



## “A Study On Effectivness Of Motivational Strategies On Employees’ Performance.”

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### **Abstract:**

Motivation is essential for increasing productivity and job satisfaction, and employee performance is a crucial factor in determining the success of an organization. Examining both internal and extrinsic motivation strategies, this study looks at how different motivational approaches affect worker performance. Using a mixed-method approach, surveys and interviews were used to gather data from workers in various industries. The results show that a positive work environment, career development possibilities, financial incentives, and recognition programs all have a major impact on increased employee engagement and performance. Furthermore, it was discovered that intrinsic motivators—like job autonomy, meaningful work, and personal development—had a long-lasting effect on motivation. In order to increase staff productivity, lower turnover, and promote a healthy corporate culture, the study emphasizes the significance of a well-rounded motivational strategy that incorporates both monetary and non-monetary incentives. For the best performance results, organizations are urged to modify their motivational tactics to fit the needs of their workforce and corporate objectives.

**Keywords:** Job satisfaction, incentives, employee performance, motivation, and productivity

### **I. INTRODUCTION**

One of the most important topics in organizational management research is how motivational techniques affect worker performance. In order to improve output, job happiness, and general workplace effectiveness, motivation is essential. Employee morale can be raised by using successful motivational techniques including prizes, recognition, and chances for professional advancement. Employees that are highly motivated are typically more involved, creative, and dedicated to the objectives of the company. This study investigates different incentive strategies and how they directly affect worker productivity. It looks at both internal and external motivators in various workplaces. Organizations may create better employee engagement policies by having a deeper understanding of these tactics. The study also emphasizes the difficulties in putting motivational techniques into practice. To determine efficacy, data from a variety of businesses will be examined.

Over time, motivational ideas have changed dramatically, influencing workplace tactics to improve worker performance. Early theories placed a strong emphasis on efficiency and financial incentives, such as Taylor's Scientific Management (1911). Later versions, such as Herzberg's Two-Factor Theory (1959), which made a distinction between motivators and hygienic elements, were influenced by Maslow's Hierarchy of demands (1943), which incorporated psychological and self-fulfillment demands.

Mass production, urbanization, and technological improvements were all fueled by the Industrial Revolution (18th–19th century), which changed economies from agrarian to industrial. Economic theories that placed an emphasis on free markets and competition, including Adam Smith's Classical Economics (1776), rose to prominence as a result of this change. Marxist economics, which emphasizes class conflict and labor exploitation, was first presented by Karl Marx in his criticism of capitalism in 1867.

Frederick Taylor created Scientific Management in the early 20th century, which used a mechanical approach to motivation and placed a strong emphasis on financial incentives, efficiency, and uniformity. By dividing work into more manageable, specialized steps and compensating employees according to their success, Taylor's strategy aimed to increase productivity. According to this theory, employees needed strict supervision and were largely driven by financial rewards. More comprehensive motivational theories were developed as a result to criticism that, while its effectiveness in industrial settings, it ignored human needs and job happiness.

The use of AI-driven performance tracking, remote work motivation, and customized rewards are the main topics of current research on the effects of motivational techniques on worker performance. Businesses are moving toward intrinsic motivation by placing a greater emphasis on well-being, flexibility, and career advancement. Maintaining engagement in hybrid work contexts, matching varied employee expectations, and objectively assessing motivation are some of the challenges. Furthermore, a crucial issue for long-term motivational tactics is striking a balance between monetary and non-monetary rewards.

## REVIEW OF LITRATURE:

- Jain and Kapoor (2020) investigated the impact of workplace recognition on employee engagement. The researchers surveyed bank employees to determine the effects of recognition programs, such as peer and performance recognition, on employee motivation and job satisfaction. The findings demonstrated that employees who received regular recognition were more motivated and devoted to their employers. The study emphasized the importance of consistent, meaningful recognition in maintaining employee enthusiasm.
- Kumar and Singh (2021) the study investigated how teachers' and administrative staff's motivation was affected by specific, achievable goals. The researchers found that goal-setting greatly increased both intrinsic and extrinsic motivation through a series of trials and follow-up interviews. Teachers who took part in creating their own objectives showed greater engagement and improved performance. In order to increase motivation, the study underlined the necessity of participatory goal-setting procedures.
- Gonzalez and Ramirez examined how mentorship programs might inspire workers in the hospitality sector. Employees who took part in mentorship programs were interviewed by the researchers to determine the effect on their motivation and professional growth. The findings demonstrated that by offering direction, encouragement, and growth possibilities, mentorship programs dramatically raised employee motivation. According to the study, mentoring can be a very effective way to motivate staff members, especially those who work with customers.

