

# A Study on Effect of Motivation on Employee Job Performance at Anurag Group of Institutions

C.Supriya<sup>1</sup>, CH.Siva Priya<sup>2</sup>

<sup>1,2</sup> Assistant Professor  
Anurag Group of Institutions, Hyderabad

\*\*\*

**Abstract:** Motivation is an active mechanism in the hands of the management in stimulating the work force. It is the major task of every manager to motivate his subordinate or to produce the will to work among the subordinates. It should also be recollected that the worker may be enormously 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.

Human motives are internalized goals within individuals. A motive is an inner state that drives, activates, or moves and directs or channels behavior towards goals. The present study is aimed at improving the performance of employees through motivation at Anurag group of Institutions, Hyderabad.

**Keywords:** Motivation, Work force, Goals, Behavior, Drives, Motives.

## INTRODUCTION :

Motivation has been variously defined by scholars. Usually one or more of these words are included in the definition: desires, wants, aims, goals, drives, motives and incentives. Motivation is derived from the Latin word 'Movere' which means "to move".

Employee motivation is the psychological forces that determine the direction of a person internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job role or subject or to make an effort to attain a goal.

Motivation results from the interaction of both conscious and unconscious factors as the (1) intensity of desire or need, (2) incentive or reward value of the goal, and (3) expectations of the individual and of his or her peers. These factors are the reasons for behaving a certain way.

## OBJECTIVES OF THE STUDY:

- Identify the factors that motivate the employees.
- To understand the impact of monetary and non-monetary benefits
- To identify the factors that de-motivates the employees.

## NEED FOR THE STUDY:

The research problem here in this study is associated with the motivation.

Motivated employees are a great asset to any organization. It is because the motivation and Job Satisfaction is clearly linked.

The study is intended to evaluate motivation of employees in the organization. A good motivational program procedure is essential to achieve goal of the organization.

This study helps the researcher to realize the importance of effective employee motivation. It provides strategic guidance for both providing and using reward/recognition programs.

## SCOPE OF THE STUDY:

The present study on employee motivation helps to get a clear picture about the factors which motivates the employees. This in turn helps the management to formulate suitable policy to motivate the employees. It is necessary for every organization to study the different aspects that affect the organization development. In this survey the emphasis is on the motivation of employees.

## RESEARCH METHODOLOGY:

The research methodology used for the study is both from primary and secondary sources

**Primary Data:**

The data regarding the opinion on the “Employee motivation” was collected from the employees through questionnaire, discussion with the employees.

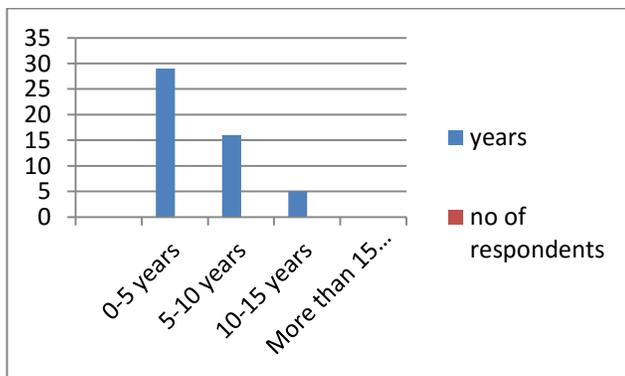
Data Collection: The respondents in the study are 50 are all the faculty of Anurag Group of Institutions from different Disciplines.

**Data Analysis:**

**1. Since how long employees are working in this organization.**

**Table No.1: Employees working in this organization.**

	0-5 years	5-10 years	10-15 years	More than 15 years	Total
No. of respondents	29	16	5	0	50
Percentage of respondents (%)	58	32	10	0	100



**Figure No.1: Graphical representation working in this organization.**

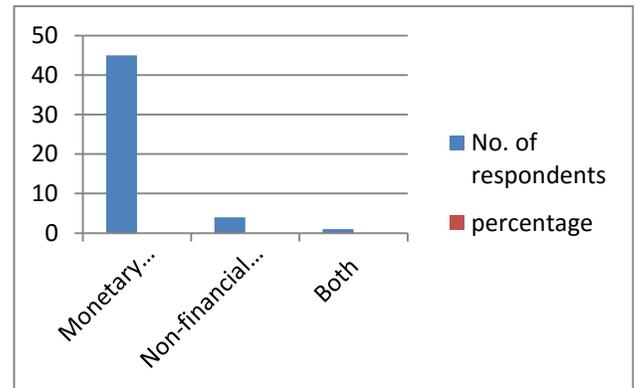
**INTERPRETATION:**

From the above graph most of the employees were working since 5 years because as they were comfortable with the organization culture. Employees are satisfied with organization culture & the organizational does have a problem of retention.

