



“A Study on Employee’s Motivation and its Effect on Employee’s Performance at Baroda Dairy”

Aneri Sujalkumar Patel, FMS, Parul University

Dr. Santosh Gaikwad, Assistant Professor, FMS, Parul University

❖ Abstract:

This study investigates the relationship between employee motivation and performance within the context of Baroda Dairy, a prominent organization in the dairy industry. Utilizing a mixed-methods approach, both quantitative and qualitative data were gathered from employees at various levels within the organization.

Quantitative data were

collected through surveys, while qualitative data were obtained through interviews and observations. The findings reveal a significant correlation between employee motivation and performance, suggesting that motivated employees tend to demonstrate higher levels of productivity, engagement, and job satisfaction. Additionally, the study identifies key motivational factors such as recognition, opportunities for growth, supportive leadership, and fair compensation.

The implications of these findings underscore the importance of fostering a work environment that prioritizes employee motivation to enhance overall organizational performance and success.

❖ Keywords

Employee motivation, Performance outcomes, workplace productivity, Job satisfaction, Organizational performance, Motivational factors, Employee engagement, Leadership influence, Recognition, Compensation.

❖ Introduction

The production of milk on dairy farms and the processing of milk and milk products at dairy plants make up the dairy industry. Along with producing many kinds of milk, the industry makes butter, cheese, yogurt, and ice cream. Dairying produces food products that form a regular part of many people’s diets, and in many parts of the world it is a big business and major employer. Among the leading milk producers are India, the United States, the European Union, Russia, Pakistan, Brazil, China, Ukraine, New Zealand, Australia, Argentina, and Mexico. Most of the milk used for human consumption worldwide comes from cows, but in some areas milk and dairy products are produced from buffalo, goats, sheep, camels, or reindeer. In the early 21st century, the world’s dairy plants produced some 650 million tons of milk each year, more than 80 percent of which was cow’s milk. In the United States the dairy industry produced about 80 million tons of cow’s milk annually. Without proper handling and storage, milk spoils easily and can potentially transmit diseases. Normally, dairy farms and plants are regulated by government sanitation laws to ensure that their

products meet basic quality and safety standards. Dairying begins on the farms that breed, raise, and milk the cows. Farm size varies greatly. A typical dairy farm in the Midwestern United States, for example, may have 60 cows, while one in California may have 500 or more animals. The major breeds of dairy cattle have been established over years of careful selection and controlled mating to encourage the development of desired traits.

Holstein-Friesian cows, for example, produce a greater volume of milk overall, while breeds such as Ayrshire, Guernsey, Brown Swiss, and Jersey produce richer milk, with a higher percentage of butterfat, protein, and milk solids. Farmers also use selective breeding to improve the individual animals in their herd. Herd management involves providing the animals with proper food, maintaining clean surroundings, and monitoring health so as to maximize milk production and minimize disease. Sick or injured animals must be isolated from the herd.

❖ Literature Review

1. Dr.T. Navaneetha, K.Bhaskar (2018) Employee motivation at work place is an important area in human resource management that contributes to the performance of the employees. Many organizations are planning new strategies and ways in order to safeguard their employees. Better motivators at work place makes the

employees feel satisfied and put more efforts to increase the productivity and profitability of the company. The study analyses the opinion of employees on motivational factors at work place and basing on the response, the statistical tools like factor analysis and chi-square test are applied. The results of the study are very useful to every company which needs to manage its employees and make them satisfied at work place. The study helps in retaining the employees in the company for a long time (Dr.T. Navaneetha 1, 2018).

2. Yurtseven, Ali Halici (2012) The purpose of this study is to determine the causes of motivational problems related to the duties of employees. The scope of the study involved 4 and 5 star rated hotels around Ankara region in Turkey. Twenty-seven different factors were analysed regarding employees' attitudes towards

"importance" and "satisfaction" within the workplace. Results reveal that employees give more importance to behavioural approaches. Also, findings show that the least important issues that employees care about are being uninformed about job policy and working beyond the normal working hours. (Gülten YURTSEVEN, 2012).

3. V. S. Palaniammal, Arivuselvey (2017) Motivation is a factor which makes an individual to proceed the same actions repeatedly with a reason of accomplishment of a task. This can be in terms of words, rewards in financial terms or in non-financial terms. Motivational factors are there for the individual with respect to their profession. All these factors have raised up from the theories of Motivation. Based on factors of two such theories namely, Herzberg's theory and Vroom's Expectancy Theory, this research was conducted. The research investigates to find out which are the motivational factors that are related to financial rewards and non-financial rewards. The collected data were tabulated, coded, analysed using descriptive statistics and SPSS tools like Chi-Square test, One Way ANOVA, T- Test, Mean, standard deviation and frequency tabulation. (V. S. Palaniammal1, 2017).

4. Dereje Muleta Lencho (2020) This study was focused on investigate the effect of employee motivation on their job performance in Fiche General hospital. It also intended to evaluate employee level of motivational and their level of job performance. In order to meet this objective, the researcher has used simple random

sampling techniques; in collected from 179 employees out of 287, using Likert scale questionnaires. Data was analysed using descriptive statistics (mean, and standard deviation) and inferential statistics (correlation and regression). The result of the descriptive statistics finding indicated that the employee job performance has been under practiced in Fiche General Hospital. The results of inferential statistics have revealed that all motivational factors under study are positively related to employee job performance. According to this finding the employee empowerment practices is more significantly associated and has impacts on employee job performance than all motivational factors under study. Hence, managers of Fiche General Hospital as advised to more empower their employee in the work place as motivational tool in order to enhance their jobperformance. (LENCHO, 2020).

