
Job helping & restraining factors: Effect on employee motivation

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Abstract: The motivation of employees should be seen as a force that influences the leaders to attain specific goals and objectives of the organisation. Fundamental reason for this study is to find out what sort of elements impact employee Motivation. The samples are collected from 75 employees working in the retail industry (household appliances) through a self-managed survey. Regression analysis is used to identify the influence of employee motivation on employee performance, using four variables: employee inspiration, employee execution, helping variables, and adequacy. The consequences of this review indicate that there is a necessary and encouraging relation between the motivation of employees and the performance of employees. In addition, it is reasoned that intrinsic rewards have a large amount of huge positive relationships with representative execution and worker inspiration.

Keywords: Employee Motivation, Performance, Intrinsic Rewards, Extrinsic Rewards, Innovation

INTRODUCTION

Employee motivation is the core of giving the individuals what they truly need most from work. The more you can give what they need, the more you ought to expect what you truly need, to be specific: profitability, quality, and administration. Motivation is the action of having a motive that encourages employees to take some action. The success that companies seek for individual's is focused on the skill, motivation, and encourage that individuals receive. Internal and external factors that stimulate strong capacity and energy to be constantly involved in and committed to a task, position, or subject, and to make ongoing efforts at motivation is the action of having a motive that encourages employees to take some action. The success that companies seek for individual's is focused on the skill, motivation, and encourage that individuals receive. Internal and external factors that stimulate strong capacity and energy to be constantly involved in and committed to a task, position, or subject, and to make ongoing efforts at achieving organisational goals. It is an extremely effective and tested technique for enhancing the commitment of employees and key efficiency. Intrinsic motivation means that it is motivated by a person from within. He or she wants to do well at work so the results are in accordance with his or her belief system. Extrinsic motivation suggests that the motivation of a person is enhanced by external factors, incentives and recognition. Motivating factors are variables that impact human interactions relevant to the intrinsic aspect of the task, but not generally to the conditions or the culture that surrounds it. Success, growth, personal growth, appreciation and the job itself are motivating factors. The "Hawthorne effect" applies to high level or environmental conditions that arise from the simple fact that employees are being studied or observed. This finding comes from a study carried out during the late 1920s at the Hawthorne plant of Western Electric. The experiments confirmed the theory that individuals are driven by additional factors rather than strictly economic variables.

Our research idea is based on the rich knowledge acquired by our peer teams across the university. (A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiqc, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014). The primary objective is to study the effect of job based factors and employee motivation in the retail industry. The study has also attempted to understand the major factors of employee motivation, effect of helping factor and restraining factor.

REVIEW OF LITERATURE

(Lindner, 1998) has examined the ranked importance of motivational factors of employees at The Ohio State University's Piketon. Individuals are a crucial tool of business that every profitable organisation enjoys today. In

recruiting and retaining the top talent, the positive dimensions of the organization, the employee engagement, culture, values, policies, makes a significant contribution. And this research specifically points to the immense benefits that can be achieved by firms that effectively value their employees—a higher return on investments, equity. Research, Extension and Enterprise Centre. The author has studied reward systems that include increased jobs, increased employment, rewards, internal and external opportunities, financial and non financial compensation have been considered. The study has been done on ten motivating factors in the context of employee motivation theory and they also researched about interesting work and Better wages is the path to improved employee motivation.

(Dobre, 2013) has analyzed the drivers of employee motivation to high levels of organizational performance. The author has studied organization performance and employee motivation. And they have highlighted the evolution and achievement of the organization. The study that has been done on employee motivation has a positive effect on the organization performance.

(Jurkiewicz and Brown, 1998) have examined the differences between three age cohorts of public employees' generation X, Baby Boomers and Matures—on 15 motivational factors. The authors have studied about the principle implications for recruiting, motivation, training, retention, and human resource processes. The study has been done on generations outside the organizational sense of the government sector, these age-based groups of public employees are almost similar in the government workplace and also attributed to life and career stages as opposed to cohort-specific sociological factors.

