

## Impact of Motivational Tools on Employee Morale

Prof. Sowmya C U, Dr. Chandrakala V G

Assistant Professor Assistant Professor

Department of Management Studies Department of Management Studies JSS Academy of Technical Education, Bengaluru (India) JSS Academy of Technical Education, Bengaluru (India)

### ABSTRACT:

The research was conducted to study on the employee morale and how motivational tools influence employees to do their work effectively. The research helped with analyzing the “A STUDY ON EFFECT OF MOTIVATIONAL TOOLS ON EMPLOYEE MORALE”. The study helped to know the challenges involved in improving employee morale for better performance. With the help of past years literature idea about the topic and effective information given by research papers has helped in carrying out the study further. Information pertaining to organizational productivity is known in conceptual background. Employee productivity seems unpredictable in nature which is a serious problem at workplace and also it is an expensive occurrence. In terms of task, human resource for any business is an important task and managing them also is important. The problem of the study and main Objectives are stated in design of research where participants are surveyed by descriptive type of research design with the help of questionnaire method and information are collected from various IT companies in Bangalore.

**Key Words:** Motivation, Employee Productivity, Employee Morale, Efficiency, Performance.

Date of Submission: 18-11-2022

Date of Acceptance: 02-12-2022

### I. INTRODUCTION

In recent times, supervisors and the board scientists have long accepted that authoritative objectives are out of reach without the suffering responsibility of individuals from the association. It has been confirmed that the labor force stays the most basic profitable resource of any Organization. It is consequently that the pursuit available resources of propelling the labor force for ideal hierarchical execution has pretty much stayed a cardinal worry of the board since the birth of mechanical human advancement. Today, as in the beginning of authoritative history, chiefs frequently pose some crucial inquiries: how would we be able to deal with propel our labor force? What is the reason for inspiration? Nobody yet has found a solitary Technique or trick that responds to this inquiry. As many actually overlook that reality that no association can get by without its laborers, and the actual specialists can't be profitable if their needs are not met. Likewise, administrators and the executive analysts have since quite a while ago accepted that Authoritative objectives are out of reach without the persevering responsibility of individuals from the association. Other non-financial motivating forces like value, work advancement, redesigning furthermore, headway, professional stability and acknowledgment go far to

support the spirit of laborers. In the event that specialist needs are fulfilled, it may prompt an expansion in profitability. Nonetheless, every director paying little heed to the size of the association can fuse inspiration into the work climate to animate and impact representative. From the previous, since the investigation of inspiration is fundamental for hierarchical endurance and development. As many actually overlook that reality that no association can get by without its laborers, and the actual specialists can't be profitable if their needs are not met.

### II. MEANING OF MOTIVATION

In recent times, supervisors and the board scientists have long accepted that authoritative objectives are out of reach without the suffering responsibility of individuals from the association. It has been confirmed that the labor force stays the most basic profitable resource of any Organization. It is consequently that the pursuit available resources of propelling the labor force for ideal hierarchical execution has pretty much stayed a cardinal worry of the board since the birth of mechanical human advancement. Today, as in the beginning of authoritative history, chiefs frequently pose some crucial inquiries: how would we be able to deal with propel our labor force? What is the

reason for inspiration? Nobody yet has found a solitary Technique or trick that responds to this inquiry. As many actually overlook that reality that no association can get by without its laborers, and the actual specialists can't be profitable if their needs are not met. Likewise, administrators and the executive analysts have since quite a while ago accepted that Authoritative objectives are out of reach without the persevering responsibility of individuals from the association. Other non-financial motivating forces like value, work advancement, redesigning furthermore, headway, professional stability and acknowledgment go far to support the spirit of laborers. In the event that specialist needs are fulfilled, it may prompt an expansion in profitability. Nonetheless, every director paying little heed to the size of the association can fuse inspiration into the work climate to animate and impact representative. From the previous, since the investigation of inspiration is fundamental for hierarchical endurance and development. As many actually overlook that reality that no association can get by without its laborers, and the actual specialists can't be profitable if their needs are not met.

### III. LITERATURE REVIEW

1. Paek, S., et.al (2015) conducted a study on **Why the hospitality of employees' psychological capital is important**. This examination analyzes work commitment as a halfway middle person of the impact of psychological capital (PsyCap) on representative spirit in an example of inn workers. The outcomes recommend that work commitment part of the way intercedes the impact of PsyCap on work fulfillment and full of feeling authoritative responsibility. In particular, forefront representatives with high PsyCap are more drawn in with their work and bound to show work fulfillment and emotional authoritative responsibility.

