



A study on motivational needs of employees in departmental stores with special reference to Coimbatore city

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Abstract

The study on motivational needs of employees in departmental stores with special reference to Coimbatore city is based on Maslow's theory of motivation. The study is based on primary data. The data was collected from 253 respondents. The factors influencing motivational level are physiological need, social needs, security needs, esteem and self-actualization needs. The study uses percentage analysis, chi square and weighted average to find out the factors influencing level of motivation among employees working in departmental stores.

Keywords: employees, departmental stores, Coimbatore city

Introduction

Motivational Theories

There are various motivational theories which are followed to calculate the job satisfaction. The following are the essential theories relating to job satisfaction.

Maslow's Need Hierarchy

The behavior of an individual at a particular moment is usually determined by his strongest need. Psychologist's claim that need is to have a certain priority. If the basic needs are not met, efforts to satisfy the higher needs are postponed. A.H. Maslow has provided the following classification of human needs:

i) Physiological Needs

Physiological needs consist of, need for food, drinking, clothing, shelter, rest and other similar basic necessities. These needs are called basic needs, as these needs are general to all individuals. Again, these needs are also called survival needs; as the fulfillment of these needs is essential for the survival or existence of all human beings. Until these needs are satisfied to the degree needed for the efficient operation of the body, the superior part of a person's activities will probably be at this level, and the other levels will provide him with little motivation.

ii) Security Needs

Security or safety needs could be subdivided into three types; as shown by the following security needs

- a. Economic Security needs
- b. Physical Security needs
- c. Social security needs

a. Economic Security Needs

A man wants economic security that is a guarantee about the execution of basic needs, on a continuous or permanent basis.

In this way, these needs are just an extension of basic needs.

b. Physical Security Needs

These needs include protection against fire, accidents (including industrial accidents) terrorism and other type of physical dangers.

c. Social Security Needs

These include a need for security in old age, state of illness or permanent incapacity to work caused by some disablement.

iii) Social Needs

After the first two needs are satisfied, social needs become important in the need hierarchy. Since man is a social being, social needs become significance for all those, who live in societies and work in the company of others. When social needs become foremost, a person will strive for meaningful relations with others. These needs include need for love and affection, a sense of belonging to the work group, acceptance by the work group and so on.

iv) Esteem Needs

Ego or esteem needs are concerned with self-respect, self-confidence, a feeling of personal worth, feeling of being unique, and gratitude. Satisfaction of these needs produces feelings of self-confidence, status, power, and control. The satisfactions of esteem need are not always obtained through mature or adaptive behavior. It is sometimes generated by disruptive and irresponsible actions.

v) Self-actualization needs

Self-realization is the need to maximize one's potential, whatever it may be. This is related with the development of intrinsic capabilities which lead people to look for situations that can make use of their potential. This includes competence which implies control over environmental factors, both

physical and social, and achievement. In simple words, these needs reproduce a wish to become what one is capable of becoming.

Review of literature

1. Vinay Chaitanya Ganta (2014) ^[1] studied that employee motivation has always been a central problem for leaders and managers. Unmotivated employees are likely to spend little or no effort in their jobs, avoid the workplace as much as possible, exit the organization if given the opportunity and produce low quality work. On the other hand, employees who feel motivated to work are likely to be persistent, creative and productive, turning out high quality work that they willingly undertake. When looked upon the first time, the link between employee motivation and performance seems to be quite obvious. That's because every time when we deem a task to be important and valuable to us, we act with a high level of dedication and enthusiasm to its completion. However, the relationship between these two things is in fact a lot more complex.
2. Maria C. Osteraker (1999) ^[2] describes that motivation constitutes a central element when going through the process of human learning. If the organization does not possess the ability to motivate its employees, the knowledge within the organization is not practically used to a maximum. Theories of motivation based on needs, which exist to be used as guidance for management in order to determine motivational factors that contribute to a manner desirable to managers, have been criticized (e.g. Maccoby, 1988; Yankelowich and Immerwahr, 1986; Carr and Pihlanto, 1996). This is because of their insufficient ability to take into consideration the uniqueness of the employees and the specific surroundings in which the organization operates. We have more than enough theories of motivation and more than enough data on motivational phenomena. What is needed is a new synthesis of both theory and data.
3. Nitin Nohria, Boris Groysberg, and Linda-Eling (2008) ^[3] Lee reveal that managers attempting to boost motivation should take note. It's hard to argue with the accepted wisdom—backed by empirical evidence—that a motivated workforce means better corporate performance. His model posits that employee motivation is influenced by a complex system of managerial and organizational factors. If we take as a given that a motivated workforce can boost company performance, then the insights into human behavior that our article has laid out will help companies and executives get the best out of employees by fulfilling their most fundamental needs.
4. Suzanne G. Benson and Stephen P. Dundis (2003) ^[4] applied Maslow's Hierarchy of Needs Model to the challenges of understanding and motivating employees in a rapidly changing health care industry. This paper offered a new perspective related to how Maslow's Model, as used in business/organizational settings, can be directly related to current workforce concerns: the need for security and freedom from stress, social belongingness, self-esteem, self-actualization, altered work/social environments, and new opportunities for learning and self-definition. The

Maslow model provides a means for understanding these challenges in terms of universal individual needs. If leaders, those that have the ability to influence the lives of workers, take into consideration the needs of the individual, the new technology that provides challenges and opportunities for meeting those needs, and provides the training to meet both sets of needs, enhanced employee motivation and commitment is possible.

