

“A Study on Satisfaction levels of Employees on Motivation in Navya Foods at Mudigolam”

Dr.M.Vijaya Bhaskar Reddy * Dr.T. Narayana Reddy** I. Venugopal***

*Associate professor, Department of Management Studies, Sreenivasa Institute of Technology and Management Studies, Chittoor.

**Associate Professor, Department of Management Studies, JNTUA, Anantapuram

*** Research Scholar, Department of Management Studies, JNTUA, Anantapuram.

Abstract: Maintaining of satisfaction levels and performance is always depending on effective motivation. Motivation is process which will bring new energy for employees in the organization; the motivation creates special interest levels to employees to give better productivity to the organization. So the satisfaction and performance is always depending on motivation process. The study confined that for maintaining better satisfaction levels to employees motivation on different variables is required. The study conducted in Navya Foods with sample size of 80. And collected the data through questionnaire method and analyzed the collected data through statistical test like t-test, ANOVA and finally interpret the results

Key words: Motivation, Satisfaction, Results and Discussion

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I. Introduction:

Employee Motivation is always an interesting area for researchers, managers and academicians. What really motivates an employee? is a million dollar question. Researchers and practicing managers are in constant search to find a common and globally acceptable answer as to what motivates an employee and how to motivate all types of employees? and How to sustain the motivation level? Several experts have defined the term motivation in their own way. Cherry (2010) defined motivation as “the process that initiates, guides and maintains goal-oriented behaviours. Motivation is to know what makes people to work, whether it is performing a task, learning a work method or anything. It entails the physical, expressive, societal and cognitive forces that stimulate one’s own behaviour. In general, motivation is frequently used to describe “why a person does something?”. Work motivation is a complex set of influences which make one start working and keep the job on a specific post within the organization. From a personal point of view, that is an inner state which leads to goal fulfilment while being influenced by numerous factors. From a manager’s point of view, motivation is an activity, which secures the employees tend to fulfil the predefined goals..

II. Reviews:

Kingira and Mescib (2010), concluded that, different opinions between the employees in terms of behavioural statements which can be “Social opportunities providing at the highest level with working period leads the employee to achieve their goals of the organization.” Therefore, a social opportunity for the employee

Azoulay, Graff-Zivin, Manso (2010), professors at Massachusetts Institute of Technology and University of California, Santa Barbara, published a paper titled “Incentives and Creativity: Evidence from the Academic Life Sciences” indicating that long term rewards rather than short term rewards helped to motivate scientists in their work and to promote overall greater creativity. The application of this study suggests that short term rewards, that are common in many businesses, may truncate motivation and hinder innovation.

Grant and Singh (2011), two management professors from The Wharton School of the University of Pennsylvania, argue that traditional incentive schemes (stock options and bonuses) are often beneficial for motivating and improving employee performance, but can have serious repercussions such as “unethical behaviour, fuel turnover, and foster envy and discontent. “Moreover, they further explain that financial incentives are best used with the following three guidelines: when tasks are algorithmic in nature and generally uninteresting, when the financial incentives are small, and they work in conjunction with major initiatives. They also point out three important elements, based on Daniel Pink’s research, that the workplace should incorporate to raise productivity.

Company Profile:

Navya Foods Pvt. Ltd. Aseptic pulp processing plant is being setup in a 20 acres of land near Kanipakam in Mudigolum village, Chittoor District, A.P.

The plant is ideally located close to major mango growing areas and is at close proximity to Chittoor, BangaruPalyam and DhamalCharuvu mango markets. The plant & machinery has been meticulously selected after several rounds of reviews and consultations to maximize the productivity and also to create very hygienic processing conditions. This plant has been promoted by prominent business families from Chittoor, with around 40 years of food processing & trading experience, also mango growing and trading experience.

