree with 13.6 Percentage.

**Table No.12**

**OPINION ABOUT MEDICAL FACILITIES**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	48	38
2	Agree	33	26
3	Disagree	28	22
4	Strongly disagree	16	13
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table shows Strongly agree respondents are shows leading position with 38.4 percentage, the second position hold by Agree respondents with 26.4 Percentage. The third position captured by Disagree with 22.4 percentage also final value is Strongly disagree with 12.8 Percentage.

**Table No.13**

**OPINION ABOUT PROMOTION**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	49	39
2	Agree	35	28

3	Disagree	26	21
4	Strongly disagree	15	12
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table opinion about promotion. Strongly agree respondents are shows leading position with 39.2 percentage, the second position hold by Agree respondents with 28 Percentage. The third position captured by Disagree with 20.8 percentage also final value is Strongly disagree with 12 Percentage.

**Table NO.14**

**OPINION ABOUT INTER PERSONAL RELATIONSHIP**

SL.NO	INTER PERSONAL RELATIONSHIP	RESPONDENTS	PERCENTAGE
1	Strongly agree	47	38
2	Agree	35	28
3	Disagree	28	22
4	Strongly disagree	15	12
Total		125	100

**Source: Primary Data**

**Interpretation**

The table no.14 shows Strongly agree respondents are shows leading position with 37.6 percentage, the second position hold by Agree respondents with 28 Percentage. The third position captured by Disagree with 22.4 percentage also final value is Strongly disagree with 12 Percentage.

**Table No.15**

**OPINION ABOUT INCREMENT**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	48	38

2	Agree	37	30
3	Disagree	23	18
4	Strongly disagree	17	14
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table shows Strongly agree respondents are shows leading position with 38.4 percentage, the second position hold by Agree respondents with 29.6 Percentage. The third position captured by Disagree with 18.4 percentage also final value is Strongly disagree with 13.6 Percentage.

**Table No.16**

**OPINION ABOUT GOOD RELATION BETWEEN EMPLOYEES**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Strongly agree	49	39
2	Agree	37	30
3	Disagree	23	18
4	Strongly disagree	16	13
Total		125	100

**Source: Primary Data**

**Interpretation**

The table no.16 reveals that opinion about good relation between employees. Strongly agree respondents are shows leading position with 39.2 percentage, the second position hold by Agree respondents with 29.6 Percentage. The third position captured by Disagree with 18.4 percentage also final value is Strongly disagree with 12.8 Percentage.

**Table No.17**

**OPINION ABOUT INCENTIVES PROVIDED BY THE MANAGEMENT**

SL.NO	INCENTIVES PROVIDED	RESPONDENTS	PERCENTAGE
1	Highly Satisfied	48	38
2	Satisfied	36	29
3	Dissatisfied	25	20
4	Highly Dissatisfied	16	13
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table exhibits that opinion about incentives provided by the management Highly Satisfied respondents are shows leading position with 38.4 percentage, the second position hold by Satisfied respondents with 28.8 Percentage. The third position captured by Dissatisfied with 20 percentage also final value is Highly Dissatisfied with 12.8 Percentage.

**Table No.18**

**OPINION ABOUT INCENTIVES MOTIVATION**

SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Incentive Awards	47	38
2	Promotion	36	29
3	Appreciation	26	21
4	Letters	16	13
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table shows Incentive Awards respondents are shows leading position with 37.6 percentage, the second position hold by Promotion respondents with 28.8 Percentage. The third position captured by Appreciation with 20.8 percentage also final value is Letters with 12.8 Percentage.

**Table No.19**

**OPINION ABOUT WORKING CULTURE**

SL.NO	WORKING CULTURE	RESPONDENTS	PERCENTAGE
1	Highly Satisfied	48	38
2	Satisfied	37	30
3	Average	25	20
4	Highly Dissatisfied	15	12
Total		125	100

**Source: Primary Data**

**Interpretation**

The above table shows Highly Satisfied respondents are shows leading position with 38.4 percentage, the second position hold by Satisfied respondents with 29.6

Percentage. The third position captured by Average with 20 percentage also final value is Highly Dissatisfied with 12 Percentage.

## **FINDINGS**

Motivation of employee may be a highly relative matter since it varies in degrees, dimensions and places of employment. Thus, the policies formulated in any organization can't be enthusiastically and successfully implemented when the workers are very apathetic with the conditions prevailing in their workplace. Hence, lack of motivation of employees in any organization is sine qua non to the failures within the achievement of the specified or designed goals or objectives. Motivated employees are crucial to a personal organization's success. the way to keep people motivated and productive is that the biggest question that any manager faces in his/her life.

