



A Study On Employee Motivation At Sibar Autoparts Limited, Tirupati

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Abstract: The research project entitled "A Study on Employee Motivation at SIBAR AUTOPARTS PRIVATE LIMITED" aims to examine the level of motivation among employees and identify the key factors influencing their performance and job satisfaction. The study was conducted using a structured questionnaire containing multiple-choice and closed-ended questions, targeting various departments within the organization. It explored aspects such as recognition, incentives, working conditions, and communication between employees and management. The main objectives of the study were to assess the motivation levels of employees, understand the motivational strategies implemented by the company, and suggest improvements for enhancing employee engagement and productivity. The research design adopted was descriptive in nature, enabling the identification of employee attitudes and behaviour. A random sampling technique was used to select the participants. Both primary data (collected through questionnaires) and secondary data (sourced from books, journals, and the internet) were utilized. The findings revealed that most employees are reasonably motivated and maintain a healthy relationship with management. However, there is potential for improvement in areas such as recognition and career development opportunities.

Keywords: Employee Motivation, Job Satisfaction, Incentives, Performance, Workplace Engagement

I. INTRODUCTION

Motivation is derived from a Latin term meaning "to move," and performance arises from the interaction (movement) of physical, financial, and human resources. The first two are inanimate, but they translate into productivity only when the human element is involved. When working with employees, an intangible factor—willpower and freedom of choice—is introduced. Workers have the ability to either increase or decrease their productivity based on their decisions. This human trait leads to motivation.

Employee motivation is a significant challenge faced by every organization. It is the primary duty of managers to inspire their subordinates and cultivate the 'will to work' among them. It is also important to acknowledge that an employee may possess immense capability, but without the willingness to work, no results can be achieved. A manager must effectively utilize motivation strategies to encourage employees to perform efficiently. There is no single theory that fully explains the factors that shape motives, which regulate human behavior at any specific moment. Generally, different motives function at various times in different individuals and impact their actions. The study of motivation examines the motives of individuals that lead to different forms of behavior.

According to **Edwin B. Flippo**, "Motivation is the act of trying to persuade others to perform their tasks by offering the prospect of benefit or incentive."

II. COMPANY PROFILE

SIBAR AUTO PARTS LIMITED changed into at the start integrated as a Private Limited Company with the aid of using nameSibarAuto Parts Private Limited on 19th February, 1983 vide certificate of Incorporated No.01-3817 issued via way of means of Registrar of companies. Hyderabad. The shareholders, withinside the Extraordinary General Meeting hung on 03.03.94 have determined to transform the company into Public Limited and to alternate the call as "Sibar Auto Parts Limited". The Company has received Fresh Certificate of Incorporation with call on 13/6/1994 from the Registrar of Companies. The Company is currently engaged in production and advertising of Aluminium Hard Chrome Plated Cylinder kits particularly for Two Wheelersuptoengine potential 150 CC. This is the best regarded company in India generating Aluminium Chrome Plated Cylinder kits aside from for captive use and for the substitute market.

The company's merchandise conforms to the needful high-satisfactory necessities of the worldwide markets. There is a superb call for this product each withinside the home and worldwide markets. The product is appropriate for alternative in cars produced with the aid of using numerous ain agencies withinside the world Like PEUGOT, PLAGGIO, TVS, ENFIELD INDIA LTD etc. The exports touched RS.174 Lakhs in 1993-1994 from a modest RS.3 Lakhs in 1990-1991, which fits out to 90.88% of the entire sales turnover during the year which, perhaps, is indicative of the potentiality of the products withinside themarket. Though the reaction from the importers and home sellers are pretty encouraging, because of hassle of mounted potential the company is not able to fulfill the export call for and the home marketplace call for. Not simplest the manufacturing capability of cylinder barrels is a constraint, however additionally the procurement of excessive high-satisfactory pistons from the home marketplace is growing problems in assembly time schedules.