Statement of the problem:

Motivation is one of the strategic tool used by organisation to get high performance standards from the employees .Maintain high satisfaction levels with motivation is also strategic plan of the organisation.so the motivation for employees will always bring a positive working environment among employees. The problem define here is how effective the motivation levels in the organisation and how the motivation help to an employee to maintain better relations and to improve their career growth.

Scope of the study:

Employees are the assets of the company and the task of management is to arrange organizational condition and methods operation so that employees can achieve their own goals best by direction of their own efforts towards organizational objectives. The goals of the individuals and the organizations can be achieved through stimulating workers towards productive performance through motivation process. The present study will give scope to the organisation to access the motivational levels and satisfaction levels from the employees and correct actions to improve the satisfaction levels all aspects.

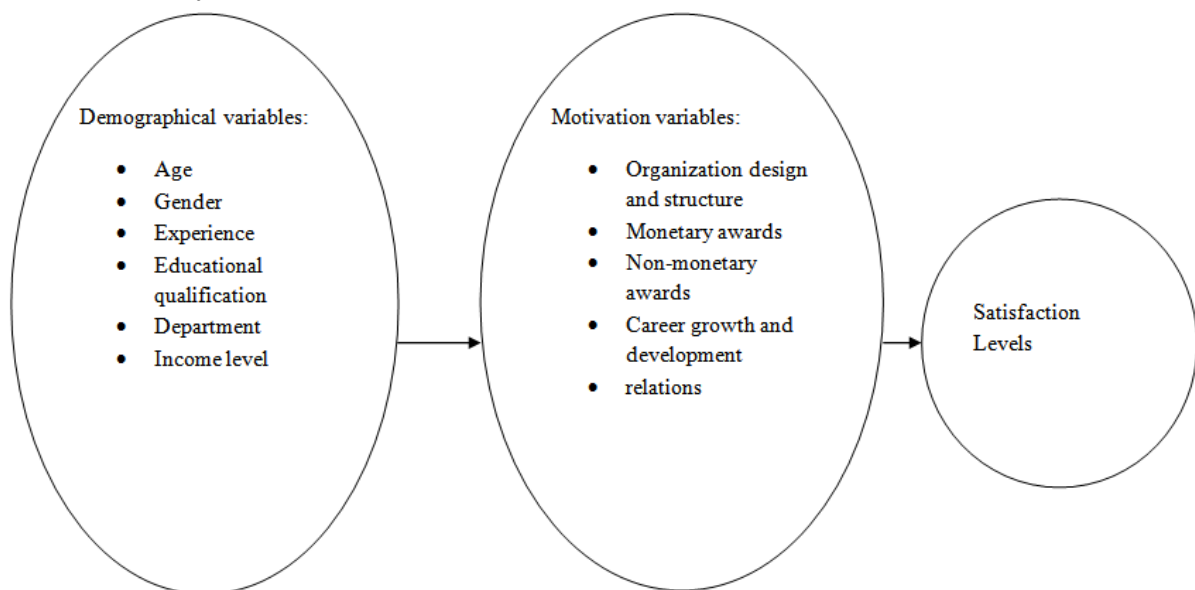
Objectives of the study:

To Study the Demographical Variables (Age, Gender, Experience, Educational Qualification, Department, Income level) satisfactions on Employee Motivation variables (Organization design and structure, Monetary awards, Non-monetary awards, Career growth and development, Relations)

Hypothesis statement:

There would be no significant influence of Demographical variables (Age, Gender, Experience, Educational Qualification, Department, Income level) on Employee Motivation variables (Organization design and structure, Monetary awards, Non monetary awards, Career growth and development, Relations) in Navya foods at Mudigolam.

Model of the Study:



III. Methodology:

Methodology is the process to apply doing research work. In this research a descriptive research is adopted for systematic analysing the aspects in the field. Here both primary data and second data are used, in secondary data the data from previous articles, company websites, for primary data questionnaire is used with five point rating scale; the sampling technique is random sample technique with sample size of 80. And analysed the data by using statistical tools like t-test, ANOVA.