2. Parashakti, et.al (2020) conducted research on **the Influence of Work Environment and Competence on Motivation and Its Impact on Employee Performance in Health Sector**. The examination closes with a conversation of its exact discoveries, qualities, hypothetical commitments, and reasonable ramifications. Restrictions and their suggestions for future examinations are additionally explored.

3. MA, S. D (2018) a journal conducted a study on **employee morale with special reference to Neycer India LTD, Vadalur**. The discoveries were that the representative assurance is being created by the association through administration, work fulfillment, working climate and professional stability to upgrade the great presentation in the spot of their particular field

4. Setiawan, R., Cavaliere, L. P. L., Sikandar, M. A., Sulthana, A., Jayalakshmi, J., Koti, K. & Christabel, G. (2020) conducted a study on **the Effects of Tools and Rewards Provided to White-Collar and Blue-Collar Workers and Impact on Their Motivation and Productivity**. They made certain regarding moving middle class representatives who do specialized, administrative, or regulatory work and are characterized as qualified manual laborers in the working class.

5. Idowu, A. (2017) conducted a research on **effectiveness of performance appraisal system and its effect on employee motivation**. The examination shows that there exists positive outcome of an employee when the organization uses performance appraisal to motivate them and this research gave positive results.

6. Kuranchie-Mensah, E. B., & Amponsah-Tawiah, K. (2016) conducted a research on **the employee motivation and work performance: A comparative study of mining companies in Ghana**. This paper focus if the performance measuring, job satisfaction model is used to compare employee motivation with the impact of performance in Ghanaian Mining Companies. The study shows that involvement of lot of risk factors in mining industry requires the organization to motivate employees in the most effective way and to satisfy their needs in order to bring their best work.

7. Chukwudumebi, C. S., & Kifordu, A. A. (2018) conducted a research on **the Significance of Fringe Benefits on Employee Morale and Productivity**. The paper thought about the meaning of incidental advantages on representative assurance and efficiency in oil organizations utilizing Shell Petroleum and Development Company Warri in Southern Nigeria.

8. Kanwal, K., & Syed, M. (2017) conducted a research on **Impact of reward system on employee performance in banking sector**. The point of the examination was to recognize the effect of remuneration framework on representative execution in financial area of Karachi Pakistan.

9. Vaithyasubramanian, S., Paul, M. J., Babu, R. D., & Kirubhashankar, C. K. (2020) conducted a research on **Job Morale-Employees Energy Driven Tool for Better Productivity in Automotive Industry**. The primary objective of this study involves knowing the perception of employee towards the company's rules and regulations. If the employees does not have the job morale to satisfy the needs of the employer, then it majorly affects the outcome in an organization.

10. **Churcher, F. N. (2019)** conducted a study on **The Effects of Motivation on Employee Morale at Mass Telecom Innovation (MTI) Ghana Limited**, a technology infrastructure management firm in Ghana. This study basically focuses on employee morale level, factors influencing morale of employee and the relationship employee morale and motivation has with each other.

11. **Kumar, R. M. G., Jeyabalan, K., & Gayathri, M. (2021)** conducted a study on **factors affecting employees' morale in Indian automobile industry**. The target of this study is to discover the causes which impacting spirit among the labor force in the business.

12. **Nyamari Nyanganyi (2017)** conducted an assessment of **the effects of employee morale on job performance: A case study of Tendere tea factory**. This study shows the impact of poor morale of employees on the organizational performance. This might result in employee turnover and loss in organization by increased operational cost involved.

#### IV. RESEARCH METHODOLOGY OBJECTIVES OF THE STUDY

- To investigate the presence of proper working conditions in the workplace.
- To understand the effect of motivation on employee growth.
- To examine the factors influencing organizational growth.
- To suggest suitable measures to achieve job satisfaction.

#### V. RESEARCH METHODOLOGY

**Type of Research:** Examination are adjusted Exploratory exploration with review technique analyze and know the Effect of motivational tools on employee morale in select IT companies Bengaluru.

**Population:** Target population comprises of representatives working at IT companies in Bengaluru. Total population size surveyed to carry on the study was 100 individuals.

##### Sample Framework:

- **Sample Unit:** Employees working at IT organizations, Bangalore.
- **Sample Size:** 100 reactions are gathered from the representatives in IT organizations Bengaluru
- **Type of Sampling:** Non-probability sampling (simple Random sampling).

