

# A Study On Impact Of Motivation With Reference To Maslow's Theory Of Motivation At Sdf Industries Ltd., Pampady

Mr. A. ANAND<sup>1</sup>, Ms. Dr. K. S. SREEJAMOL<sup>2</sup>

<sup>1,2</sup>Dept of Management Studies

<sup>1,2</sup>Jawaharlal College of Engineering & Technology, Ottapalam.,

**Abstract-** This study investigates the various factors influencing laborer motivation within SDF Industries Ltd., a significant player in India's alcohol production sector. The research explores the psychological, social, and economic drivers that impact employee performance and engagement. Rooted in seminal theories such as Maslow's hierarchy of needs, Herzberg's two-factor theory, and McGregor's Theory X and Theory Y, the study aims to provide a comprehensive understanding of laborer motivation. The study highlights the importance of job design, leadership style, organizational culture, rewards and recognition, and work-life balance in motivating employees. It also considers contemporary workplace dynamics, such as remote work and increasing emphasis on employee well-being, to provide relevant insights for improving laborer motivation at SDF Industries Ltd. Through this research, SDF Industries can gain valuable insights into current labor conditions and develop more effective motivation programs, thereby enhancing employee satisfaction, performance, and overall organizational growth. The findings are expected to assist the company in redefining its approach to laborer motivation, ensuring sustainable development in an increasingly competitive market.

**Keywords-** Employee satisfaction, employee wellbeing, employee productivity, labour motivation.

## I. INTRODUCTION

India accounts for the third largest market for alcoholic beverages in the world. The per capita alcohol consumption in India is nearly 5.5 litres which is pretty low

compared to the global average of 6.2 litres. India's liquor industry has been experiencing unprecedented growth in recent years, making it one of the fastest-growing beverage markets globally. The Company was incorporated on 19th April, 1990 as a Public Limited Company, it laid its foundation stone on 12th April, 1992 by P.P George, Minister for Agriculture, Animal Husbandry and Dairy Development, Kerala. The company has started its trial on November 1995 and started its commercial production from 1996 March. The study of laborer motivation is a multifaceted field rooted in psychology, management theory, and organizational behavior, aimed at understanding the drivers of employee engagement, satisfaction, and performance. By leveraging insights from this research, organizations can design more effective strategies to cultivate a motivating work environment that fosters individual growth, organizational success, and employee well-being.

## II. REVIEW OF LITERATURE

**Roos, Van Eeden, 2008,** The prerogative lies with the organization management, in order to extract performance should create an alignment between the organizational and employee goals and objective. It is the organizational behavior represented by the organizational senior management which effects the level motivation and satisfaction through its beliefs, principle and underlying values which are closely followed by organization.

**Kumar and Garg, 2011,** Organizations core potential lies in its motivated and satisfied employees who consistently contribute towards organization goals and objective. Effective HRM system could be a great deal of assistance in keeping employee morale high.

**Hackman and Oldham, 1980,** Urged that organizations have to restructure work to induce intrinsic motivation. Greater skill variety, task identity, and task significance increases the experienced meaningfulness of work, autonomy raises experienced responsibility, and feedback provides knowledge of results.

**III. OBJECTIVES**

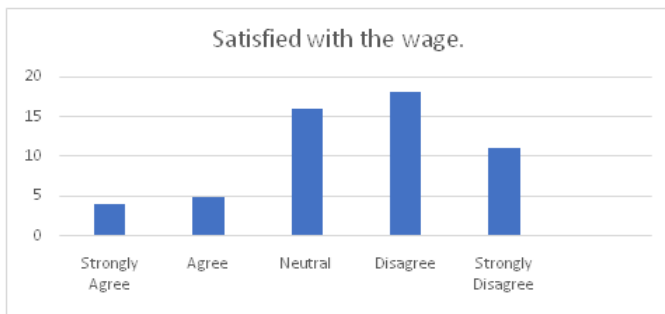
- To investigate how job satisfaction relates to employee motivation.
- To find the factors influencing motivation.
- To provide recommendations for boosting motivation levels.

