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## **ABSTRACT**

This study explores strategic and factors that drive employees to perform better and remain engaged in their work. It examines various motivational theories, techniques and their application in real world organisational settings. The project aims to provide insights into how companies can create a motivated workforce to enhance productivity and overall organisational success. This study aims to provide an analysis of the concepts affecting employees by reviewing various theoretical frameworks, empirical studies and best practices. Subsequently, this study investigated institutions that influence motivation, including leadership, recognition and reward, growth, and growth and development opportunities. It also examines the role of effective communication, feedback strategies, and work-life balance in motivating employees.

**Key Words** : Motivation, Productivity, Employees, organizational success, Recognition,

## **1. INTRODUCTION**

Motivation is a significant factor that urges people to give their best execution and help in arriving at big business objectives. Solid positive inspiration will empower the expanded yield of workers yet a negative inspiration will decrease their exhibition. A key component in work force the executives is motivation. Employee motivation is one of the major issues faced by every organization. It is the main task of every manager to motivate his subordinates or to create will to work among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work, nothing can be achieved if he is not willing to work. So, employee motivation helps to inspire the employees.

## **2. INDUSTRY PROFILE**

A textile or cloth is a flexible woven material consisting of a network of natural or artificial fibers often referred to as thread or yarn. Textiles are formed by weaving, knitting, knotting fibers together. Over the past five years, the textile industry has shown some signs of growth. The global textile market was valued at around \$962 billion in 2022, up from \$908 billion in 2017, representing a compound annual growth rate of approximately 1.2%. The global textile market grew from \$573.22 billion in 2022 to \$610.91 billion in 2023 at a compound annual growth rate of 6.6%.

## **3. RESEARCH METHODOLOGY**

### **3.1 NEED OF THE STUDY**

Employee motivation is crucial for improving the conditions of a textile company. It can improve employee retention, enhance job satisfaction, drive innovation and boost customer satisfaction. This study analyses the employee motivation and benefits.

### **3.2 SCOPE OF THE STUDY**

The study covers the employee motivation.

### **3.3 OBJECTIVES OF THE STUDY**

- To study the influencing motivational factors for the employees.
- To examine the approaches used to motivate the employees.
- To examine the relationship between employee motivation on the employee productivity.

## **DATA COLLECTION METHOD**

For the purpose of the study, sample size 80 has been taken out of total employees 400 and convenience sampling is used and the data is collected both through primary data in the form of structured questionnaire and secondary data from articles, journals, websites, books and research

papers.

**HYPOTHESIS**

H0: There is no relationship between employee motivation and employee productivity.

H1: There is a relationship between employee motivation and employee productivity.

**4. DATA ANALYSIS**

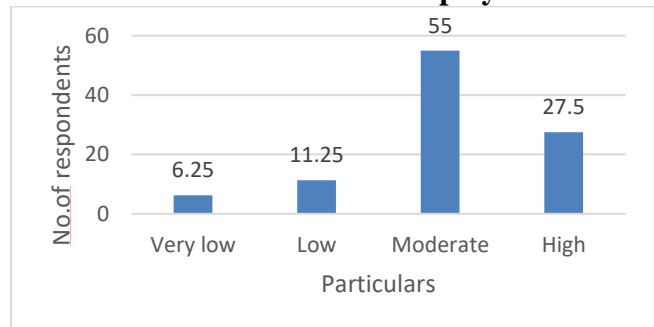
**4.1.Motivation of the employees**

Table-4.1

Motivation of the employees	No.of respondents	Percentage(%)
Very low	5	6.25
Low	9	11.25
Moderate	44	55
High	22	27.5
Total	80	100

Source:Primary data

**Chart-4.1:Motivation of the employees**



**Interpretation**

From the above graph, it shows that more than half 55% of the employees feel that the motivation of the employees is moderate in the organisation. This shows that the textile company is using various approaches to increase the willingness to work among the employees