**2. Incentive that motivate employees.**

**Table No.2: Incentive that motivate employees.**

	Monetary incentives	Non-financial incentives	Both	Total
No. of respondents	45	4	1	50
Percentage of respondents (%)	90	8	23	100



**Figure No.2: Graphical representation of incentives motivates employees.**

**INTERPRETATION:**

From the above graph it is understood 90% of employees are financial incentives motivates more than the non-financial incentive.

**3. Factor that De-motives at work place.**

**Table No.3: Factors that De-motives at work place.**

	Company policy	Work environment	Other factors	Total
No. of respondents	2	7	41	50
Percentage of respondents (%)	4	14	82	100

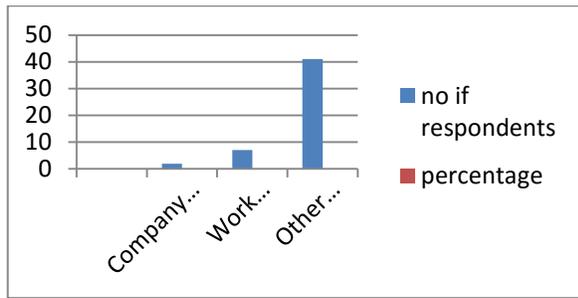


Figure No.3: Graphical representation of De-motive at work place.

**INTERPRETATION:**

From the above graph it is observed there are other factors which de-motivates at work place. Like conflicts at work place, miscommunication, workload & stress.

**4. The incentives and other benefits will influence your performance.**

Table No.4: The incentives and benefits will influence your performance.

	Influence	Does not influence	No opinion	Total
No. of respondents	20	16	14	50
Percentage of respondents (%)	40	32	28	100

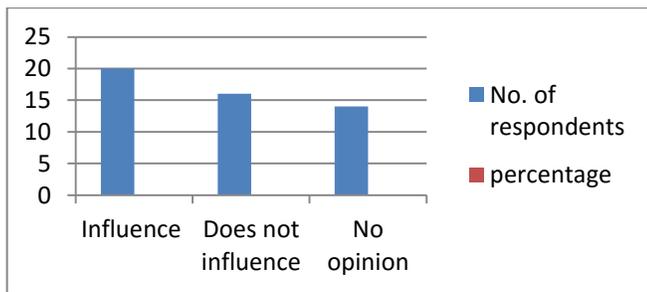


Figure No.4: Graphical representation of incentives and other benefits will influence your performance.

**INTERPRETATION:**

From the above graph most of the respondents expressed dual opinion towards the influence of benefits on their work

performance, so the employees are satisfied with the present incentives and benefits of the organization

**5. Management involves you in the decision making which are connected to your department**

Table No.5: The decision making which are connected to your department.

	Yes	No	Occasionally	Total
No. of respondents	23	14	13	50
Percentage of respondents (%)	46	28	26	100

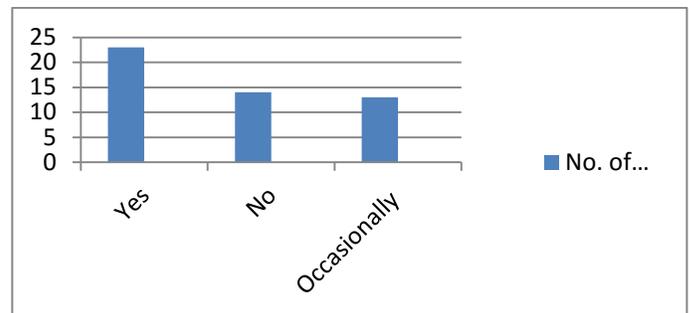


Figure No.5: Graphical representation of management involve you in the decision making which are connected to your department.

**INTERPRETATION:**

Form the above graph 40% of the employees felt management involved them in decision making and management should focus more on grievances of employees.

**6. Management is really interested in motivating the employees.**

Table No.6: Management is really interested in motivating the employees.

	Strongly agree	Agree	Neutral	Dis-agree	Total
No.of respondents	28	18	3	1	50
Percentage of respondents (%)	56	36	6	2	100

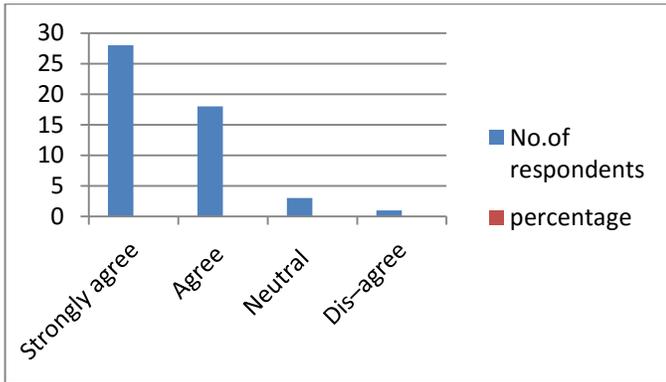


Figure No.6: Graphical representation of management is really interested in motivating the employees.