**IV. RESEARCH METHODOLOGY**

The population of the study consists of 250 labours of SDF industries limited, Pampady. The labours of SDF industries limited, Pampady Were chosen as the population under the project studies. Systematic Random sampling design is used for the study. Questionnaire and Survey were used for data collection.

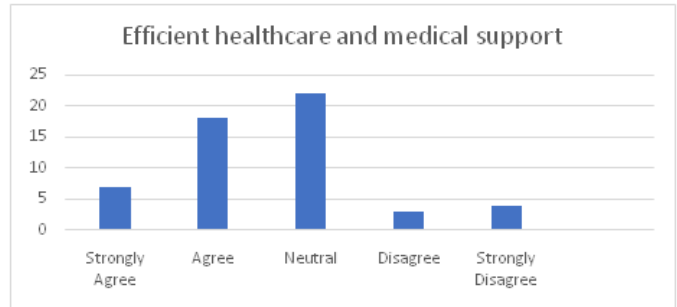
**V. DATA ANALYSIS**

Satisfied with the wage.	No. Of Respondents	Percentage
Strongly Agree	4	7
Agree	5	9
Neutral	16	30
Disagree	18	33
Strongly Disagree	11	20
<b>Total</b>	<b>54</b>	<b>100</b>



From the table 5.1.19 it is been analysed that most of the labours (33%) Disagree with Satisfied with the wage provided whereas 30% of labours are having Neutral feeling and Only 7% of the labours feel Strongly Agree.

Healthcare and medical support	No. Of Respondents	Percentage
Strongly Agree	7	13
Agree	18	33
Neutral	22	41
Disagree	3	6
Strongly Disagree	4	7
<b>Total</b>	<b>54</b>	<b>100</b>



From the table 5.1.14 it is been analysed that most of the labours (41%) having Neutral feeling with the provided Healthcare and medical support whereas 33% of labours are Strongly Agree and Only 7% of the labours feel Highly Disagree.

**PSYCHOLOGICAL NEEDS:**

H0: There is no significant difference in overall satisfaction based on satisfaction with break time, healthcare facilities, working environment, provision of basic necessities, and physical comfort.

H1: There is a significant difference in overall satisfaction based on satisfaction with break time, healthcare facilities, working environment, provision of basic necessities, and physical comfort.

ANOVA: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Rest Time	54	183	3.38888889	0.808176		
Health Care Facilities.	54	187	3.46296296	0.819357		
Good working environment	54	187	3.46296296	1.309923		
Basic things are provided	54	215	3.98148148	1.150594		
Overall satisfaction about SDF industries	54	212	3.92592592	1.315164		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	17.4963	4	4.37407407	4.047659	0.003338	1.966192
Within Groups	286.3704	265	1.080642907			
<b>Total</b>	<b>303.8667</b>	<b>269</b>				

F-Value: 4.04, Degrees of Freedom (Between Groups): 4, Degrees of Freedom (Within Groups): 265, F-Critical (at (alpha = 0.05)): 1.96, P-Value: 0.003, Since the F-value of 4.04 is greater than the F-critical value of 1.96, we reject the null hypothesis.

Hypothesis (H0): There is no association between Gender and perception of a good working environment.

Alternative Hypothesis (H1): There is an association between Gender and perception of a good working environment.

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Male	0	8	10	14	11	43
Female	0	5	4	2	0	11
Total	0	13	14	16	11	54

observed	expected	(o-e) <sup>2</sup>	(o-e) <sup>2</sup> /e
8	10.4	5.5	0.5
10	11.1	1.3	0.1
14	12.7	1.6	0.1
11	8.8	5.0	0.6
5	2.6	5.5	2.1
4	2.9	1.3	0.5
2	3.3	1.6	0.5
0	2.2	5.0	2.2
	54		6.628465

Chi-Square Test

Chi-Square Statistic ((chi<sup>2</sup>): 6.628

Degrees of Freedom (df): 4Degree of freedom =(r-1)(c-1)

P-Value: 0.46

Critical Value (at (alpha = 0.05)): 9.488

Since (chi<sup>2</sup> = 6.628) is less than the critical value of 9.488, and the p-value of 0.46 is greater than 0.05, we accept the null hypothesis. There is no significant association between a good working environment and overall gender of employees. This means that satisfaction levels regarding good working environment are not dependent on gender.

