

A Study on Factor Influencing Employees Motivation Measures Towards PNR Fibres with Reference to Namakkal

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ABSTRACT

Employee Motivation is the key factor to help up the capacity of an association. In the globalization stage, each organization needs to continue itself in a furiously focused market. Representatives are the fundamental elements to show the business objectives into the real world. Subsequently, in the present world each association attempts to deal with its human asset office to keep its representatives inspired. In that specific circumstance, some of the administration speculations have been rehearsing by them. Business work or their presentation in the market can be assessed by surveying the degree of inspiration of representatives. Inspiration can assume a lead job to get the expert achievement in each budgetary year in a less exertion way. While trying to find what inspires representatives, representative inspiration inquire about papers report that what spurs laborers today is fundamentally connected to the qualities and objectives of the person.

Keywords-- Motivation, Employee Motivation, Rewarding, Drives and Needs

INTRODUCTION OF THE STUDY

Motivation is the most essential part of the work life of an employee. It inspires individuals for putting in their efforts towards the attainment of the organizational goals. The motivational tools should be formulated by taking into consideration the fact that individuals join the organization because they feel that their personal goals would be satisfied by getting associated with the organization.

Motivation is required in every sphere of organizational life, as it helps in building the zeal and interest among the employees to pursue organizational goals. It also increases the efficiency of the employees

Employee motivation is the level of energy, commitment, and creativity that a company's workers bring to their jobs. Whether the economy is growing or shrinking, finding ways to motivate employees is always a management concern. Competing theories stress either incentives or employee involvement (empowerment). Employee motivation can sometimes be particularly problematic for small businesses. The owner has often spent years building a company hands-on and therefore finds it difficult to delegate meaningful responsibilities to others. But entrepreneurs should be mindful of such pitfalls: the effects of low employee motivation on small businesses can be harmful. Such problems include complacency, disinterest, even widespread discouragement. Such attitudes can cumulate into crises.

But the small business can also provide an ideal atmosphere for employee motivation: employees see the results of their contributions directly; feedback is swift and visible. A smoothly working and motivated work force also frees the owner from day-to-day chores for thinking of long-term development. Furthermore, tangible and emotional reward can mean retention of desirable employees. People thrive in creative work environments and want to make a difference. Ideally the work result itself will give them a feeling of accomplishment—but well-structured reward and recognition programs can underline this consequence

STATEMENT OF THE PROBLEM

Employee motivation is a topic that has received very significant attention by managers and researchers alike. It is acknowledged with certainty that no organization may possibly thrive without their employees. Employees are the main reason any organization might have the potential to keep in existence for a long time. Similarly to employees are the ones who play the major roles and make significant contributions to the organization. Well motivated employees

would influence the efficiency of the organization and could lead to achieving the organization's vision and goals. Providing the employees with the right blend of direction, guidance, techniques, assets and compensation based on the goal of motivating them and making them quick to work through the way the manager wants them to do is the major aim of the motivation. Above all, the employees are the most important resource for any organization.

OBJECTIVES OF THE STUDY

Primary objective:

A study on factor influencing employee's motivation measures towards PNR Fibres with reference to Namakkal

Secondary Objectives:

- To find out the contentment level of Employee with regard to the working conditions in the respective organization.
- To know the employee motivate in accordance with wellbeing measures and job safety.
- To give feedback of some courses for improving the satisfaction level of employees.

SCOPE OF THE STUDY

- Employee motivation is the vital factor of an employee's organizational behavior.
- A contented employee has a positive viewpoint towards his or her job and would go beyond the usual prospect in his or her job.
- A person who places high implication on imagination, self-government and autonomy is likely to be badly synchronized with an organization that seeks traditional values from its employees.

LIMITATIONS OF THE STUDY

- The survey is only restricted to Namakkal and therefore the research findings cannot be absolute to other areas.
- Findings and suggestions is based on the respondent's answers in the survey which can be biased.
- Time and cost is also another restriction.

REVIEW OF LITERATURE

Pintrich (2024) people who are extrinsically motivated perform a job due to their effort on a task will desire for an outcome such as a reward or to avoid punishment. The external reward will be a stimulus for individuals to complete the job no matter the job are little or even without interest. External rewards can be in money form or gain recognized by others.

Christine and Yvonne (2024) motivated people and their commitment are vital to the productivity of the work as they will perform with their full potential and with high quality and stated that having a motivated workforce provides the competitive advantage that the organization seeks and better employee performance helps the organization achieve higher productivity.

Jonathan (2025) identified that greater motivation will have a direct effect in improving productivity through greater effort and possibly innovation. They also stated that motivation leads to a productive with high performance employee who does the best at work, saves time and effort and also volunteers to do more than what is required. Such employee will be a great resource to the business and a great model to be followed by others.