IV. Results and Discussion:

The influence of Age, Gender, Experience, Educational qualification, Department, Income level towards employee motivation measures scores of Navya foods employees is investigated by employing factorial designs. The influence of above variable is study under the following heads

- Organization design and structure
- Monetary awards
- Nonmonetary awards
- Career growth and development
- Relations

Age:

On the basis of Age the employees are divided into three groups. The employees of Age group 20-30 years come under group 1. The employees of age group 30-40 years come under group 2. The employees of Age group 40 above years come under group three. Influence of Age on the Organisational design and structure, Monetary awards, Non-monetary awards, Career growth and development, Relations are investigated. The scores of the groups are analysed accordingly. the mean value of organization design and structure, monetary awards, non-monetary awards career growth and development, relations, for the different groups were tested significance by employing t-test. The following hypothesis is formulated.

Hypothesis for Age:

There would be no significant influence of Age on the Organisational design and structure, monetary awards, Non-monetary awards, Career growth and development, Relations of employees in navya foods

The above hypothesis is tested by t-test. The results are presented in the table no.1

It is clear from the table no.1 the calculated value of Monetary awards, Non-monetary awards of Employee motivation is less than the table value of $f(3.11)$ for 2,78 degree of freedom at 0.05 level. So that conclude that age has no significant influence on Monetary awards, Non-monetary awards towards employee motivation.

It is clear from the table no.1, the calculated value of Organization design and structure of Employee motivation is greater than the table value of $f(3.11)$ for 2,78 degree of freedom at 0.05 level. so the age has significant influence on Organization design and structure towards Employee motivation.

It is clear from the table no.1 the calculated value of Career growth and development, Relations of Employee motivation is greater than the table value of $f(4.89)$ for 2,78 degree of freedom at 0.01 level. So the age has significant influence on career growth and development, relations towards Employee motivation.

Gender:

On the basis of gender the employees are divided into 2 groups. The Employees of gender males comes under group 1. The employees of gender females comes under group 2. The influence of gender on the Organization design and structure, Monetary awards, Non monetary awards, Career growth and development, Relations are investigated. The scores of the groups are analyzed accordingly. The mean value of Organization design and structure, Monetary awards, Non monetary awards, Career growth and development, Relations for the different groups were tested significance by employing t-test. The following hypothesis is formulated.

Hypothesis for Gender:

There would be no significant influence of gender on the Organization design and structure, Monetary awards, Non-monetary awards, Career growth and development, Relations of employees in Navya foods.

The above hypothesis is tested by t-test. The results are presented in the table no.2

It is clear from the table no.2 the calculated value of Organization design and structure, Monetary awards, Non-monetary awards, Relations of Employee motivation is less than the table value of $f(1.660)$ for 1,79 degree of freedom at 0.05 level. so, it is conclude that gender has no significant influence on Organization design and structure, Monetary awards, Non-monetary awards, Relations towards Employee motivation.

It is clear from the table no.2, the calculated value of Career growth and development of employee motivation is greater than the table value of $f(1.660)$ for 1,79 degree of freedom at 0.05 level. so the gender has significant influence on career growth and development towards Employee motivation.

Experience:

On the basis of Experience the employees are divided into three groups. The employees of 0-5 years comes under group1. The employees of 5-10 years comes under group2. The employee of above 10 years comes under group3. The influence of experience on the Organization design and structure, Monetary awards, Non-monetary awards, Career growth and development, Relations are investigated. The scores of the groups are analysed accordingly. The mean value of Organization design and structure, Monetary awards, Non-monetary awards, Career growth and development, Relations for the different groups were tested significance by employing t-test. The following hypothesis is formulated.

Hypothesis for Experience:

There would be no significant influence of Experience on the Organization design and structure, Monetary awards, Non-monetary awards, Career growth and development, Relations of employees in navya foods.

