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## AN EMPIRICAL STUDY ON MOTIVATIONAL TECHNIQUES IN AUTOMOBILE INDUSTRIES

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**Abstract:** *This study aims at finding out the motivational technique followed in automobile industries. The purpose of motivation is to create conditions in which people are willing to work with initiative, interest and enthusiasm, with a high personal and group moral satisfaction with a sense of responsibility, loyalty and discipline and with pride and confidence in a most cohesive manner so that the goals of the organization are achieved effectively. This study is to identify the factors affecting motivation of employees and also to examine the level of satisfaction derived through the existing motivation factors available in automobile industries. This study helps to determine the extent of employee's recognition by the management which led to the greater performance of work by employees and their satisfaction level. The research tool used in this study is mainly Questionnaire .The sample size is 100. Descriptive research is adopted in conducting this study. The statistical tool used is percentage analysis, chi - square analysis and correlation analysis.*

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## **INTRODUCTION**

Motivation can be desired as a complex set of force inducing a person to start at a work and keeping him at work in an organization. It is the process of arousing and sustains goal directed behavior. It is something that moves the person into and empowers him to continue in the course of action. This study is based upon the motivational factors and the level of satisfaction towards it to the employees. The study basically attempts to analyze the perception of the employees as the most important and valuable resources. Employees should be motivated to contribute their effectiveness towards the attainment of organizational goals.

The Study analyzes the psychological concepts of basic human needs. It may be in either monetary or non-monetary terms. Monetary incentives include pay, allowances, bonus and perquisites. Non-monetary incentives consist of recognition, praise, responsibility, participation in decision making, entrusting challenging job, job security, awards etc.,

Motivation causes goal-directed behaviour. A person will work so long as he feels his actions are fulfilling his much desired needs. He will not pursue the activity and will lose interest in his work, if he feels that it does not satisfy his needs. Motivation can therefore be considered as a yard stick which defines an individual's wants and directs to engage him in certain proactive behaviour which should result in higher productivity coupled with quality parameters.

This study helps to identify the expectation of the employees that satisfies him and make him to contribute more towards his job. The study concentrates on the motivational factors provided by the organization to satisfy the employee's wants and needs.

## **OBJECTIVES OF THE STUDY**

- To study the motivational techniques followed in the automobile industry.
- To identify the factors effecting motivation of the in the automobile industry.
- To examine the level of satisfaction derived through the existing motivation.
- To suggest the remedial measures to improve motivational techniques in the automobile industry.

## **RESEARCH METHODOLOGY:**

**i) RESEARCH TYPE - Descriptive research** Studies often involve the description of the extent of association between two or more variables.

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ii) **RESEARCH AREA** - The study was conducted for the residing in and around the automobile industry.

iii) **SAMPLING TECHNIQUE** -

❖ **SAMPLING DESIGN Convenience Sampling** – Due to automobile industries, we confined our study using Convenience Sampling. Due to the population is very large; we took some samples only and collected data.

❖ **SAMPLE SIZE - NUMBER OF RESPONDENTS: 100**

iv) **RESEARCH INSTRUMENT** - *Questionnaire*.

v) **CONTACT METHOD** - The contact method used in our study is *personal* method.

vi) **DATA SOURCES** - Data collection methods used for the study are primary and secondary.

vii) **STATISTICAL TOOLS:**

- I. Percentage analysis
- II. Chi-square test
- III. Correlation analysis

### DATA ANALYSIS AND INTREPRETATION

#### Demographic distribution of the respondents:

S.No	Demographic	Frequency	Percentage
I	<b>Age</b>		
1	Up to 30 years	31	31%
2	31 years to 35 years	43	43%
3	36 years to 40 years	14	14%
4	41years and above	12	12%
II	<b>Gender</b>		
1	Male	62	62%
2	Female	38	38%
III	<b>Marital Status</b>		
1	Single	44	44%
2	Married	56	56%
IV	<b>Qualification</b>		
1	Diploma	58	58%
2	Under Graduates	34	34%
3	Post Graduates	08	08%
V	<b>Income</b>		
1	Up to Rs.15000	42	42%
2	Rs.15001 to Rs 20000	28	28%
3	Rs.20001 to Rs.25000	21	21%
4	Rs.25001 and above	09	09%



VI	Experience		
1	Up to 5 years	58	58%
2	6 years to 7 years	21	21%
3	8 years to 9 years	14	14%
4	10 years and above	07	07%
VII	Type of family		
1	Nuclear	72	72%
2	Joint	28	28%

Source : Primary data

The demographical data of the respondents explaining that, the highest 43% of the respondents were in the age range up to 31years to 35 years following which 31% of the respondents were up to 30 years age range, 14 % of the respondents were in the age range 36 years to 40 years and 12% of them were 41 years and above. The highest 62% of the respondents were male and 38% of them were female. 56% of the respondents were married and 44% of them were single. 58% of the respondents were diploma holder, 34% of the respondents were under graduate and 08% of the are post graduate. The highest 42% of the respondents were receiving Rs.15000 as monthly salary, 28% of them were come under earning range of Rs.15001 to Rs.20000, 21% of the respondents were earning Rs.20001 to Rs.25000 and 09% of them were come under the earning range of Rs.25001. With regards to the experience of the respondents 58% of the respondents having up to 5 years of experience in the field and the highest 72% of the respondents were in the nuclear family set up. Based this it presumes that, data received from the respondents were quite relevant and reliable.