**INTERPRETATIONS:**

From the above graph most of the respondents strongly agree that the management is really interested in motivating the employees.

**7. Were the employees satisfied with the incentives provided by the organizations.**

Table No.7: Employees are satisfied with the incentives provided by the organizations.

	Highly satisfied	satisfied	Neutral	Dis-satisfied	Total
No.of respondent	11	33	3	3	50
Percentage of respondents (%)	22	66	6	6	100

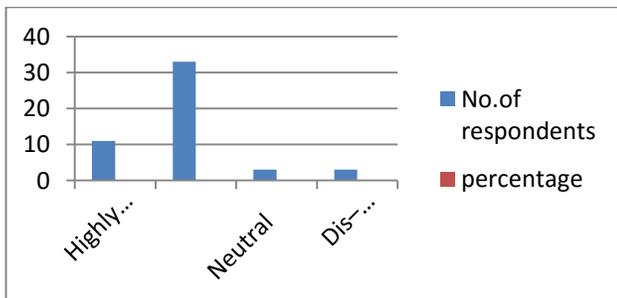


Figure No.7: Graphical representation of employees satisfied with the incentives provided by the organizations.

**INTERPRETATION:**

From the above graph 66% of respondents are satisfied with the present incentives provided by the organization as they are reward for their merit.

**8. Are you encouraged to come up with new and better ways of doing things.**

Table No.8: Encouraged to come up with new and better ways of doing things.

	Strongly agree	Agree	Neutral	Dis-agree	Total
No.of respondents	23	24	3	0	50
Percentage of respondent	46	48	6	0	100

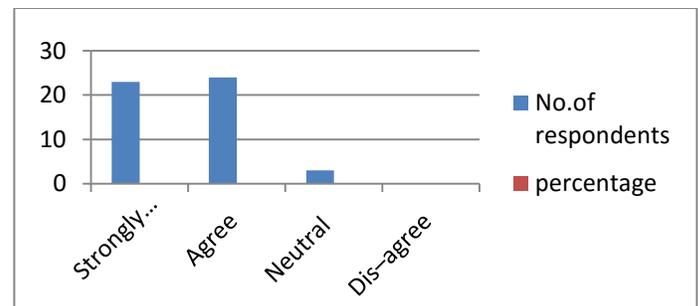


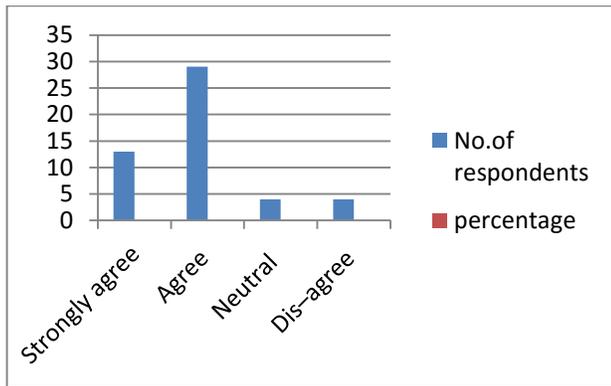
Figure No.8: Graphical representation of encouraged come up with new and better ways of doing things.

**INTERPRETATION:** From the above figure we can conclude that most of the employees agree that they are encouraged to come up with new and better ways of doing things in the organization.

**9. Management provides continuous feedback to improve their performance.**

Table No.9: Management provides continuous feedback to improve their performance

	Strongly agree	Agree	Neutral	Dis-agree	Total
No.of respondents	23	24	2	1	50
Percentage of respondents (%)	46	48	4	2	100



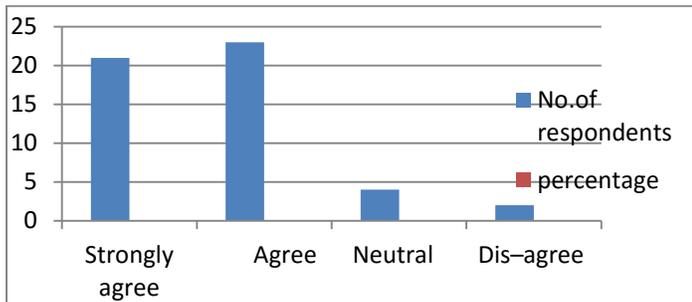
**Figure No.9: Graphical representation of management provide continuous feedback to improve their performance.**

**INTERPRETATION:**

The above figure represents most of the employees agree that, the management supported with the sufficient feedback for improving their performance.