##### Data Collection:

- **Primary Data:** An organized study was utilized as the carry out of information assortment.

- **Secondary Data:** Data gathered from websites

**Type of Data:** Ordinal-Ordinal information is a measurable information kind any place the factors need normal arranged gatherings and the spaces between the classes isn't known.

Data Collection Tool: Survey poll.

Likert Scale-Behavioral scale

Statistical Test Used: ANOVA SINGLE FACTOR.

Statistical Package Used: Excel

##### Hypothesis:

1. Is concern shown towards health and safety at workplace?

H0 –Concern is not shown towards health and safety at workplace

H1 - Concern is shown towards health and safety at workplace

2. Does motivation have any effect on employee growth?

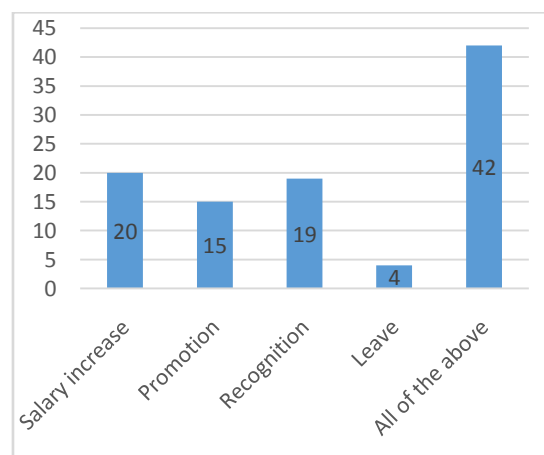
H0 - Motivation does not have any effect on employee growth

H1 - Motivation has effect on employee growth

## V. ANALYSIS AND INTERPRETATION

➤ **Table showing the factors which motivates employees the most**

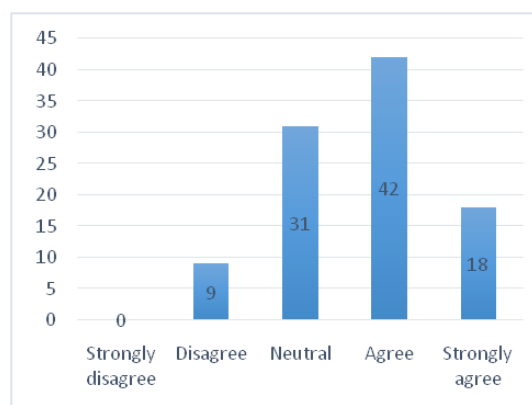
SL NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1.	Salary increase	20	20%
2.	Promotion	15	15%
3.	Recognition	19	19%
4.	Leave	4	4%
5.	All of the above	42	42%



The above analysis shows Majority of the employees feel that all the factors such as salary increase, promotion, recognition and leave are equally important factors which motivates them to put in their maximum efforts into the assigned work or task.

➤ **Table showing employees opinion on whether top management is interested in motivating their employees**

SL NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1.	Strongly disagree	0	0%
2.	Disagree	9	9%
3.	Neutral	31	31%
4.	Agree	42	42%
5.	Strongly agree	18	18%

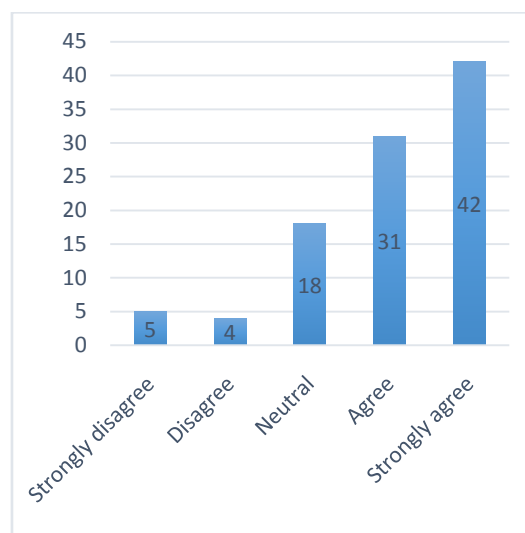


Most of the respondents who are the employees working in various IT companies agree to the statement that their top management is interested in

motivating them and they do invest time and money in motivating their employees.

