

NON-FINANCIAL REWARDS AND EMPLOYEE MOTIVATION OF OPERATIONAL LEVEL EMPLOYEES

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ABSTRACT

Employee motivation highly contribute for the success of organizations. Previous research locally and internationally found how various factors such as financial and non financial rewards induce employee motivation. This study focused how non financial rewards relate with employee motivation of operational level employees of an apparel organization in Sri Lanka. Four dimensions were identified such as recognition, decision making role, empowerment and career development as non financial rewards. The objective of this study was to investigate the impact of non-financial awards on employee motivation in an apparel organization and identify the relationship between non-financial rewards and motivation. To analyze this condition, a hypothesis was formulated and tested. The study selected 40 operational level employees randomly as a sample for the survey. A questionnaire was used to collect the data. In order to test the hypothesis that was concerned with relationship between non financial rewards and employee motivation, the Pearson Product Movement Correlation technique was applied. The results of the study showed a significant and positive relationship ($r= 0.82$) between non financial rewards and employee motivation in the organization.

Keywords: Non-Financial Rewards, Employee Motivation, Apparel Organization