Recognition and reward are two important sources for motivating people to realize standards of excellence. Recognition and reward reinforce and guide behavior of employees. Most managers believe that their monetary rewards only drive employee motivation. Employees, however, don't reflect an equivalent opinion. Instead, in various studies, employees responded that they're most motivated on the work by the intangible variables of full appreciation for employment well-done, being a neighborhood of selections that affect them, opens communications, interesting and meaningful work, having good relationships at work then forth. This difference of perspective is particularly alarming as long as those items that are considered most motivating by employees today involve little, if any money, but rather simply a while , thoughtfulness and creativity on the a part of their manager.

Male respondents are leading potion with 64 percentage.

Less than 25 years of age respondents are showing leading position with 34 percentage.

Marital status Married respondents are leading position with 60 percentage

Educational qualification wise 12th respondents are showing leading position with 36 percentage

34 percentage of respondents are having Less than 5 years.

Department wise Production respondents are showing leading position with 36 percentage.

36 percentage of respondents are earning Rs.5000.

Officers Motivated, Participation, Career Development, Management Reorganization and Job Security, have the very best respondent from strongly accept as true with averagely 45 percentage and lowest value because it within the strongly afflict nearly 15 percentage.

Medical Facilities, Promotion, Inter personal relation , Increment Provided Motivation And Human Relation Between Employees have the very best respondent from strongly accept as true with averagely 42 percentage and lowest value because it within the strongly afflict nearly 12 percentage.

Incentives Provided, sort of Incentives Motivation and dealing Culture have the very best respondent from highly satisfied with averagely 46 percentage and lowest value because it within the highly dissatisfied with nearly 12 percentage.

## **SUGGESTIONS**

Based on the main findings and employees observations of the study, the subsequent suggestions and proposals are made to the govt to motivate the workers .

In the salary front though the salary and other benefits paid at this is

cheap, implementation of the foremost expected VII Pay Commission recommendations of state of India, immediately after it's announced and accepted at state level, it'll provides a sense of satisfaction and motivation to all or any the workers .

The basic equipments and tools sort of a good working computer, adequate stationery items, transport facility for field visits, easy accessibility to fund for little daily expenses will reduce the unnecessary problems faced at the present and can speed up and smoothen the daily routine.

With reference to holidays and leave facility, the researcher is of the view that the prevailing ones are fair enough and there's no need for increase within the facility. However the supervisors at the grass root level must help the staff to avail leave for genuine and urgent personal work without compromising in official work/public service.

As far as interpersonal relations are concerned, lack of job clarity, work pressure thanks to non availability of adequate staff, personal ego and misunderstanding are the likely causes for the poor relationship. For this, the govt should arrange periodical training on topics like “human behavior”, “team work”, “stress management”, “positive mental attitude”, “ achievement motivation” etc., this may help the workers at the grass root level to know things better and to urge required maturity and adequate knowledge.

Supervisory staff must tend training on team building, human relations, positive attitude , performance management, competency building, talent mapping etc. in order that they become more versatile in their job and mature enough to handle the subordinates better and to bring out the simplest by their positive approach.



The Government should also prepare a "blue book" wherein each and each job is well defined and designed to avoid ambiguity in understanding and execution .It should be made available in each office for quick reference. Of course, an employee must be able to take up additional assignments and urgent tasks if required, but basic description , specification is important .

Proper grievance redressed mechanism should be established at office, district and state level to handle employee grievances. It must be simple, easy to know , highly useful, practical and speedy. Otherwise, the individual grievances will have a snow ball effect and can affect both individual and group performance in both the short and end of the day .

## **CONCLUSION**

From all the above literary and statistical analysis made during this study, it's concluded that the workers of Kospon Techwork are attaching more importance for non-monetary incentives than the monetary incentives. They're working with reasonably good level of motivation because a number of their intrinsic needs are met by the factors like 'proud of being a Kosponion', 'happiness in serving the poor and needy' and a few of the extrinsic needs like 'reasonable salary and other benefits', 'job security', 'work life balance thanks to sizeable leave, weekends and holidays' provided to them aside from 'conducive work environment'. To motivate the workers better, the government may pay more attention to 'motivators' and may reduce dissatisfaction within the hygiene factors. it had been also found that each one the content theories of motivation have significantly associated with the findings of the study. More specifically, the findings of this study are closely associated

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