

HOW DOES MOTIVATION IMPACTS EMPLOYEE PERFORMANCE AT WORKPLACE-AN ASSESSMENT WITH REFERENCE TO HERO MOTO CORP

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Abstract--This research paper examines “how do you motivate employees” at work place, how employers can execute Motivational theories, factors to ensure happy and motivated Employees. It also focuses on the best techniques to motivate the employees and its effective Implementation at their specific workplace.

Now today’s economic environment, It is very important to any kind of business to have happy and productive employees. Social Scientists, Psychologists have been researching for decades trying to find out what motivates people to give better performance to organization. Dozens of Motivation theories have been proposed over the years. There are so many psychological theories that explain there is a correlation between high motivation and high performance.

When employees are faithful and engaged in the organization, profits are higher. equally, when people feel unmotivated or undervalued/apathetic, the company suffers. A motivated workforce / productive staff, which in turn helps to achieve business goals and creates productivity for the success of organization.

Most employers today would like to have their employee’s motivated, but one thing we do not understand what truly motivates a person to work .salary? or Work Culture? Always Salary is not a driving factor, in order to make happy and productive workplace, Employer should be good& Kind at them , keep employees to feel valued, make sure the environment feel better ,reward them with some transit benefits, communication about company happenings etc..

As we know, apart from some motivational theories, the most popular theories help us to increase workplace performance include: Maslow’s hierarchy of needs and Herzberg’s two-factor theory. Both the theories are related in the fact that there are some essential needs for all people to meet for survive. Every employee is at a different stage in their lives, which requires different management techniques to overcome their needs. It is also essential that motivation must come from within the Employee. There must be some appropriate ways to be executed in a strategic way to provide the best results for the organization.

Index Terms— Factors of Motivation, Employee recognition, pay & Benefits, Organizational Culture, Employee Performance etc..

Introduction: Now a day, employee motivation is one of the major issues facing by every organization at work place. It is the major assignment of every manager to motivate his subordinates in order to create the ‘willing to work’ among the subordinates. It should also be remembered that a worker may be greatly capable of doing some work, even nothing can be achieved if he is not willing to work.

A manager has to make appropriate use of motivation to inspire the employees to follow them. Hence this studies focusing on the employee motivation among the employees of Hero moto corp ltd .

Definitions: According to Edwin B Flippo, “Motivation is the process of attempting to influence others to do Their work through the possibility of gain or reward..According to S.P Robbins, “Motivation is the willingness to exert high levels of effort toward organizational goals, conditioned by the effort and ability to satisfy some individual need.”Employee motivation is the level of energy, commitment, and creativity that a company's workers bring to their jobs.

Objectives:

1. To study the important factors of Motivation which are needed for employees in **Hero moto corp ltd** ..
2. To study the influence of monetary and non-monetary benefits provided by the organization on the employee’s performance/work.
3. To know Management involves you in decision making which are connected to department.
- 4 .To know the relationship between incentives and employee’s performance

Need of the study: This study is meant to evaluate motivation of employees in the organization. Good Motivational programs are essential for employees to achieve goal of the organization. Management must develop good organizational culture to gain employee productivity. Motivation has variety of effects. These effects may be seen in the context of an individual's physical and mental health, productivity, absenteeism and turnover. Employee happiness has to be administered in many ways. This in turn helps in organization to retain and nurturing the true believers "who can produce value to the organization. Proliferate and encouraging the number of "true believers" is the challenge for future and present HR managers.

Now the time to change HR policies and practices to assess the employees, The challenge facing HR managers today is to make happiness in their employees and drag their skills, capabilities, knowledge to get more productivity.

Scope of the Study: This present study on employee motivation at work place helps to get clear picture about the factors which motivates the employees. This in turn helps the management to formulate suitable policy to motivate the employees. Hence, the motivational level of the employees may also change.

The factors that motivate the employees may change with change in time because the needs of employees too change with change in time. So continuous monitoring and close observation of factors that motivate the employees is necessary to maintain a competent employees. Only with a competent human resource an organization can achieve its objective. Moreover, human resource is the most valuable asset to any organization. A further study with in dept analysis to know to what extent these factors motivate the employees is required.

Methodology of the study: After the objective of the study has been formulated, the next step in formal research project is to determine the source from which the data is required to be collected. The data collection is an interesting aspect of the study. For the purpose of achieving data effectively. Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge.

a) Primary data: The data, which we are collected for the first time, from the employees directly. It is collected through the following methods.

