

ABSTRACT

Considering the prominence of research in motivation throughout the world in twentieth century, Pakistan's construction industry lags behind rest of the world in terms of motivational research resulting in poor performance of construction group despite remaining the major source of providing human resource to the country. Motivation of employees is significant in making projects successful and increase productivity. The aim of this research is to find out factors affecting the motivation of construction employees in Hyderabad region by investigating the motivation of employees working in one of the largest construction groups of Hyderabad region. This research looked at the employee's motivational factors, and also explored whether construction employees are more concerned with extrinsic rewards or do they prefer intrinsic reward. This study is conducted on four occupational groups in construction field including project managers, construction supervisors, administrative staff and construction workers. A questionnaire was distributed among the 105 employees belonging to the four occupational groups and researcher personally performed all the work starting from distribution to the collection of questionnaires. The data was analyzed through quantitative research method and findings brought out that the motivation of construction employees of Hyderabad region is significantly affected by factors including Unsafe working conditions, overcrowded work area, aggressive management, housing & food, flexible working hours, poor planning and resource allocation, management changes, repeated tasks, increase in current payment and poor policies & procedures. Moreover, it was found out that employees as a whole group were highly motivated by extrinsic reward. It was concluded that employees are very much concerned with the basic needs of family including housing and food. Whereas employees feel motivated when they are provided better conditions to work with and clear directions by the top level management. It was also found out that factors identified by Fredric Herzberg in 1959 were compatible with the findings of this study. It is recommended that findings of this study should be taken into account by construction industry while making policies to increase motivation and productivity.