The above hypothesis is tested by t-test. The results are presented in the table. No.3

It is clear from the table 4.4, the calculated value of Monetary awards, Non-monetary awards of employee motivation is less than the table value of $f(3.11)$ for 2,78 degree of freedom at 0.05 level. so, it is conclude that experience has no significant influence on Monetary awards, Non-monetary awards towards Employee motivation.

It is clear from the table 4.4, the calculated value of Organization design and structure, Career growth and development, Relations of employee motivation is greater than the table value of $f(4.89)$ for 2,78 degree of freedom at 0.01 level. so that experience has significant influence on Organization design and structure, Career growth and development, Relations towards Employee motivation.

Educational qualifications:

On the basis of educational qualification the employees are divided into four groups. The employees of education 10th comes under group1. The employees of education Inter/ITI comes under group2. The employees of education diploma comes under group3. The Employees of Education Graduate comes under group four. The influence of educational qualification on the organization design and structure, monetary awards, on monetary awards, career growth and development, relations are investigated. The scores of the groups are analysed accordingly. The mean value of organization design and structure, monetary awards, on-monetary awards, career growth and development, relations for the different groups were tested significance by employing t-test. The following hypothesis is formulated.

Hypothesis for Educational qualification:

There would be no significant influence of educational qualification on the organization design and structure, monetary awards, on-monetary awards, career growth and development, relations of employees in navya foods.

The above hypothesis is tested by t-test. The results are presented in the table no.4

It is clear from the table no.4, the calculated value of monetary awards, on-monetary awards, relations of employee motivation is less than the table value of $f(2.72)$ for 3,77 degree of freedom at 0.05 level. so, it is conclude that educational qualification has no significant influence on monetary awards, on-monetary awards, relations towards employee motivation.

It is clear from the table no.4 the calculated value of organization design and structure, career growth and development of employee motivation is greater than the table value of $f(4.05)$ for 3,77 degree of freedom at 0.01 level. so the educational qualification has significant influence on organization design and structure, career growth and development towards employee motivation..

Department:

On the basis of department the employees are divided into five groups. The employees of department accounts comes under group1. The employees of department processing comes under group2. The employees of department quality comes under group3. The Employees of department Cleaning comes under group four. The employees of department security comes under group five. The influence of department on the organization design and structure, monetary awards, on-monetary awards, career growth and development, relations are investigated. The score of the groups are analyzed accordingly. The mean value of organization design and structure, monetary awards, on-monetary awards, career growth and development, relations for the different groups were tested significance by employing t-test. The following hypothesis is formulated.

Hypothesis for Department:

There would be no significant influence of department on the organization design and structure, monetary awards, on-monetary awards, career growth and development, relations of employees in navya foods.

The above hypothesis is tested by t-test. The results are presented in the table no.5

It is clear from the table no.5, the calculated value of organization design and structure, monetary awards, relations of employee motivation is less than the table value of $f(2.49)$ for 4,76 degree of freedom at 0.05 level. so, it is conclude that department has no significant influence on organization design and structure, monetary awards, relations towards employee motivation.

It is clear from the table no.5 ,the calculated value of non-monetary awards, career growth and development of employee motivation is greater than the table value of $f(3.58)$ for 4,76 degree of freedom at 0.01 level. So the department has significant influence on non-monetary awards, career growth and development towards employee motivation.

Income level:

On the basis of income level the employees are divided into three groups. The employees of income below 10000 comes under group1. The employees of income 10000-20000 comes under group2. The employees of income 20000-30000 comes under group3. The influence of income level on the organization design and structure, monetary awards, non-monetary awards, career growth and development, relations are investigated. The scores of the groups are analyzed accordingly. The mean value of organization design and structure, monetary awards, on-monetary awards, career growth and development, relations for the different groups were tested significance by employing t-test. The following hypothesis is formulated.

Hypothesis for Income level:

There would be no significant influence of income level on the organization design and structure, monetary awards, on monetary awards, career growth and development, relations of employees in navya foods.