5. Oluwayomi Ayoade Ekundayo (2018) This study demonstrates that the selected insurance company effectively and appropriately applied positive motivation to make its employees perform extremely well. It also discovered that there is a strong relationship between motivation and employee performance. The type of motivation determined the level of performance of the employee. When positive motivation was efficiently, skilfully and effectively applied, the level of employee performance increased and vice versa (Ekundayo, 2018).

6. Christopher Ignatius Gyimah (2014) The study concludes that the motivational program procedure in Phinphonrat Tangtrongjit 12 School is found effective but not highly effective. The study on the effect of employee's performance highlighted so many factors which will help to motivate the employees. The study was conducted among & employees and collected information through structured-questionnaire. The study helped to findings which were related with employee motivational programs which are provided in the Institution. (GYIMAH, October 2014).

❖ Objectives

The general objective of the study is to investigate the effect of motivation on the performance of employees. The study seeks to answer following questions:

1. To examine ways of motivating employees to put their best.
2. To assess which factors, motivate employees.
3. To evaluate the role that motivation plays on employees' performance
4. To establish relationship between motivation and performance.

❖ Hypothesis

Our main hypothesis is:

Ho1: Employee motivation has positive relationship with employee performance.

Ho2: Financial Incentives and retirement benefits have positive relationship with employee performance.

Ho3: Job security has positive relationship with employee performance.

H04: Recognition and status are positively related to employee performance.

❖ Methodology

Research Design

The research design that was used for the study was a descriptive research design. Research design can have a number of classifications which could incorporate the degree to which the research question has been crystallized, the method of data collection, the ability of the researcher to produce effects in the variables which are being studied, the purpose of the study being carried out, the time dimension, the focus of the study and also the research

environment. A descriptive study collects data in order to answer questions about current status of the subject or topic of study. The classification of the particular research design for this study is the purpose of the study. We have three options under this which include; Reporting study, Descriptive study, and Causal study and these can be said to be either causal-explanatory study or causal-predictive study. The researcher believed that a descriptive research design was appropriate for this study because this study was concerned with finding out what the factors are, that influence motivation of employees and how motivation affects the employee performance in the organization.

Data Collection Method

Data Collection Method The data collection instrument used was a structured questionnaire because structured questionnaires are extremely flexible and could be used to gather information concerning almost any topic, from a larger or small number of people. The questionnaire is divided into three sections.

Sampling Method

Sampling Method A survey method was employed to collect data regarding the demographic profile and to study the impact of motivation on job performance of employees. The sample for the study was selected using Convenience sampling method. Total sample size for the study was 80 employees.

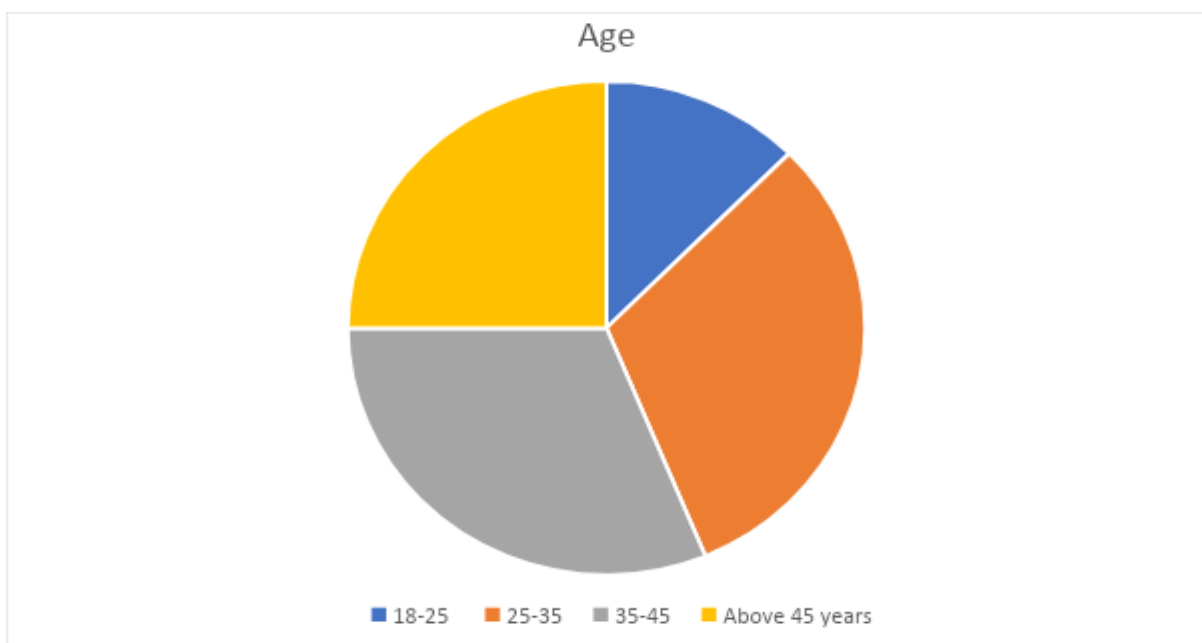
Sampling Frame

The sampling frame which is the actual set of samplings units from which sample selected were processes found in head office and regional offices. Employees who are middle level supervisors, professionals, clerical and non-clerical were in the sampling frame. High level supervisors who are executive management members, processowners and managers were included in this study.

