

Employee Motivation At Goodwill Air Freight

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ABSTRACT

The employee motivation is consisted of finding out that factor which motivates the employees the most. The most appropriate means to ascertain such information was to conduct a motivation survey. The research undertaken was a descriptive research undertaken as it sought to describe the characteristics of a small sample of employees with regard to what motivated them the most and also classifying them into personality driven motivational profiles. The project consisted of three stages. Stage 1 is that Gathering information and inputs to frame the necessary questions for the survey. And the stage 2 is that Collecting data using the survey method, by getting the sample employees fill the questionnaire and the final stage is that Analysing and interpreting the primary data collected from the survey responses.

Keywords: Employee, Motivation, Stages, Analysis.

INTRODUCTION

In today's economy, the biggest task in front of a HR Manager is to motivate and retain employees. All the attempts made in this direction, most of the times, are big failure and no one knows what is a route to employees' heart.

Motivation is an organization's life-blood; yet "motivation," as a business subject, is largely ignored. Even when not ignored, it certainly is not a focal point for strategic thinking. Seldom is a clear, coherent, and overall approach taken to the challenge of motivating people. Most organizations don't give much thought until something starts to go wrong. Pain gets people's attention.

The belief that "what gets rewarded gets done" arose during the Enlightenment. (The Enlightenment started at the turn of the 20th century and was founded on the belief that with enough scientific study and rigor, everything could be perfected. Moreover, whatever was not explained through the scientific method was only the result of a deficient methodology or technology and was only a matter of time before the proper method or tool would explain it.) Behaviorism was one such theory. It is based on a theory developed by John Watson in the early 1900s and even earlier by Frederick Taylor (the father of scientific management) and Edward Thorndike in 1898.

According to study after study, people report feeling motivated by intrinsic experiences of things like:

- **A sense of accomplishment**
- **Pride in good work**
- **Sense of growth**
- **Challenging work**
- **Working with great colleagues**

Some of the motivational tactics used in different organizations are as follows:

COMPANY PROFILE

Goodwill Air Freight Group was incorporated in the year 1998. Today, we are the unmatched service provider in India. We are offering our services in Ocean Cargo, Air Freight, Custom Clearance, Road Freight, Courier, Parcels and general cargo. We have earned and maintained our goodwill in the national and international market owing to our dependable and complete cargo movement solutions.

We are specialized in forwarding of cargo's and choosing the most convenient and cost effective transportation methods i.e. by air, courier, sea and truck any time & anywhere around the globe. Our worldwide network of distributors, marketing personnel and professionals has helped us to elevate our standard of excellence. Working with the motto of 'total client satisfaction', we take all the pain to understand the clients need. Our well-established network and tracking software enable us to provide fast and reliable information to the clients and also ensure prompt delivery to achieve maximum degree of client satisfaction. We are accredited member of Security Cargo Network (SCN), The Air Cargo Agent Association of India (ACAAI), International Air Transport Association (IATA), FIATA, FFI, CHA and NVOCC. Our commitment towards quality has geared us to face the global challenges and steer towards perfection.

Company Objectives:

- To assess and evaluate employees overall performance keeping in view company's objectives.
- To estimate the employees potential for assuming higher responsibilities.
- To identify strengths which need to be developed and shortcomings to be eliminated by planned guidance and training.

REVIEW OF LITERATURE

Motivation is the core of management. 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 the 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.

- RensisLikerthas, W. J. (1973). Hawthorne experiments. In C. Heyel (ed.), The encyclopedia of management, 2nd ed. (pp. 298-302). New York: Van Nostrand Reinhold.

Motivation is getting people to do what you want them to do because they want to do it. Motivation is the result of process, internal or external to the individual, that arouse enthusiasm and persistence to pursue a certain of action.

- Terpstra, D. E. (1979). Theories of motivation: borrowing he best. Personnel Journal, 58. (Pg.376).

The effectiveness of Extension is dependent upon the motivation of its employees (Chesney, 1992; Buford, 1990; Smith, 1990). Knowing what motivates employees and incorporating this knowledge into the reward system will help Extension identify, recruit, employ, train, and retain a productive workforce. Motivating Extension employees requires both managers and employees working together (Buford, 1993). Extension employees must be willing to let managers know what motivates them, and managers must be willing to design reward systems that motivate employees. Survey results, like those presented here, are useful in helping Extension managers determine what motivates employees. If properly designed reward systems are not implemented, however, employees will not be motivated.

- Journal article by D Minbaeva, T Pedersen, I Bjorkman, Cf Fey, Hj Park; Journal of International Business Studies, Vol. 34, 2003

Understanding Employee Motivation, the study examined the ranked importance of motivational factors of employees at The Ohio State University's Piketon Research and Extension Center and Enterprise Center. The hand-delivered descriptive survey addressed ten motivating factors in the context of employee motivation theory. Findings suggest interesting work and good pay are key to higher employee motivation. Carefully designed reward systems that include job enlargement, job enrichment, promotions, internal and external stipends, monetary, and non-monetary compensation should be considered.

