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# A Study on Effectiveness of Employees Motivation in Sanma Knit Fashion, Gobichettipalayam

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**ABSTRACT:** The study is to examine Motivation of employees in Sanma knit Fashion at gobichettipalayam. Every organization needs to have well motivation in employees to perform their work good in the organization when the employee feel good about their jobs, certain factors tend to consistently related to job satisfaction. The study provides an explanation of job satisfaction and the comfortableness of an employee in the organization. My study is to examine the various factors of motivation in employees with reference. A questionnaire was designed which included questions regarding motivation in employees their satisfaction and dissatisfaction.

Accordingly, 200 employee's have been selected at random from all the departments of the organization and respondents forms (questionnaire) have been obtained. Through this analysis, interpretations were done accordingly.

## I. INTRODUCTION

Employee Motivation is an integral part Human Resource Management and it plays a crucial role in the long-term growth of an organization. Motivation can be defined as the inherent enthusiasm and driving force to accomplish a task. It can be used in directing employees' behavior and actions for a constructive vision or goal. Proper motivation turns an employee into a loyal asset and helps in maintaining the retention rate.

### Hygiene factors:

According to Herzberg, hygiene factors do not actually motivate a person but their absence will lead to dissatisfaction. These factors are also known as extrinsic factors or maintenance factors. They help to maintain a reasonable level of job satisfaction among the employees. These are:

- Company policies and administration
- Type of supervision
- Inter -personal relationship
- Working conditions
- Salary
- Job security and
- Status

The motivational factors are also known as intrinsic factors. According to Herzberg the presence of the intrinsic factors will motivate the employees but their absence will not lead to dissatisfaction. These are:

- Work it self
- Achievement ○ Recognition
- Advancement
- Growth and
- Responsibility



Herzberg calls upon managers to use motivational factors to induced the employees to perform well.

### COMPANY PROFILE

Sanma Knit Fashions Pvt Ltd is knitwear manufacturer and export organization with a production facility spread over 60000 square feet area in three units. Due to this excellent foundation, they have become a qualified supplier of various types of garments for men, ladies, and children with respect to all seasons. The factory is equipped with branched high quality sewing machines imported from Japan and Germany. The firm is managed by Mr.P.Sivakumar Managing Director.

<b>COMPANY NAME</b>	Sunma Knit Fashions
<b>SINCE</b>	2001
<b>MANAGING DIRECTOR</b>	Mr.P. Sivakumar
<b>NO.OF. DEPARTMENT:</b>	7
<b>AUDITOR NAME:</b>	Mr. D.Tamilarasu
<b>TRANSACTIONS BANK</b>	State Bank of India
<b>TURN OVER</b>	250 crores
<b>NO. OF EMPLOYEES</b>	450
<b>NATURE.OF BUSINESS</b>	Fabric Production and Exports
<b>ADDRESS</b>	190-E PSG MILL PREMISES, COVAI MAIN ROAD, GOBICHETTIPALAYAM ERODE-638476.
<b>CONTACT</b>	9688277455
<b>EMAIL ID</b>	<a href="mailto:ne@sunma.com">ne@sunma.com</a>

### NEED OF THE STUDY

- The purpose of this study was to determine what types of incentives and motivational factors can more effectively promote innovation and increase employee motivation in the company.
- To provide recommendations to management on what to implement, eliminate, or change, based on our findings.

### SCOPE OF THE STUDY

- This study was completely using the employees of the company in all different departments.

- These employees were surveyed for the purpose of discovering what is most motivating to them in the workplace
- Motivating factors and incentives are reasons for employee motivation, and in order to best evaluate and describe which of these factors are most and least critical to employees

## II. OBJECTIVE OF THE STUDY

- To study on various motivational factors towards employees at Sanma Knit Fashions, Gobichettipalayam.
- To know about the frequency of motivational programmes organized at Sanma Knit Fashions, Gobichettipalayam.
- To understand the level of influence of senior colleagues towards employee motivation.
- To understand the satisfaction level of employees towards various welfare measures provide by the organization.
- To highlight the impact of training given by management over employee behavior.