REVIEW OF LITERATURE

Vriti Monga & Soni S. (2023) – Employee Motivation and Job Satisfaction

This research reviewed how job satisfaction is closely linked with employee motivation and how both contribute to improved individual and organizational outcomes. It analyzed factors such as work environment, organizational culture, leadership styles, recognition, rewards, and growth opportunities. The study found that when employees feel supported and appreciated, their satisfaction and motivation increase, which leads to better performance and productivity. The authors emphasized the importance of a holistic approach, where management ensures that emotional, social, and professional needs are met. This creates a workplace culture that boosts morale and leads to sustained high performance.

Dhyana Sharon Ross (2022) – Employee Motivation and Engagement

Ross's study focused on multinational IT and IT-enabled service companies in South India, investigating how motivational factors influence employee engagement (EE). The key finding was that work-from-home (WFH) arrangements positively moderate the relationship between motivation and engagement. In simple terms, employees who worked remotely felt more motivated and engaged, especially when motivation was already high. The study highlighted that flexible work arrangements, like remote work, can act as a booster for motivation strategies, helping employees stay committed, productive, and emotionally connected to their work and organization.

Navaneetha et al. (2018) – Motivation and Employee Performance

Navaneetha et al. (2018) explored the relationship between motivation and employee performance, reaffirming that both financial and non-financial rewards significantly impact employee productivity. The study found that financial rewards such as salary increments, bonuses, and incentives improve short-term motivation, while career development opportunities, recognition programs, and positive workplace culture contribute to long-term engagement. The research suggested that organizations should implement tailored motivation strategies that address both monetary and psychological needs to ensure sustained employee satisfaction and high performance.

NEED FOR THE STUDY

Understanding motivation is essential for increasing productivity, reducing employee turnover, and fostering job satisfaction. This study helps Sibar Auto Parts Ltd. identify gaps in its motivation strategies and create a positive work environment, ensuring long-term success.

SCOPE OF THE STUDY

The study examines factors like salary, job security, career growth, and workplace environment to determine their impact on employee motivation. It covers employees from various departments, including Human Resources, Finance, and Marketing at sibar autoparts ltd. It also evaluates the role of leadership and industry standards in shaping motivation policies, ultimately leading to improved performance and retention.

OBJECTIVES OF THE STUDY

1. To know the concept of employee motivation in SIBAR AUTOPARTS LTD.
2. To know the important factors which are needed to motivate the employees at SIBAR AUTOPARTS LTD.
3. To study the effect of monetary and non-monetary benefits on employee motivation at SAPL.
4. To recommend the better strategies for improving the employee motivation at SAPL.

RESEARCH METHODOLOGY

- Descriptive research
- Sample Size: A total of 100 Employees were chosen for the study.
- Sampling technique: A Convenience Sampling

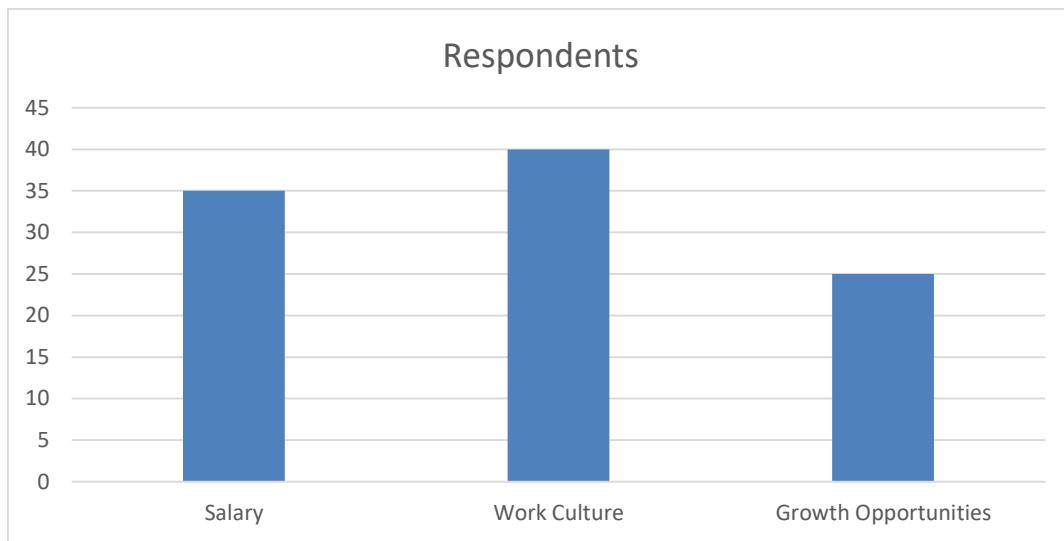
DATA COLLECTION METHODS:

