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A Study On Employee Motivation At Shantha Granites.

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Abstract: This study explores the various motivational factors influencing employee performance at Shantha Granites. Using primary data collected from 110 employees, supported by statistical tools like chi-square, regression, and ANOVA, it analyses how motivational strategies, recognition, compensation, and workplace culture affect overall job satisfaction. The findings reveal that both intrinsic and extrinsic motivators significantly influence productivity and employee morale.

Key words: Employee motivation, Intrinsic Factors, Extrinsic Incentives, Organizational performances, Recognition, Job satisfaction.

I. INTRODUCTION

In today's dynamic and competitive business environment, employee motivation has become a cornerstone for organizational success. Companies are increasingly recognizing the critical role that a motivated workforce plays in achieving strategic goals, enhancing productivity, and sustaining competitive advantage. Motivation is the internal drive or external stimulus that inspires individuals to act in a certain way to achieve desired outcomes. It influences not just the quality of work, but also employee engagement, commitment, and satisfaction. At its core, motivation is influenced by two primary factors: ability and willingness. While ability can be developed through education and training, willingness is predominantly shaped by motivational strategies implemented by the organization. Motivation in the workplace can be broadly classified into intrinsic and extrinsic forms. Intrinsic motivation stems from within the individual—driven by personal growth, achievement, and a sense of purpose.

II. REVIEW OF LITERATURE

Previous studies highlight the importance of motivation in enhancing performance (Kirana & Srilatha, 2022; Emeka & Ejim, 2015). Research by M finnage (2018) and Retina Bai (2024) emphasized that motivated employees show higher engagement and effectiveness. Theories by Maslow, Herzberg, McClelland, and Vroom were also referenced to understand employee needs and behaviours patterns.

III. OBJECTIVE OF STUDY

Primary objective:

1. The primary objective is to study about the Employee Motivation in Shantha Granites., Chennai.

Secondary objectives:

1. To study awareness level of employees about the motivation techniques
2. To analyses the employee satisfaction level towards monetary and non-monetary techniques.
3. To examine the current level of employee motivation.

IV. RESEARCH METHODOLOGY

Descriptive Research

Descriptive research aims to accurately depict the characteristics of a population or phenomenon. It is observational and cross-sectional, focusing on providing a clear and detailed overview without predicting outcomes. This approach is useful for forming theories and guiding future research.

Area of Study:

The study was conducted among employees of Shantha Granites Chennai

Population:

Sample:

The total population considered for the study was 200 employees. Sample Size A sample of 110 employees was selected to represent the population.

The sample reflects the characteristics of the population, ensuring relevance and accuracy in findings.

Data Sources

A) Primary Sources:

Primary data was collected directly through observation and questionnaires. Respondents provided information on age, experience, income, and organizational commitment. Each survey took approximately 15–20 minutes to complete.

B) Secondary Sources:

Secondary data was gathered from HR manuals, books, magazines, and internet resources previously analysed or published.

Tools used for analysis

Quantitative data collected from the survey was analysed using SPSS software, applying the following statistical tools

V. ANALYSIS AND INTERPRETATION

S.No.	Tool used	Variables analyzes	Test value	Significance (P-value)	Exact Inference
1	Chi-square	Gender of the respondents & motivation techniques used by the organization	$\chi^2 = 59.583$	$p = 0.000$	There is a significant relationship between the gender of respondents and the effectiveness of motivation techniques.
2	Correlation	Age of the respondents & how clearly the organization communicates its motivation strategies	$r = 0.732$	$p = 0.000$	A strong positive correlation exists between age and how clearly employees perceive motivation strategy communication.
3	One-way ANOVA	Income & current reward system's influence on performance	F-ratio = 4.591	$p < 0.05$	There is a significant difference in the perception of motivation by bonuses and incentives based on employees' years of experience.
4	Regression Analysis	Years of experience & motivation by bonuses/incentives	$F=92.104$	$p < 0.05$	There is a statistically significant relationship between an employee's income and how effectively the reward system motivates them to perform better.

VI. FINDINGS

- 68.2% of employees strongly agree that the motivational techniques used by the organization are effective.
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- 62.7% of respondents strongly agree that supervisors provide regular feedback and coaching.
- 71.8% strongly agree that the organization encourages workers to improve through recognition.
- 67.3% strongly agree that bonuses and incentives motivate them to perform better.
- 65.5% are highly satisfied with the salary and benefits package offered
- 69.1% believe the compensation package is competitive with industry standards.
- 70% of employees feel that the organization offers satisfactory growth and development opportunities.

VII. SUGGESTION

- The data indicates a predominance of male respondents (90%), suggesting a potential gender imbalance within the organization. Addressing this disparity by promoting diversity and inclusion can lead to a more balanced and innovative workforce.
- High percentages of employees strongly agree with statements regarding recognition and motivational techniques. To build on this, implementing structured recognition programs and providing opportunities for professional growth can further enhance employee engagement
- Effective communication channels and feedback mechanisms are vital. Encouraging open dialogue between management and staff can foster a culture of trust and continuous improvement.

VIII. CONCLUSION

The analysis highlights key areas for organizational improvement, including addressing the gender imbalance by fostering diversity and inclusion. Positive employee perceptions around recognition and motivation indicate a strong foundation to build upon through structured programs and professional development opportunities. Enhancing communication channels and encouraging open dialogue will strengthen trust and collaboration. Empowering employees to take initiative and contribute ideas can boost job satisfaction and innovation. By implementing these strategies and continuously reviewing their effectiveness, the organization can create a more inclusive, supportive, and engaging workplace that meets evolving employee needs.

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