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A STUDY ON EMPLOYEE MOTIVATION IN SRI VARSHA FOOD PRODUCTS, TIRUPATI

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ABSTRACT

Employee motivation is a complex and vital aspect of organizational behavior and management. It involves understanding what drives individuals to perform at their best within a workplace setting. Factors such as recognition, rewards, job satisfaction, autonomy, and a sense of purpose all play significant roles in motivating employees. Research in this area often explores various theories, such as Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and Expectancy Theory, to understand the underlying mechanisms of motivation. Moreover, the modern workplace dynamics, including remote work and the gig economy, have added new layers to the understanding of employee motivation. Ultimately, effective employee motivation strategies are essential for fostering a productive and engaged workforce, leading to higher levels of job performance, satisfaction, and overall organizational success.

Keywords: Recognition, Rewards, Job satisfaction, Autonomy Purpose, Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory

INTRODUCTION

Motivation is a Latin word meaning "to move" performance results from the Interaction (movement) of physical, financial & human resources. The first two are in Animate. They are translated unto productivity only when the human element in Introduced. When dealing with unanimated factors of production, management can accurately predict the input-output production. In dealing with employees an intangible Factor of will, freedom of choice is introduced and workers can increase or decreases their Productivity as they choose this human quality gives rise to motivation.

DEFINITION

According to Berenson and Steiner state that “motive is an inner state that energizes activates or moves and directs of channels behavior towards goals.

Human motives are internalized goals within individuals when there is strong positive Motivation, the employee’s output increases but when there is negative or weak positive Motivation, his performance level is low. Motivation is an interviewing variable for it cannot be seen bared or felt and can only be inferred from behavior. For example, Motivational feelings such as hunger, power, will etc. cannot be seen it is a psychological phenomenon, which generates within oneself.

REVIEW OF LITERATURE

1. **Maja Rozman, Sanja Treven, Vesna Cancar (2017)** Motivation and Satisfaction of Employees in the Workplace To investigate the difference between satisfaction and motivation of employees with different age group. Majority of the respondents were mostly from the age 26-32 years old.
2. **Quratul-Ain Manzoor (2015)** Impact of Employees Motivation on Organizational Effectiveness to identify the relationship between employee motivation and organizational effectiveness. The study is completely theoretical; real time application is not emphasized.

NEED FOR THE STUDY

A Study on Employees Motivation at **Sri Varsha Food Products India Ltd.** By knowing the level of employee motivation, the HR department can know whether employee motivation of them is at the expected level or not. If the employee motivation levels are not satisfactory, then they can concentrate on increasing the satisfaction level of company. To increase the employee motivation my study will help the HR department to concentrate on specific factors to improve employee motivation avoiding them to put efforts on all the factors. Adding to the above my questionnaire concentrates on collecting feedback and specific suggestions from the employees.

SCOPE OF THE STUDY

This study aims to find out satisfaction of employees, whether the company is provided necessary motivation in Sri Varsha Food products Ltd, Tirupati. The scope of the current study named employee motivation is limited to Sri Varsha Food products ltd, Tirupati. This study helps to improve the performance of employees.

OBJECTIVES OF THE STUDY

1. Examine the role of leadership styles in fostering employee motivation and engagement.
2. Investigating the relationship between rewards, recognition, and intrinsic motivation among employees.
3. Assess the influence of organizational culture on employee motivation and retention.
4. Understand how individual differences contribute to varying levels of motivation among employees.

LIMITATIONS OF THE STUDY

- ✓ The study is limited to the employees of Sri Varsha Foods.
- ✓ The sample size for survey is limited to 110 employees.
- ✓ As the respondents were busy with their work, it is difficult to gain information.
- ✓ Some of the respondents could not spend much time to answer the questionnaire