| | |
|-----------------------|---|
| ➤ Primary Data | : Questionnaires |
| ➤ Secondary Data | : Magazines and Textbooks, Company websites, Published articles and Journals. |
| ➤ Research instrument | : Questionnaire |
| ➤ Data analysis | : Percentages and graphical analysis (Bar charts) |

DATA ANALYSIS AND INTERPRETATION

1) Employee's main source of motivation at SAPL.

| Option | Respondents | Percentage |
|----------------------|-------------|-------------|
| Salary | 35 | 35% |
| Work Culture | 40 | 40% |
| Growth Opportunities | 25 | 25% |
| Total | 100 | 100% |

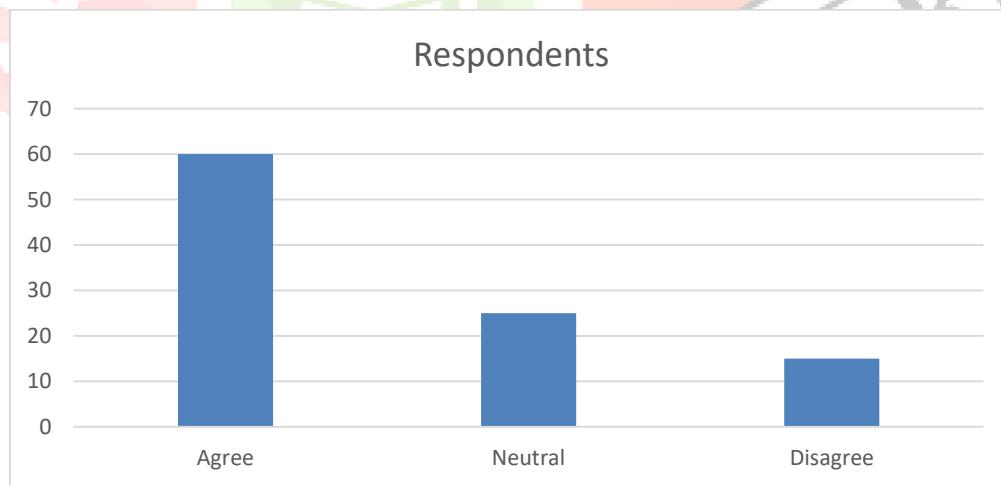


Interpretation:

The above chart shows that 35% of respondents are mainly motivated by salary, 40% by work culture, and 25% by growth opportunities at SAPL.

2) Response to career development opportunities improve employee motivation.

| Option | Respondents | Percentage |
|--------------|-------------|-------------|
| Agree | 60 | 60% |
| Neutral | 25 | 25% |
| Disagree | 15 | 15% |
| Total | 100 | 100% |