(Shahzadi et al., 2014) have examined what kind of factors have an effect on job motivation in Pakistan and the degree to which motivation affects job Achievement. They have collected 160 data samples from government and private school teachers by self-governing. The authors have studied about employee motivation, results of employees, intangible promotions and training program performance of employees. The study which has been done on research indicates that having a beneficial connection motivation and commitment is very important.

(Ahmad et al., 2012) have examined that the airline industry is a service industry that sells seats to its customers, so the motivation of workers to work In satisfying the customer's needs, it plays a very significant role. They researched the effect of employee motivation and its components and also clarified the working atmosphere, pay and benefits, organizational design and aim is to present on customer satisfaction in Pakistan's airline industry. The study has been done on the employee motivation as well as its four components and organizational visions have a significant positive influence on customer's satisfaction. And results suggest employee motivation towards their organizational target of better customer service, compensation and benefits play a key role.

(Omar et al., 2010) have analyzed Employee Motivation and its Impact on Employee Loyalty. The authors have studied about Power, Employee Motivation, Organization Loyalty Reward and Compensation Working Environment, Peer Corporation Position and Employee Benefits. The study has been done to identify the factors influencing employee motivation which will lead to employee loyalty towards their organization by using 185 samples of data. Results suggest that practically significant to practitioners and academicians in providing them with information on the most effective ways on how to manage their employees.

(Wani, 2013) has examined job stress and its impact on employee motivation. The study was conducted in selected commercial banks by collecting samples from the 800 employees. The author has attempted to analyze the direct to indirect effect of employee motivation and job stress found on employee performance. The study has been done on clerical workers, and they face more stress than cops, and there is a clear connection between work stress and employee motivation. The author has made some important recommendations and suggestions to improve the overall job situation in banking.

(Leete, 2000) has studied about wage equity and employee motivation in non-profit and profit organizations. The author has studied about the relationship between wage dispersion and employee motivation. The study has been examined from the data from 1990 US census on nonprofit and for-profit employees and he has also identified that wage equity is related to worker motivation.

(Islam and Ahmad, 2008) have identified about employee motivation factors in various Malaysian organizations. They have examined the empirical format and it was designed by two formats where part A consisted of personal information and in part B, they have asked about 10 motivating factors and their effectiveness. They have concluded that a balanced collection of motivational variables. Results suggest that For employers working in Malaysian organizations it was found that demographic factors such as gender, ethnicity, and education have an effect on the ranking of the factors.

(Mak and Sockel, 2001) have studied a confirmatory factor analysis of employee motivation and retention. The authors have studied job satisfaction, perception of management in career development, loyalty, turnover and burnout and they have examined the motivation of IS employees and intent to use hierarchical linear modeling to stay. They studied the empirical format of current IS employees by performing it. The outcome showed, therefore, that motivation has an effect on retention.

RESEARCH METHODOLOGY

The research design used in the study is cross-sectional study. Data has been collected using a questionnaire. The questionnaires were framed using structured items developed by researchers. Likert Scale is a type of rating scale used to measure attitudes or opinions. With this scale, respondents are asked to rate items on a level of agreement. Employees working in retail outlets were approached to gather data.

The profile of the employee respondents is represented through the following pie charts

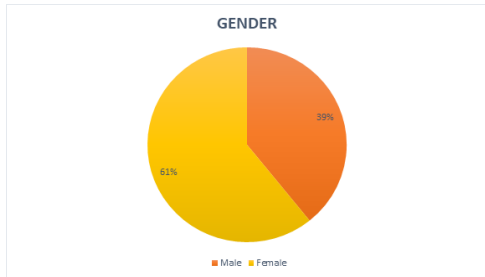


Fig.1: The pie chart depicts the percentage of gender in the sample. 61% of the sample were Male and 39% were Female employees.

