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## Original Research Article

# Effect of employee motivation techniques in Kerala: A case study of dinesh foods in Kannur

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### ABSTRACT

Employee motivation is a critical aspect of organizational success, as it directly influences an individual's willingness, enthusiasm, and commitment to perform well in their job. Motivated employees are more likely to contribute their best efforts, stay engaged, and strive for excellence. Understanding and fostering motivation among employees is a key responsibility for managers and leaders within an organization. Motivation can be categorized into two main types: intrinsic and extrinsic. Intrinsic motivation comes from within an individual and is driven by personal satisfaction, a sense of achievement, or a genuine interest in the work itself. On the other hand, extrinsic motivation is external and involves factors such as salary, benefits, recognition, and promotions. The study underscores the significance of using motivational technique for fostering employee development and achieving business goals.

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## 1. Introduction

In the dynamic landscape of the modern workplace, organizations are increasingly recognizing the pivotal role that motivated employees play in driving success. Employee motivation is not merely a theoretical concept; it's a catalyst that propels individuals to reach their full potential and contributes significantly to the overall efficiency and effectiveness of an organization. As businesses strive to enhance productivity, boost morale, and retain top talent, the implementation of effective employee motivation techniques has become a strategic imperative.<sup>1,2</sup> Motivated employees are more likely to be engaged, committed, and innovative. Their enthusiasm not only fosters a positive work environment but also directly influences the bottom line. This article delves into the profound effects of various employee motivation techniques, shedding light on how organizations can leverage these strategies to

cultivate a workforce that is not only satisfied but inspired to excel. Employee motivation serves as the bedrock for a thriving organizational culture.<sup>3-7</sup> A motivated workforce is more resilient in the face of challenges, adaptable to change, and driven to exceed expectations. The impact is felt across various dimensions, from heightened individual performance to improved collaboration among team members. In essence, a motivated workforce becomes a driving force that propels an organization towards its goals. This study helps to find out the effect of motivational techniques adopted by Dinesh foods in Kannur, Kerala. Dinesh food is one of the leading food processing unit manufacturing high quality products. The core strength of Dinesh food is the skilled and motivated human resources. It is always the responsibly of any organization to keep an eye on the motivational level of their employees to bring morale and productivity among them. Whether it is monetary or non-monetary type of motivation it is always encouraging them to be more efficient and effective in their job roles.

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1.1. Objectives

The main objective is to study the effect of employee motivation techniques in Kerala. More specifically the main objectives are: (i) to examine whether motivation helps to improve the performance of employees; (ii) to understand whether motivation is helpful to reduce employee turnover and absenteeism in the organization; and (iii) to know the type of motivation technique used in the organization.

1.2. Review of literature

Ananthan B.R and Sudheendra Rao L.N (2011), Rama Priya., (2019), Thimmaiah Bayavanda Chinnappa and Karunakaran N (2021), Bayavanda Chinnappa T and Karunakaran N (2022), Sanushma. S and Karunakaran. N (2022) and Ayshath Sameena and Karunakaran N (2023) shared knowledge on motivational techniques of organization to reach its goals and objectives.

2. Materials and Methods

The data is mainly collected from primary and secondary sources. Direct observation, personal interviews, and questionnaire were the primary data sources. The respondents were selected by using non probability convenient sampling from all departmental employees of Dinesh food products, Kannur and 50 Samples were taken. Secondary data were collected from company records, annual reports of the company, and company brochure. Percentage was used for data analysis.

3. Results Analysis and Discussion

Table 1 shows the number of employees motivated by immediate employers. 100% of employees of the Firm are motivated.

Table 1: Number of employees motivated by immediate employers

Sl. No	Particulars	Number of employees	Percentage
1	Yes	50	100
2	No	0	0
Total		50	100

Source: Primary Data

Company is mainly following two types of motivational technique. From Table 2, it is clear that 26% of employees get financial motivation and other 75% get non-financial motivation

Motivation helps to increase the productivity of organization (Table 3); 52% of employees argued that, motivation helps to increase productivity and 22% very high, 20% reasonable, and 6% of employees are low.

Table 2: Motivational techniques in company

Sl. No	Particulars	Number of employees	Percentage
1	Financial	13	26
2	Non-Financial	37	74
Total		50	100

Source: Primary Data

Table 3: Motivation views of employees

Sl. No	Particulars	Number of employees	Percentage
1	Low	3	6
2	Reasonable	10	20
3	High	26	52
4	Very High	11	22
Total		50	100

Source: Primary Data

Motivation is essential for reducing absenteeism and labor turnover. From Table 4, it is clear that 100% employees say that motivation is essential for reducing labor turnover and absenteeism.

Table 4: Motivation and reducing absenteeism

Sl. No	Particulars	No. of employees	Percentage
1	Yes	50	100
2	No	0	0
Total		50	100

Source: Primary Data

Managers encourage open, honest two way communication. Table 5 shows that 96% of employees say that mangers encourage open honest two way communication and 4% say against this statement.

Table 5: Managers and honest two way communication

Sl. No	Particulars	No. of employees	Percentage
1	Yes	48	96
2	No	2	4
Total		50	100

Source: Primary Data

4. Conclusion

Dinesh food is one of the leading food processing unit manufacturing high quality products. The core strength of it is skilled and motivated human resources. From the study it is observed that supervision of the firm is highly strict and all employees are motivated by their employer and most of the employees are satisfied with their job. The motivational technique help the company to meet its objectives; And the firm mainly following non-financial motivational technique

and most of the employees are satisfied with the incentives of the organization. The motivated employees are entirely different from other employees and the motivated workers can give a significant contribution to the success of the company.

### 5. Source of Funding

None.

### 6. Conflict of Interest

None.

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