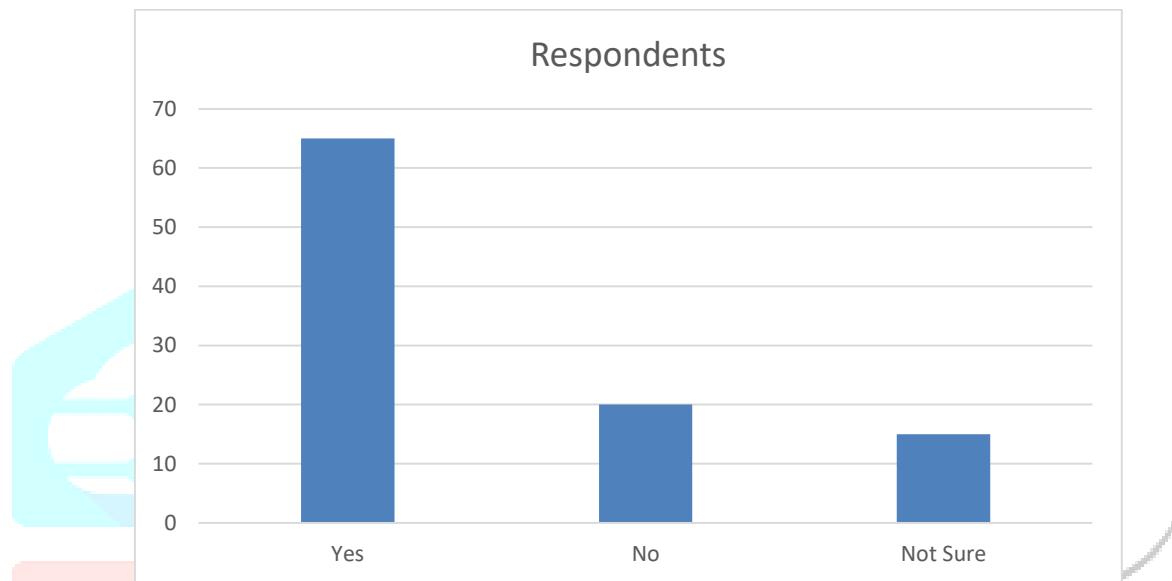


Interpretation:

The above chart shows that 60% of respondents agree that career development opportunities improve their motivation, 25% are neutral, and 15% disagree.

3) Response on job autonomy improve employee motivation?

| Option | Respondents | Percentage |
|--------------|-------------|-------------|
| Yes | 65 | 65% |
| No | 20 | 20% |
| Not Sure | 15 | 15% |
| Total | 100 | 100% |

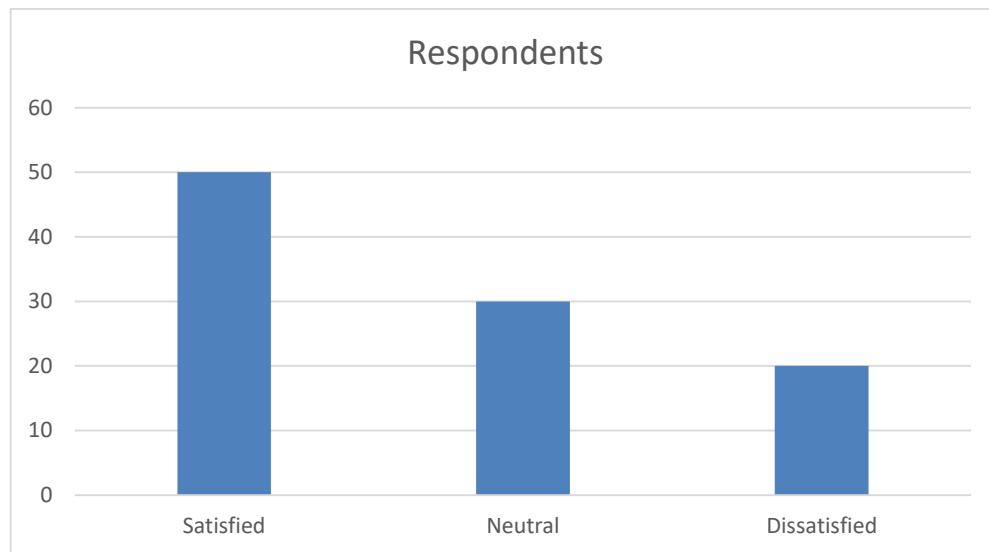


Interpretation:

The above chart shows that 65% of respondents believe more job autonomy would improve their motivation, 20% do not think so, and 15% are not sure.

