

**Factors Affecting to the Motivation of Operational Level Employees in
Hirdaramani Garments:
With Special Reference to the Katunayake Factory**

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This research study desires to provide practitioners in the garment industry the ability to recognize motivators for the employees. A garment factory consists of different types of operating departments such as Stores, Cutting, Sewing, Washing, Finishing and Warehousing. This study focuses on employees in sewing department of Hirdaramani Garments (Pvt) Ltd at Katunayake. The purpose of this study is to identify factors affecting employee motivation in motivating operational employees in Hirdaramani Garments (Pvt) Ltd. Further, this intended to understand the level of motivation of the employees in the tested context.

After creating a thorough research review, a questionnaire was designed. The sample for this study was a convenience sample consisting of 60 operational employees in the sewing department of Hirdaramani Garments Katunayake (Pvt) Ltd. To collect the information a questionnaire was distributed among that sample and questionnaire consisted of three parts including basic demographic information of the sample, motivational preferences and Likert scale statements to confirm those motivational preferences. Basic demographic information included age, gender, type of employment, marital status and education qualifications. Motivational preferences included job security, wages, interesting works, promotion and growth in the organization and working conditions.

Results from the study revealed that interesting work was most important motivating factor for the operational employees working in the sewing department of Hirdaramani Garments Katunayake (Pvt) Ltd. Wage was more important to operational employees; promotion and growth had a strong influence in motivating operational employees; fourthly, job security was found to be more important to operational employees; lastly, working condition was found to be a motivational factor for the operational employees.

Keywords: Motivation, Motivational Factors, Operational Employees