❖ Data Analysis and Interpretation

1. Name: _____
2. Age: _____

Age	No. of Responses	Frequency
18-25 years	10	12.5%
25- 35 years	25	31.25%
35-45 years	25	31.25%
Above 45 years	20	25%
Total	80	

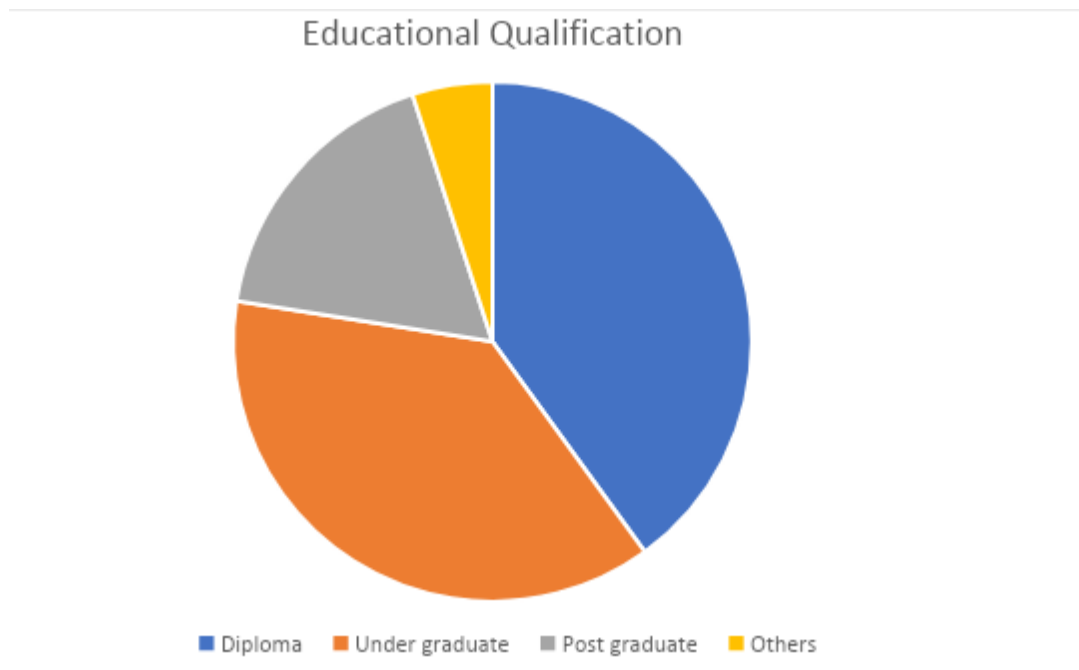


Interpretation:

From 80 responses, it is found that majority of the employees belong to 25-35 and 35- 45 years of age group, 20 of them are above 45 years and rest 10 belong to 18-25 years of age.

2. Educational Qualifications

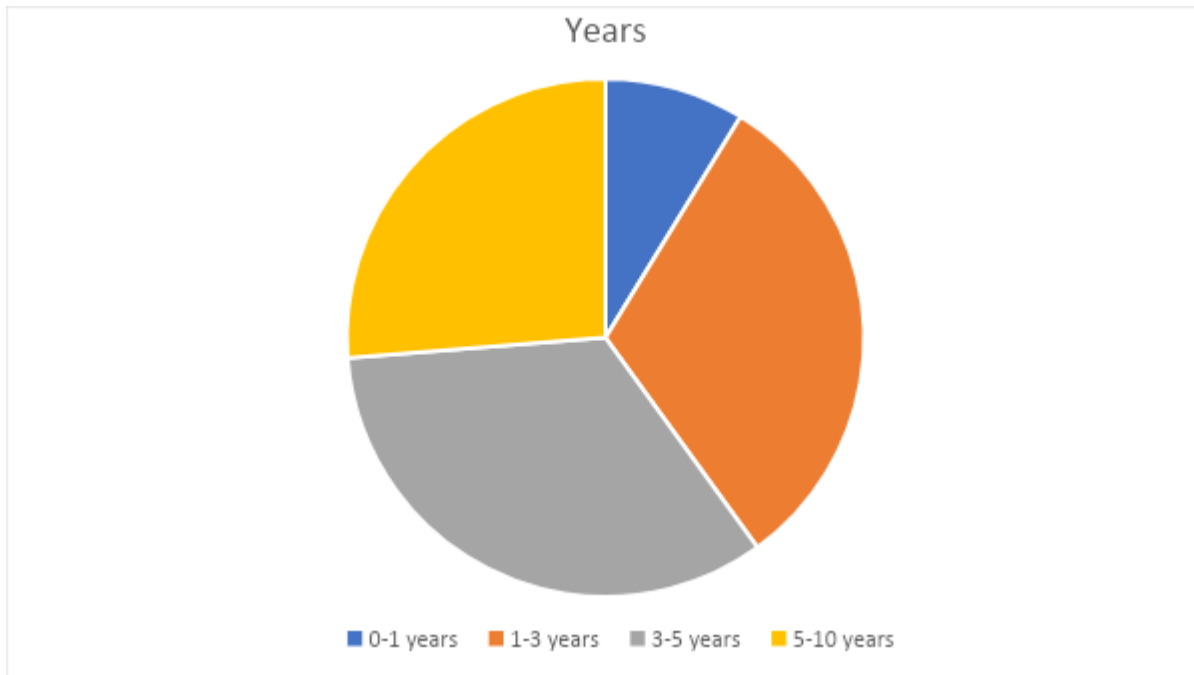
Education	No. of responses	Frequency
Diploma	32	40%
Under graduate	30	37.5%
Post graduate	14	17.5%
Others	04	5%
Total	80	

**Interpretation:**

From the data collected, 32 employees have done Diploma, 30 are under graduate, 14 are post graduate and 4 are others.