The above hypothesis is tested by t-test. The results are presented in the table no.6

It is clear from the table no.6 ,the calculated value of monetary awards of employee motivation is less than the table value of $f(3.11)$ for 2,78 degree of freedom at 0.05 level. so, it conclude that income level has no significant influence on monetary awards towards employee motivation.

It is clear from the table no.6 ,the calculated value of career growth and development of employee motivation is greater than the table value of $f(3.11)$ for 2,78 degree of freedom at 0.05 level. so, the income level has significant influence on career growth and development towards employee motivation.

It is clear from the table no.6 ,the calculated value of organization design and structure, on-monetary awards, relations of employee motivation is greater than the table value of $f(4.89)$ for 2,78 degree of freedom at 0.01 level. so the income level has significant influence on organization design and structure, on-monetary awards, relations towards employee motivation.

V. Findings:

- The Age group I(20-30) years of employees has significant influence on Organization design and structure at 0.05 level, and Career growth and development, Relations at 0.01 level towards employee motivation.
- The Gender male employee has significant influence on Career growth and development at 0.05 levels towards employee motivation.
- The employees having (5-10) years' Experience has significant influence on Organization design structure, Career growth and development, Relations at 0.01 levels towards employee motivation.
- The Qualification of 10th employees has significant influence on Organization design and structure, Career growth and development at 0.01 levels towards employee motivation.
- The Processing department employees has significant influence on Non monetary awards, Career growth and development at 0.01 level towards employee motivation.
- The Income level below 10,000 of employees has significant influence on Career growth and development at 0.05 level, and Organization design and structure, on monetary awards, Relations at 0.01 levels towards employee motivation.

VI. Suggestions:

- For motivating employees the Organization should implement Career growth and development programs and maintain better relations with the employees.
- The Organization should concentrate more on improving motivation levels to the male employees.
- For improving motivation levels to the (5-10) years' experience employees the Organization provide Career growth and development programs and change organization structure with better relations.

- Its needed to the Organization to provide Career related development programs and effective motivation and satisfaction for the low Qualification employees.
- The management should provide Non monetary awards and developmental programs for the satisfaction of processing department.
- For low Income level employees the Organization must create different Organization structure, effective awards with good Relations of development programs to improve satisfaction.

VII. Conclusion:

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.

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

List of Tables:

TABLE no. 1: Influence of Age on the employee motivation in Navya foods at Mudigolam.

Variable	Mean			S.D			F.value	Level of significance
	I	II	III	I	II	III		
Organisational design and structure	19.53	20.65	22.00	2.35	1.73	1.00	3.134	*
Monetary awards	19.78	20.59	21.33	2.10	2.55	1.16	1.471	Ns
Non-monetary awards	19.27	20.76	21.33	3.11	2.02	2.08	2.299	Ns
career growth and development	18.65	20.71	23.00	2.21	2.69	1.73	9.392	**
Relations	19.42	20.71	22.33	1.81	2.14	2.08	5.888	**
Total	96.65	103.41	110.00	5.94	7.80	0.00	12.746	**

Source: Primary Data N1=60; N2=17; N3=3; D.f=2and 78;

Ns: Not significant

* = significant at 0.05 level

**= significant at 0.01 level

TABLE no.2 : Influence of Gender on the employee motivation in Navya foods at Mudigolam.

Variable	Mean		SD		T-Value	Level of significance
	I	II	I	II		
Organisational design and structure	19.67	20.35	2.01	2.81	1.218	Ns
Monetary awards	19.82	20.48	2.28	1.93	1.209	Ns
Non-monetary awards	19.37	20.39	3.20	2.04	1.418	Ns
career growth and development	18.86	20.22	2.39	2.68	2.218	*
Relations	19.60	20.30	2.01	1.94	1.441	Ns
Total	97.32	101.74	6.83	7.19	2.584	*

Source: primary data N1=57; N2=23;def. = 1 and 79;

Ns = not significant

*= significant at 0.05 level

Table no.3: Influence of Experience on the Employee motivation in Navya foods at Mudigolam.

