



Relationship Between Employee Motivation And Performance Of The Employees Working In Retail Sector In Jaipur

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Abstract: The success and the failure of any business as a matter of fact depend largely on the employees: thus human resources are very essential to the organization as they are the key to prosperity, productivity and performance. How employees are perceived, treated and how they feel about themselves and ultimately their output directly and indirectly has an impact on their performance and development of the organization. De motivated employees under no circumstances will churn out decreased performance. The aim of this study is to find the effect of motivation on the performance of the employees in the banks. Probability sampling techniques have been used in the study. Data obtained through survey was further analyzed through Bar Diagram, Pie Charts and Graphs. Sample Size was 100 employees of private sector bank. Convenience Sampling has been used in the study. The study revealed that indeed there is a relationship between performance and Motivation of employees and aside the known fact that money is the key amongst the motivational factor to employees, it was realized that employees becoming gradually becoming particular about trust, respect and high expectation, recognition and appreciation and good working environment. The study therefore concluded that greater strides to be made to motivate all staff to enhance performance. It has been suggested that management attaches more importance to the issues of employee Motivation to make the bank survive among its competitors.

Key Words: - Motivation, Performance of Employees, Retail Sector, Relationship

I. INTRODUCTION

The success of any business or organization as a matter of fact depends largely on the motivation of employees. Human Resources are essential to the performance, productivity and prosperity of any company. Motivation is the key to creating and enabling environment where optimal performance is possible. This leads to the question how then do we ensure that

the individual motivation is at its peak within the organization or workplace? Every employee has his or her own sets of motivation and personal Incentives that ginger him or her to work hard. Some are motivated by the recognition while others are motivated by the Cash Incentives. The key to promoting that motivation as an employer is Incentives. (MC, COY, 2000) Employee Incentive programmers go long way towards ensuring employees feel appreciated cared for and deemed worthwhile. This can go a long way to help with employee motivation across the board. The greatest thing about motivation is that it is individualized as such programmes are tailored to suit the needs and wants of employees. Motivation does not only encourage productive performance but also shows employees but also shows employees how much the company cares. The most Vital Impact of employee motivation is that of increased productivity or performance. Employee Motivation promotes work place harmony and increased employee performance. It is a key to long term benefits for the company. Motivated employees means Staff Retention and company Loyalty which in short run will give birth to growth and development of business (Ryan, 2011) .The employee Motivation refers to the growth, development and success of any business entity is it small or big. Employee Motivation is very essential for the growth, development and success of any business entity is it small or big. In the workplace human resources are the most valued and cherished resources. Motivated employees are productive, happy and highly committed to their job. The spin of this will reduced in high Turnover, results driven employees, loyalty and harmony.



At present motivation is being practiced by all the organizations as they it as important in their work settings .Managers believe that continued success of their business depends on being able to attract and retain staff, therefore there is urgent need to adopt it. Thus Motivation refers to the forces within or beyond a person that arouse and sustain their commitment to a course of action (Boddy; 2008)

According to Robbins and Decanzo (2008) Motivation is the willingness to exert high level of efforts to reach organizational goals, conditioned by the efforts and the ability to satisfy. Motivation is the function of three elements efforts, organizational Goals and Needs.

Employee performance depends upon following factors like performance Appraisal, employee Motivation, Employee Satisfaction and Compensation, training and development, Job Security, Organizational Structure.

According to Maslow, Individuals attain the next hierarchy of needs after the first one have been achieved. Senior Managers are not much motivated extrinsically by money and other physiological needs ,but are well motivated intrinsically through self Esteem and Self Actualization and by doing so if their ideas are well transformed into performance they feel more motivated. It is well accepted that the success of any organization depends upon the effective utilization of the resources and the efforts of all the workers in the organization .Managers are responsible for creating an environment that is conducive for improved performance so as to induce right behavior from employees in the organization .For employees to be highly motivated the manager must ensure that the working condition must be adequate, the welfare package must be attractive to the employees (Akanbi,2002). The performance of an organization is jointly determined by the employees and their willingness to put their best (Feldman and Arnold; 1983).Willingness and Ability are important, since it implies that beyond a certain level lack of ability cannot be compensated for willingness to high motivation and conversely lack of willingness cannot be compensated for employee's ability to high level of performance .Willingness and ability are necessary components for effective performance.

II. RESEARCH METHODOLOGY

Objective of the study

- 1) To investigate the relationship between Motivation and Performance with regard to the employees in Retail sector
- 2) To find out type of training given to the employees in increasing their performance in retail sector.