3. For how many years you are working in Baroda Dairy?

Years	No. of responses	Frequency
0-1 years	07	8.75%
1-3 years	25	31.25%
3-5 years	27	33.75%
5-10 years	21	26.25%
Total	80	

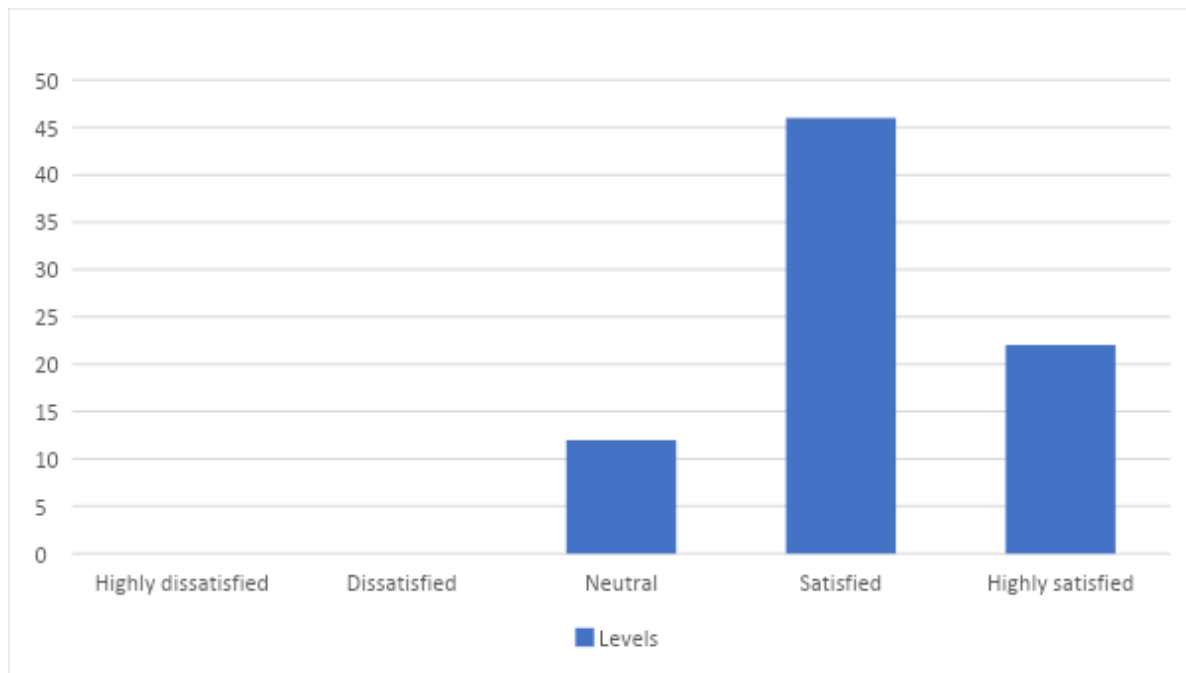


Interpretation:

Out of 80 responses, there are 27 employees who have been working in the Baroda Dairy in the last 3-5 years, 25 employees about 1-3 years and 21 employees for 5-10 years and 07 have been working less than a year.

4. Are you satisfied with the support from the HR department?

Levels	No. of responses	Frequency
Highly dissatisfied	00	00%
Dissatisfied	00	00%
Neutral	12	15%
Satisfied	46	57.5%
Highly satisfied	22	27.5%
Total	80	

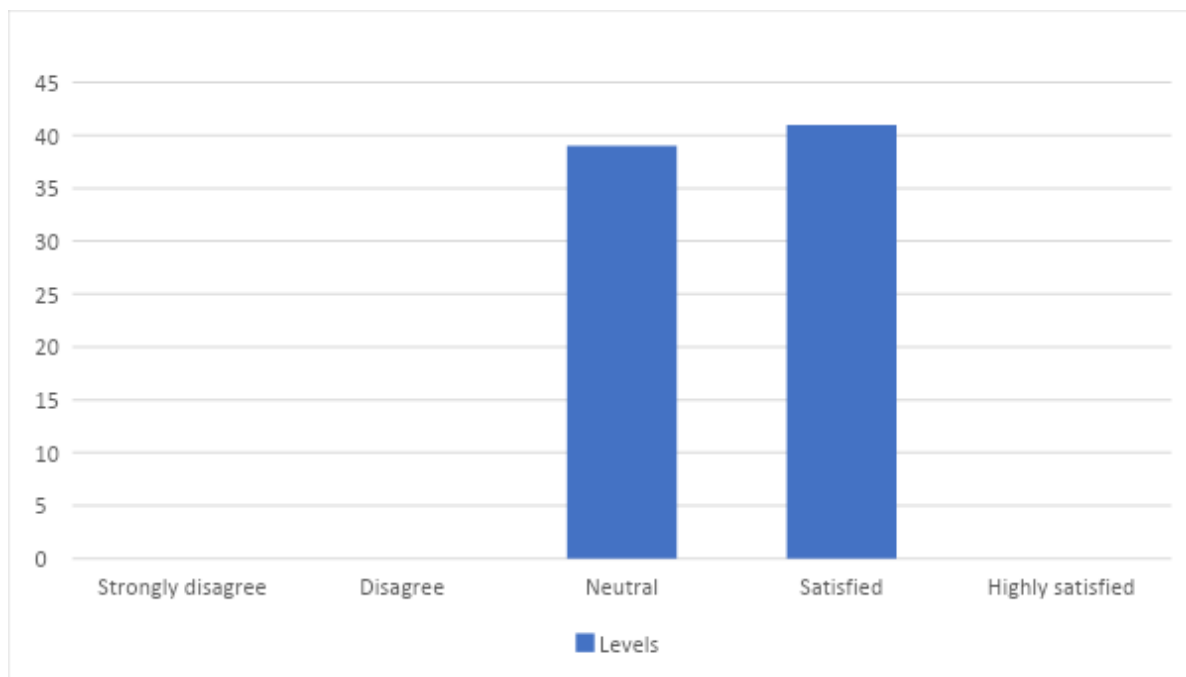


Interpretation:

From the data collected, 41 employees agree that management is really interested in motivating the employees and the rest 39 are neutral.