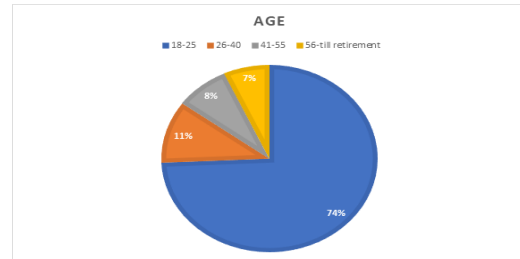


Fig.2: The pie chart describes the age of the employee respondents. 74% of employees were of age 18-25 years, 11% of employees were of age 26 – 40, 8% of 41-55 age group and 7% of 56 and till retirement age group.

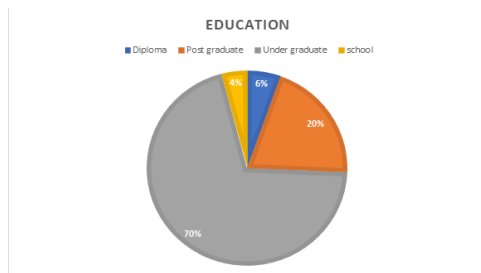


Fig.3: The chart depicts the Education of respondents. 20% of respondents were Post graduates. 70% are undergraduates & 4% have completed only School and 5% Diploma course.

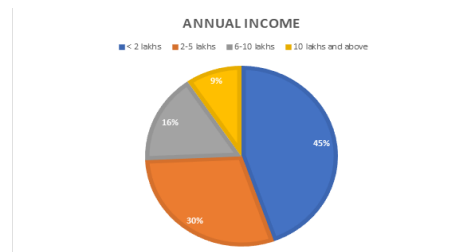


Fig.4: The pie chart describes the annual income of sample respondents. 45% of respondents were earning less than Rs. 2 lakhs. 30% of respondents were Rs. 2 – 5 lakhs. 16% were earning Rs. 6- 10 Lakhs whereas only 9% were earning Rs.10 lakhs above

DATA ANALYSIS

The version 27 of SPSS was used for this analysis. The tools used for this study are Frequency analysis, which is descriptive statistics. In statistics, frequency is the number of times an event occurs. Regression is used to study the relationship between two or more variables. Moreover, the regression technique is used to observe changes in dependent variables with changes in the independent variables. The parameters in the regression equation are obtained by using the least square method.

RESULTS

Multiple linear regression analysis was used to study the association between employee motivation, job based helping and restraining factors.

Table 1: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.048	.521		2.011	.048
Helping factor	.685	.141	.512	4.848	.000
Restraining factor	.064	.113	.060	.569	.571

The above table 5 provides the R and R² values. The R value represents the simple correlation and if .534 (“R” column), which indicates the degree of correlation. The R² value (“R²” column), indicates how much of the total

the regression coefficient will explain the difference in the regression model. The R^2 value .286 which indicates 28% of the variance in dependent variable has been explained by independent variable

The above table 7 indicates regression analysis with B and Beta values for the independent and dependent variable which are assumed. Has a rule of thumb, we say that a coefficient is statistically significant if its p value (significance) is lesser than 0.05. From the analysis it is found that the helping_factor (0.512) is having a strong positive linear relationship with the dependent variable compared to the restraining factor (0.060).

CONCLUSION

Motivation is an aspect that ranges from the managing directors to his peon to almost all the employees. Motivation is not a cause, but rather the consequence or outcome of several failings. Motivation varies from individual to individual, industry to industry, level of education, age. Motivation can vary from very high to very low levels. Through this analysis, it is clear that there is a great deal of significance for different factors influencing employee motivation and productivity as a helping factor, restraining factor, bonus and appreciation of work. Availability of multiple approaches to motivation. In their approach towards motivation, early ideas are too simplistic. The Theories of Content. Maslow needs a hierarchy. The two factor model theories of Herzberg are very common. To conclude employee motivation places a very important role in every organization. Good employee motivation helps the success of the organization. Unless an employee has poor motivation if always a possibility of employee disharmony and also affect some of the organization. From helping and restraining factor motivation makes complete picture. From this we learn how we applied the concept of motivation for the progressive of organization. Through this study, organizations will be able to understand better ways to motivate employees and the importance of employee motivation at the workplace.

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