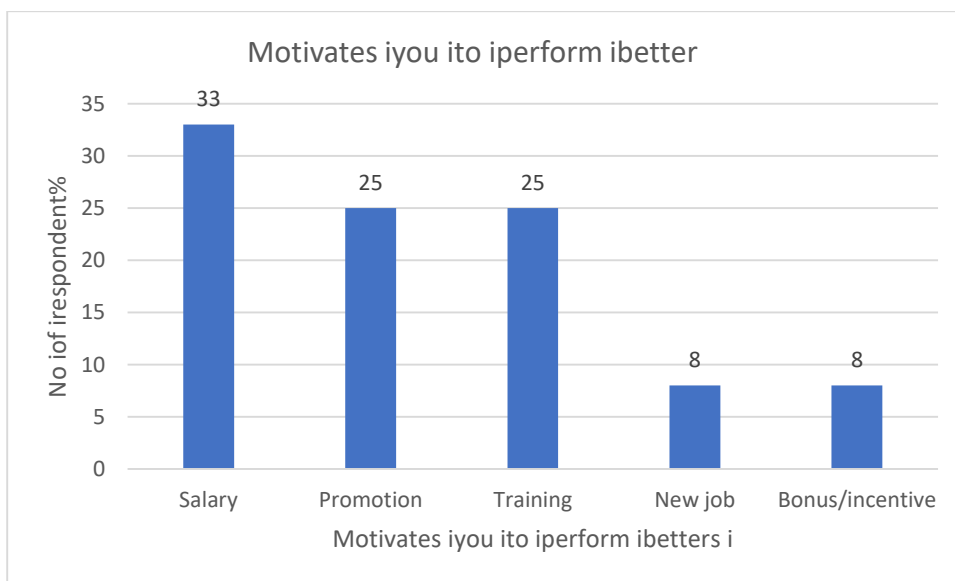
RESEARCH METHODOLOGY

- Data collection : Primary & secondary Sources
 - Primary Data : Questionnaire
 - Secondary data : organization's records, journals, books and website
Magazines, Journals, Websites
- Type of research : Descriptive research
- Research instrument : Questionnaire
- Sample size : 120
- Sample method : convenience Sampling
- Statistical tool : Percentage graphical analysis, bar charts

DATA ANALYSIS

1. Which of the following motivates you to perform better?

Motivates	No. of Respondent	No. of Respondent%
Salary	40	33
Promotion	30	25
Training	30	25
New job	10	8
Bonus/incentive	10	8
TOTAL	120	100



Interpretation:

In the above graph shows that 33% are salary, 25% are promotion, 25% are training, 5% are new job, 8% are bonus/incentive for the motivates of the respondents.

2. What do you think the organization has to do make your job interesting?

Job interesting	No. of respondents	No. of Respondents%
Job rotation	30	25
Training new skills	40	33
Assigning challenging	30	25
Job enrichment	20	8
TOTAL	120	100

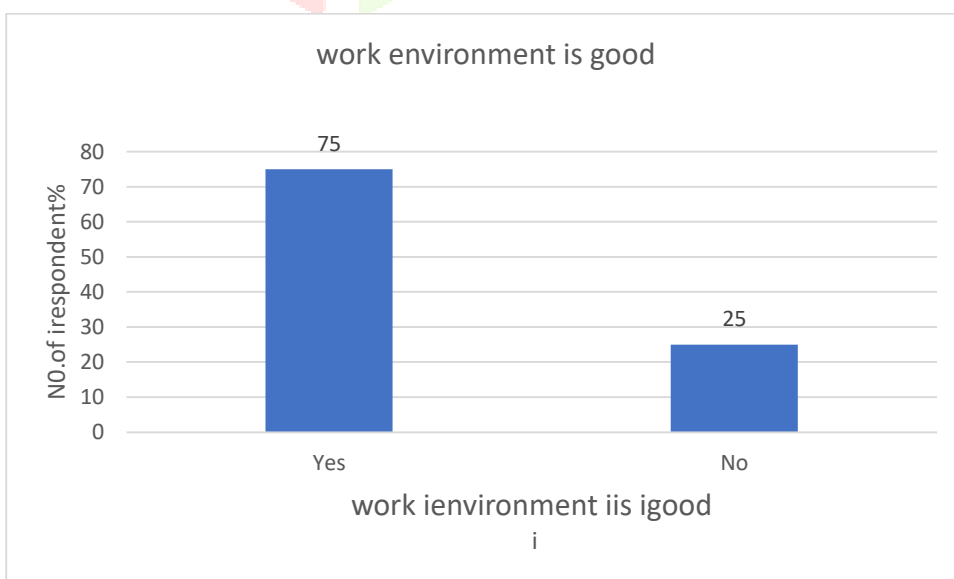


Interpretation:

In the above graph shows that 25% are job rotation, 33% are training new skills, 25% are assigning challenging jobs, 8% are job enrichment for the job interesting of the respondents.

3. Is the work environment is good in the company.

Work environment	No. of Respondents	No. of Respondents%
Yes	90	75
No	30	25
TOTAL	120	100

