

A Study on Effectiveness of Motivation on Employee's Job Performance in Wire and Wire Products Private Limited Ambattur



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S. Kalaimani

A. Manorselvi

St. Peter's Institute of Higher Education and Research

(kalaikalaimani1001@gmail.com)

(Manorselvi03@gmail.com)

Motivation is indispensable function of management. When man is at work he or she cannot forced to work like a machine. This study aims to effectiveness of motivation on employee's job performance in wire and wire products. The data was collected through questionnaires from 85 employees who are working in the wire and wire product private limited in Ambattur industrial estate area. Percentage analysis and chi-square test were applied to analysis the data. With the help of analysis it was found that, there is no association between gender and factor influencing job performance and employees motivation and also there is no association between the age and the effect of motivation on an employee of job performance. This study suggest that, need to improve corporate and team culture. Hence, this study conclude that any technology needs motivated employees to adopt it successfully.

Keywords: Effectiveness of motivation, Employee's job performance, Motivation, Organizational Performance

1. Introduction

Motivation is an indispensable function of management. At work, one must be free from correction and external pressure to work like a machine. Beyond economic status, human dignity, self-respect, values, and aspirations significantly influence organizational efficiency. A person's dignity, values, and aspirations drive their desire to contribute meaningfully to work, transcending financial rewards or duty-bound obligations. Organizational success hinges on recognizing and nurturing employees' inherent dignity, self-respect, values, and aspirations. Human motivation is fueled by dignity, values, and aspirations, which surpass the impact of advanced machinery, financial incentives, or hierarchical authority.

Motivation is a multifaceted phenomenon that draws from various disciplines, including sociology, anthropology, psychology, and business. At its core, motivation stems from internal drives, or motives, that influence an individual's behavior. Primarily a psychological concept, motivation refers to the intrinsic forces that propel an individual to act in specific ways. These internal drivers shape an employee's actions, making motivation a crucial aspect of understanding human behavior in organizational settings.

Motivation is the driving force behind human action, sparked by unmet needs that propel individuals toward rewarding outcomes. This definition underscores the significance of motivation in the workplace, where performance hinges on a trifecta of factors: ability, motivation, and support. Yet, motivation frequently proves the elusive component, emphasizing the need for employers to prioritize its cultivation and sustenance to unlock peak performance.

According to Webster's New Collegiate Dictionary, a motive is "something (a need or desire) that causes a person to act." Motivate, in turn, means "to provide with a motive," and motivation is defined as "the act or process of motivating."

2. Review of Literature

- **Preethika. J (2022)** the purpose of the research was to a study on impact of employees' motivation on employee performance. The data collection process involved surveying 120 employees through a standardized questionnaire. The dataset was subjected to chi-square analysis to identify significant relationships. A statistically significant relationship was found between marital status and decision-making. The conclusion drawn from this study is employee motivation is necessary for all the organization. It does develop a high-performing organization driven b engaged and motivated employee.
- **Dinakaram. M (2022)** has investigate the study on employee motivations and impact of employees' performance in IT sectors. A self-administered questionnaire was used to gather data from sample of 173 employees. The study utilized percentage analysis, paired T-test, one same T-test and one way ANOVA analysis to evaluate statistical association. Employee motivation was found to have a significant impact on employee performance. The study recommend that encourage open end communication and the results of this study indicate that, the motivation of employee play one of the most vital roles in an organization's effectiveness an assertively contributes to growth and properties.

Scope

- The purpose of this research is to examine the motivational levels of organizational employees.

- Achieving organizational goals requires a comprehensive motivational strategy.
- Once an effective employee motivational framework is created.
- Investigating the impact of organizational culture on employee productivity and job satisfaction.

Research Gap

Various researchers are investigating to find out various aspects of Effectiveness of Motivation on Employee's Job Performance across multiple platform including it sector, financial banks, schools and etc. therefore this research focus on a study on effectiveness of motivation on employee's job performance in wire and wire products private limited Ambattur.

Objectives

Primary Objectives:

- To examine the relationship between motivation and employee job performance in the wire and wire company.

Secondary Objectives

- To examine the relationship between demographic factors (age, gender, tenure) and job performance employee motivation.

