

**SOCIAL AND ECONOMIC FACTORS THAT CAUSE
DEMOTIVATION AMONG EMPLOYEES IN ORGANIZATIONS:
(A case study of Ragati tea factory, Mathira East District Nyeri County)**

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ABSTRACT

Every organization comes into existence not only to serve its employees but also to meet their demands. Motivation is a factor of employee development. Employees should therefore be motivated well for continued prosperity of the organization. Such a motivation can be realized as a result of many factors including good management of human resources. However, many organizations do not give the human resources the attentions they need to reform well. Therefore the purpose of this study is to assess social and economic factors that cause demotivation of employees within organizational unit. The focus is to investigate the extent to which social and economic factors can affect the motivation of employees. The study has been undertaken through a descriptive study which aims the investigating of relationship between the independent and dependent variable and data collected mainly by questionnaires. Descriptive research design has been used in the interruptions of the study findings. The study targets 600 employees a population which has been divided into several distinct characteristics groups, including the top managers and support staff.

The stratified random sampling technique has been used to sample 10% of the targeted population. Questionnaires has been used to collect data from the respondents. They have been hand delivered to them. The data has first been coded according to themes researched on the research for computer use in summarizing the data in tables. The data have been analyzed using descriptive statistical and content analysis. It has been presented using diagrams tables and charts.