

Effectiveness of Motivations of Employees in Hyundai Motor India Limited Chennai

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Abstract

The core responsibility of management is the effective utilization of human resources for achievements of organizational objectives. The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. In addition to this, the strong needs in a direction that is satisfying to the latent needs in employees and harness. Make the employee in a manner that would be functional for the organization. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the will to work" among the subordinates.

It confers that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees to follow them. Hence this studies also focusing on the employee motivation among the employees of Hewitt Associates. The data needed for the study has been collected from the employees through questionnaires and through direct interviews. Analysis and interpretation has been done by using the statistical tools and data's are presented through tables and charts.

Keywords: Motivation, Employee, Achievement

Introduction

The important task before every manager is to secure optimum performance from each of his subordinates. The performance of the subordinate, in turn, is determined by his ability to work and the extent to which he is motivated.

Motivation is the process of inducing and instigating the subordinates to put in their best. Motivation is influenced significantly by the needs of a person and the extent to which these have been fulfilled. To motivate the subordinates, the manager must, therefore, understand their needs.

The term 'motivation' has been derived from the word 'motive'. Motive is the urge, need, want or desire that induces a person to work.

About The Company

The Hyundai Motor India Limited is one, if not the most dynamic automobile producer in any developing country. This is remarkable considering that the company is closing in on 40 Years of existence. To outline its history one must also look into the life and times of its founder Chung Ju Yung. It cannot be told without outlining the founders rise from the rice fields of Korea to the circumstances that led him to acquire the knowledge and determination that led to the creation of one of the fastest growing family owned businesses into a global competitor. He created it and transformed it from a mere assembler of Ford models to a designer and exporter of its own cars and engines in less than for decades. It has already become a major global player with plants and dealerships that span six continents. The company is one of the largest and the most diversified business organizations with 45 affiliated domestic companies and 254 overseas companies in nearly 200 countries. The Hyundai Motor India Limited is but one which the Group is active in such as shipbuilding, steels, petrochemicals, heavy machinery, aerospace, electronics and financial services.

Scope of the Study:

1. The study helps the company to know whether the motivations undertaken are strongly accepted and also to know the lacking in the employee motivation.
2. The finding of this study helps the company to implement the expectations from the employees.

Objective of the Study:

Primary Objectives:

To identify the motivational factors for the employees in “Hyundai Motor India Limited”

Secondary Objectives:

1. To find out the factors that influence the employee’s motivation provided by an organization.
2. To identify the significance of motivation that has an impact on productivity.
3. To identify the factors which bring high level of satisfaction

Review of Literature:

Young (2000, p1) suggest that motivation can be defined in a variety of ways, depending on who you ask .Ask someone on the street, you may get a response like “it’s what drives us” or it’s what make us do the things we do.” Therefore motivation is the force within an individual that account for the level, direction, and persistence of effort expended at work.”

Stephen P. Robbins (2001) explains Motivation is a general inspirational process which gets the members of the team to pull their weight effectively, to give their loyalty to the group, to carry out properly the tasks that they accepted and generally to play an effective part in the job that group has undertaken. Motivation means a process of stimulating people to action to accomplish desired goals.

Research Methodology:

Research design: A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Sources of data

Primary data: The Primary data was collected using structured questionnaire on “A Study on Effectiveness of Employees motivation in Hyundai Motor India Ltd.” from the employees of the organization.

Secondary data: Secondary sources of information are summaries of information gathered from translations, summaries and review of research abstracts, guide books, internet and other publications regarding the company & industry processes.

Research instrument: The **Likert scale** is designed to examine how strongly the respondents agree or disagree with statements relating to the attitude or object on a 5-point scale.

Scales Scores

SCALES	SCORES
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Agree	1

Sample design: A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sampling design, this deals with the method of selecting items to be observed for the given study. The researcher conducted field survey and used questionnaire as the instrument for collecting data.

Sampling unit: A decision has to be taken concerning a sampling unit before selecting sample. Employees of Hyundai India Pvt. Ltd. are taken as sampling unit as the study was conducted only at Hyundai India Pvt. Ltd.

