

# IMPACT OF MOTIVATION ON EMPLOYEE PRODUCTIVITY

**D.Babjohn<sup>1</sup>, P.Pavan<sup>2</sup>, S.Neelophertaj<sup>3</sup>**

<sup>1</sup>Assistant professor, Department of Management Studies  
, Gates Institute Of Technology, Gooty (India)

<sup>2,3</sup> PG student, department of management studies,  
Gates institute of technology, Gooty (India)

## ABSTRACT

Motivation plays a very significant role in any organisation. Motivation is the factor that catalyzes the success of the association. Most employees need motivation to feel good about their jobs and will perform effectively at workplace. Every organisation in this competitive world have their unique kind of techniques, the company which gives more preference to motivation will exactly leads to the higher productivity. Employees who are motivated about their work carry the responsibility to the best and gets the increased productivity. Motivation is a fundamental for organisation in making great use of facility in human works to achieve motivation. In organisations, the managers need to know about their employees in better way by which they use certain aspects and different levels to motivate them. Employee motivation in organisation sometimes becomes a problem, because if an employee is not motivated in a right way then it leads to negative impact on productivity. This study is therefore designed to find out the link between the extent to which various motivation strategies encourage the works to improve employees job commitment and increase their product capacity.

**Keywords: Employees, Factors, Job Performance, Motivation, Productivity.**

## LINTRODUCTION

Motivation may be defined as the process of stimulating people to action, to accomplish desired goals. Motivation is the act or process of providing a motive that causes a person to take some action. It can be described as the driving force within individuals that propels them to action. This driving force is produced by a state of tension, which exists as the result of an unfilled need.

Motivation results from the interface of both conscious and unconscious factors such as passion of desires or need, incentive or reward value of the goal, and expectations of the individual and of his or her peers. Employee motivation is the core of management. Employee motivation is an effective instrument in the hands of the management in inspiring the workforce.

## II. CONCEPT OF EMPLOYEE MOTIVATION

To motivate people, it's important to understand how motivation works. Employee motivation is an important concept to every organization. No organization is developed without the concept of employee motivation. It indirectly helps both the individual and organization.

The important thing is to understand that there is a difference between different individuals. Every human being will not be motivated in the same way. Individuals react in different ways so organization should adopt different ways of motivation. On the other hand, employees who feel motivated to work are likely to be persistent, innovative and productive, turning out high quality work that they willingly undertake. "Motivation is the willingness to exert high levels of effort towards organizational goals, conditioned by the effort and ability to satisfy some individual need"-S.P. Robbins

"A motive is an inner state that energizes, activates, or moves and directs or channels behavior goals"-Berelson and Steiner

Employees are motivated through financial factors like bonus, hike in salary etc. and non-financial factors like appreciation, recognition, rewards, securities etc.

## III. REVIEW OF LITERATURE

There has been a lot of research done on Motivation by many scholars. The following are only a few of the research topics that have been done on Motivation: Motivation theories, Ways to encourage employee motivation, Measures of Motivation, Principles of motivation, Ways of making your firm more exciting, How to motivate your people problem, The missing link in Strategic Performance, Salary is not a motivator anymore, How to effectively reward employees, Turning Motivation Theory into Practice, Measures of Motivation, Self Theories and Employee Motivation.

Of the many theories of work motivation, **Herzberg's (1966)** motivator-hygiene theory has been one of the most influential in recent decades. Basically, the theory divides motivating factors into two categories: Motivator factors, which have something to do with the work itself, and Hygiene factors, which have something to do with the surrounding context. According to Maslow, most of what we know of human motivation comes not from psychologists but from psychotherapists treating patients. He explains that these patients are a great source of error as well as of useful data, because they constitute a poor sample of the population. The motivational life of neurotic sufferers should be rejected as a paradigm for healthy motivation. Any theory of motivation must deal with the highest capacities of the healthy and strong man.

**Hackman and Oldham's (1976)** model of job enrichment propose that jobs can be made more motivating by increasing the following: skill variety (the number of different skills required by the job), task identity (the degree to which the job produces something meaningful), task significance (the importance of the work), autonomy (the degree to which the individual has freedom in deciding how to perform the job), and feedback (the degree to which the individual obtains ongoing. One psychological view suggests that very high levels of intrinsic motivation are marked by such strong interest and involvement in the work, and by such a perfect match of task complexity with skill level, that people experience some kind of psychological "flow," a sense

of merging with the activity they are doing (Csikszentmihalyi 1975). The major psychological view suggests that extrinsic motivation works in opposition to intrinsic motivation (Deci 1975; Deci & Ryan 1985). Extrinsic motivation takes place when individuals feel driven by something outside of the work itself such as promised rewards or incentives. In general, these theorists suggest that, when strong extrinsic motivators are put to work, intrinsic motivation will decline.

### **OBJECTIVES OF MOTIVATION**

- To ascertain if motivation lead to higher performance and productivity.
- To increase employees self-confidence and faith.
- To identify some factors influencing productivity.

### **RESEARCH METHODOLOGY:**

This study is based on secondary data, which is collected from articles, journals, internet etc.

### **THEORIES OF EMPLOYEE MOTIVATION:**

There are many theories introduced. Among them some are considered as most important theories. They are as follows:

#### **MASLOW'S HIERARCHY OF NEEDS:**

The hierarchy of needs theory was proposed by psychologist Abraham Maslow in his 1943 paper "A Theory of Motivation". Here, he proposed this theory in 5 levels which are as follows.

##### **1. Basic physiological needs:**

These needs relate to the survival and maintenance of human life. These needs include such things as food, shelter, water.