**10. Employees are satisfied with the quality of work in their organization.**

**Table No.10: Employees are satisfied with the quality of work in their organization**



**Figure No.10: Graphical representations of Employees are satisfied with the quality of work in their organization**

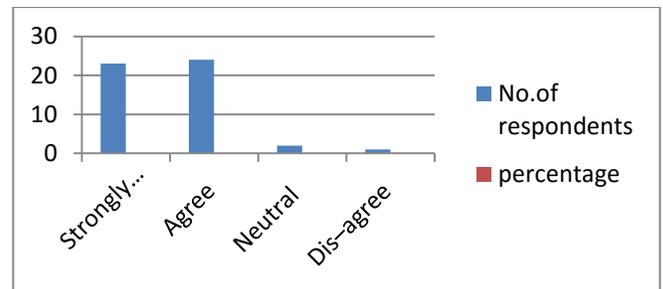
**INTERPRETATION:**

From the above graph, the most of the employee’s opinions towards the quality of work satisfactory as they had dual opinion strongly agree and agree.

**11. Motivation is the key for job satisfaction and performance Improvement.**

**Table No.11: Motivation is the key for job satisfaction and performance Improvement.**

	Strongly agree	Agree	Neutral	Dis-agree	Total
No. of respondents	21	23	4	2	50
Percentage of respondents (%)	42	46	8	4	100



**Figure No.11: Graphical representation of motivation is the key for job satisfaction and performance Improvement.**

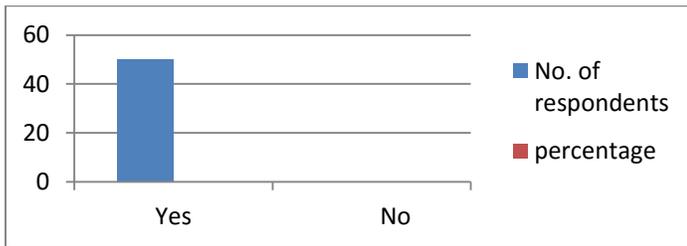
**INTERPRETATION:**

From the above graph most of the employees were agree with the motivation is the important area for improving their performance and satisfaction.

**12. Employee’s motivation influences the organization success.**

**Table No.12: Employees motivation influences the organization success.**

	Yes	No	Total
No. of respondents	50	0	50
Percentage of respondents (%)	100	0	100



**Figure No.12: Graphical representation of employees motivation influence the organization success.**

#### INTERPRETATION:

From the above graph number of respondents agree with the motivation is influence the by organization success or achieving the organization goals.

#### Results:

- Most of the employees were working since 5 years because as they were comfortable with the organization culture. Employees are satisfied with organization culture & the organizational does not have a problem of retention.
- It is understood 90% of employees are financial incentives motivates more than the non-financial incentives.
- It is observed there are other factors which de-motivates at work place. Like conflicts at work place, miscommunication, workload & stress.
- Most of the respondents expressed dual opinion towards the influence of benefits on their work performance, so the employees are satisfied with the present incentives and benefits of the organization.
- 40% of the employees felt management involved them in decision making and management should focus more on grievances of employees.
- Most of the respondents strongly agree that the management is really interested in motivating the employees.
- 66% of respondents are satisfied with the present incentives provided by the organization as they are reward for their merit.
- We can conclude that most of the employees agree that they are encouraged to come up with new and better ways of doing things in the organization.
- Most of the employees agree that, the management supported with the sufficient feedback for improving their performance.

- The most of the employee's opinions towards the quality of work satisfactory as they had dual opinion strongly agree and agree.
- Most of the employees agreed that motivation is the important area for improving their performance and satisfaction.
- The number of respondents agree with the motivation is influence the by organization success or achieving the organization goals.

The organization maintains the good working conditions to their employees.

#### CONCLUSION

The study on employee motivation most of the employees mentioned that they will be motivated by monetary benefits, still organization can do better for the quality of work life of employees. Along with motivation, there are several other factors which de-motivate employees like conflicts, good interpersonal relationship with superiors, subordinates & colleagues.

The study concludes that, the motivational programs procedures at Anurag Group of Institutions are found effective but not highly effective. The study on employee motivation highlighted many factors which will help to motivate the employees. Measurement, evaluation, and recognition programs must be implemented continuously to gain an understanding of employees' basic needs.

#### REFERENCES

- Koontz, Weihrich & Aryasri, Principles of Management, TMH, New Delhi, 2009.
- Aswathappa, Human Resource Management, 4<sup>th</sup> edition, TMH, 200
- Golzadeh, E. 2010. "Factors Affecting Employee Job Motivation in Organizations". Management Central Website.
- Gominian, V. 2004. "Ways to Increase Employee Motivation in Workplace". Journal of Work and Society 58.
- Mohammad Zadeh, A., and A. Mehrvazhan. 1996. "Organizational Behavior". Tehran: Allameh Tabatabaie University