Objectives of the study

- To know the socio – economic profile of the respondents
- To study the factors influencing employees level of motivation

Research Methodology

Research methodology is a way to systematically solve the research problem. From the research design the researcher selected the Descriptive design for the study. The study was conducted in Departmental stores in Coimbatore city which have employees above 35. Period of the study covers one year. (November 2016- November 2017). Present research is based on primary data as well as secondary data. The sample size selected for the study is 253 respondents. The study is based on Stratified Random Sampling.

Tools for analysis

The following tools are used for the study,

- Simple Percentage
- Chi – square
- Weighted average

Simple Percentage

Table 1: Distribution of the respondents by their gender

Gender	No. of respondents	Percentage
Male	123	48.6%
Female	130	51.4%
Total	253	100%

Majority (51.4%) of the respondents are female

Table 2: Distribution of the respondents by their age

Age	No. of respondents	Percentage
Below 21 years	70	27.7%
21 – 35 years	122	48.2%
35 – 45 years	45	17.8%
Above 45 years	16	6.3%
Total	253	100%

Majority (48.2%) of the respondents are between the age group of 21-35 years

Table 3: Distribution of the respondents by their educational qualification

Education	No. of respondents	Percentage
Up to 8 th Standard	17	6.7%
SSLC	73	28.9%
HSC	96	37.9%
Graduate	67	26.5%
Total	253	100%

Majority (37.9%) of the respondents have Higher Secondary level education

Table 4: Distribution of the respondents by their family size

No. of members	No. of respondents	Percentage
Below 4 members	99	39.1%
4 – 6 members	121	47.8%
Above 6 members	33	13%
Total	253	100%

Majority (47.8%) of the respondents are having 4 – 6 members in their family

Table 5: Distribution of the respondents by their type of employment

Type of employment	No. of respondents	Percentage
Part time	40	15.8%
Regular	213	84.2%
Total	253	100%

Majority (84.2%) of the respondents are full time employees

Table 6: Distribution of the respondents by their salary (per month)

Salary (per month)	No. of respondents	Percentage
Below Rs.10000	110	43.5%
Rs.10000 - Rs.15000	92	36.5%
Rs.15001 - Rs.20000	42	16.6%
Above Rs. 20000	9	3.6%
Total	253	100%

Majority (43.5%) of the respondents are earning below Rs.10000 as monthly income

CHI- SQUARE

H₀ – There is no significant relationship between gender and

Weighted Average

Table 8: Level of motivational needs

S. No	Factors	SA	A	N	DA	SDA	Sum	Mean	Rank
1	Physiological needs	60 (24)	111 (44)	27 (11)	12 (5)	12 (5)	861	3.403	2
2	Safety needs	83 (33)	83 (33)	62 (25)	50 (20)	26 (10)	1059	4.186	1
3	Belongingness need	29 (12)	73 (29)	70 (28)	51 (20)	30 (12)	779	3.079	4
4	Security needs	32 (13)	95 (38)	50 (20)	55 (22)	21 (8)	821	3.245	3
5	Self needs	36 (14)	66 (26)	58 (23)	60 (24)	33 (13)	771	3.047	5

Interpretation

From the above table it is clear that the mean score of 4.186 of respondents agree with the safety needs which was the reason for motivation for the employees to work in the organization and it was ranked first. Similarly, the mean score of 3.403 of respondents agree with the physiological needs which was the motivation provided in the departmental stores and it was ranked second. Consequently, the mean score of 3.245 of respondents agree with the security needs in the departmental stores and it was given third rank. The mean score of 3.079 of respondents agree with the belongingness need, which was the reason for motivation provided in the departmental stores and it was ranked as fourth. Similarly, the mean score of 3.047 of respondents agree with the self-actualization needs motivated to them and it was given fifth rank.

belongingness need of the respondents.

H₁ – There is a significant relationship between gender and belongingness need of the respondents.

Table 7: Comparison between gender and social needs Hypothesis

Factor	Chi – square value	Df	Sig. Value
Pearson Chi – square	1.870	4	0.760

Level of significance: 5%

Interpretation

The above chi – square table shows that the calculated chi – square value is 1.870 and the degree of freedom is 4. It is concluded that the significant value (0.760) is greater than 0.05. Thus, the null hypothesis is accepted and the alternative hypothesis is rejected.

Therefore, there is no significant relationship between gender and social need of the respondents.

Conclusion

Motivation is the reason for people's actions, desires, and needs. Motivation is also one's direction to behavior, or what causes a person to want to repeat a behavior. Employee motivation is an essential force shaped and maintained by a set of highly individualistic factors that may change from time to time, depending on the particular needs and motives of an employee. By motivating the employees in departmental stores through their needs, the employees will get satisfied and feel secured in their job.

References

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