

# A STUDY ON EMPLOYEE MOTIVATION WITH REFERENCE TO ZEN LINEN INTERNATIONAL PRIVATE LIMITED.

G.Haritha<sup>1</sup>, S. Rathika<sup>2</sup>, S. Sathiya Naveena<sup>3</sup>

<sup>1</sup>PG Scholar, Department of Master of Business Administration, Prince Shri Venkateshwara Padmavathy Engineering College, Tamil Nadu, Chennai, India.

<sup>2</sup>Associate Professor and Head, Department of Master of Business Administration, Prince Shri Venkateshwara Padmavathy Engineering College, Tamil Nadu, Chennai, India.

<sup>3</sup>Assistant Professor, Department of Master of Business Administration, Prince Shri Venkateshwara Padmavathy Engineering College, Tamil Nadu, Chennai, India.

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**Abstract-** The research design that has been used for the study is descriptive research design. The data has been collected through structured questionnaire. This study was conducted among 150 employees out of 350 employees at Zen Linen International Private Limited. The type of sampling technique used for the study is stratified random sampling. Analysis and interpretation has been done using the statistical tools like percentage analysis, weighted average method, chi-square test and data are presented through tables and charts. From the study, it was found that the respondents are satisfied with the motivation provided in the organization, but lack in employee decision making.

**Keywords:** Employee Motivation, motivation, income, descriptive research design, rewards.

## 1. INTRODUCTION

Employee Motivation is integral part of Human Resource Management. It plays an important role in the long-term growth of an organization. 'Motivation' is derived from the word 'motive'. Motivation can be known as the driving force within individuals that propel them to action. Motivation is core for management. It is the major task for every manager to motivate his subordinates or to create the will to work among the subordinate. To motivate workers to work for organizational goals, the managers must determine the motives or needs of the workers and provide an environment in which appropriate incentives are available for their satisfaction. The efficiency of a person depends on two factors, they are the level of an ability to do a certain work and the willingness to do the work. The first factor is concerned it can be acquired by the education and training, but the second factor can be created only by motivation. Motivation is based on needs, wants, desires or drives within an individual and keep on changing with time motives are invisible, and directed towards certain goals. The motivation is one of the most important factors affecting human behavior and the performance. Motivation is said to be a continuous process. Motivation is dynamic and situational, which changes in person to person from time to time. Proper and effective motivation lead the

employee towards the realization of their individual as well as organizational goals. Social and cultural values, customs and attributes also play an important role in motivation. Well-motivated employee is an asset to the organization and they write the success of organization. Apart from various methods of motivation, there are certain other motivators such as job design, nature of job and type of incentives and rewards for the employees that play important role in ensuring employees productivity and efficiency.

## 2. INDUSTRY PROFILE

Textile Industry has been providing one among the basic needs of individual and therefore holds importance maintaining sustained growth for improving quality of life. it's unique position as a self-reliant industry, from the assembly of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing; it's a serious contribution to the country's economy. India's textiles sector is one of the most oldest industries within the Indian economy, dating back to several centuries. The textile industry occupies quite unique place in our country.

## 3. COMPANY PROFILE

Zen Linen International Private Limited a Private company incorporated on 06 Nov 2007. Authorized share capital is Rs 20000000 and paid-up capital is Rs 17750000. Zen Linen is now one of the foremost important producers of bed products. They supply and produce bed products like basic pillows, medical pillows, comforters quilts, duvet covers, sheet sets, mattress pads, cushions, curtains and under pads. They maximize the advantage of our location and proximity to Chennai international sea port in terms of procurement of raw materials globally and easy shipping of export consignments. Over the years they have attained operational excellence through low-cost automation, high standardization, and single piece line flow and near-zero defects.

#### 4. NEED FOR THE STUDY

This study is conducted to know the employee perceptions towards motivational practices which are currently practiced in Zen Linen International Private Limited and to assess the effect of motivation in employee job performances. This study aims to increase the level of job performance and job satisfaction.

#### 5. SCOPE OF THE STUDY

The study focuses on Motivation provided to the employees working in Zen Linen International Private Limited, Chennai. The study will help the organization to know the current levels of motivation of their employees and will allow them to take necessary actions to motivate them to perform better and enhance their job satisfaction and intention to remain within the organization.

#### 6. OBJECTIVES OF THE STUDY

Primary objective:

To study about the Employee Motivation with reference to Zen Linen International Private Limited.

Secondary objectives:

- To study the effect of employee motivation on job performance
- To study about satisfaction of employees towards motivation provided in the organization.