## III. REVIEW OF LITERATURE

### GLORIAN SORENSEN et al (2006)

According to prior reports, blue-collar workers are less likely to participate in worksite health promotion programs than are white-collar workers. This study examined worker participation in the well worksite cancer prevention, which integrated health promotion and health protection. Analysis were conducted to assess relationships among participation in health promotion and health protection programs, and workers perceptions of management changes to reduce potential occupational exposures.

**HAN DER HEK** et al (2008) there are many occupational stress management programs available which are prevent and cure the negative aspects of job-stress. The focus is on individual, the organization of the work or the organization as a whole. Moreover, programs show a considerable variation with respect to the type of interventions they promote and their underlying assumptions, as well as their duration and costs. The paper updates the review by defrank and cooper published in 1989.

**D. SANDY STAPLES** et al (2009) the current study is a first step in investigation how virtual organizations can manage remote employees effectively. The research used self-efficacy theory to build a model that predicts relationships between antecedents to employee's remote work self-efficacy assessments and their behavioral and attitudinal consequences.

**JANEZ PRASKNIKAR** et al (2011) the main aim of our paper is to discuss the influence of the different forms of the workers participation on the power of management and experts in carrying out the restructuring of the Slovenian firms. The more successful in developing the management and the experts resulted to be more successful in developing the strategic way of thinking, to have clear and more defined strategies and goals and to adapt better to the international competition.

## IV. RESEARCH METHODOLOGY

### RESEARCH DESIGN

It is design of the study connected with the techniques for collection of the data and analysis of the data in a manner that aims to have relevance to research purpose.

### SAMPLE DESIGN

- Probability sampling



**SAMPLING METHOD**

- Simple Random Sampling

**POPULATION**

- 450 Employees

**SIZE OF THE SAMPLE**

- 200respondents

**DATA COLLECTION METHOD:**

**PRIMARY DATA:**

The data which are collected a fresh for the first time and this to be happening to the original in character is called primary data.

**SECONDARY DATA:**

The data which have been already collected and analyzed by someone else is called secondary data.

**TOOLS FOR DATA ANALYSIS:**

The tools used for analysis are

- Simple percentage analysis
- Chi-square analysis

**CHI-SQUARE METHOD**

**SERVICE AND JOB SECURITY**

Service & Job security	Lhess than 3 years	3-6	6-8	8-10	Above10 years	Total
Highly Satisfied	12	8	4	16	0	40
Satisfied	16	20	8	20	16	80
Neutral	4	0	4	0	12	20
Dissatisfied	16	8	8	4	4	40





Highly dissatisfied	12	4	0	0	4	20
TOTAL	60	40	24	40	36	200

○ There is a significant relationship between service and job security.

### FINDINGS

- (70%) respondents are male Gender
- (55%) respondents are recreation facilities.
- (45%) respondents are very satisfied in company environment.
- (45%) respondents are Satisfied company bonus
- (40%) respondents are very satisfied in support and encouragement by team mates.
- (35%) respondents are satisfied in company incentives
- (30%) respondents are frequently self motivated

### SUGGESTION

- The company should concentrate on employees' self -motivational aspects.
- The company bonus and incentives not satisfied for employees so the company should improve their financial motivation
- The company has to see the motivational techniques they offer have the greater impact on job performance.
- The company should try and modify the financial and non financial motivational techniques as per the expectations of the employees as well as beneficial to the organization.

### V. CONCLUSION

- The problem of motivation affects the company in many ways. The main reason for motivation is the workers morale towards the organization. The company should take necessary steps immediately to increase the morale and satisfactions of the workers because workers from the integral parts of the organization.
- This is due to the fact that motivation is one of the core tools for developing an efficient workforce, which can help organizations beat the odds of competition

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**WEBSITE**

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