Sample size: - 100 employees of Retail Stores

Sampling: - Convenience Sampling

III. SCOPE OF THE STUDY

The study focuses on the factors came in motivating the employees and the challenges faced by the bank in motivating the employees so that it has positive effects on their performance. In private sector Bank there is lot of work load and lot pressure on the employees to complete the target so that bank can achieve profit in the long run. So there is need to motivate employees through giving incentives and increase in salary as well by giving bonus. It has to be seen that only financial benefits are the only source that motivates employees or non Financial Benefits also motivates the employees to do work so that their performance can increase.

IV. LIMITATION OF STUDY

The study was limited to questionnaire and Interview. In data collection, employees are not able to respond easily because they don't have time to fill the questionnaire .Due to the workload and long working hours in the bank, the researcher could not have all the respondents responding to the questions asked specially staff.

V. SIGNIFICANCE OF THE STUDY

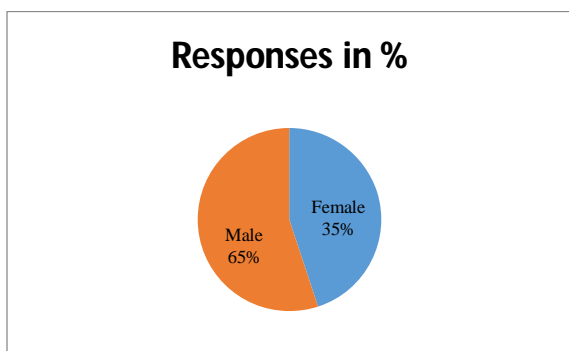
The findings of the study will not only be beneficial to the workers in the bank but also to the every branch of the employees of the bank. Thus it will be beneficial to the individual level as well as Institutional Level



Data Analysis

D) Demographic Profile

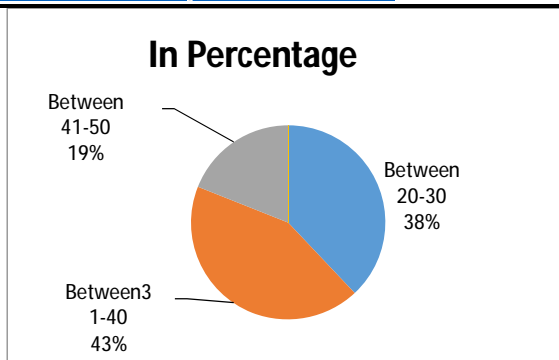
S.N.O	Options	Responses in %
1	Male	65%
2	Female	35%
	Total	100



Interpretation: - It has been found from the study that the employees who gave the response of the question in that most of the employees were male as compared to female employees working in the retail sector.

Q2) Age of Respondents

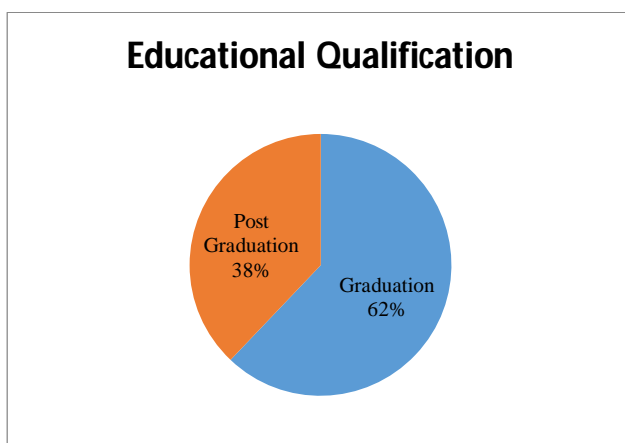
S.N.O	Age	Frequency	Scores in %
1	Between 20-30	37	38
2	Between 31-40	42	43
3	Between 41-50	18	19
4	Above 51 years		
5	Total	97	100



Interpretation:- The employees working in the bank are in age of 31-40 years and 38% employees work in bank are between the age of 20-30 Years. The respondents who gave the responses of the questionnaire were mostly between the age of 31-40 years and fewer responses came from the employees between the ages of 41-50 years

Q3) Educational Qualification

S.N.O	Educational Qualification	Frequency	Responses in %
1)	graduation	52	54
2)	Post Graduation	45	33
		97	100