5. Management is really interested in motivating the employees?

Levels	No. of responses	Frequency
Strongly disagree	00	00
Disagree	00	00
Neutral	39	48.75%
Agree	41	51.25%
Strongly agree	00	00
Total	80	

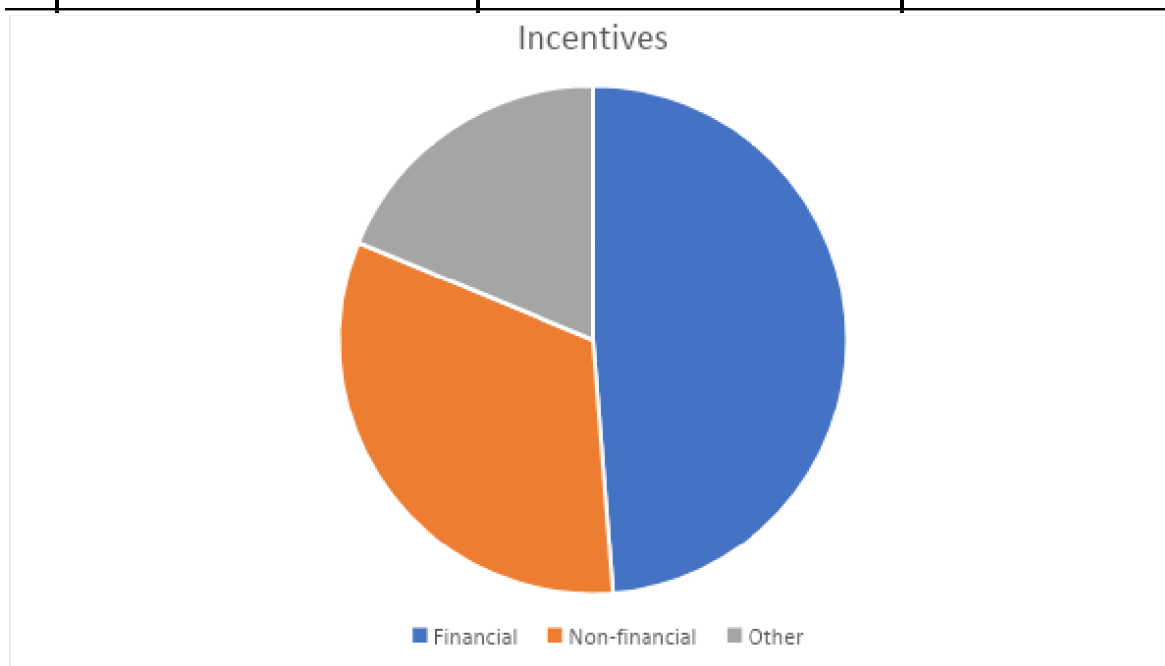


Interpretation:

From the data collected, 41 employees agree that management is really interested in motivating the employees and the rest 39 are neutral.

6. Which type of incentives motivated you most?

Incentives	No. of responses	Frequency
Financial	39	48.75%
Non-financial	26	32.5%
Other	15	18.75%
Total	80	

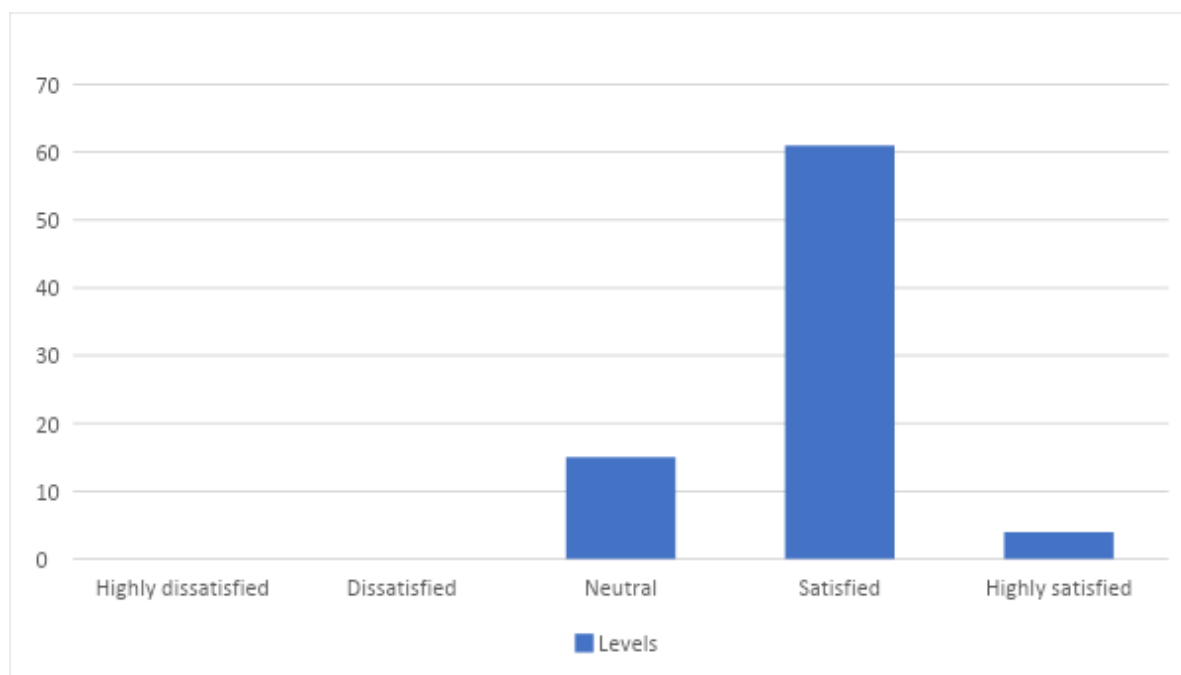


Interpretation:

Out of 80 responses, it is found that 39 employees get motivated through financial incentives, 26 through non-financial and 15 through other.

