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## *Motivation: A way to keep Employees Engaged (A case study of super markets in mysore)*

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*Abstract: Employee engagement is a concept which is momentous in the 21<sup>st</sup> century. But the mode of keeping employees engaged along with the changing trends is the greatest challenge for enterprises. One probable approach of keeping employees' engaged in organization is by providing psychological satisfaction in their work, which can be done through motivation. Organizations which have employees who are meticulously motivated and engaged appear to have competitive advantage over those organizations which do not have. An attempt is made by the researcher to examine the influence of motivation on employee engagement. Results indicate that there exists a positive relationship between motivation and employee engagement. Hence it can be implied that motivation is a means of keeping employees' engaged in organizations.*

*Keywords: Employee engagement, psychological satisfaction, motivation*

### I. INTRODUCTION

The concept Employee engagement is rapidly gaining popularity, use and importance in the workplace. Employee engagement scales typically combine job satisfaction, organizational commitment and other performance-related signs of an engaged employee. A recent synthesis of approaches to measuring employee engagement identified three dimensions of engagement: emotional, rational, and behavioral. Employee engagement is the psychology of how each employee connects with customers and with the organization. Engaged employees feel a strong emotional bond to the organization that employs them, which results in higher retention levels and productivity levels and lower absenteeism. Employee engagement is influenced by factors like corporate values, communication, nature of the work and many more.

Motivation is an employee's intrinsic enthusiasm about and drives to accomplish activities related to work. Motivation is that interior drive that causes a person to decide to take action. An individual's motivation is influenced by biological, intellectual, social and emotional factors. Motivation is an emotional fact which means needs and wants of the organization have to be tackled by framing an incentive plan. It is the process of inspiring people to actions to achieve the goals. In the work goal background, the psychological factors motivating the people's behavior can be Leadership style, the reward system, organizational climate.

The relationship between engagement and motivation is a two faced; improve one and you also improve the other. So the key to understanding how to benefit from improved levels of engagement is firstly to understand what motivates us – why do we really do the things we do..? To understand what really motivates us we need to strip away all the factors which might merely influence us; in other words, we need to identify what lies at the very heart of our motivation to do something.

### II. STATEMENT OF THE PROBLEM

As per the literatures reviewed, there are several studies which focus on various approaches of keeping employees engaged in organizations. An attempt is made by the researcher to examine the influence of motivation on employee engagement in super markets.

### III. OBJECTIVES

1. To assess the relationship between employee engagement and motivation.
2. To assess the impact of motivation on employee engagement.

### IV. METHODOLOGY

The purpose of the study is to assess the relationship and impact of motivation and employee engagement. To fulfill the objectives of the study a structured questionnaire has been prepared in consultation with the experts. Also to accomplish the purpose of the study the researcher has collected necessary information from employees of Big Bazaar and More, Mysore.

### V. RESEARCH DESIGN

The research work is based on Experimental research design which evaluates the role and causal relationship between motivation and employee engagement.

### VI. DATA COLLECTION

Data is collected through both primary and secondary sources.

*Primary data* is collected through structured questionnaire prepared by the researcher and distributed amongst the employees of Big Bazaar and More, Mysore.

*Secondary data* is collected from various journals, research articles, websites for compiling and reviewing the literature.

### VII. QUESTIONNAIRE

A structured questionnaire prepared consists of 18 questions comprising of 2 variables Employee engagement and Motivation. The questions relating to Employee engagement factor comprise of 3 parameters namely: Nature of work, corporate values and Communication. The question relating to motivation comprise of 3 parameters namely: Leadership style, reward system and Organizational climate. Likert's 5 point scales ranging from strongly disagree to strongly agree is used as rating scale.

### VIII. SUBJECTS

70 employees i.e., 35 employees each belonging to Big Bazaar and More, Mysore are taken as the sample for study.

### IX. STATISTICAL TOOLS USED

To assess and interpret the data collected through the questionnaire, correlation and regression are used as statistical tools and the assessed results are tabulated.

### X. LIMITATIONS

1. Sample is collected from Big Bazaar and More, Mysore only
2. Sample size is restricted to 70 only.
3. The analysis is completely based on the responses given by the respondents.

### XI. STATISTICAL HYPOTHESES

**H<sub>0</sub>**: Employee Engagement and Motivation were not correlated.

**H<sub>1</sub>**: Employee Engagement and Motivation were correlated.

**XII. DATA ANALYSIS AND INTERPRETATION**

To test *H1* correlation analysis was used and then Regression analysis was made use of to assess the impact of Motivation on Employee Engagement. The computation was made were tabulated in tables below.

**Table I**  
**Correlation**

		EET	MT
EET	Pearson Correlation	1	.582**
	Sig. (2-tailed)		.000
	N	70	70
MT	Pearson Correlation	.582**	1
	Sig. (2-tailed)	.000	
	N	70	70

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

From the above table it is inferred that the correlation between Employee Engagement and Motivation was  $r = 0.582$ , with  $P = 0.0 < 0.05$ , and the test was significant at 5% levels i.e. the correlation between Employee Engagement and Motivation was statistically significant at 5% levels.

**Table II**  
**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	309.833	1	309.833	34.855	.000 <sup>b</sup>
	Residual	604.467	68	8.889		
	Total	914.300	69			

A. Dependent Variable: EET

B. Predictors: (Constant), MT

**Table III**  
**Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.164	2.521		7.204	.000
	MT	.461	.078	.582	5.904	.000

From the above table it is inferred that the estimated Regression equation of Motivation on Employee Engagement was given by

$$\text{Employee Engagement} = 18.164 + 0.461 * \text{Motivation}$$

Since  $P = 0.0 < 0.05$  the estimated Regression equation was statistically significant at 5% levels.

**XIII. FINDINGS**

The following results were listed from the analysis made above.

1. The correlation between Employee Engagement and Motivation was  $r = 0.582$
2. The estimated regression equation of Motivation on Employee Engagement was given by

$$\text{Employee Engagement} = 18.164 + 0.461 * \text{Motivation}$$

#### XIV. CONCLUSION

As per the data collected and analyzed, it can be interpreted that the correlation value  $r=0.582$  was positive and was found to be statistically significant and hence employee engagement and motivation share positive relation between the two.

As per the estimated regression equation of Motivation on Employee Engagement was given by **Employee Engagement=18.164+0.461\*Motivation** says that Employee Engagement is dependent on motivation.

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