

## **Topic: A Study On Employee Motivation On Organization Growth In Printing Industry With Special Reference To Sivakasi**

**By**

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### **Abstract**

The Goal Of The Study Is To Determine How Organizational Growth Affects Employee Motivation In Sivakasi's Printing Sector. Due to The Dynamic Environment of Modern Business, Organizations Must Overcome Numerous Challenges. Employee Motivation Is One Such Issue, Which Is Crucial to The Operation Of Any System And To The Accomplishment Of Any Organization's Objectives. One of These Fields of Study That Has Existed For More Than Three Decades Is Printing, With A Focus On General Printing Technology. 1. Recognizing The Theories And Methods Of Motivation. 2. Determining the Best Strategies For Inspiring Staff Members And How They Connect To The Effectiveness And Prosperity Of The Business. The Survey Was Specially Conducted Among Employees to Determine What Could Be Done To Improve Their Performance, Encouraging Them To Generally Work Harder And Smarter While Enabling Job Completion.

### **Introduction**

Using A Master Form Or Template, Printing Is A Procedure For Creating Text And Images In Large Quantities. The First Printed Non-Paper Items Were Cylinder Seals And Artifacts Like The Cyrus Cylinder And The Cylinders Of Nabonidus. Woodblock Printing, Which First Appeared In China Before 220 Ad, Is The Earliest Type Of Printing That Has Ever Been Done On Paper. Bi Sheng Created Movable Type In 1040 Ad, And Johannes Gutenberg Created The Printing Press In The 15th Century, Two Later Advancements In Printing Technology. The Growth Of The Renaissance And The Scientific Revolution In The Indian Printing Industry Was Significantly Influenced By Printing Press Technology. In Terms Of Escalating Rivalry, It Is One Of The Fastest-Expanding Sectors. One Of Tamil Nadu's Industrial Towns, Sivakasi Is Home To Numerous Fireworks, Matchmaking, And Printing Businesses That Value Talented Laborers As One Of Their Most Valuable Tools For Motivating Their Workforce. Employee Motivation Is Defined As The Enthusiasm, Energy Level, Commitment, And Amount Of Creativity That An Employee Brings To The Organization. It Also Demonstrates How Engaged They Feel In Relation To The Organization's Goals. It Is Derived From The Latin Word "Movere," Which Literally Translates To "Movement." Motivation Is Behavior In Order To Achieve Desired Goals And Results. Because This Will Boost Productivity, Printing Companies View Human Resources As A Strategic Essential For The Sector.

### ***Statement Of The Problem***

Early In The 20th Century, Sivakasi Saw The Beginning Of The Printing Industry. Printing Businesses Were Initially Established Primarily To Meet Local Demand, But As Their Capacity Grew, They Began To Attract Clients From Other Regions Of The Nation. In Sivakasi, A Cluster Of Printing Businesses And Related Businesses Has Developed, Helping To Provide Consumers With High-Quality, Affordable Printing Solutions. More Than 450 Printing Businesses, As Well As Many Match And Fireworks Manufacturers, Can Be Found In Sivakasi. Contrasting With Fireworks And Match Works. The Printing Sector Is A Less Dangerous One. Because Of This, Employers Don't Give A Damn About Their Workers' Working Or Safety Circumstances. Employee Loyalty And Productivity Are Higher In The Modern Business Period If Workers Are Happy In Their Positions. Employee Performance Is Directly Impacted When They Are Not Encouraged And Evaluated. The Purpose Of The Research Project Is To Investigate The Variables That Influence Organizational Development And Employee Motivation.

### **Review Of Literature**

Dr.Ebenezer Kofi Enninful (2015) In His Article “Employee Motivation On Organisation Growth In Printing Industry ” In This Study Stated The Monetary Rewards Can Be Powerful Determined Of Employee Motivation And Achievement.

