

# A Study on Effectiveness of Motivation on Productivity of Theemployees in M/S. Metlife India Insurance Company Limited, R.S. Puram Branch, Coimbatore

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## Abstract—

**P**roductivity is a performance measure to show how an organization can effectively convert its resources into its intended products or services. Motivation of workers in organizations is the driving force, which compels a worker to be dedicated and diligent in his / her work. It is an internal drive to satisfy an unsatisfied need. It encourages people to achieve goals, influence output, and without it little will be achieved in an organization. A well motivated worker will perform optimally and increase his productivity. Basically, Productivity and motivation are two mutually-related concepts, the latter fueling the former, while the former is the end result of the latter. The study on “Effectiveness of Motivation on Productivity” is conducted with employees of M/s. MetLife India Insurance Company Limited, R.S. Puram Branch, Coimbatore with a sample size of 30 through questionnaire method and using statistical tools of simple percentage method & Anova. It was found that Motivation is the important factor in improvement of employee productivity.

**Keywords—** Employee productivity, Motivation, Attitude, Monetary & Non-monetary benefits

## I. INTRODUCTION

Insurance industry in India started in 1818 when the first insurance company was formed. Insurance Industry is regulated by the Insurance Regulatory and Development Authority (IRDA). From as early as 1947 to 1972, Insurance industry has gone through tremendous change. With the formation of the regulatory body, passing of the insurance act, and passing of various reforms, this industry has become competitive and continues to attract interest from foreign countries. Insurance, in general terms refers to the practice of guaranteeing a sum of money to the owner or possessor of a valuable asset for a limited period of time, to cover the cost of any damage to that asset arising out of any contingency.

MetLife India Insurance Company Limited (MetLife) is an affiliate of MetLife, Inc and was incorporated as a joint venture between MetLife International Holdings Inc. The Jammu and Kashmir Bank, M. Pallonji and Co. Private Limited and other private investors. MetLife is one of the fastest growing life insurance companies in the country. It serves its customers by offering a range of innovative products to individuals and group customers at more than 700 locations through its bank partners and company-owned offices. MetLife has more than 55,000 Financial Advisors, who help customers achieve peace of mind across the length and breadth of the country. A study on effectiveness of motivation on productivity of the employees has been conducted in M/s. Metlife india insurance company limited, R.S.Puram branch, Coimbatore

## II. REVIEW OF LITERATURE

### “EFFECTIVENESS OF MOTIVATION ON PRODUCTIVITY IN AN ORGANISATION”

#### A. *The implication of adequate Motivation on workers productivity in an Organisation*

By Ehiorobo Immagbe Robinson MIIE, IENG, GCGI, MIMC, PGD MGT, MBA (UNICAL), St. Clements university, September 2004

The purpose of this dissertation is to examine the implication of adequate Motivation on workers productivity in an organisation especially in the Nigerian Workplace and the issues involved in the designing and promoting of such Programs. Asea brown bovery (abb) company in nigeria was use as the case Study. The study has provided the conceptual framework upon which motivational programs in abb workplace are based as well as the type of activities and skill that are involved. The focus is on such programs that will help employees deal with personal problems that might affect their productivity. The thesis incorporated a study that was conducted on 714 employees from three different groups of abb international companies in nigeria to find out the workers attitudes towards adequate motivational incentives and the types of problems commonly being experienced by the employees in the organisation.

#### B. *Impact of Motivation on Productivity of Radiographers in Two Tertiary Healthcare Institutions in Enugu Metropolis Southeastern Nigeria*

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The objective of this study was to determine the Impact of Motivation on the Productivity of Healthcare Workers with particular reference to the Radiographers in two Tertiary Health Institutions in Enugu Metropolis, Southeastern Nigeria. Seventeen (17) radiographers in the two Institutions, UNTH, and NOHE were surveyed using descriptive questionnaires. The questionnaire contained twenty research questions covering the indices of motivation considered in this study. Ten questionnaires were distributed in UNTH and seven in H.O.H.E according to the number of radiographers working in the hospitals. All the questionnaires were completed and returned giving a 100% return rate. Radiographers in the institutions studied were not adequately motivated and this has impacted negatively on their productivity. To improve on performance and productivity of the radiographers, management should motivate them by paying good salary, improve their working condition / environment, accord them proper recognition and improve the radiographer – management relationship.

### **C. Motivation As A Tool To Improve Productivity On The Construction Site**

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Purpose of this paper - Is to identify the factors that promote positive motivational behaviour among construction workers as to improve production in the construction site. Furthermore the study will identify consistencies in the behaviour of motivated, satisfied, committed and loyal employees in the construction field since these are important characteristics in the workplace. The study is mainly a literature review with a special focus on the human resource management and leadership. A survey was conducted. There are definite differences between different cultures as to how people can be motivated; this also must be taken into consideration. Management should play an active and continuous role in managing on site motivational processes; employee's desired outcomes should be tied to performance; and management should focus on eliminating performance obstacles.

## **III. RESEARCH METHODOLOGY**

### **A. Research Design**

The Study on "Effectiveness of Motivation on Productivity" at MetLife India Insurance Limited, Coimbatore is a descriptive study deals with collecting, summarizing and simplifying data and drawing conclusion.

As the descriptive statistical study comprises of methods of bringing out and highlighting the latent characteristics present in a set of numerical data, here also the descriptive study helps in analyzing the factors related to effectiveness of motivation on productivity.

### **B. Sampling Technique**

Sampling Technique followed here is the Non-Random Sampling Method. Questionnaires were distributed among the employees of MetLife India Insurance Company Limited, Coimbatore and collected the information from each and every individual employee as primary data.