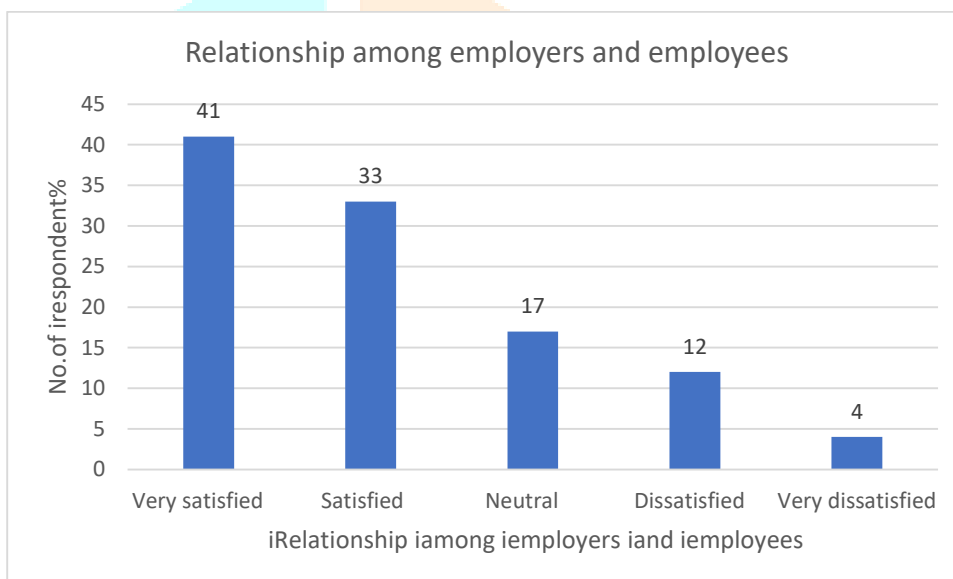


Interpretation:

In the above graph shows that 75% are yes and 25% are no for the work environment of the respondents.

4. How is the level of relationship among employers and employees?

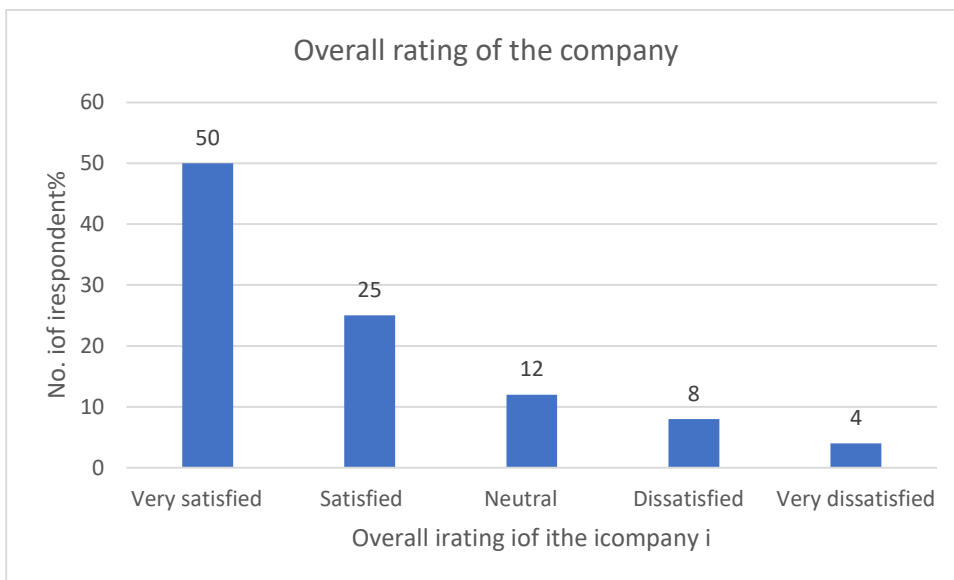
Employers and Employees	No. of Respondents	No. of Respondents%
Very satisfied	50	41
Satisfied	40	33
Neutral	20	17
Dissatisfied	15	12
Very satisfied	5	4
TOTAL	120	100

**Interpretation:**

In the above graph shows that 41% are very satisfied, 33% are satisfied, 17% are neutral, 12% are dissatisfied, 4% are very dissatisfied for the employer and employee of the respondents.

5. Indicate your opinion on overall rating of the company?

Rating of the company	No. of Respondents	No. of Respondents%
Very satisfied	60	50
Satisfied	30	25
Neutral	15	12
Dissatisfied	10	8
Very dissatisfied	5	4
TOTAL	120	100



Interpretation:

In the above graph shows that 50% are very satisfied, 25% are satisfied, 12% are neutral, 8% are dissatisfied, 4% are very dissatisfied for the rating of the company of the respondents.

FINDINGS

- Is found that 53% respondents are females and 47% respondents are males for that gender of respondents.
- It is found that 50% respondents are 18 to 25 years, 25% respondents are 26 to 35 years, 17% respondents are 36 to 45 years, 8% respondents are above 50 years for that age of respondents.
- 33% respondents said that salary motives to perform better.
- It was found that 33% respondents are is made to new skills..
- 75% respondents are goods at work environment.

SUGGESTIONS

- Employee's salary has to be increased according to their experience.
- Incentives must be provided.
- Promotion must be given according to the performance and experience.
- Training has to be done frequently.
- The company must provide stress-relaxation programs.

CONCLUSION

The main objective of the study in Sri Varsha Food Products India Ltd was to find out whether there workers in the company are satisfied with the level of motivation provided by the company. According to the survey report, majority of employees are satisfied with the motivational factors provided by the company.

Employees have expressed their dissatisfaction with various monetary and non-monetary benefits and the facilities provided by Sri Varsha Food Products India Ltd. The motivational practice should be improved further for better employee motivation of the employees. Improved motivational practices are eroding employee confidence and satisfaction.

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