➤ **Table showing the effect of performance appraisal activities in motivating employees**

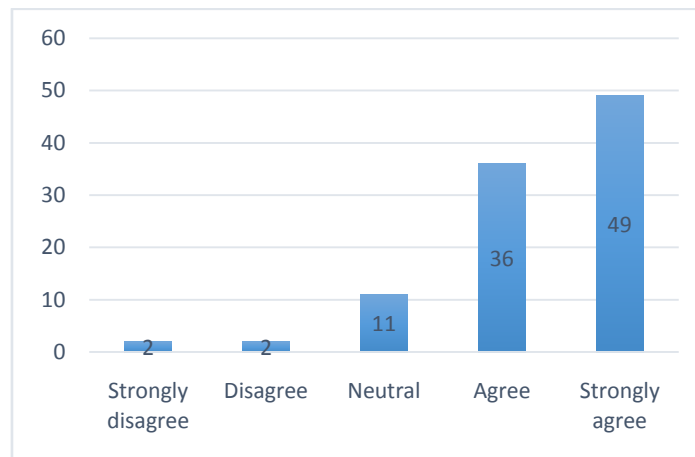
SL NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1.	Strongly disagree	5	5%
2.	Disagree	4	4%
3.	Neutral	18	18%
4.	Agree	31	31%
5.	Strongly agree	42	42%



Most of the respondents who are the employees working in various IT companies strongly agree to the statement that effective performance appraisal activities will motivate the employees in effective improvement of their performance and efforts.

➤ **Table showing the importance of maintaining good relationship with the co-workers**

SL NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1.	Strongly disagree	2	2%
2.	Disagree	2	2%
3.	Neutral	11	11%
4.	Agree	36	36%
5.	Strongly agree	49	49%



Most of the respondents who are the employees working in various IT companies strongly agree that maintaining or having good relationship with the co-workers is very important. If failed to maintain good relationship with them, it might distract the employees and deviate their mind off the work.

#### ANALYSIS OF DATA USING STATISTICAL TOOL

1. Does motivation have any effect on employee growth?

Anova: Single Factor

##### SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	100	4	0.04	0.038788
Column 2	100	16	0.16	0.135758
Column 3	100	80	0.8	0.161616

##### ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	33.38667	2	16.69333	148.976	1.56E-45	3.026153
Within Groups	33.28	297	0.112054			
Total	66.66667	299				

#### Analysis:

In ANOVA SINGLE FACTOR if 'F' is greater than 'F-critical' (F-critical=3.026153, F= 148.976, i.e., F > F-critical) hence Null hypothesis [H0] is rejected and Alternative Hypothesis [H1] is accepted.

#### Interpretation:

From the above analysis, we can interpret that motivation has an effect on employee growth.

### VI. Result and Discussion

In an organization, employee acts as an important asset and motivating them and keeping them in track is also one of the most important factors to be considered in achieving organizational goals.

From the findings it is known that motivational tools majorly affect in employees morale that in turn acts upon the performance of employees in an organization. Considering what factors motivates the most the result came down to

be that all the factors such as salary increase, promotion, recognition, leave are equally important and play equal role in motivating the employees. Level of motivation proved to majorly affect the performance of employees. From the findings we also understood that majority of the respondents felt the top management was interested in motivating their employees to give better performance which is in fact a good sign. Majority of the employees also felt that the company they are working in provided periodical increase in salary but that is not the cause. The situation should be such that all the employees should be satisfied with the periodical increase in salary. We also found out that majority of the respondents felt the salary was not meeting their needs. It is the job and responsibility of the management to provide reasonable salary for the amount of effort needed in completing the delegated job that satisfies the employee's needs.

It is clear that most of the respondents feel that the work they are doing is adequately valued and appraised which takes the organization one step towards providing effective and healthy work environment. Management is also seen to be involving employees in decision making process which are connected to their respective department. Employees also seem to be pretty happy with the support they are receiving from the HR department. Employees also are satisfied with the resources being provided to complete the assigned job. Employees feel secured with the job they have in their hand as there exists job security in the company.

From the study we also found out that the management shows concern towards health and safety of employees at workplace. Comfort factor, resting areas, equipment availability, quality of food provided and facilities maintained are all good and the employees have given positive response towards all of the above factors in their workplace. Keeping all of the facilities in mind, majority of the employees feel that they are completely focused on completing their job duties and that they are determined and motivated to give their best effort at work each day.