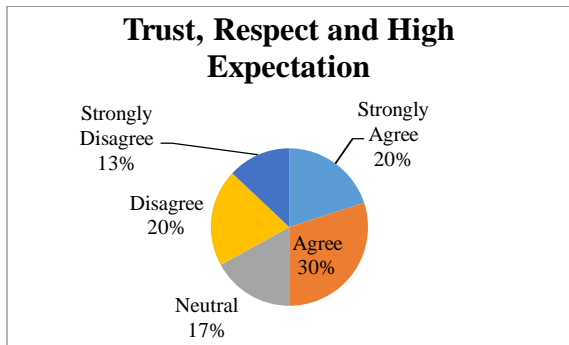


Interpretation: - It has been found that in the retail sector most of the employees were post graduate while some were graduate employees



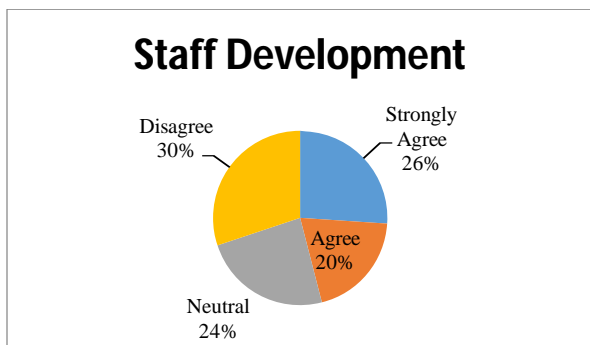
II) Forms of Motivation

Q1) Trust, respect and high expectation from employees in the retail sector



Interpretation: - It has been found from the study that 20% employees strongly agree that trust respect and High Expectation gives motivation to the employees to perform well while 30% strongly agree with the same only 13% strongly disagree

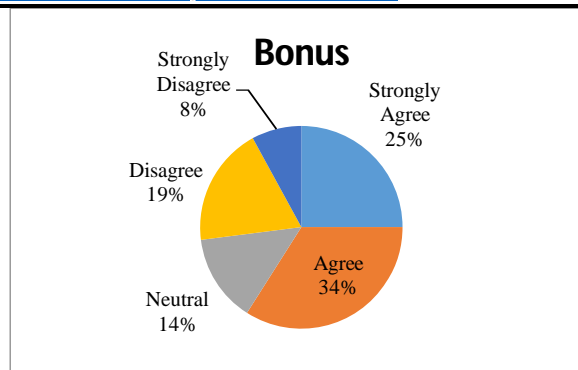
Q2) Staff Development



Interpretation:- It has been found that 26% employees gave Strongly Agree response the staff development is the important form of motivation.20% Strongly Agree with the same because every worker craves for this need thus being able to realize self objectives in his life and continuous self development to facilitate the process of becoming the entire person is capable of becoming . 30% disagree with the same

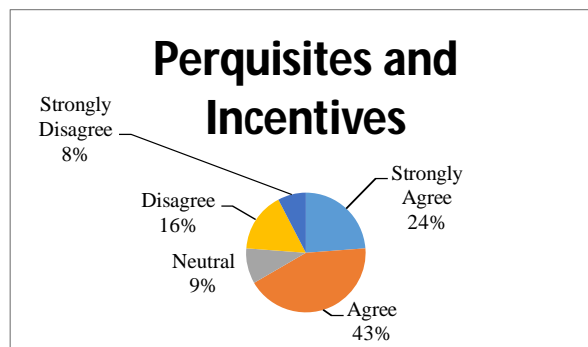
[1.]

Q3) Bonus



Interpretation: - It has been found that 25% employees Strongly Agree that Bonus increases the performance of employees and gives motivation to employees to work better. 34% agree with the same, 19% Disagree with the same .It has been found that the Bonus is an extra payment above the salary usually given as incentive. They worked for bonus. In Retail Sector money comes in between when things are hard to speak, giving employees a relief.

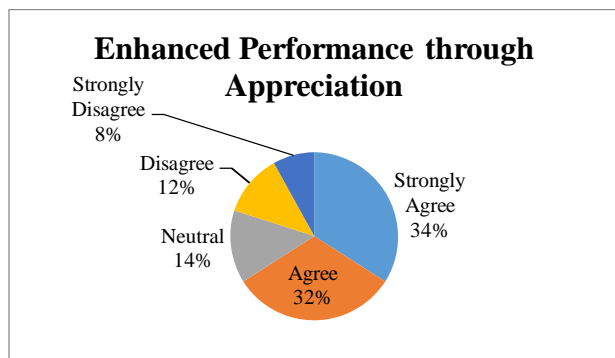
Q4) Perquisites and Benefits



Interpretation: - It has been found that employees strongly agree that Perquisites and Incentives increases employee motivation, 43% Agree that perquisites and Incentives give Motivation to employees while 16% Disagree that perquisites and Incentives does not give Motivation to employees so that their performance can increase.