##### **2. Safety and Security Needs:**

In this stage it consists of social security of an individual like monetary and personal.

##### **3. Social Needs:**

Man is a social being. He is, therefore interested in conversation, sociability, exchange of feelings and grievance etc. non satisfaction of this level of needs may affect the mental health of the individual.

##### **4. Esteem Needs or Ego Needs:**

Egoistic needs can take inward and outward orientations. Inward directed ego needs embrace such things as self-confidence, independence, knowledge and success. Outward directed needs are concerned with prestige, status and other.

##### **5. Self-Actualization Needs:**

The final step under the need priority mode is the need for self-fulfillment or the need to fulfill what a person considers to be his mission in life. Every need of employee is satisfied.

### **HERZBERG'S TWO FACTOR THEORY:**

The theory was developed by Frederick Irving Herzberg in 1950's, known as motivation hygiene theory or two factor theory of motivation. For this purpose he conducted a study and interviewed some 200 engineers by knowing their positives and negatives about their work. After knowing the opinion, he proposed two factors which are very much influenced in motivating the employees.

**1. Motivational Factors:**

In this theory, the employees are only motivated and given appreciation for their performance in an organization. Here employees are given a free environment so that employees are motivated and shown interest towards their work. The factors include recognition, responsibility and sense of achievement.

**2. Hygiene Factors:**

Hygiene factors are those job factors which are essential for existence of motivation at workplace. In this factor employees are not given any kind of appreciation and motivation. Regarding their compensation and work etc.

**MOTIVATION FACTORS INFLUENCING THE PRODUCTIVITY:**

**1. Intrinsic vs Extrinsic:**

It is a kind of motivation that comes from within. It comes from personal enjoyment and educational achievement that we derive from doing that particular thing is an intrinsic motivation. It is a kind of motivation that comes from things or factors that are outside the individual. Example, social recognition, competition, money or fame are all the examples of extrinsic motivation.

**2. Cognition:**

Cognition of motivation, on the other hand, suggest that our experiences generate internal cognitions (such as desires and beliefs). These cognitions, in turn, current performance. However, the question arises: where do cognitions comes from? They are the results of past interactions with our environment. For these cognitions to be useful, they must relate to the persons environment. Cognitions are nothing more than our ability to describe particular reinforcement contingencies of our own behavior based on our own past experiences.

**3. Environment:**

Recent models of work motivation are addressing the role of the environment as one determinant of behavior. The environment provides the backdrop against which motivational mechanisms and processes determine appropriate courses of action. When behavior or performance does not meet societal or work standards, we tend to assume that something is wrong with the person, rather than looking for deficits in the persons environment.

**FACTORS AFFECTING MOTIVATION AT WORK:**

The factors that affect the workplace environment or enlarge the motivational levels of workers are:

**1. Relationship between co-workers:**

Workplace is all about people working together to achieve a standardized goal, so it is important that all the co-workers respect each other and never show disrespect towards each other.

**2. Leadership role at workplace:**

Leader plays a key role in maintaining a favorable work environment. The leader should understand how to deal with different employees.

**3. Managing conflict at workplace:**

Whenever people from different background then there are chances that a conflict will arise. So its important to manage the conflict in a way that it will not have an effect on the environment of the workplace.

**4. Workplace culture:**

The organizational culture dictate the norms and behaviours that people depict while at work.

**5. Workplace education or learning:**

Learning at business is valuable to both the person and the organization. It just that to motivate the employee businesses should provided enough opportunities where staff can learn more and more about skills.

**6. Workplace incentives:**

Incentive where are on achieving financial results for the company are important. Someone who promotes the opinion of one association adds calmness and shows respect, performance characteristics that are not material.

**ROLE OF MOTIVATION ON EMPLOYEE JOB PERFORMANCE:**

Motivation plays a very critical role in employees job performance. Without motivation workers may not put in their or her best on the job. According to Robert, the managers job is to ensure the work done through employees is possible.

**1. Effects of Motivation on Productivity:**

Productivity in common has been defined as the rate at which goods are produced with orientation to number of people and amount of equipment necessary to produced it. On the other hand, productivity has been defined as the utilization of resourses in producing a product or services(gaissey, 1993). It has further been defined as the ratio of the output(goods and services) and input(labor, capital or management). The definition of productivity is utilized by economists at the industrial level to determine the economies health, trend and growth rate while at the project level it applies to areas of planning, cost estimating, accounting and cost control(mojahed, 2005).

**2. Effects of Motivation on Performance:**

The performance of employees will make or break a company; this is why it is important to find a variety of methods of motivating employees.

“ Motivation is the willingness to do something”, wrote Stephen Robbins.The most obvious form of motivation for an employee is money: However, there are other motivating factors that must be considered. Due to the differences within an organization, it is important for a manager to get to know her employees and recognize what motivates their performance. “If you’re going to be successful in motivating people, you have to begin by accepting and trying to understand individual differences”, Robbins and Dickenson report in their book “Supervision Today”.

**IV.CONCLUSION**

The managers duty in today’s corporate world multifaceted. A motivator is a person who imples an individual to act towards meeting a need. Motivation has a momentous effect on employee performance. Managers must know how the employees are working in the organizations, also the reasons for behavior of employees. They

should motivate employees in a proper manner as well as immediate steps should be taken by management to make workers reestablish their confidence so as to restore or raise the morale of the employee. The productivity of an organization depends on employee performance. Motivated employees not only influence their work performance but also the whole organization performance and business productivity. As per this study motivation is very important for every company to an employee performance and productivity of an organization.

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