Sample size and Populations: Nearly 68,000 employees are working in Hyundai Motor India Limited Chennai. Out of which we have consider 120 respondents for our study. Since these members are actively involved in this particular’s project [Training and development, Gds cell, Human resource department]. Responses of 100 employees are meeting our questionnaire expectation. So we have taken the sample size of our project to be 100. Since out of those three departments we have randomly chosen 120 employees for our project. So, random sampling method has been used in this study.

Data Analysis: Correlations is based on relationship between training and development and human resource department. Chi- square test is based on a relationship between the experience and the salary. One way anova is based on a significant difference between experience and welfare schemes.

Correlations

	TRAINING AND DEVELOPMENT	HUMAN DEPARTMENT
Spearman's rho	1.000	.285**
TRAINING AND DEVELOPMENT		
Correlation Coefficient		
Sig.(2tailed)	.004	.004
N	100	100
HUMAN DEPARTMENT	.285**	1.000
Correlation Coefficient		
Sig. (2-tailed)	.004	.004
N	100	100

** . Correlation is significant at the 0.01 level (2tailed).

Inference:

This means that there is a strong relationship between two variables. This means that changes in one variable are strongly correlated with changes in the second variable. In our example, Pearson’s r is 0.285. This number is very close to 1. For this reason, we can conclude that there is a positive relationship between training and development and human resource department.

Chi-Square Test

H0: There is a relationship between the experience and the salary

H1: There is no relationship between the experience and the salary

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
EXPERIENCE	100	1.5400	.77094	1.00	4.00
SALARY	100	3.3400	1.27303	1.00	5.00

Chi-Square Test

Frequencies

EXPERIENCE

	Observed N	Expected N	Residual
0-5	60	25.0	35.0
6-10	29	25.0	4.0
11-15	8	25.0	-17.0
16-20	3	25.0	-22.0
Total	100		

SALARY

	Observed N	Expected N	Residual
STRONGLY DISAGREE	13	20.0	-7.0
DISAGREE	12	20.0	-8.0
NEUTRAL	21	20.0	1.0
AGREE	36	20.0	16.0
STRONGLY AGREE	18	20.0	-2.0
Total	100		

Test Statistics

	EXPERIENCE	SALARY
Chi-Square	80.560 ^a	18.700 ^b
df	3	4
Asymp. Sig.	.000	.001

0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.

0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.

Inference:

We can conclude there is no relationship between the experience and the employee’s salary. Hence it is accepted.

ANOVA

Null Hypothesis: There is no significant difference between experience and welfare schemes.

Alternate Hypothesis: There is a significant difference between experience and welfare schemes

Descriptive

EXPERIENCE	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
STRONGLY DISAGREE	18	1.8333	1.09813	.25883	1.2872	2.3794	1.00	4.00
DISAGREE	11	1.5455	.68755	.20730	1.0836	2.0074	1.00	3.00
NEUTRAL	17	1.4118	.50730	.12304	1.1509	1.6726	1.00	2.00
AGREE	32	1.2812	.52267	.09240	1.0928	1.4697	1.00	3.00
STRONGLY AGREE	22	1.7727	.86914	.18530	1.3874	2.1581	1.00	4.00
Total	100	1.5400	.77094	.07709	1.3870	1.6930	1.00	4.00

**Test of Homogeneity of Variances
EXPERIENCE**

Levene Statistic	df1	df2	Sig.
5.820	4	95	.000

ANOVA

EXPERIENCE	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.163	4	1.291	2.284	.066
Within Groups	53.677	95	.565		
Total	58.840	99			

Robust Tests of Equality of Means

EXPERIENCE	Statistic^s	df1	df2	Sig.
Welch	2.082	4	37.291	.103

a. Asymptotically F distributed.