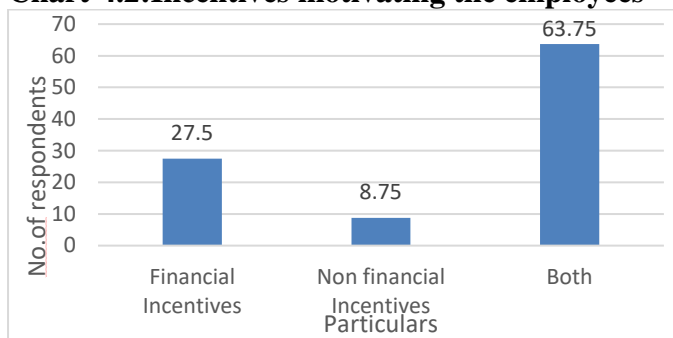
**4.2. Incentives motivating the employees**

Table:4.2

Particulars	No. of respondents	Percentage (%)
Financial Incentives	22	27.5
Non financial Incentives	7	8.75
Both	51	63.7
Total	80	100

Source : Primary source

**Chart-4.2: Incentives motivating the employees**



**Interpretation**

From the above graph, it shows that most of the employees 63.75% feel that both financial and non-financial incentives motivate the employees. From the graph, it shows that not only monetary benefits even the non-monetary benefits also motivate the employees.

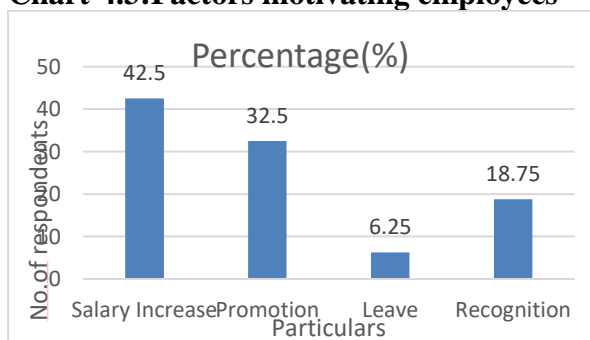
**4.3 Factors motivating employees**

Table:4.3

Particulars	No. of respondents	Percentage(%)
Salary Increase	34	42.5
Promotion	26	32.5
Leave	5	6.25
Recognition	15	18.75
Total	80	100

Source: Primary data

**Chart-4.3: Factors motivating employees**



**Interpretation**

From the above graph, it shows that 42.5% of the employees feel that salary increase motivates the employees while 32.5% of the employees feel that promotion activities motivate. 18.75% of the

employees feel that recognition motivates while 6.25% of the employees feel that granting leave motivate the employees

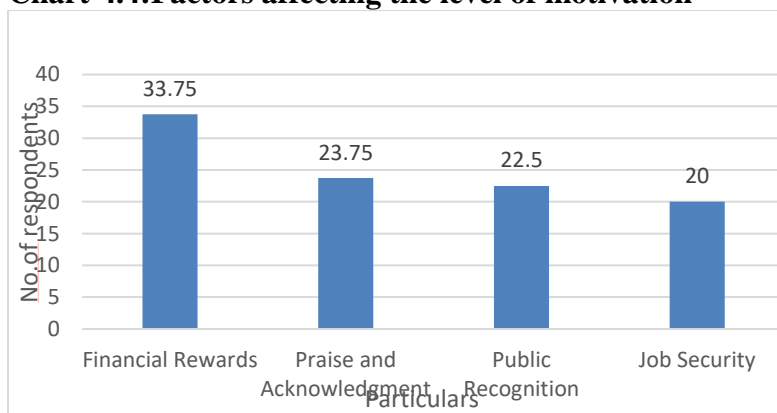
**4.4. Factors affecting the level of motivation**

Table-4.4

Particulars	No.of respondents	Percentage
Financial Rewards	27	33.75
Praise and Acknowledgment	19	23.75
Public Recognition	18	22.5
Job Security	16	20
Total	80	100

Source:Primary data

**Chart-4.4:Factors affecting the level of motivation**



**Interpretation**

From the above graph, it shows that 33.75% of the employees feel that financial rewards are the factors of affecting the motivation level among employees while 23.75% of the employees feel that praise and acknowledgment is the motivational factor.