- James R. Lindner , Research and Extension Associate
The Ohio State University,
Piketon Research and Extension Center, Piketon, Ohio.
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OBJECTIVES:

Primary Objectives:

1. To know the motivation given to the employees.

2. To learn about need of Motivation among employees.

Secondary Objectives:

1. To understand the purpose and importance of motivation given to the employees.
2. To know what kind of Motivation did employees get from the organization.
3. To identify how Motivation brought up changes with the employees.
4. To provide the practical suggestion for the improvement of employees performance.

SCOPE OF THE STUDY

The main scope of the study to measure the customer satisfaction regarding project delivery and complaints handling. Alternatively the other scope is to give suggestion on quality to retain in the market for longer period of time.

RESEARCH METHODOLOGY

Type of Research

The type of research design used in the project was **Descriptive research**. Because, it helps to describe a particular situation prevailing within a company. Careful design of the descriptive studies was necessary to ensure the complete interpretation of the situation and to ensure minimum bias in the collection of data.

Sampling technique:

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of statistical theory are employed to guide practice. The sampling process includes the five steps:

- Specification of the sampling method for selecting items or events from the frame.
- Determine the sample size.
- Implement the sampling plan.
- Sampling and data collecting.
- Review of the sampling process.

Sample size:

The sample size of a statistical sample is the number of repeated measurements that constitute it. It is typically denoted n , and is a non- negative integer.

The sample size taken for this study is 150 to study the Customer Satisfaction..

Chi-Square Test Analysis:

It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It can be used to determine if categorized data shows dependency or the two classifications are independent.

$$\text{Chi-Square} = \sum (O-E)^2 / E$$

Observed Frequencies

E Expected Frequencies

We require the degrees of freedom for using this test.

$$d.f = (c-1) (r-1)$$

TABLE NO.1

AGE OF THE RESPONDENTS

Age	Percentage
Below 25	35%
26 – 30	38%
31 – 35	15%
36 - 40	12%
Total	100%

INFERENCE:

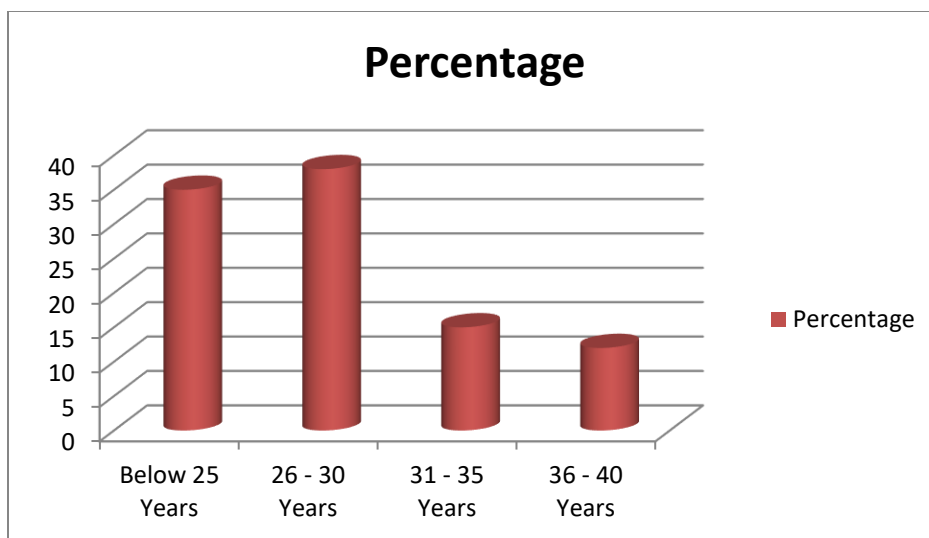
From the above table we infer that,

- 35% of the respondents are in the age group of Below 25 years.
- 38% of the respondents are in the age group of 25 - 30 years
- 15% of the respondents are in the age group of 31 - 35 years and
- 12% of the respondents are in the age group of 36 - 40 years.

Hence, it can be analyzed that most of the respondents (38%) are between the age group of 26 – 30 Years.

CHART NO – 1

AGE OF THE RESPONDENTS



Age wise Respondents

TABLE NO: 2 EDUCATIONAL QUALIFICATION

Educational Qualification	Percentage
Up to Hsc	23%
Diploma	11%
Graduation	54%
Post Graduation	12%
Total	100%