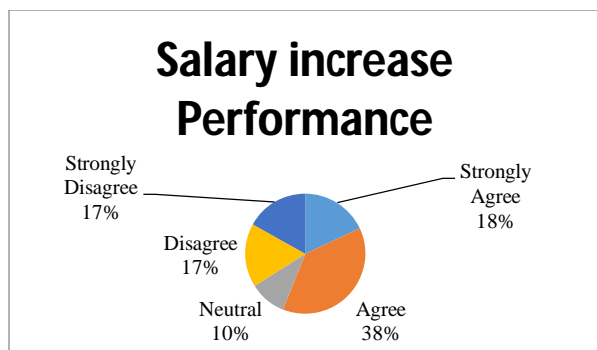


Q5) Enhanced performance through Recognition and Appreciation



Interpretation:- It has been found from the study 34% respondents are strongly Agree that employees get appreciation in their work, 14% gave neutral response, 12% Disagree with the same while 8% strongly Disagree with the statement.

Q6) Salary Enhances Performance

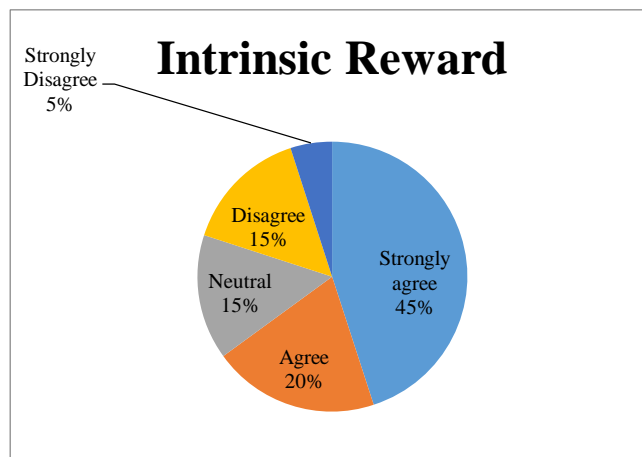


Interpretation

It has been found that employees least agree that Salary increase their performance, 10% gave Neutral Response while 17% disagree with the same.

Questions on Intrinsic reward

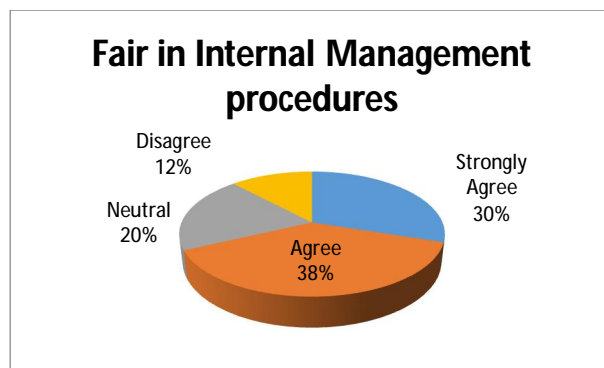
Q1) In Retail sector, there is opportunity for employees to grow as a person, improve self confidence and overcome the weakness



VI. INTERPRETATION

It has been found from the study that 45% employees strongly agree that employees have opportunities that to grow as an individual and become self confident, while less disagree with the same because they are taking least interest in their job.

Q2) the organization is fair regarding internal management procedures and methods



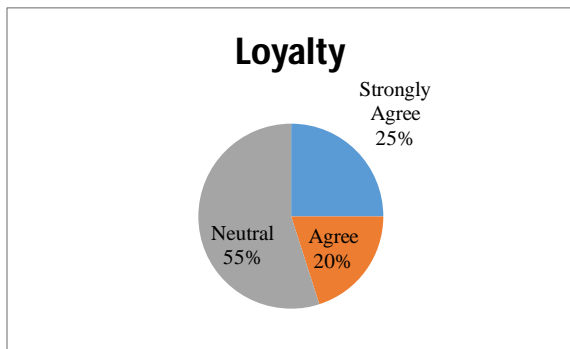
Interpretation

It has been found from the study that the retail sector is fair in their internal procedures and management policies because the policies changed as given by the government. The internal



management procedures of dealing with employee queries are fair.