Theoretical Framework



Intrinsic Job Performance

Intrinsic job performance is the result of an employee's internal motivation to perform well due to the satisfaction they derive from their work. A range of factors that can impact an employee's intrinsic job performance are:

- Personal growth
- Responsibility awareness
- Passion of work
- Achievement satisfaction.

Extrinsic Job Performance

Extrinsic motivation is a key factor in driving employee performance, encouraging them to push beyond their limits and achieve exceptional result. A range of factors that can impact an employee's I extrinsic job performance are:

- Increasing productivity
- Promoting teamwork
- Providing feedback
- Improving employee satisfaction.

3. Research Methodology

The methodology employed in this study combines analytical and descriptive elements, using primary and secondary data. The study utilized random sampling to select employee participants. Research objectives guided the development of the self-administered questionnaire. Data was collected from wire and wire products employees to test the hypothesis. The structured questionnaire includes demographic variables, intrinsic and extrinsic factors, and research-relevant questions. Data was collected through the manual distribution of 100 questionnaires but only 85 respondents returned their questionnaires properly by the employees. The analysis was based on the 85 completed questionnaires. Descriptive statistics (percentage analysis) were used to summarize the data, while hypothesis (chi-square tests) were employed to examine the relationship.

Limitations of the Study

- Non-serious responses were observed from certain participants.
- Findings may not be relevant to organizations with differing structures.
- Data collection was challenging due to respondents' demanding work schedules.

4. Analysis and Discussion

Demographic Profile

Table 1 (Demographic Profile of the Respondents)

S. No	Demographic profile	Particulars	Number of respondents	Percentage (%)
1	Gender	Male	78	91.8
		Female	7	8.2
		Total	85	100
2	Age	18-25	22	25.9
		25-35	47	55.5
		35-45	9	10.6
		45 above	7	8.2
		Total	85	100
3	Qualification	SSLC / HSC	5	5.9
		ITI	4	4.7
		Diploma	43	50.6
		Degree	19	22.3
		PG	12	14.1
		Professional degree	2	2.4
Total	85	100		
4	Annual Income	Below 1,00,000	4	4.7
		1,00,000 - 1,50,000	52	61.2
		1,50,000 – 2,00,000	17	20
		Above 2,00,000	12	14.1
		Total	85	100
5	Experience	0 – 1	4	4.7
		2-5	49	57.6
		6 – 10	27	31.8
		Above 10	5	5.9
		Total	85	100
6	Material status	Single	32	37.6
		Married	53	62.4
		Total	85	100

Source: Primary Data

The Table indicates a male dominance with 91.8% of 78 respondents and 25 to 35 years is the age of 55.5% of 47 respondents. The primary data indicates that 50.6% of 43 respondents hold a diploma as their qualification and 61.2% of 52 respondents reported an annual income between 1,00,000 – 1,50,000. 49 respondents (57.6%) reported 6-10 years of work experience and the survey reveals 62.4% (53) of respondents are married.

CHI-Square Testing

Hypothesis 1

- **Ho:** There is no association between the gender and the factors influencing job performance and employee motivation.
- **H1:** There is an association between the gender and the factors influencing job performance and employee motivation.

Satisfied with the motivation of the HR Department to the respondents.

Table Number 2.1 (Observed Value)

Gender / Option	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	20	40	13	5	0	78
Female	2	3	2	0	0	7
Total	22	43	15	5	0	85

Source: Primary Data

Table Number 2.2 (Expected Value)

Expected Value = Row Total x Column Total / Grand Total						
Gender / Option	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Male	20.19	39.46	13.76	4.59	0	
Female	1.81	3.54	1.23	0.41	0	

Source: Computed Data

Table Number 2.3 (Chi-Square $(X)^2$ Test)

Chi-Square $(X)^2 = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$				
Observed Value (O)	Expected Value (E)	O-E	$(O-E)^2$	$(O-E)^2 / E$
20	20.19	-0.19	0.0361	0.0017
40	39.46	0.54	0.2916	0.0073
13	13.76	-0.76	0.5776	0.0419
5	4.59	0.41	0.1681	0.0352
0	0	0	0	0
2	1.81	0.19	0.0361	0.0199
3	3.54	-0.54	0.2916	0.0823
2	1.23	0.77	0.5929	0.4820
0	1.41	-0.41	0.1681	0.41
0	0	0	0	0

Source: Computed Data

$\therefore \Sigma (O-E)^2 / E = X^2 = 1.0803$

Degree of Freedom = (Column - 1) (Row - 1) => (5-1)(2-1) =>4

Significance level (α) = 0.05

X^2 Tabular Value = 9.49

X^2 Calculated Value = 1.0803

Tabular Value \geq X^2 Calculated Value.