## RESEARCH METHODOLOGY:

### SIGNIFICANCE OF THE STUDY:

By finding successful motivational techniques that raise employee performance, this study has the potential to increase organizational productivity. The study offers insights on how companies can promote greater engagement, job satisfaction, and retention rates by examining both monetary and non-monetary incentives. Businesses can foster a healthy work atmosphere, boost productivity, and lower turnover by understanding the influence of motivation. Additionally, the study helps managers create customized plans that meet the objectives of the company and the demands of their workforce. By bridging the gap between motivation theories and real-world workplace applications, it also adds to the body of scholarly literature.

**OBJECTIVE OF THE STUDY:**

1. To Evaluate how financial incentives affect worker productivity and how well non-monetary incentives raise job satisfaction.
2. To Examine how flexible work schedules might increase employee engagement.
3. To Determine the driving elements that lead to lower turnover and absence rates.
4. To Examine how well leadership behaviors inspire teams to achieve better results.

**Research Design**

The study use quantitative research design with an emphasis on fact – finding and questionnaire. Without adjusting for other factors, the main goal is to investigate the connections between employee performance and motivating tactics.

**Sampling Design**

Non-probability convenience sampling is used to collect information from a wide range of working people.

**Source of Data Collection**

Direct data collection was done from working or employed people. Responses were gathered using a closed-ended, structured, and unmasked questionnaire.

**Sample Size**

This survey will use a sample size of 100.

**Tool of Data Collection**

A structured, non-disguised, closed-ended questionnaire was employed as the survey instrument in the proposed study.

**DATA ANALYSIS AND INTERPRETATION:**

Important new information about employee behavior, motivation, and happiness is revealed by the data analysis and interpretation of the study on the effect of motivating techniques on employee performance. A standardized questionnaire was used to collect primary data for the study, which was based on the answers of 100 employees. One important result is that 50% of workers had been with the company for less than a year, which suggests frequent hiring or high turnover.

Nearly 39% of employees report feeling very motivated as a result of financial incentives, demonstrating the critical role that these rewards play in employee motivation. Financial incentives by themselves, however, are insufficient because, according to 50% of respondents, professional progression prospects are the most important factor encouraging employees to stay involved. Although some employees indicated that they needed more constant encouragement, 47% of workers said that their bosses constantly inspire them, demonstrating the critical role that leadership plays in motivation.

The study also emphasizes the significance of non-monetary rewards like public recognition and skill improvement, which many workers found to be powerful motivators. Additionally, 41% of respondents said that flexible work arrangements increased their level of involvement at work. Overall, the results indicate that maintaining employee engagement and performance requires a well-rounded strategy that includes monetary rewards, professional development, capable leadership, and workplace flexibility.

## FINDINGS

Several important conclusions were drawn from the study on how motivating techniques affect worker performance. Workers that were given financial incentives, such as commissions and bonuses, demonstrated increased motivation and enhanced job performance.

Burnout, however, could result from an over-reliance on financial rewards at the expense of fundamental motivational reasons. Non-monetary rewards, such as career development opportunities and recognition initiatives, were crucial in raising dedication and morale. Workers were more driven and devoted to their companies when they believed there were obvious professional advancement opportunities.

Furthermore, flexible work schedules had a favorable impact on work-life balance, which raised motivation and output. It was determined that leadership behaviors—in particular, fairness, support, and open communication—were essential to sustaining team motivation. Employee engagement was higher under managers who motivated their teams and gave regular, constructive criticism. Overall, the study highlighted that maintaining employee motivation and enhancing performance requires a balanced strategy that includes work-life balance, competent leadership, and both monetary and non-monetary incentives.

## CONCLUSION AND SUGGETION

Several important insights on the elements that influence workplace engagement and performance have been brought to light by the employee motivation study. The results of the study show that employee motivation is significantly influenced by both monetary and non-monetary incentives. Bonuses and pay raises are examples of financial incentives that help motivate employees right away, but they are not the only factors that affect job happiness. Long-term employee engagement is greatly increased by non-financial elements such as flexible work schedules, supportive leadership, career advancement chances, and recognition.

Open communication, equity, and encouragement emerged as the main motivators, and leadership conduct was found to be a crucial component in sustaining motivation. Employee motivation and job satisfaction were higher among those who thought their bosses encouraged and supported them. Additionally, it has been shown that flexible work arrangements, like remote work and adjustable schedules, are very successful in enhancing work-life balance and employee engagement.

The significance of job growth chances in maintaining motivated was another important conclusion. Employees cited growth opportunities, mentorship, and skill development programs as important elements affecting their loyalty to a company over the long run. Team dynamics and the work environment also had a significant impact on motivation levels; a positive workplace culture promotes a sense of community and increased output.

Additionally, the study identified several weaknesses in motivational techniques, specifically in the domains of reward systems and recognition. A significant percentage of workers believed that their efforts were not sufficiently recognized, despite the fact that many of them were satisfied with monetary incentives. Similarly, despite their existence, non-monetary incentives were not uniformly implemented throughout departments, which resulted in differing opinions of their efficacy.

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