FACTORS AFFECTING EMPLOYEE MOTIVATION: A CASE STUDY OF FILMARSHALL AND COMPANY.

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF DIPLOMA IN PUBLIC RELATIONS OF THE UNIVERSITY OF NAIROBI.

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DECLARATION

This research project is my original work, which has never been presented to any other college or examination body for any award.

Kevin Tum  ..........................................................  4/Jul/2014
REG NO: L137/17302/2011  Signature  Date

Supervisor
This project has been presented for examination with my approval as the university supervisor.

Pharis Murang'ai  ..........................................................  06/06/2014
Signature  Date
ABSTRACT

This project was undertaken in a medium-sized enterprise that was chosen purposefully. Filmarshall Company was the subject of the study. The study sought to obtain first-hand that contributes to employee motivation. The employees were chosen from each tier of seniority and their answers were recorded homogenously regardless of their seniority, so as to obtain unbiased responses.

With such a mindset, the research kicked off without any problem. Since the format of questions and answers was in questionnaire form, which enhanced confidentiality, there was no fear of bias from the other employees. This was enhanced by a clause in the questionnaire which encouraged truthfulness. Thus, regarding the source of data, there were minimum chances of obtaining misleading information from employees at Filmarshall. It was found that there are an aggregate of factors which affect employee motivation in an organization. These factors were remuneration, training and job security.