### **C. Sample Size**

The sample size taken for the study of Effectiveness of Motivation on Productivity at MetLife India Insurance Company Limited is 30

### **D. Data Collection**

Data for this study were collected through the Primary Data Collection. This primary data collection was conducted by "Questionnaire Method".

### **E. Questionnaire Method**

The questionnaire was consists of questions on the following areas;

- The kind of motivation they are getting from superiors.
- Motivation programmes by the management.
- Effect of motivation on their work
- Their involvement in the work after attending the motivation programme.
- Increase / difference in productivity after the motivation.

### **F. Statistical Tools**

The statistical tools applied here are

- Simple percentage analysis.
- Anova

## **IV. RESULTS**

The study on Effectiveness of Motivation on Productivity was conducted at MetLife India Insurance Company Limited by the questionnaire method and the following were found out as inference.

The findings were;

- Majority of the employees were accepted that the motivation is important in business to perform well and the employees would put in their best when they are motivated well and allowed to work freely.
- Motivation would give a positive attitude to the employees.
- Though good salary is the best tool of motivation (50%), well motivated employees would be ready to perform well even the salary is delayed.
- 43.3% of them have said that Favouritism of the higher officials has influence in the level of productivity. 10% of them have strongly agreed to this and 10% have disagreed also.
- 56.7% of them have strongly agreed that only monetary rewards can bring out the best in workers. 23.3% have said that it is rarely.
- This study reveals that good work and excellence can contribute to more excellence and healthy competition.
- Training programme (53.3%), Counseling (13.4%) and Appreciation (33.3%) are the kinds of motivation do the employees get from superiors/management.
- Motivation programmes takes place mostly whenever it is required. Once in a month or once in 3 months the training programmes will be held at a rate of 23.3% and 33.33% respectively.
- The incentives of the employees given are as 40% promotion, 20% bonus and 40% as salary increment
- Sales department is declared as the most productive department (83%).
- The increase in productivity after the motivation programme was studied as follows;
- Employees doing 90%-100% business has increased from 36.7% to 50%, 75% - 90% has increased from 30% to 40%, employees doing 50% - 75% has reduced from 30% - 10% and the 3.3% of doing below 50% business has become nil percentage.
- 23.3% said that the increase in productivity is measured through improvement in business volume and 16.7% through Recruitment and 33.33% through involvement in the work and 26.7% said through all the above, it is being measured.

## V. RECOMMENDATIONS

The recommendations through the study “Effectiveness of Motivation on Productivity” the followings are recommended for the employees by the management and the superiors.

- The employees should be motivated well to achieve their targets.
- The superiors should interact often with the employees and appreciate them on their work, which increases their productivity.
- The employees should provide with the good atmosphere which motivate them on their work.
- Both monetary and non-monetary benefits to the employees should be provided for the employees.
- Periodical training programme / motivation programmes should be conducted by the management.
- Good work and excellence should be rewarded properly.
- The motivated programmes should be very effective.
- It should be ensured that all the employees are attending the motivation programme.
- Employees should be closely monitored and their productive before and after the training programme should be compared and based the results the motivation programme / methods should be fixed for them.

## VI. CONCLUSION

Productivity is referred to as how efficiently a certain output of goods or services are produced or rendered and the value created by the production process. It is a ratio of how well an organization converts input in form of resources, labour, material, machinery into goods and services. Motivation is the important factor in an organization which yields maximum and better productivity from the employees. This project reveals the followings;

- Motivation is an important factor in the improvement of employee productivity.
- Both monetary and non-monetary benefits to the employees should be provided for the employees.
- Periodical training programme / motivation programmes should be conducted by the management.
- Good work and excellence should be rewarded properly.

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APPENDIX I

TABLE NO. 1. PERCENTAGE OF BUSINESS DONE BY THE EMPLOYEES BEFORE ATTENDING THE MOTIVATION PROGRAMME

S.No	Particulars	Number of employees	Percentage
1	90% - 100%	11	36.7
2	75% - 90%	9	30
3	50%-75%	9	30
4	Below 50%	1	3.3
	Total	30	100

TABLE NO. 2. PRODUCTIVITY BEFORE MOTIVATION PROGRAMME NOTE : ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.053	3	.018	.133	.939
	Within Groups	3.414	26	.131		
	Total	3.467	29			
Education	Between Groups	.643	3	.214	.986	.415
	Within Groups	5.657	26	.218		
	Total	6.300	29			
Occupation	Between Groups	2.008	3	.669	.336	.800
	Within Groups	51.859	26	1.995		
	Total	53.867	29			

TABLE NO. 3. IMPROVEMENT IN PRODUCTIVITY OR BUSINESS VOLUME AFTER THE MOTIVATION PROGRAMME

S.No	Particulars	Number of employees	Percentage
1	90% - 100%	15	50
2	75% - 90%	12	40
3	50%-75%	3	10
4	Below 50%	-	-
	Total	30	100

TABLE NO. 4. PRODUCTIVITY AFTER MOTIVATION PROGRAMME  
 NOTE: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.150	2	.075	.611	.550
	Within Groups	3.317	27	.123		
	Total	3.467	29			
Education	Between Groups	.317	2	.158	.714	.498
	Within Groups	5.983	27	.222		
	Total	6.300	29			
Occupation	Between Groups	1.800	2	.900	.467	.632
	Within Groups	52.067	27	1.928		

Table No. 5. Measuring the improvement of productivity through

<b>S.No</b>	<b>Particulars</b>	<b>Number of employees</b>	<b>Percentage</b>
1	Improvement in Business Volume	7	23.3
2	Recruitment	5	16.7
3	Involvement in the work	10	33.3
4	Follow ups in the data base	-	-
5	All the above	8	26.7
	Total	24	100