

The Impact of Motivation on Employee Motivation: An Empirical Study of Non-Executive Employees in Camso Loadstar, Ekala Tyre Division 01

Kaushan, P. M. V. I.¹ and Peiris, M. D. P.²

This research aim to provide practitioners in the rubber industry the ability to recognize motivators for the employees based on the study done in Ekala Tire Division 01 at Camso Loadstar (Pvt) Ltd. The rubber industry consists of different type of operating departments such as Production, Engineering, Mold Maintenance, Stores etc. This study focuses on employees in whole department who are selected randomly. The purpose of this study is to identify factors affecting employee motivation in motivating operational employees in Ekala Tire Division at Camso Loadstar. It also focuses on understanding the level of motivation of the employees in Ekala Tire Division at Camso Loadstar. After creating thorough research and literature reviews, a questionnaire was designed. The sample for this study was selected using the convenience sampling technique. It consist 100 operational employees taken from all the departments in the Ekala Tire Division at Camso Loadstar. To collect the information a questionnaire was distributed among the members in sample. The questionnaire was consisted of two parts; one part includes with basic demographic information of the respondents and second with a set of items prepared with the Likert scale was given to confirm these motivational preferences. The basic demographic information collected includes section, age, gender, and marital status, and district, type of employment, experience, educational qualification and promotions whereas motivational preference include job security, wages, interesting work and working condition.

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¹ imashalara6511@gmail.com

² mdp@kln.ac.lk