**4.5 Job security in the Organisation**

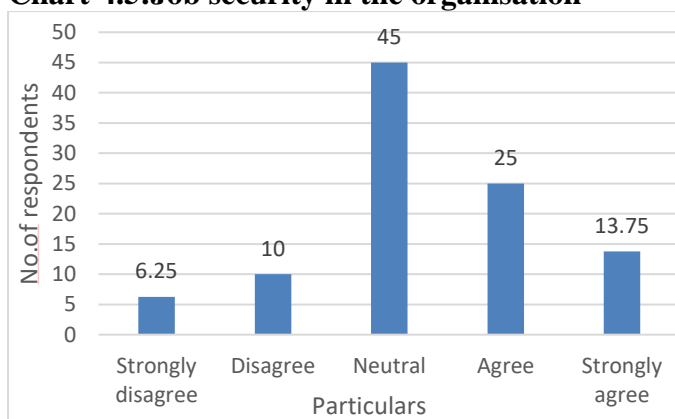
Table:4.5

Job Security	No.of respondents	Percentage(%)
Strongly disagree	5	6.25
Disagree	8	10

Neutral	36	45
Agree	20	25
Strongly agree	11	13.75
Total	80	100

Source:Primary data

**Chart-4.5:Job security in the organisation**



**Interpretation**

From the above graph, it shows that 45% of the employees feel neutral about the job security. This shows that most of the employees feel that job security is to be improved in the company.

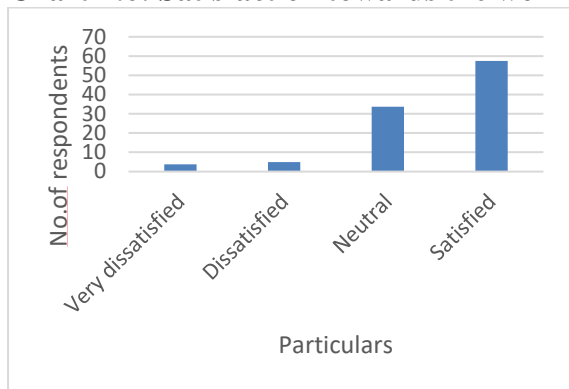
**4.6: Satisfaction towards the work environment and culture**

Table:4.6

Particulars	No.of respondents	Percentage(%)
Very dissatisfied	3	3.75
Dissatisfied	4	5
Neutral	27	33.75
Satisfied	46	57.5
Total	80	100

Source:Primary data

**Chart-4.6: Satisfaction towards the work environment and culture**



**Interpretation**

From the above graph, it shows that 55% of the employees are satisfied with the work environment and culture in the organisation. This shows that the working atmosphere is good in the company and they also have satisfying work culture.

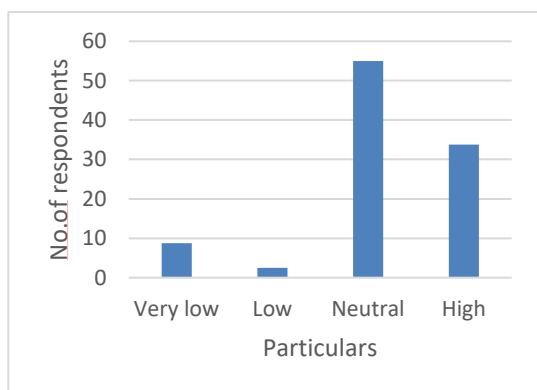
**4.7: Co-operation and support from the superiors**

Table:4.7

Particulars	No. of respondents	Percentage(%)
Very low	7	8.75
Low	2	2.5
Neutral	44	55
High	27	33.75
Total	80	100

Source: Primary data

**Chart:4.7: Co-operation and support from the superiors**



**Interpretation**

From the above graph, it shows that 55% of the employees feel satisfied and moderate about the cooperation and support from the superiors. The cooperation and support from the superiors is maintained well in the company.

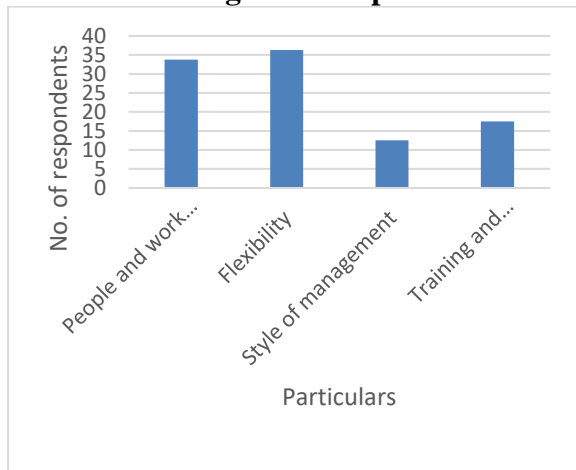
**4.8: Things to be improved in the workplace**