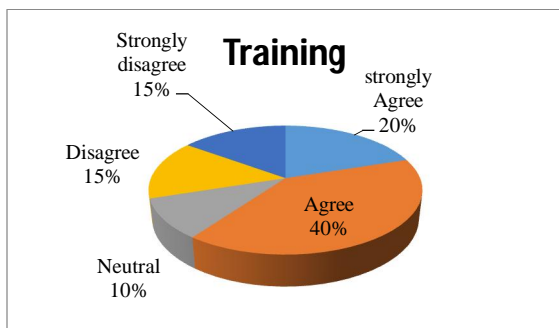
Q3) Employees have a sense of belonging and are loyal to the organization



Interpretation:-It has been found from the study that employees are loyal in the organization. A disloyal employee removes from the organization. Loyalty also plays a major role in motivating employees

Training

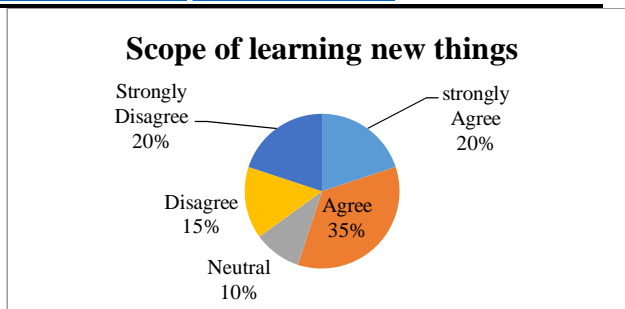
Q1) Retail provides training to the employees in the organization



Interpretation

It has been found from the study that employees get training to improve their skill in the sector. Training is provided within three months. Training increases the motivation of employees. The increase Motivation enhances the performance of employees in their job.

Q2) There is scope for employees to learn new things in the retail sector



Interpretation

It has been interpreted from the study that 20% employees strongly agree that there is scope for employees to learn new things in the retail sector, 35% Agree from the same because employees get chance to learn new things in their job like to deal with customer queries and their complaints. They learn to manage some finance work as well as have to learn to maintain cordial relations with their colleagues.

VII. FINDINGS

The study, Relationship between motivation and employee performance was undertaken to know that there is a positive relationship between employee performance and motivation. It has been found from the study that there are many respondents who were between the ages of 31-40 years. Most of the respondents worked in the bank for a period of 1-5 years which tells that workers are in the best position to articulate their views better concerning the issue of motivation in the bank.

Trust, Respect and high Expectation was seen by most of the employees, thus a form of motivation indicating that as employees desire self respect from management and colleagues and self esteem and esteem for others while others supported it.

Employee gave Strongly Agree response for staff development as employees crave for this need being able to realize objectives in life. It has been found from the study that the bonus motivates them to increase their performance, declaring that the bonuses come at a time. It gives financial support to the employees.

Employees perform at optimum level when they are recognized and appreciated for a good job done by the management



charging that a pat on the shoulder means more than money to them as they feel accepted.

More Salary does not motivate the employees to do the work and increase their performance; they were not receiving as expected but were quick to add. Money will always be a major motivator but once again cannot give equal happiness.

Career Advancement increases the performance of the respondents and it is believed that an opportunity to advance in their work and educational quest motivates the employees to maximize performance in their field.

VIII. CONCLUSION

The purpose of this study is to investigate the relationship between employee motivation and performance of employees in retail sector, relationship of intrinsic rewards with employee motivation and performance. India is a country ideal for the motivation of employees. According to some respondents trust, respect, bonus and staff development are important source of motivating the employees. This source helps the employees to perform well in the retail sector. The retail sector in India is a developing sector of India and has rise well from the past seven years. India is the fastest growing retail markets in the world. The retail sector in India contributes about 10% increase in their GDP. Doing more work in retail sector requires motivation which affects the performance of the employees in the organization. In JAIPUR there are 32 retail stores where employees are being trained in their work but training provided to the employees is not regular but it is given after 4 months. The performance plays a major role in this sector .By appreciating the employees in their work and giving them participation in decision making, internally satisfies them with their job organization and organizational environment. Their motivation and enthusiasm of accomplishing a task increases. Employee motivation towards the organizational task also has a positive relationship because the quality task work facilitates employees to do well in the organization which determine the performance of employees in the retail sector. Making employees feel valued and striving to build the relationship with them can help retailers to reduce staff turnover and create loyalty among employees, boosting performance and maintain

positive attitudes which is crucial for achieving the sales target. The significance of the motivated employees is undeniable as they are essentially the face of the business. Those employees hold the relationship with the customers and effective management of employees is a fundamental part of the successful workforce management.

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