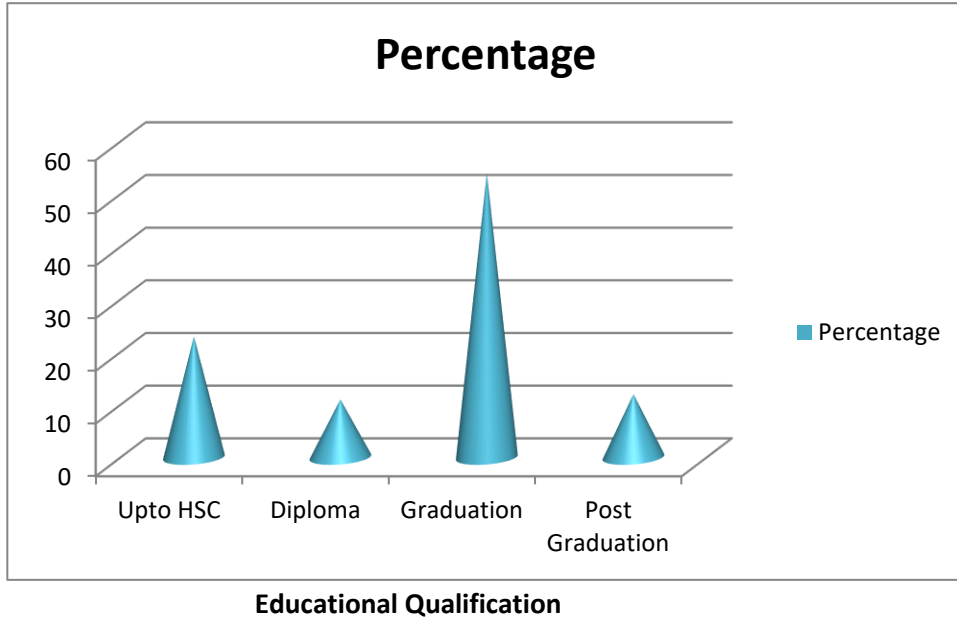
INFERENCE:

From the above table we infer that,

- 23% of the respondents are done up to HSC.
- 11% of the respondents are done Diploma.
- 54% of the respondents are done Graduation and
- 12% of the respondents are done Post Graduation.

Hence, it can be analyzed that most of the respondents (54%) have done Graduation.

CHART NO – 2 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



CHI-SQUARE

To find the level of significance of Age and Motivation brought up many changes in Goodwill Air Freight:

AGE	Motivation brought up many changes in Goodwill Air Freight									
	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	O	E	O	E	O	E	O	E	O	E
Below 25 yrs	0	0	3	3.11	3	3.80	3	2.07	0	0
25 - 30 Yrs	0	0	3	3.46	4	4.23	3	2.30	0	0
31 - 35 Yrs	0	0	2	1.38	2	1.69	0	0.92	0	0
36 - 40 Yrs	0	0	1	1.03	2	1.26	0	0.69	0	0

Hypothesis:

HO : There is no significance association between age and Motivation that brought up many changes in Goodwill Air Freight.

H1 : There is some significance association between age and Motivation that brought up many changes in Goodwill Air Freight.

The observed frequency (O) is the value obtained from the collected data and the expected frequency (E) is calculated using equation

Row total of the cell × Column total of the cell

$$E = \frac{\text{Row total of the cell} \times \text{Column total of the cell}}{\text{Grand total}}$$

Grand total

In the next step the corresponding values of O and E are calculated using the formula in equation

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Result:

d.f = (c-1) (r-1) = (5-1) (4-1)] at 5% level of significance is 21.026.

The calculated value of chi-square is 4.62 and the table value is 21.026 @ 5% level of significance and the degree of freedom is 12.

The calculated value is lesser than the table value, therefore we **accepted null hypothesis (H0)**. Thus, there is no significance association between age and Motivation that brought up many changes in Goodwill Air Freight.

FINDINGS

The following are the findings based on the study conducted at Goodwill Air Freight Limited:

1. 38% of the respondents are under the age group of 25 – 30 Years.
2. 54% of the respondents are Graduates.
3. 38% of the respondents have 1-5 years of experience.
4. 35% of the respondents are Office Assistants.
5. 46% of the respondents agree with the statement that they are motivated at their work place.
6. 54% of the employees expect more fringe benefits.
7. 38% of the respondents agree that monetary motivating has its impact of their work place.
8. 42% of the respondents undecided with the statement motivation that brought up changes in organization.
9. 42% have no idea about the changes that motivation has made in their organization.
10. 42% of the employees are undecided that recommending the company as a satisfactory place to work

SUGGESTIONS

The following are the suggestions for motivating employees:

- 1) Maximum of the employees are not motivated with their workplace. The management should concentrate on motivational aspects such as having good relationship with their higher authorities and with their colleagues.
- 2) The organization can provide some of the fringe benefits such as transport facilities, canteen facilities, etc.,
- 3) Other than the monetary benefits they can motivate the employees by giving promotions, awards for best performance.
- 4) Management should provide good communication based on their motivational training program and the motivational level of employees.
- 5) Listen to employees for their views of problems, which helps to determine the performance issues.

CONCLUSION

The study concludes that, the Employee Motivation in “Goodwill Air Freight” is found effective but not highly effective. The study on employee motivation highlighted so many factors which will help to motivate the employees. The study was conducted among 26 employees and collected information through structured questionnaire. The study helped to findings which were related with employee motivations which are provided in the organization.

By implementing these motivational ways in the department, the manager can expect increase in the turnover, as employees will be recognized for their effort. Lack of reward for their extra effort may reduce the loyalty towards their job and hence they leave the organization. The recruitment team finds it difficult then to find the right type of candidate for the job. Increased number of fresher’s makes lot of money investment for training of these new employees. Thus it becomes essential to retain the potential employee in the organization by implementing the motivational schemes.

Therefore, motivation is inducing others in a specific way towards goals specifically stated by the motivator.

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