Dr.S.Swamy Doss (2012) In His Article “ Motivation Practices In The Textile Industry-Study With Special Reference To Madurai District” In This Article, He Discussed That Monetary Incentives Build A Positive Environment And Maintain Job Interest

Subramanian (2021)”An Economic Study Of Printing Industry Entrepreneurs In Sivakasi” The Study Reveals That Most Of Printers Still Continue To Print With Outdated Printing Machinery. It Pointed Out That Lack Of Finance And Insufficient Availability Of Technical Personnel For Implementing The Digital Technology In The Printing Industry And The Problem Faced By These Are Inadequate Availability Of Raw Materials Including Paper. It Is True That The Conventional Printing Industry In Sivakasi Has To Compete With The One Adopting Digital Technology. Therefore Adequate Finance May Be Arranged For The Entrepreneurs Engaged In This Industry

Mareeswaran (2017) “A Study On Hrm Practices Of Employees In Printing Industry In Sivakasi” The Author Suggested In The Article That Every Human Group Requires Management And The History Of Human Beings Is Full Of Organizational Activities. Every Organization Must Evaluate The Prevailing Human Resource Management Thoroughly, Especially The Matters Pertaining To Recruitment, Selection, And Employees’ Welfare Like Working Conditions And Their Socio-Economic Status.

### ***Key Factor Of Employee Motivation***

Employee Motivation Is Important To Company. Motivated Employees Are Dedicated, Work Harder And Produce More. In Other Words, Employee Motivation Improves The Quality Of Work. There Are Two Types Of Motivation

### ***Intrinsic Motivation***

This Originates Internally. The Employee Has The Desire To Perform The Task.

### ***Extrinsic Motivation***

This Kind Of Motivation Is Most Tangible In Nature, External Factors Like Money, Fame, Praise To Motivate The Employees.

### ***Maslow's Theory Of Needs***

#### ***Physiological Needs***

Physiological Requirements Such As Water, Food, Sex, Clothing, And Shelter. Maslow Disagreed That A Person's Drive To Meet These Basic Requirements Is Stronger Than Their Desire To Meet Any Other Kind Of Need. These Physiological Needs Are Frequently Met By The Organization's Pay And Salaries In The Context Of Job Motivation.

#### ***Safety Needs***

Protection From Physical And Emotional Harm, Assurance That One's Physical Requirements Would Be Supplied (Stability), And Lack Of Discomfort Are All Examples Of Safety Needs. Organizations Typically Assist Employees In Meeting These Demands By Providing Security Through Medical Insurance, Unemployment And Retirement Plans, As Well As Other Benefits, As Well As Safety Programmes And Equipment.

#### ***Social Needs***

It Includes The Desire For Companionship, Acceptance, Belongingness, And Love. This Desire For "Belongingness" Usually Gives Way To Social Collaboration Within Work Groups, Where Friends Are Given And Received, On The Job. Not Just In Formally Sanctioned Work Groups, But Also In Unofficial Groupings, Social Requirements Can Be Met.

#### ***Esteem Demands***

Esteem Demands Are Cravings For Status And Influence. A Person Needs To Feel Important And Receive Praise From Others. Earns Promotions, Accolades, And Feedback From The Boss, All Of Which Will Increase One's Sense Of Worth And Self-Importance.

#### ***Self-Actualization***

A Feeling That One's Potential Has Been Realized Is Necessary For Self-Actualization, Which Is Also Known As The Need For Self-Fulfillment. An Individual Can Achieve Self Actualization Inside An Organization By Controlling His Or Her Surroundings, Defining And Fulfilling Goals, Rather Than Through Excessive Advancement (Robins & Coulter 2012, Luthans & Doh 2009 And Mcshane 2000). However, Maslow's 1954 Model Does Not Include "Money," Suggesting That He Does Not View The Need For Money As Being Absolutely Necessary. Nevertheless, In Actuality, "Money Plays A Part At Every Level Of The Model, Which Helps Us See How Monetary Reward Operates As A Means To An End, Rather Than An End In Itself" (Mead & Andrews 2009)

It's Critical To Address A Lot Of Factors In Order To Raise Employees' Motivation, Make Them Feel Content With Their Work, And Generally Improve Their Well-Being In Relation To Their Jobs In Order To Promote Work Effectiveness And Performance (Bogdanova & Naunivska, 2008). A Motivated Individual Is Aware That Certain Objectives Must Be Met In Specific Ways, Depending On How He Or She Organises The Effort To Achieve Those Objectives (Owusu, 2012). Given That They Are Completely Aware Of Its Underlying Assumptions, Motivated People Are The Finest Candidates For The Goals They Are Trying To Accomplish. As A Result, Motivated Employees Have A Strong Potential For Increasing Production (Ali And Ahmed, 2009). One Of The Measures Managers Utilize To Promote Effective Job Performance Is Employee Motivation.