Since the value for the above table is 1.0803, we reject Alternative Hypothesis and accept Null Hypothesis. So, there is no association between gender and factor influencing job performance and employee motivation.

HYPOTHESIS 2

- **Ho:** There is no association between the age and the effect of motivation on an employee of job performance.
- **H1:** There is an association between the age and the effect of motivation on an employee of job performance.

The salary increments given to employees who do their job very well motivate them to the respondent.

Table Number 3.1 (Observed Value)

Age / Option	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
18-25	6	14	2	0	0	22
25-35	14	30	3	0	0	47
35-45	2	5	2	0	0	9
45 above	2	5	0	0	0	7
Total	24	54	7	0	0	85

Source: Primary Data

Table Number 3.2 (Expected Value)

Expected Value = Row Total x Column Total / Grand Total					
Age / Option	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18-25	6.21	13.98	1.81	0	0
25-35	13.27	29.86	3.87	0	0
35-45	2.54	5.72	0.74	0	0
45 above	1.98	4.45	0.58	0	0

Source: Computed Data

Table Number 3.3 (Chi-Square $(X)^2$ Test)

Chi-Square $(X)^2 = (\text{Observed Value} - \text{Expected Value})^2 / \text{Expected Value}$				
Observed Value (O)	Expected Value (E)	O-E	$(O-E)^2$	$(O-E)^2 / E$
6	6.21	-0.21	0.441	0.0071
14	13.98	0.02	0.0004	2.8612
2	1.81	0.19	0.361	0.0199
0	0	0	0	0
0	0	0	0	0
14	13.27	0.73	0.5329	0.0401
30	29.86	0.14	0.0196	0.0006
3	3.87	-0.87	0.7569	0.1956
0	0	0	0	0
0	0	0	0	0

2	2.54	-0.54	0.2916	0.1148
5	5.72	-0.72	0.5184	0.0906
2	0.74	1.26	1.5876	2.1454
0	0	0	0	0
0	0	0	0	0
2	1.98	0.02	0.0004	0.0002
5	4.45	0.55	0.3025	0.0680
0	0.58	-0.58	0.3364	0.58
0	0	0	0	0
0	0	0	0	0

Source: Computed Data

$$\therefore \Sigma(O-E)^2 / E = X^2 = 6.1235$$

Degree of Freedom = (Column - 1) (Row - 1) => (5-1)(4-1) =>12

Significance level (α) = 0.05

X² Tabular Value = 21.03

X² Calculated Value = 6.1235

Tabular Value > X² Calculated Value.

Since the value for the above table is 6.1235, we reject Alternative Hypothesis and accept Null Hypothesis. So, there is no association between the age and the effect of motivation on an employee of job performance.

Major Findings

- The analysis revealed no association between gender and factor influencing job performance and employee motivation.
- The result of this study indicate no statistically significant relationship between age and the effect of motivation on an employee of job performance.

Suggestions

Recommendations are provided based on the data findings are

- The company need to implement a monetary incentive program are offering bonus, performance based pay to drive productivity.
- Company need to encourage employees to think creatively and develop innovative solutions

5. Conclusion

The study concluded that motivated employees are the backbone of a successful organization and positively influences its growth, prosperity, and advancement. Understanding employee motivation is crucial for effective management and maximize employee output and quality. Research findings highlight the interplay between intrinsic and extrinsic motivation in employee motivation. Financial incentives, benefits, and other external rewards motivate extrinsically. Alternatively, intrinsic motivation emerges from a person's inner drive and the impact of intrinsic motivation, stemming from needs and goals, surpasses extrinsic factors. Examples of intrinsic motivators include personal development, balance, challenge, flexibility, and positive relationships and strong relationships with management and teammates.

6. Reference

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