Lindner, (2025) motivated employees essential to lead the organization being successful in the future, thus it is important for leaders in the organization learn to know and deal effectively with their employee's motivation. She also stated that unmotivated employees tend to pay less effort to perform their tasks, absent frequently, resignation and produce the work with low quality. Employees who are motivated will try to help organizations survive in rapidly changing workplaces.

Reiss (2025) extrinsic motivation also refers to called drives. He point out that extrinsic motivation is externally driven and only emphasized on the outcome when task completed. Thus, reward or the avoidance of punishment is the outcome. The extrinsic motivation opposite with intrinsic motivation. However, there are difficult to differentiate whether the person concerns more in external or internal motivation

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic.

RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

SAMPLE DESIGN

The design for this study is descriptive research design. This design was chosen as it describes accurately the characteristics of a particular system as well as the views held by individuals about the system

POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the 120 employees of PNR Fibres at Namakkal.

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

METHOD OF THE DATA COLLECTION

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

SOURCES OF DATA

Primary Data

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

Secondary Data

Secondary data refers to data that is collected by someone other than the primary user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

TOOLS AND TECHNIQUES

- Simple percentage analysis
- Chi square analysis
- Correlation
- Anova

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

H₀ – There is no significant relationship between age group of the respondents and types of benefits & services provided.

ALTERNATIVE HYPOTHESIS

H_a – There is a significant relationship between age group of the respondents and types of benefits & services provided

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.432E2 ^a	12	.000
Likelihood Ratio	236.883	12	.000
Linear-by-Linear Association	102.876	1	.000
N of Valid Cases	120		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .98.

RESULT

The Pearson Chi-Square test indicates a statistically significant association between the variables ($\chi^2 = 243.2$, $p < .001$); however, the results should be interpreted with caution. The reliability is weakened because 55% of cells have expected counts below 5, violating a key assumption of the Chi-Square test for a sample of $N=120$.

CORRELATION

The table shows that the relationship between educational qualification of the respondents and types of incentive schemes provided.

Correlations

	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	TYPES OF INCENTIVE SCHEMES PROVIDED
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Pearson Correlation 1 Sig. (2-tailed) N 120	.869** .000 120
TYPES OF INCENTIVE SCHEMES PROVIDED	Pearson Correlation .869** Sig. (2-tailed) .000	1

N	120	120
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**. Correlation is significant at the 0.01 level (2-tailed).

RESULT

There is a strong, positive, and statistically significant correlation ($r = .869$, $p < .001$) between the educational qualification of respondents and the types of incentive schemes provided

ANOVA

NULL HYPOTHESIS:

H₀: There is no significant relationship between no of years in working service of the respondents and feel about employee performance of this organization.

ALTERNATIVE HYPOTHESIS:

H₁: There is a significant relationship between no of years in working service of the respondents and feel about employee performance of this organization.

ANOVA

NO OF YEARS IN WORKING SERVICE OF THE RESPONDENRS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	114.918	4	28.730	146.523	.000
Linear Term	55.371	1	55.371	282.395	.000
Weighted	112.876	1	112.876	575.676	.000
Deviation	2.043	3	.681	3.472	.018
Within Groups	22.549	115	.196		
Total	137.467	119			

RESULT

The ANOVA results demonstrate a highly significant difference in responses based on years of service, $F(4, 115) = 146.523$, $p < .001$. A very strong linear trend ($p < .001$) suggests that as years of service increase, the dependent variable changes in a consistent, predictable direction.

SUGGESTIONS

- Based on the findings of the research and the personal observations made by the researchers, the following suggestions are made for the developments of employee's motivation.
- Promotion and incentives play a major role in motivating the employees and it should be maintained.
- Almost half of the total employees are de-motivated by loss of pay. It will be minimized in the ensuing years.
- Educational and training benefits provided by the company are good. It may be further extended.
- Employee security and social security provided by the company will be further maintained.
- The employees of the company should avail periodical checkup regarding hospital facilities to be fit.

- Since a large portion of the customers came to know about the company through advertisement and friends, the company should begin to put more advertisements.

CONCLUSION

From the study, we can conclude that the industry provide various motivational techniques to improve the employee's skills and ability. Almost all financial factors of motivation are satisfactory. Also the non-monetary benefits provided by the company are good. However, fringe benefits can be given a little more attention.

Thus a satisfied and highly motivated employee works effectively and thereby he helps the organization to grow. This study has given a chance to analyze the various functions and employees attitude towards organization. The researcher has identified the problems faced by the employees and he has also suggested some measures to overcome those problems.

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