### **CHI – SQUARE TEST**

#### **Aim:**

**Calculate whether awards system will motivate employees in the automobile industry.**

#### **Null Hypothesis (Ho):**

There is no relation between awards system and motivation measures in the automobile industry.

#### **Alternate Hypothesis (H<sub>1</sub>):**

There is a relation between awards system and motivation measures in the automobile industry.



Rating	No. of Respondents
Strongly Agree	9
Agree	35
Neutral	36
Disagree	16
Strongly disagree	4
<b>Total</b>	<b>100</b>

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> – E <sub>i</sub>	(O <sub>i</sub> – E <sub>i</sub> ) <sup>2</sup>	((O <sub>i</sub> – E <sub>i</sub> ) <sup>2</sup> ) / E <sub>i</sub>
9	20	-11	121	0.05
35	20	15	225	11.25
36	20	16	256	12.8
16	20	-4	16	0.8
4	20	-16	256	12.8
				<b>43.7</b>

**Calculated value :**  $\chi^2 = 43.7$

**Table value:** At 5% level of significance = 9.488

### CONCLUSION:

Since calculated value is greater than table value  $H_0$  is rejected and  $H_1$  is accepted hence there is a relation between awards system and motivation measures in the automobile industry.

### CORRELATION ANALYSIS

#### Aim:

To find out the co-relation between motivation level and productivity level in the automobile industry.

Rating	Motivation level of Respondents	Increasing Productivity level of Respondents
Strongly Agree	24	33
Agree	56	59
Neutral	20	8
Disagree	0	0
Strongly disagree	0	0
<b>Total</b>	<b>100</b>	<b>100</b>



**FORMULA:**

$$r = \frac{\sum xy}{\sqrt{(\sum x^2 * \sum y^2)}}$$

Where,

$$x = (X - \bar{X})$$

$$y = (Y - \bar{Y})$$

Here X = motivation and Y = productivity.

**Calculation:**

X	(X-20) x	x ^2	Y	(Y - 20) y	y^2	xy
24	4	16	33	13	169	52
56	36	1296	59	39	1521	1404
20	0	0	8	-12	144	0
0	-20	400	0	0	0	0
0	-20	400	0	0	0	0
100	-	2112	100	-	1834	1456

$$\bar{X} = 100 / 5$$

$$= 20$$

$$\bar{Y} = 100 / 5$$

$$= 20$$

$$r = 1456 / \sqrt{(2112 * 1834)}$$

$$r = 0.739$$

**CONCLUSION**

Since there is a positive correlation between two variables hence there is a significant relationship between motivation of the employees and productivity in the automobile industry.

**FINDINGS**

**(Source: Primary data – Survey)**

- Most of the respondents are belongs to age group 31 years to 35 years.
- Majority of the respondents are aware of reward system.
- Most of the respondents are agreed that they have good relationship with co-workers.
- Majority of the respondents are aware of welfare facility.



- Majority of the respondents are satisfied with their working condition.
- Majority of the respondents neither agrees nor disagree that management supports and encourages personal growth and development of employees.
- Majority of the respondents often feel incentives and other benefits influence their performance.
- Majority of the respondents highly satisfied with the recreational facilities provided by the organization.
- Majority of the respondents neither agree nor disagree that motivation techniques helps to achieve their goals.
- Majority of the respondents feel salary increment is the factor motivates.
- Majority of the respondents say motivation has impact on work- life balance.

### **SUGGESTIONS**

- Management can provide better recreational facilities to the employees.
- Employees should be motivated for their effective performance.
- Appreciation and job status towards the employees leads the vital factors to motivate.
- Sound motivation system should encourage supportive supervision whereby the superiors share their views and experiences with their subordinates.
- The managers must understand and identify motivators for each employee.
- The industry can take the effective steps to increase the uniform stitching charges.
- The employees must be encouraged by explaining all the policies followed in the industry in order to achieve higher productivity.
- Better medical facility should be provided to the employees.
- Giving award and trophy alone will not initiate the workers in the present situation; improved monetary incentives may motivate work force.
- The motivation policy should be framed in way that should be satisfactory to the employees.
- Employee's participation in management decision making should be improved and should be recognized and rewarded by the management.



## CONCLUSION

Motivation is essential for every organization because without human factor nothing can be achieved. Motivation is the key to performance improvement. The Managers may take little more effort to motivate the employees. At present the organization motivates employees in effective manner. If the suggestions are taken into consideration it helps to sustain the employees in job. Employees are satisfied by the working environment provided by the automotive industry and the company is also undertaking various steps to improve the recreational facilities in future. After analyzing the various factors and the response from the employees it has been concluded that motivation, as a concept in the organization pervasive and highly complex activity that affects and is affected by a host of factors in the organization.

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