## VII. SUGGESTIONS

- It is the responsibility of any association to set-up tempting motivational procedures that are equipped towards working with and trigger powerful employee performance.
- A special committee must be set-up to investigate representatives' advancement, acknowledgment, salary increases and pay since they have positive and critical consequences for worker execution.
- The board should promise that the motivational packages intended to give to the well performing employees are continuous, timely with convincing reason to other not so well performing employees as well so that they won't be demotivated to perform well in the upcoming days.
- Communication must be made effectively and clear expectations to be communicated to the employees for better performance.
- Making sure the performance appraisal is consistent and effective.
- Treating employee development as number one priority.
- Taking necessary steps by reviewing things such as work environment, benefits, salary level, employee understandings of the mission and vision for improving employee morale.

- Empowering employees to do their assigned job well.
- By implementing technology platforms that drive performance and engagement of employees.

## VIII. CONCLUSION

The success and the durability of any organization are controlled by the manner in which employees are compensated and remunerated. The monetary incentive system and motivational strategies generally decide the degree of employee responsibility and their inclination towards work. Nonetheless, for any association to accomplish its goal in this zealous society, employers should have an exhaustive comprehension of what motivates the employees to perform effectively and reward them in like manner. Plus, employees should be motivated through sufficient monetary motivations plans and reward system and this will constantly urge the employees to be actively driven and have right mentality to work, thus promoting organizational growth and productivity. The presence of right mentality and energy driven to work will in turn result in achieving their own objective and hence organizational objective as well as individual objective is attained.

## REFERENCES:

- [1]. Paek, S., Schuckert, M., Kim, T. T., & Lee, G (2015) conducted a study on Why the hospitality of employees' psychological capital is important.
- [2]. Muogbo(2013), conducted a research on the impact of employee motivation on organizational performance in Anambra state.
- [3]. Parashakti, R. D., Fahlevi, M., Ekhsan, M., &Hadinata, A. (2020) conducted a research on the Influence of Work Environment and Competence on Motivation and Its Impact on Employee Performance in Health Sector.
- [4]. MA, S. D (2018) a journal conducted a study on employee morale with special reference to Neycer India LTD, Vadalur.
- [5]. Setiawan, R., Cavaliere, L. P. L., Sikandar, M. A., Sulthana, A., Jayalakshmi, J., Koti, K.& Christabel, G. (2020)conducted a study on the Effects of Tools and Rewards Provided to White-Collar and Blue-Collar Workers and Impact on Their Motivation and Productivity.
- [6]. Idowu, A. (2017) conducted research on effectiveness of performance appraisal system and its effect on employee motivation.
- [7]. Manzoor, Q. A. (2012) conducted a study on the impact of employee motivation on organizational effectiveness.

- [8]. Elnaga, A., & Imran, A. (2013) conducted research on the effect of training on employee performance.
- [9]. Kuranchie-Mensah, E. B., & Amponsah-Tawiah, K. (2016) conducted research on the employee motivation and work performance: A comparative study of mining companies in Ghana.
- [10]. Chukwudumebi, C. S., & Kifordu, A. A. (2018) conducted research on the Significance of Fringe Benefits on Employee Morale and Productivity.
- [11]. Kanwal, K., & Syed, M. (2017) conducted research on Impact of reward system on employee performance in banking sector.
- [12]. Robescu, O., & Iancu, A. G. (2016) conducted a study on the effects of motivation on employees performance in organizations.
- [13]. Iqbal, N., Ahmad, N., Haider, Z., Batool, Y., & Ul-ain, Q (2013) conducted a research on the impact of performance appraisal on employee's performance involving the moderating role of motivation.
- [14]. Vaithyasubramanian, S., Paul, M. J., Babu, R. D., & Kirubhashankar, C. K. (2020) conducted a research on Job Morale-Employees Energy Driven Tool for Better Productivity in Automotive Industry.
- [15]. Newton, C., Becker, K., & Bell, S. (2014) conducted a study on Learning and development opportunities as a tool for the retention of volunteers: A motivational perspective.
- [16]. Churcher, F. N. (2019) conducted a study on The Effects of Motivation on Employee Morale at Mass Telecom Innovation (MTI) Ghana Limited, a technology infrastructure management firm in Ghana.
- [17]. Haider, M., Aamir, A., Hamid, A. A., & Hashim, M. (2015) conducted a literature analysis on the importance of non-financial rewards for employees' job satisfaction.
- [18]. Rawat, B., Khugshal, R., & Chaubey, D. S. (2015) conducted research on Employee attitude towards motivational practices: an empirical study.