7. How far you are satisfied with the incentives provided by the organization?

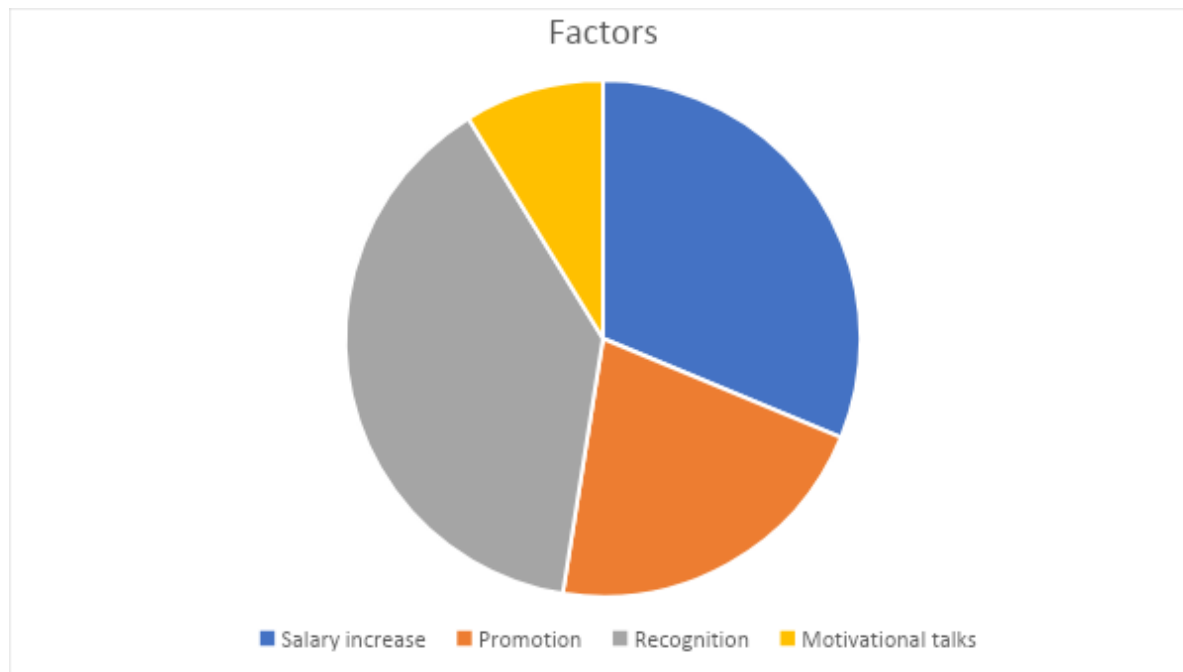
Levels	No. of responses	Frequency
Highly dissatisfied	00	00
Dissatisfied	00	00
Neutral	15	18.75%
Satisfied	61	76.25%
Highly satisfied	04	5%
Total	80	

**Interpretation:**

From the data collected, 61 employees are satisfied with the incentives provided by the organization, 15 are neutral and 04 are highly satisfied.

8. Which factor motivates you the most?

Factor	No. of responses	Frequency
Salary increase	25	31.25%
Promotion	17	21.25%
Recognition	31	38.75%
Motivational talks	07	8.75%
Total	80	

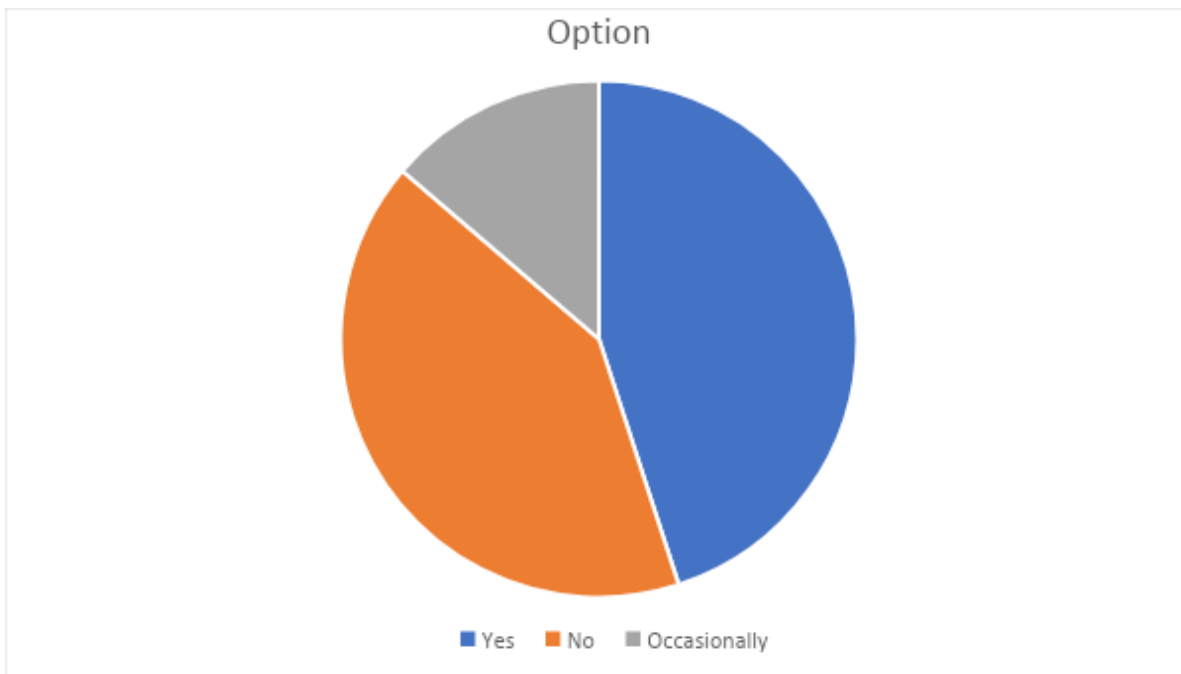


Interpretation:

Out of 80 responses, it is found that 31 employees get motivated through Recognition, 25 through salary increase, 17 through Promotion and 07 through motivational talks.

9. Does your management involve you in decision making?

Options	No. of responses	Frequency
Yes	36	45%
No	33	41.25%
Occasionally	11	13.75%
Total	80	

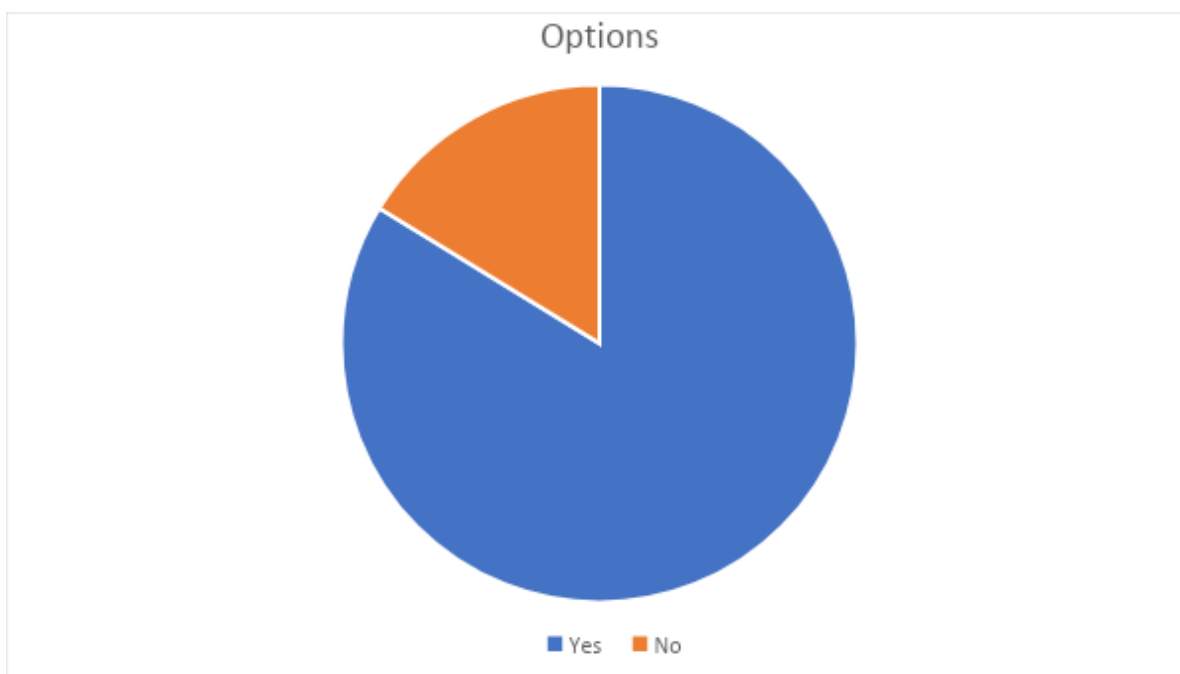


Interpretation:

From the data collected, 36 employees feel that management involve in decision making, 33 employees feel that they are not involve in decision making and 11 employees feel they are involved occasionally in decision making.

