

POTENTIAL OF NON- FINANCIAL REWARDS TO MOTIVATE EMPLOYEES: A CASE STUDY OF SUN CONSTRUCTION COMPANY

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This study was carried out to examine the potential of non-financial rewards to motivate employees and the factors affecting their performance. Data were collected using a pretested questionnaire from 50 different categories of employees, randomly selected from the Sun Construction. Socio-economic analysis showed that the majority (74%) of the respondents were male and 66% of them were in the age group between 30 and 50 years. The majority (60%) were graduates with additional qualifications. The employee motivation level was measured using factors such as Recognition, Achievement, Responsibility, Influence and Personal growth. Results of the regression analysis showed that all the five factors had positive relationships with motivation. Influence, achievement and personal growth had positive significant ($p < 0.001$) impact on employee motivation, whereas other two factors remained insignificant. Results of the assessment of non-financial rewards showed that mean values of all three indicators used were above 3.00 with the overall value of 3.98. This means that majority of the employees are satisfied with the non-financial rewards such as sending appreciation letters, public recognition and vocational trips implemented by the company. The study concludes that majority of the employees are motivated because of the success of non-financial rewards. The study recommends that organization should pay attention to improve the recognition and responsibilities to enhance the employee motivation further.

Keywords: Employees, Motivation, Non-financial rewards, Sun Constructions