**Null hypothesis (H0):** There is a positive relationship between the Age and Income

**Alternate hypothesis (H1):** There is a negative relationship between the Age and Income

	Age	Income
Age	Pearson correlation Sig (2-tailed) N	1 0.823036257 .000 54
Income	Pearson correlation Sig (2-tailed) N	0.823036257 .000 54

The analysis shows a strong positive correlation (r = 0.823) Age and Income, which is statistically significant (p = 0.000). This suggests that as age of the employees increases, income also tends to increase.

**Null hypothesis (H0):** There is a positive relationship between the Satisfaction with break time and Overall satisfaction about SDF industries

**Alternate hypothesis (H1):** There is a negative relationship between the Satisfaction with break time and Overall satisfaction about SDF industries

	Satisfaction with break time	Overall satisfaction
Satisfaction with break time	Pearson correlation Sig (2-tailed) N	1 -0.51095 .000 54
Overall satisfaction	Pearson correlation Sig (2-tailed) N	-0.51095 .000 54

The analysis shows a strong negative correlation (r = -0.510) Satisfaction with break time and Overall satisfaction about SDF industries, which is statistically significant (p = 0.000), This suggests that as satisfaction with break time increases, overall satisfaction tends to decrease, and vice versa.

**Null hypothesis (H0):** There is a positive relationship between the Health Care Facilities and Overall satisfaction about SDF industries

**Alternate hypothesis (H1):** There is a negative relationship between the Health Care Facilities and Overall satisfaction about SDF industries

	Health care facilities	Overall satisfaction
Health care facilities	Pearson correlation Sig (2-tailed) N	1 0.323296 .000 54
Overall satisfaction	Pearson correlation Sig (2-tailed) N	0.323296 .000 54

The analysis shows a strong positive correlation (r = 0.323) Health Care Facilities and Overall satisfaction about SDF industries, which is statistically significant (p = 0.000), this suggests that as satisfaction with health care facilities increases, overall satisfaction also tends to increase.

## VI. CONCLUSION

In conclusion, the study highlights several key insights regarding employee perceptions within SDF Industries. While a significant proportion of respondents express satisfaction with aspects such as empowerment and fulfillment, there are notable areas for improvement. Addressing concerns related to recognition, safety measures, and wage satisfaction is paramount to fostering a positive work environment and enhancing employee morale. Furthermore, the demographic trend of the majority falling within the 30-39 age group suggests the need for tailored approaches to cater to this cohort's needs and preferences. By implementing targeted strategies to address these findings, SDF Industries can not only enhance employee satisfaction and engagement but also foster a culture of continuous improvement and support, ultimately contributing to organizational success and sustainability. Regular evaluation and adaptation of policies and practices in line with employee feedback will be crucial for driving positive change and maintaining a thriving workplace environment.

## REFERENCES

- [1] To Study the Effect of Employee Motivation on Work Performance Prof. Binu Menon Assistant Professor: Lords Universal College, Goregaon (West).
- [2] Effect of work motivation and job satisfaction on employee performance: Mediating role of employee engagement. *Problems and Perspectives in Management*, 19(3), 162-174. doi:10.21511/ppm.19(3).2021.14.Setyo Riyanto, Endri Endri and Novita Herlisha (2021).
- [3] Job Satisfaction and Employee Motivation among Employees Review Study, Volume 11, Issue 3, July-September, 2023.
- [4] Motivation and Satisfaction of Employees in the Workplace Maja Rožman, Sonja Treven, Vesna Čančer Faculty of Economics and Business, University of Maribor, Maribor, Slovenia, *Business Systems Research* | Vol. 8 No. 2 | 2017.
- [5] The concept of labour motivation of the modern russian scientists n.a.tsareva vsues, Vladivostok A. A. Vlasenko Branch Vguesin the City Of Artem O. I. Ivanuyga Branch Vgues In The City Of Artem.
- [6] Motivation and its impact on labour productivity at hotel business “a conceptual study”.İbrahim Çetin, European University of Lefke, School of Tourism Managementand Information Sciences, Lefke – North Cyprus, [Vol. 2 No. 1 \(2013\): January 2013](#).