Table:4.8

Particulars	No.ofrespondents	Percentage(%)
People and work environment	27	33.75
Flexibility	29	36.25
Style of management	10	12.5
Training and learning opportunities	14	17.5
Total	80	100

Source:Primary data

**Chart-4.8: Things to be improved in the workplace**



**Interpretation**

From the above graph,it shows that 36.25% of the employees feel that flexibility towards the employees should be improved while 33.75% of the employees feel that work environment needs to be improved in the organisation.On the whole,it shows that many employees feel that flexibility towards the employees needs to be improved in the company.

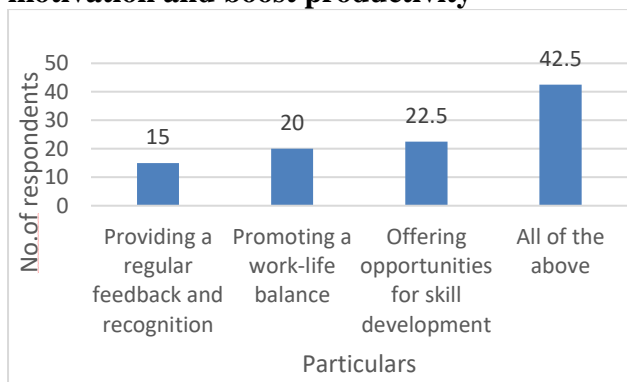
**4.9:Ways to foster employee motivation and boost productivity**

Table:4.9

Particulars	No.of respondents	Percentage(%)
Providing a regular feedback and recognition	12	15
Promoting a work-life balance	16	20
Offering opportunities for skill development	18	22.5
All of the above	34	42.5
Total	80	100

Source:Primary data

**Chart-4.9 Ways to foster employee motivation and boost productivity**



**Interpretation**

From the above graph, it shows that 42.5% of the employees feel that providing a regular feedback, offering opportunities for skill development towards the employees are the ways to foster the employee motivation and thus can boost the production.

**Testing of Hypothesis**

- Aim :To know the relationship between employee motivation and productivity.
- Null Hypothesis: There is no relationship between employee motivation and employee productivity.
- Alternate Hypothesis: There is a relationship between employee motivation and employee productivity.

**Chi-Square Test**

O	E	O-E	O-E <sup>2</sup>	O-E <sup>2</sup> /E
9	7.65	1.35	1.8225	0.238235
1	1.7	-0.7	0.49	0.288235
22	21.25	0.75	0.5625	0.026471
2	3.4	-1.4	1.96	0.576471
5	4.05	0.95	0.9025	0.22284
1	0.9	0.1	0.01	0.011111
11	11.25	-0.25	0.0625	0.005556
1	1.8	-0.8	0.64	0.355556
2	3.6	-1.6	2.56	0.711111
1	0.8	0.2	0.04	0.05
10	10	0	0	0
1	1.6	-0.6	0.36	0.225
1	2.7	-1.7	2.89	1.07037



1	0.6	0.4	0.16	0.266667
6	7.5	-1.5	2.25	0.3
6	1.2	4.8	23.04	19.2
			<b>Total</b>	<b>23.54762</b>

**Interpretation**

$$\begin{aligned} \text{Degrees of freedom} &= (R-1)(C-1) \\ &= (4-1) (4-1) \\ &= 9 \end{aligned}$$

With 5% level of significance and 9 as degrees of freedom the chi-square value is 23.54762  
 Chi-square calculated value is 23.54762 which is more than table value i.e,16.919

So, we reject H0 and accept H1.It clearly says that there is a relationship between employee motivation and employee productivity .

**CONCLUSION**

The study has shown that the employees are satisfied in almost all areas contributing towards the increased productivity of the company. The employees are properly motivated to work efficiently and effectively in the organisation.Providing regular feedback,offering opportunities for skill development and growth recognition,financial rewards like salary,bonus,retirement benefits are the several approaches used at Precot Meredian Ltd to motivate the employees. Consequently, it showed that not only the financial initiatives even the non financial initiatives also help to motivate the employees. Hence, motivation is one of the cores of the management and the ultimate function of so many individual attitudes in the organisation.

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