Variable	Mean			S.D			F.value	Level of significance
	I	II	III	I	II	III		
Organisational design and structure	18.73	19.84	22.17	3.35	1.97	1.33	4.906	**
Monetary awards	20.82	19.76	21.17	2.23	2.21	1.47	2.031	Ns
Non-monetary awards	20.45	19.37	21.33	3.12	3.12	1.63	1.724	Ns
career growth and development	20.18	18.79	22.33	2.36	2.36	1.86	7.149	**
Relations	20.18	19.51	22.17	1.93	1.93	1.47	5.657	**
Total	100.36	97.27	109.17	6.55	6.55	3.06	9.656	**

Source: Primary Data N1=11; N2=63; N3=14; d.f= 2and 78;

Ns = Not significant

**= significant at 0.01 level

Table no.4: Influence of Education on the employee motivation in Navya foods at Mudigolam.

Variable	Mean				SD				f-value	Level of significance
	I	II	III	IV	I	II	III	IV		
Organisational design and structure	18.33	19.82	19.70	20.82	3.11	1.59	2.20	1.70	4.492	**
Monetary awards	19.67	20.18	19.15	20.71	2.64	1.59	1.93	2.29	2.238	Ns
Non-monetary awards	19.20	18.65	19.40	20.71	2.48	4.82	2.39	1.51	2.39	Ns
career growth and development	18.53	18.65	17.95	20.93	2.45	2.23	2.01	2.29	8.385	**
Relations	19.33	19.82	19.20	20.46	2.47	1.63	1.99	1.84	1.968	Ns
Total	95.07	97.12	95.40	103.64	6.29	7.23	5.26	6.12	9.883	**

Source: primary data N1= 15; N2=17; N3= 20; N4= 28; D.f= 3 and 77;

Ns= Not significant

**= significant at 0.01 level

TABLE no.5: Influence of Department on the employee motivation in Navya foods at Mudigolam.

Variable	Mean					S.D					f-value	Level of significance
	I	II	III	IV	V	I	II	III	IV	V		
Organisational design and structure	20.43	19.32	19.39	20.92	19.25	3.03	2.04	1.72	1.73	1.71	1.650	Ns
Monetary awards	20.48	20.00	20.44	9.00	18.75	2.029	2.50	1.79	1.91	1.26	1.405	Ns
Non-monetary awards	20.52	19.56	19.06	20.92	14.75	2.09	1.90	2.60	1.51	8.77	4.752	**
career growth and development	21.05	18.72	18.61	18.00	19.75	2.40	2.46	2.25	2.09	2.06	4.698	**
Relations	20.52	19.72	19.44	19.08	20.25	2.32	1.77	2.09	1.78	1.26	1.291	Ns
Total	103.00	97.32	96.94	97.92	92.75	7.91	6.57	6.13	3.80	10.69	3.497	*

Source: primary data N1=21; N2=25; N3=18; N4=12; N5=4; D.f= 4 and 76;

Ns= Not significant

**= significant at 0.01 level

TABLE 4.7: Influence of Income level on the employee motivation in navya foods at mudigolam.

Variable	Mean			S.D			F.value	Level of significance
	I	II	III	I	II	III		
Organisational design and structure	17.88	19.75	21.91	2.36	2.13	1.38	9.171	**
Monetary awards	18.75	20.02	20.91	1.49	2.25	2.02	2.313	Ns
Non-monetary awards	15.25	20.02	20.91	5.65	2.04	1.70	13.859	**
career growth and development	18.63	19.02	21.00	1.92	2.42	3.03	3.296	*
Relations	18.88	19.62	21.45	2.10	1.86	1.97	15.384	**
Total	89.38	98.43	106.18	5.21	5.91	6.85	18.393	**

Source: primary data N1=8; N2=61; N3=11; D.f=2 and 78

Ns= Not Significant

*= significant at 0.05 level

**=Significant at 0.01 level

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