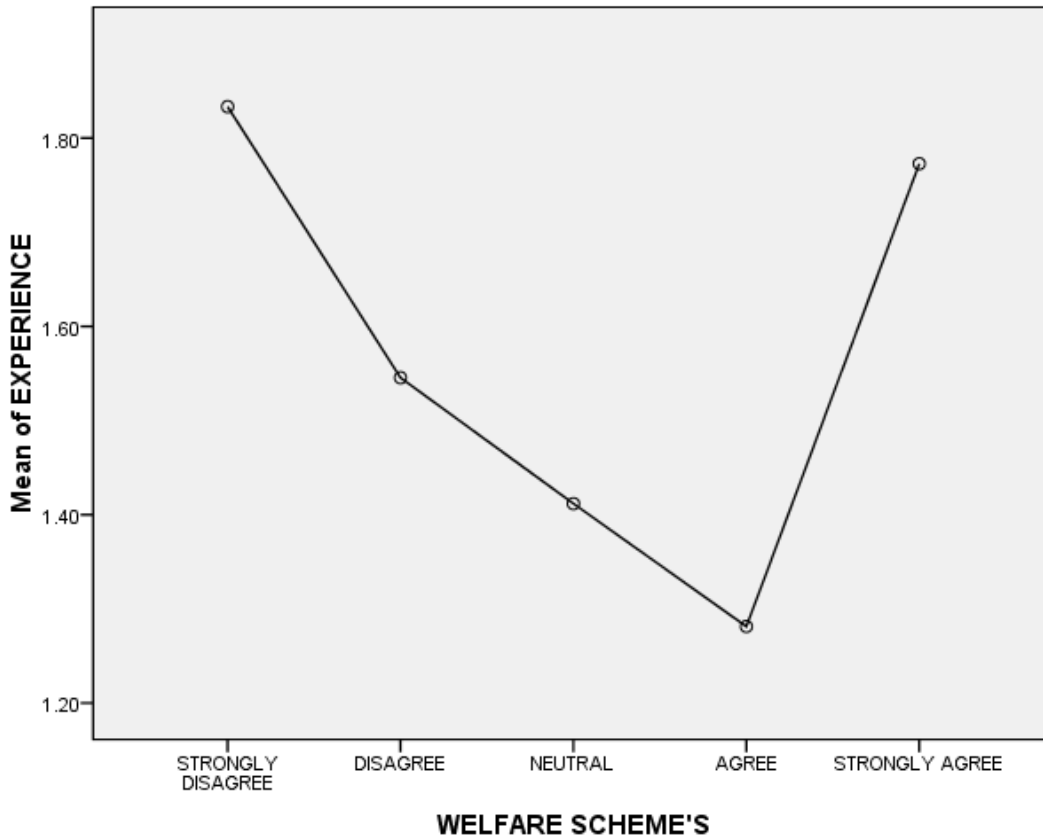
EXPERIENCE

		N	Subset for alpha = 0.05
WELFARESCHES			1
Tukey HSD^a	AGREE	32	1.2812
	NEUTRAL	17	1.4118
	DISAGREE	11	1.5455
	STRONGLY AGREE	22	1.7727
	STRONGLY DISAGREE	18	1.8333
	Sig.		.194
Tukey B^a	AGREE	32	1.2812
	NEUTRAL	17	1.4118
	DISAGREE	11	1.5455
	STRONGLY AGREE	22	1.7727
	STRONGLY DISAGREE	18	1.8333

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 17.731.

Means Plots



Inference:

The test indicated that there are differences among the experience and welfare schemes. Hence it is rejected.

Limitation: The study has been carried out with the assumption that the responses from the workers are real.

The study was conducted only for a short period of time. Most of the employees didn't come forward to give opinion about the management. Hence it doesn't provide them to derive a concrete solution.

Findings: Almost all the employees have given a good feedback on the process of achieving their aims and objectives of the organization.

All the employees have agreed that they are given maximum freedom to do their job. A good feedback is given about the first aid facilities available in the organization. Performance level of the employees has increased greatly due to the organization motivations.

Suggestions: Relationship between employees and employer needs to be improved. The management should pay more attention for the employee's involvement in decision making.

The organization should take measure to improve promotional opportunities.

Conclusion:

The study helped to find motivational programmes which are conducted in the organization.

The employees are properly motivated they work efficiently and effectively in the organization.

The employees are highly motivated in all the areas contributing towards the motivation except for a few factors like requirement of the on- the job training, grievances redresses procedure, non- financial motivators and canteen facilities.

To conclude, HIGHLY MOTIVATED EMPLOYEE IS AN ASSET FOR THE ORGANISATION.

Books Referred:

- **Stephen P. Robbins**, Organization Behavior, Twelfth Edition, Pg. 184.
- **P C Tripathi**, Principles of Management, Fourth Edition, Pg. 255.
- **L M Prasad**, Organizational Behaviour, Third Edition, Pg. 144
- **Kothari.C.R.** Research Methodology, New Age international Publishers, 2nd Edition.