

# **INCENTIVES AND MOTIVATION IN DHANALAKSHMI SUGARS PVT LIMITED AT UDUMPIYAM- A STUDY**

**DR.R.ANGAYARKANNI,DR.R.SANTHI,.A.AARTHI IMMACULATE,DR.N.DEEPALAKSHMI**

**ASSISTANT PROFESSORS, PG AND RESEARCH DEPARTMENT OF COMMERCE,  
DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS & SCIENCE FOR WOMEN,  
(AUTONOMOUS) PERAMBALUR.**

## **INTRODUCTION:**

Employee Motivation is the core of management. Employee Motivation is an effective instrument in the hands of the management in inspiring the work force. It is the major task of every manager to motivate his subordinate or to create their will to work among the subordinates. It should also be remembered that the worker may be immensely capable of doing some work, nothing can be achieved if he is not willing to work creation of a will to work is motivation in simple but true sense of term. Employee Motivation is an important function which every manager performs for activating the people to work for accomplishment of objectives of the organization. Issuance of well conceived instruction and orders does not mean that they will be followed. This is a descriptive study looking into the impact of motivation on job satisfaction. The management dilemma in many organizations in today's fast paced technological environment is how managers can improve the motivation of employees, so that companies employ and retain a fulfilled workforce that contributes optimally to organizational stakeholders.

## **REVIEW OF LITERATURE**

### **MORSE**

In study conducted that the level of satisfaction is the combination of both the level of aspiration or need tension level and are in line and job dissatisfaction result from the environment is much less than the need level of individual .

### **PRASAD**

While studying personality and some person factors in job satisfaction conduction that order worker are more satisfaction than their younger colleges and education of workers less is the satisfaction and vice versa.

## **SCOPE OF THE STUDY**

This study desires to enhance the existing body of literature by contemplating the areas of the literature that have yet been examined or considered and incorporating these factors in to the current study. This study has identified the current motivators of hourly tipped and non-tipped employees for comparison. This is necessary to restaurant managers and operators because both types of employees are working together on a day-to-day basis and motivations of an employee group may differ in the same environment. This study examines the effects of demographic variable such as: gender, age, race, education level, marital status, job type and tenure. This study also examine the correlations of employee motivation with organizational commitment. These questions with answers reported in the study should be able to provide implications for restaurant owners and operators to consider permitting a sustainable competitive advantages.

## **OBJECTIVE OF THE STUDY**

- To examine the general profile of the workers of the company.
- To enquire into the incentives & motivational measures provider by the company.
- To identify the perception and attitudes of the workers towards their job and work environment.
- To comment on the general working conditions and offers solution to
- improve the satisfaction level of the workers

## **RESEARCH METHODOLOGY**

A research design is simply the framework or plan for a study. The design may be a specific presentation of the various steps in the process of research. For this descriptive design was used. Descriptive research includes survey and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. In this method the researcher has no control over the variables. He/ She can only report what has happened and what is happening

## **TOOLS OF THE STUDY**

The various tools used in this study are tables, pie diagrams, bar diagrams and charts.

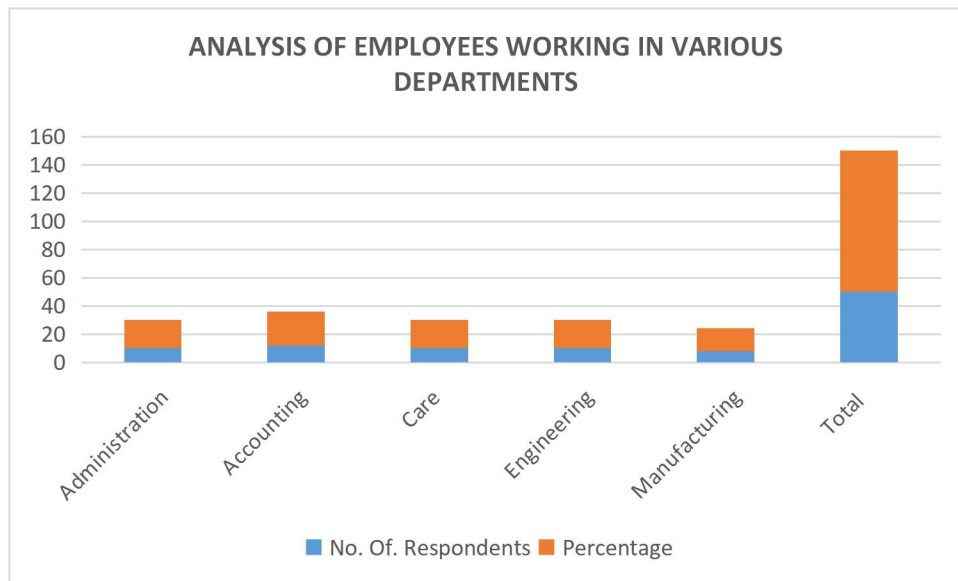
## **SAMPLE SIZE**

Number of sampling units selected from the population is called size of the sample of 50 respondent were obtained from the population.

**TABLE -1**

**ANALYSIS OF EMPLOYEES WORKING IN VARIOUS DEPARTMENTS**

S.NO	Department	No. Of. Respondents	Percentage
1	Administration	10	20
2	Accounting	12	24
3	Care	10	20
4	Engineering	10	20
5	Manufacturing	8	16
	<b>Total</b>	<b>50</b>	<b>100</b>



**Interpretation**

The tables shows that respondents where working in various department. 24% of the

respondents working in administration department and 24% of respondents belong to accounting department and 20% of the respondents belongs to care department and 16% of the respondents belongs to manufacturing department and 12% of respondents belongs to engineering department.

## INTERPRETATION ON ANOVA

Ho- There is no significant difference between individual perception and OCTAPACE Dimensions.

Ha- There is significant difference between individual perception and OCTAPACE

CHARACTERISTICS	F	Sig.	Ho- Accepted or Rejected
OPENNESS	1.223	.275	Accepted
CONFRONTATION	.656	.924	Accepted
TRUST	1.799	.039	Rejected
AUTHENTICITY	1.345	.186	Accepted
PROACTION	1.958	.022	Rejected
AUTONOMY	1.371	.171	Accepted
COLLABORATION	1.478	.119	Accepted
EXPERIMENTATION	1.587	.081	Rejected

The results of ANOVA for perceptions of organization culture across various individual perception show very high statistical significance. The null hypothesis, that the respondent's perception of organization culture across various individual in homogenous therefore  $H_0$  is accepted.

a) The F ratio for openness across various individual is statistically significant. The null hypothesis is accepted and the alternative hypothesis that there is difference in the perception of openness across individual perception is not accepted at 5% level of Significance.

b). The F ratio for confrontation across various individual is statistically significant. The null hypothesis is accepted and the alternative hypothesis that there is difference in the perception of confrontation across individual perception is not accepted at 5% level of Significance.

c) The F ratio for trust across various individual is statistically significant. The null hypothesis is not accepted and the alternative hypothesis that there is difference in the perception of trust across individual perception is accepted at 5% level of Significance.

d) The F ratio for Authenticity across various individual is statistically significant. The null hypothesis is accepted and the alternative hypothesis that there is difference in the perception of Authenticity across individual perception is not accepted at 5% level of Significance.

## **CONCLUSION**

- As companies become great, the division between management and employees fades. The workplace becomes a community. Employees take pride in their job, their team, and their company.
- They feel that they can be themselves at work. They celebrate the successes of their peers and cooperate with others throughout the organization. People take pleasure in their work - and in the people they work with - in a deep and lasting way. They want to stay around for their careers.