

## **Motivation Factors Contribute to Job Satisfaction of Sales and Marketing Employees in Food and Beverage Industry of Sri Lanka**

**Madhushanka, U. H. L.<sup>1</sup> and Wijenayake, S. I.<sup>2</sup>**

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

<sup>1</sup>lakmal.madhushanka7@gmail.com and <sup>2</sup>shanika@shanika.org

In the Food and Beverage Industry of Sri Lanka, there is implication in literature that the motivational factors contribute to job satisfaction of sales and marketing employees. Job Satisfaction represents one of the most complex areas facing by the management when they managing their employees at today's business context. The facts in secondary data regarding the industry conclude there is a more impact of job satisfaction to the motivation of the employees. Therefore, as stated in the research topic, this study is designed to find the impact of the motivational factors on the job satisfaction of sales and marketing employees. Job satisfaction is measured by the level of satisfaction while the motivation factors are measured by the practices towards compensation, training and development and health and safety. The general objective of this study is to enhance employee performance by enhancing job satisfaction through addressing the significance of training and development practices, compensation practices and health and safety practices in Food and Beverages industry of Sri Lanka. This research plans to use primary data which will be gathered through a questionnaire distributed among a sample selected from the said industry. The study is placed in the positivist paradigm and quantitative data analysis will be carried out. SPSS and Microsoft Excel will be employed to analyze data. Findings in the study will be used to derive recommendations for the selected industry to improve the job satisfaction and there by improve the performance of the employees which will ultimately enable to improve the overall performance of the organization.

**Keywords:** *Job Satisfaction, Motivation, Training and Development Practices, Compensation Practices, Health and Safety Practices*