## Objectives Of The Study

The Purpose Of The Study Is To Find Out The Impact Of Various Factors Like Age, Gender, And Educational Qualification, The Objectives Are

1. To Determine The Gender Has Any Impact On Organizational Goals With Motivational Factors.
2. To Analyze The Educational Qualification Plays Role In Organizational Goals Towards Motivational Factors
3. To Understand If An Employee Gets Satisfied With The Present Job.
4. To Analyze If Working Women Get Motivated To Attain Organizational Goals.

## Hypothesis

H0: There Is No Significant Difference Between Female Employees And Male Employees Through Motivation Factors To Attain Organization Goals.

## Research Methodology

### *Research Design*

Analytical Method Is Used For The Purpose Of Conducting The Research. Data Is Gathered From Employees. On The Basis Of The Purpose Of The Study Convenience Sampling Method Is Used.

### *Source Of The Data*

The Proposed Research Requires Both Primary And Secondary Data

### *Primary Data*

Primary Data On Customer Satisfaction With Brand Is Collected Through The Structured Questionnaire.

### *Secondary Data*

The Secondary Data Is Extracted From Different Published Sources As Reports, Magazines, Research Articles, And Websites.

### *Sampling Design*

Around 200 Respondents Are Selected For The Purpose Of The Study. The Components Of The Respondents Includes On A Different Level Of Educational Qualification, Gender, Income Level

## Analysis And Interpretation

To Analyse The Data Collected From The Respondents And To Prove Or Disprove Hypothesis, Statistical Tools And Techniques As Chi-Square Test, Mean Have Been Applied In The Study.

**Table1: Genderanalysis**

Particulars	No Of Respondents	Percentage
Male	118	59
Female	82	41
Total	200	100

Table 1 Indicates That Among The 200 Respondents 82 Are Female And Remaining 118 Were Male

**Table 2: Educational Qualification**

Particulars	No Of Respondents	Percentage
<b>School</b>	<b>110</b>	<b>55</b>
<b>Technical Level</b>	<b>70</b>	<b>35</b>
<b>Under Graduate</b>	<b>20</b>	<b>10</b>
<b>Total</b>	<b>200</b>	<b>100</b>

From the Above Table It Is Considered That Most Of The Respondents Are School Finished And Technical Level

**Table 3: Income Level Of The Respondents**

Particulars	No Of Respondents	Percentage
Up To 6000	122	61
6000 - 70000	58	29
Above 9000	20	10
Total	200	100

Table 3 Indicates That Out Of 200 Respondents 61 Percentage Of The Respondents Have Their Income Level Up To 6000. 29 Percentage Of The Respondents Have Their Income Level Up To 6000 To 7000 And Remaining 10 Percentage Of The Respondent's Income Level Is Above 9000

**Table 4: Employees Motivated By Managers In The Organisation**

Sl.No	Opinion	No Of Respondents	Percentage
1.	Employees Motivated By Verbally	178	89
2.	Not Motivated By The Organisation	22	11
	Total	200	100

Table 4 Explained That Out Of 200 Respondents 89 Percentage Of Employees Are Motivated Verbally And Remaining 22 Percentage Of The Employees Are Having Opinion That They Are Motivated By The Organisation.

**Table:5 Motivational Factors Of Employees On Organisational Growth**

S.No	Factors	Total	Mean	Rank
1.	Opportunities For Promotion	5653	<b>28.27</b>	<b>1</b>
2.	Rewards And Recognitions	5143	<b>25.71</b>	<b>4</b>
3.	Increment Benefits	4369	<b>21.84</b>	<b>7</b>
4.	Lessening In The Work Burden	5561	<b>27.81</b>	<b>2</b>
5.	Recognition	5180	<b>25.90</b>	<b>3</b>
6.	Safety And Welfare	5010	<b>25.05</b>	<b>6</b>
7.	Safety Of Job	5098	<b>25.49</b>	<b>5</b>