4) Employee's satisfaction with current monetary benefits.

| Option | Respondents | Percentage |
|--------------|-------------|-------------|
| Satisfied | 50 | 50% |
| Neutral | 30 | 30% |
| Dissatisfied | 20 | 20% |
| Total | 100 | 100% |

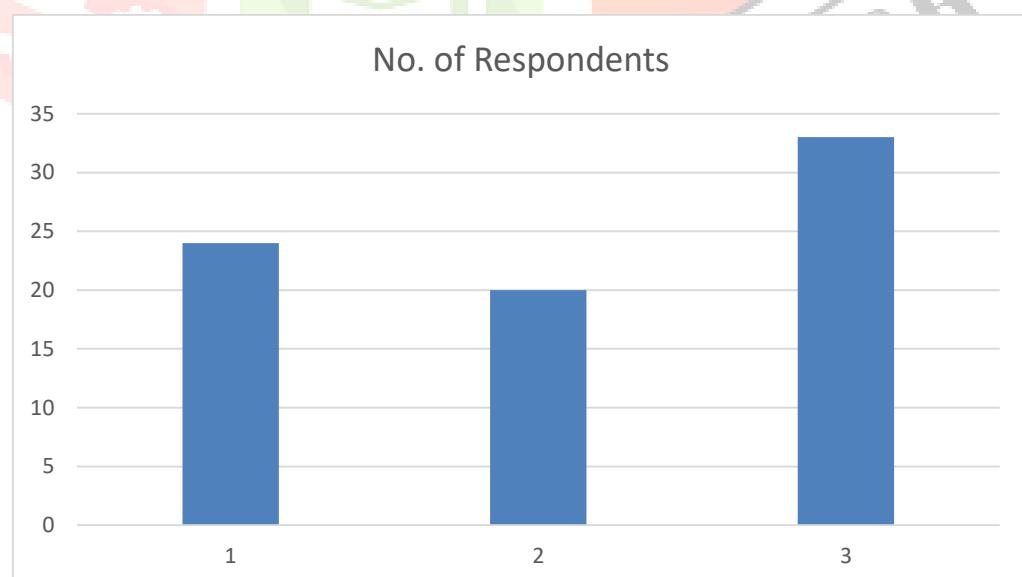


Interpretation:

The above chart shows that 50% of respondents are satisfied with their current monetary benefits, 30% are neutral, and 20% are dissatisfied.

5) Overall employee motivation level at SAPL (1 = Low, 3 = High)

| Option | Respondents | Percentage |
|--------------|-------------|-------------|
| 1 | 10 | 10% |
| 2 | 40 | 40% |
| 3 | 50 | 50% |
| Total | 100 | 100% |



Interpretation:

The above chart shows that 10% of respondents rated their motivation level at 1 (very low), 40% rated it at 2, and 50% rated it at 3 (high).

FINDINGS

- **40%** of respondents consider **work culture** as their main source of motivation at SAPL.
- **60%** of respondents **agree** that career development opportunities improve motivation.
- **65%** of respondents believe that **more job autonomy** would improve their motivation.
- **50%** of respondents are **satisfied** with their current monetary benefits.
- **50%** of respondents rated their overall motivation level at SAPL as **3 (high)**.

SUGGESTIONS

- Enhancing career growth with training, mentorship, and promotional opportunities contributes to long-term motivation.
- Involvement of employee in decision-making and flexible work options enhances motivation.
- Promotions must be given according to the performance and experience to improve employee motivation.

CONCLUSION:

The study on employee motivation at SAPL indicates that most of the employees are moderately to highly motivated, with key drivers including work culture, recognition, job autonomy, and career development opportunities. While non-monetary benefits and job security are valued, challenges such as poor management support, limited bonuses, and workload pressure affect motivation levels. By enhancing its reward system, empowering managers, promoting employee autonomy, and investing in career growth and recognition, SAPL can further boost employee morale, engagement, and productivity.

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