10. Are you and your company’s goals aligned?

Options	No. of responses	Frequency
Yes	67	83.75%
No	13	16.25%
Total	80	

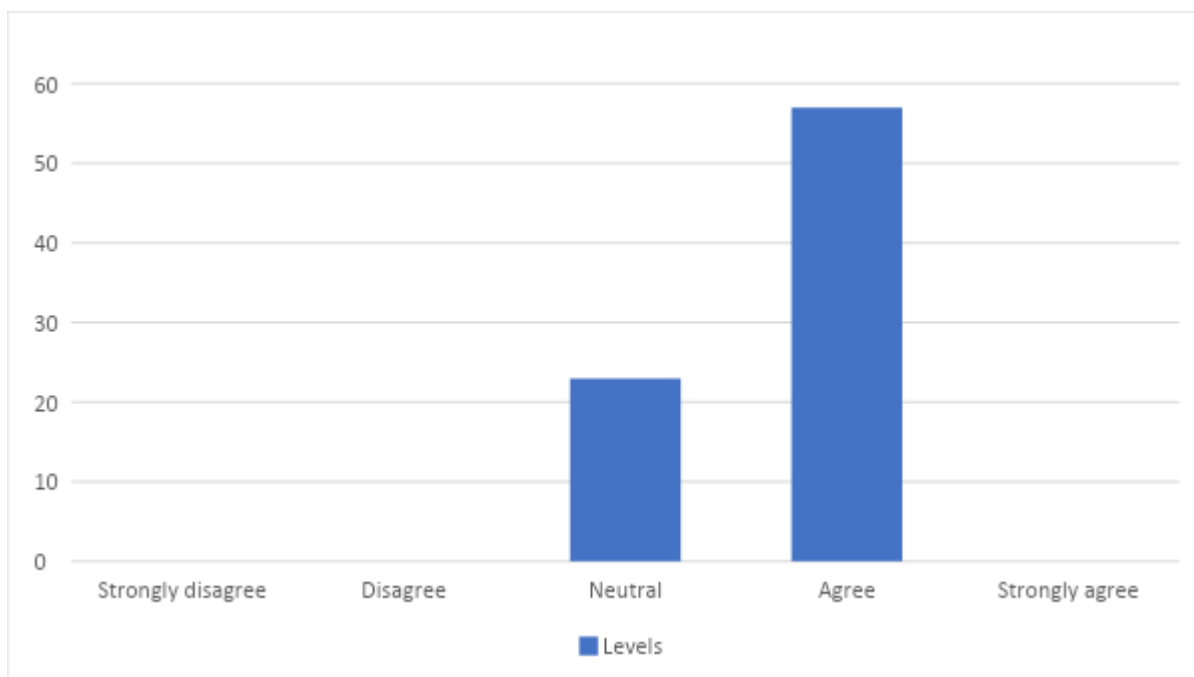


Interpretation:

Out of 80 responses, 67 employees think that they are aligned with company goals and 13 don't feel that they are aligned with company's goals.

11. The company recognizes and acknowledge your work

Levels	No. of responses	Frequency
Strongly disagree	00	00
Disagree	00	00
Neutral	23	28.75%
Agree	57	71.25%
Strongly agree	00	00
Total	80	

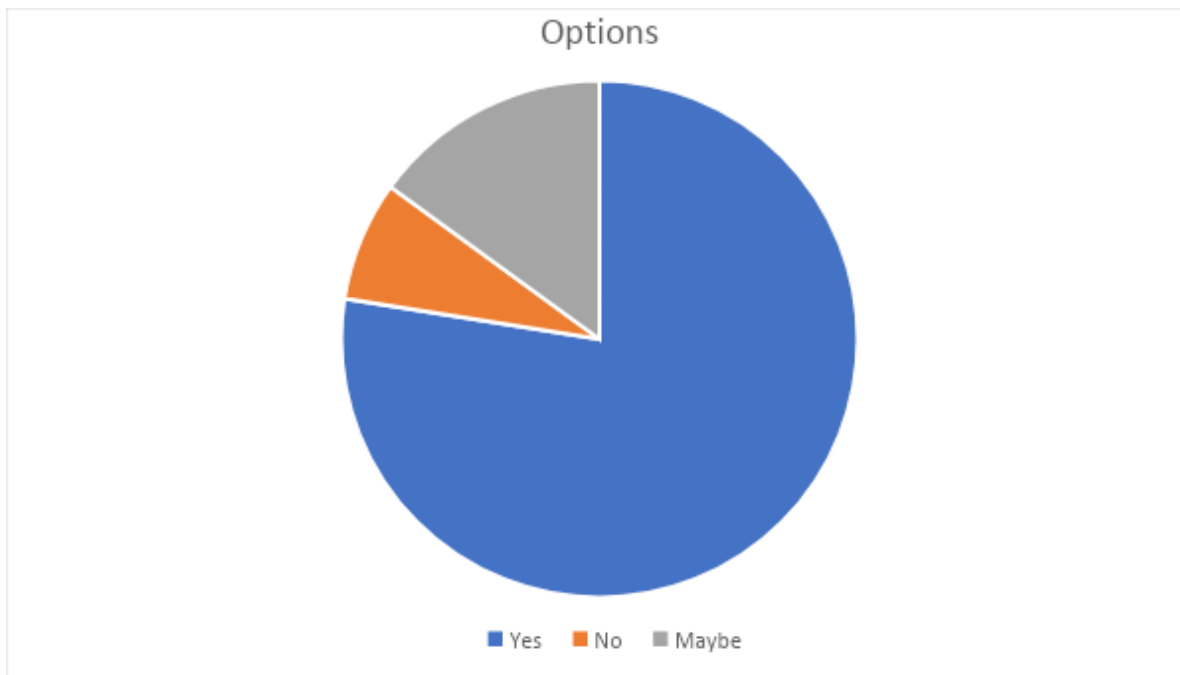
**Interpretation:**

Out of 80 responses, 57 employees agree that the company recognizes and acknowledges their work and 23 are neutral.

12. Do you think that incentives and other benefits will influence your performance?

Options	No. of responses	Frequency
Yes	62	77.5%
No	06	7.5%

Maybe	12	15%
Total	80	



Interpretation:

From the survey conducted it is found that 62 employees feel that incentives and other benefits will influence their performance 06 employees don't agree and 12 thinks maybe.

❖ Limitations of study

This research has been conducted to find out the extent to which the different types of employee motivation can influence the performance of employees in education sector. This research seeks to answer what role motivation playin enhancing employee's performance.

❖ Conclusions

Employee motivation is a highly sensitive concept which is affected by a multiplicity of factors. Some of these factors are extrinsic in that they emerge from within the organization and are an external obligation on the employee. In other words, these factors are environmental. Most of these factors are within the controls of the organizational management and can as such be exploited by the management in order to boost the levels of employee motivation. The manner in which the organization handles or manages these extrinsic factors are indeed crucial in determining not only the level of employee motivation on their own but also do influence other factors, especially the intrinsic factors that further act as determinants of the level of motivation of employees. It's important to know which factors motivate the employees in a given

organization so that the management can put more emphasis on the motivating factors.

Organizations will benefit in terms of enhanced understanding of factors that influence employee motivation which directly impacts programme performance and revenues (attract funding). Human resource departments in organizations will be able to make informed decisions on what factors they should concentrate on in order to increase their employee's motivation.

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