#### 7. REVIEW OF LITERATURE

Hemakumara "The Impact of Motivation on Job Performance" Journal of Human Resources Management and Labor Studies December 2020, Vol. 8 Published by American Research Institute for Policy Development. the aim of this research is to spot the impact of employee motivation on employee performance. Employee performance is that the key to success of any organization. Findings of the review was employee motivation has a positive relationship with employee performance of varied different industries in many countries. Gangapuram Aruna "Impact of Rewards and Recognition on Employee Motivation" IJCRT | Volume 6, Issue 1 March 2018 | ISSN: 2320-2882. This study is predicated on the impact of rewards and recognition on employee motivation. The objectives were to spot the foremost effective means of rewards and recognition, to review the behavioral differences between appreciated and non-appreciated employees, to know the extent to which motivation enhances employee's performance, to spot if the motivation has an impact on individual and organizational growth and to review if rewards and recognition leads to emotional conflicts between employees. To urge optimum results from a motivational

strategy, the manager has got to realize and understand issues, which needs recognition of every individual's unique values, beliefs, and practices. Sharaeva Elvina, Liu Zhi Chao, "A Study on the relationship between employee motivation and work performance", IOSR Journal of Business and Management (IOSR-JBM) , p-ISSN: 2319-7668. Volume 21, Issue 3, March. 2019, This study investigates any positive, negative, neutral or no relationship between intrinsic and employee engagement, and extrinsic motivation and employee performance. Moreover, the study also examined the impact of intrinsic and extrinsic motivation on employee performance. This study will enrich the prevailing literature, because it would solve largely neglected areas of research of the connection between motivation and performance of employees, demonstrate the impact of labor motivation (intrinsic and extrinsic) and employee performance in banking organization. S.Deepika, Dr.A.R.Kanagaraj "Impact of Employees Motivation on Organizational Effectiveness" IJCRT ,Volume 6, Issue February 2018 ,The study seeks to determine the organisational performance and the corresponding effect of the identified motivational factors on workers' performance and overall productivity. The ability to attract, retain and develop talented employees is a key feature of a successful business. People are an organisation's most valuable asset. They are individuals who bring their own perspectives, values and attributes to organisational life, and when managed effectively can bring considerable benefits to organisations.

#### 8. RESEARCH DESIGN

The research design is used for the study was descriptive research design. The data has been collected using structured questionnaire. This study is conducted among 150 employees out of 350 employees at Zen Linen International Private Limited. The type of sampling technique used for the study was stratified random sampling. Analysis and interpretation has been done using the statistical tools like percentage analysis, weighted average method, chi-square test and data are presented through tables and charts.

#### 9. RESULT AND DISCUSSION

The demographic profile indicates 34% of the respondents belong to 25-35 yrs, 53% of the respondents are female. Almost 28% of the respondents are satisfied with the motivation provided in the organization.

**Table no: 1** Demographic and behavioral profile

Variable		Frequency	%
Age	Under 25	30	20
	25-34	50	33
	35-44	51	34
	Above 45	19	13
Gender	Male	70	47

	Female	80	53
Work Experience	Below 2 yrs	30	20
	2-3 yrs	25	17
	3-4 yrs	20	13
	Above 4 yrs	75	50
Educational Qualification	SSLC	40	27
	HSC	45	30
	UG	35	23
	PG	30	20

**Table no: 2** Table showing the opinion about age of the respondents and experience of the respondents.

**Age**

	Observed N	Expected N	Residual
Under 25	30	37.5	-7.5
25-34	50	37.5	12.5
35-44	51	37.5	13.5
Above 45	19	37.5	-18.5
Total	150		

**Career Development Opportunities**

	Observed N	Expected N	Residual
Strongly Agree	30	30.0	.0
Agree	49	30.0	19.0
Neutral	40	30.0	10.0
Disagree	21	30.0	-9.0
Strongly Disagree	10	30.0	-20.0
Total	150		

**Test Statistics**

	Age	Career Development Opportunities
Chi-Square	19.653a	31.400b
df	3	4
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.5.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.

**Inference:**

Here the significance occurs at .000 and it is less than .05. Hence H<sub>0</sub> is accepted.

**Result:**

There is no significant difference between age of the respondents and Career Development opportunities of the respondents.

**Table no: 3** Table showing respondents opinion about satisfaction level of motivation in the organization.

S . no	Opinion	No. of respondents (f)	Weight (x)	Total Score (fw)	Mean score
1	Highly satisfied	25	5	125	
2	Satisfied	42	4	168	3.09
3	Neutral	30	3	90	
4	Dissatisfied	28	2	56	
5	Highly dissatisfied	25	1	25	
	<b>Total</b>	150		464	

Mean Score = Total score / No. of respondents

= 464/150

Mean score = 3.09.

**Result:**

From the above table, it is inferred that most of the respondents are satisfied with level of motivation provided in the organization.

**10. Limitations**

The respondents were biased in answering the question. The respondents have taken time for responding the question. Few employees sometime felt disturbed as they were busy with their jobs. Some information for the study may be confidential and therefore company is not disclosing the same.

**11. Conclusion**

Employee motivation plays an important role in every organization. A motivated and qualified employees are essential for any company that wants to increase productivity and customer satisfaction. Management should evaluate employees suggestion scheme and use the feedback from the workforce to improve the organizational environment and fulfill their wants and needs. Employee participation in decision making and empowerment don't only enhances efficiency, growth and innovation but they also increase employee motivation and trust within the organization. If employees feel appreciated for their work and are involved in decision-making, their enhances enthusiasm

and motivation will lead to better productivity and loyalty.

## 12. REFERENCES

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