From This Table, The Opportunities For Promotion, With The Garret Score Of 5653 Points Ranked First. The Lessening In The Work Burden With The Garret Score 5561 Points Ranked Next And Recognition With The Garret Score 5180 Points Got Third Ranking. The One Of The Motivational Factors Is Rewards And Recognition Have The Score Of 25.71 And Ranked Fourth. The Sixth And Seventh Rankings Were Safety And Welfare Measures And Increment Benefits With The Mean Value Of 25.05 And 21.84. According To The Results, In



The Printing Industry, Opportunities For Promotion And Lessening In The Work Burden Are The Most Motivating Factors For Respondents.

**Table: 6** *Kmo And Bartlett's*

Kaiser-Meyer-Olkin Measure Of Sampling Adequacy		0.826
Bartlett's Test Of Sphericity	Approx. Chi-Square	8.331
	Df	200
	Sig.	0.000

The Value Of Kmo Is 0.826 That Is More Than The Value Of 0.7 And It Helps To Know The Fitness Of Factor Analysis. The Chi-Square Is Valued At 8.331. The Analysis Of Bartlett's Test Of Sphericity Revealed That The Items Taken For That Research Is Equal To Significant 0.000 Which Proves This Study.

**Table: 7** *Kolmogorov Smirnov And Shapiro Wilk*

Unstandardized Residual	Kolmogorov Smirnov			Shapiro Wilk		
	Statistic	Df.	Sig.	Statistic	Df.	Sig.
	<b>0.796</b>	<b>200</b>	<b>0.216</b>	<b>0.852</b>	<b>200</b>	<b>0.946</b>

From This Analysis Both Kolmogorov Smirnov And Shapiro Wilk Relevant Values Are Greater Than 0.05, Indicating That The Regression Model In This Analysis Is Normally Distributed.

**Table:8** *Chi-Square Test*

S.No.	Particulars	Calculated Value	Table Value	Results
1.	Sex And Motivation	36.57	9.523	Significant
2.	Educational Qualification And Motivation	7.25	5.741	Significant
3.	Income Level And Motivation	0.43	5.265	Not Significant
4.	Employees Motivated By Managers And Motivation	0.74	5.268	Significant

The Chi-Square Test Was Used To Analyse The Opinions Of Workers About Motivation Practises In The Printing Industry. According To The Test Calculations, There Is A Substantial Relationship Between Employee Satisfaction And Age, Education, And Experience. Employee Satisfaction With The Incentive Strategies Used In Sivakasi's Printing Industries. In Addition, The Calculation Shows That There Is No Link Between Respondents' Sex, Marital Status, Or Income And Their Level Of Happiness.

## Hypothesis Testing

Ho: There Is No Significant Relationship Between Female Employees And Male Employees Through Motivational Factors To Attain Organisational Goals.

Degree Of Freedom	Tabulated Value	Calculated Value	Result
1	3.841	21.77	Rejected

The Calculated Value Is Greater Than The Tabulated Value So The Null Hypothesis Is Rejected And The Alternative Hypothesis Is Accepted. So There Is A Significant Relationship Between Women Employees And Men Employees In The Organization

## **Findings Of The Study**

1. Female Employees Are Equally Motivated In The Organization To Attain The Goals
2. Most Of The Employees In The Organization Has Educated Up To The School Level
3. Many Employees In The Organization Are Satisfied By The Verbal Motivation

## **Suggestions**

1. The Organization Has Taken Speedy Action When The Employees Feel The Sense Of Demotivated Exists. The Managers In The Organization Has To Review The Employee Performance Periodically And Motivate Them Either In The Kind Or Cash.
2. The Organization Has To Provide The Necessary Facility For Employees To Work Freely And Stress-Free.

## **Conclusion**

Human Resources Management Plays A Key Role In Every Organization. Motivation Is Not An Easy Task For The Printing Industry. Employees In The Organization Are Considered An Asset And They Have To Be Treated And Motivated In Aspects Like Providing Welfare Measures, Safety Measures, Bonuses, Incentives, And Many Internal Facilities And External Facilities And Make A Happy Workplace. Once They Are Satisfied, They Will Be Loyal To The Organizational Goals.

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