1. Questionnaire: A defeated questionnaire was prepared carefully in proper order, in accordance with the relevance and distributed among the employees.
2. Interview: Personal interviews and interaction with the employees and labor.
3. Observation: By observing the working environment.

b) Secondary data: The secondary data are those which have already been collected earlier by someone for some other processes. The secondary data mainly consists of data and information collected from records, company Websites and also discussion with the management of the organization.

c) Sample: A finite subset of population, selected from it with the objective of investigating its properties called a sample. A sample is a representative part of the population. A sample of 50 respondents in total has been randomly selected and collected data from them.

c) Presentation of Data: The data are presented through charts and tables.

Limitations of the Study: As the study is only confined to motivational factors of employees of the organization The data cannot be determined,. Unless, until of giving frank and sincere efforts. These are as follows:

- The major constraint is the period of study which is very limited time-span to gather the data.
- The perception bias or attitude of the respondents may also act as hurdles to the study.
- The study is restricted to motivational factors not the other aspects of company policies & Procedures.
- The sample taken for the study was only 50 for the research which is small due to the constraint of time.

Review of Literature

Introduction: Understanding what motivates people now a days is a most challenging task for every organization. Herzberg Two-factor theory helpful for understanding how to motivate employees .It is the major task of every manager to motivate his subordinate or to create the will to work among the subordinates .It should also be remembered that the worker may be immensely capable of doing some work, nothing can be achieved if he is not willing to work .creation of a will to work is motivation in simple but true sense of term.

Definitions: According to Edwin B Flippo, "Motivation is the process of attempting to influence others to do their work through the possibility of gain or reward.

Concept: The word motivation has been derived from motive which means any idea, need or emotion that prompts a man in to action. Whatever may be the behavior of man, there is some stimulus behind it .Stimulus is dependent upon the motive of the person concerned. Motive can be known by studying his needs and desires. There is no universal theory that can explain the factors influencing motives which control mans behavior at any particular point of time. In general, the different motives operate at different times among different people and influence their behaviors. The process of motivation studies the motives of individuals which cause different type of behavior.

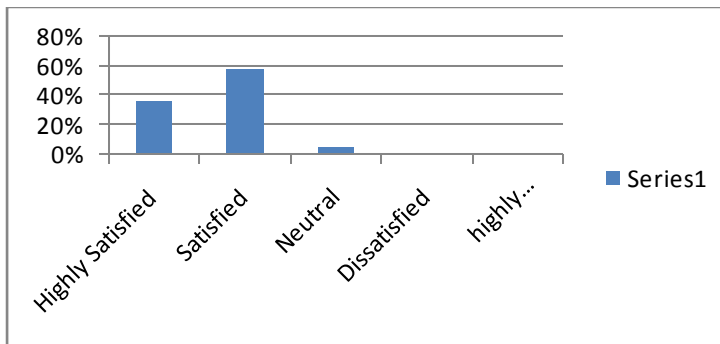
Theories of Motivation: Understanding what motivated employees and how they were motivated was the focus of many researchers following the publication of the Hawthorne study results (Terpstra, 1979). Six major approaches that have led to our understanding of motivation are McClelland's Achievement Need Theory, Behavior Modification theory; Abraham H Maslow's need hierarchy or Deficient theory of motivation. J.S. Adam's Equity Theory, Vroom's Expectation Theory, Herzberg Two factor Theory.



Data Analysis and Interpretation

1. What is your response about the support from the HR department

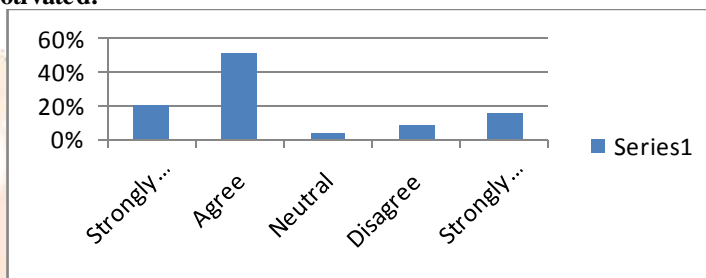
S. no	Rating	Respondents	Percentage
1	Highly Satisfied	18	36%
2	Satisfied	29	58%
3	Neutral	03	6%
4	Dissatisfied	00	00%
5	Highly Dissatisfied	00	00%
Total		50	100%



Interpretation: The table shows that 58% of the respondents are satisfied with the support they are getting from the HR department.

2. Career Development programs are helpful to get motivated?

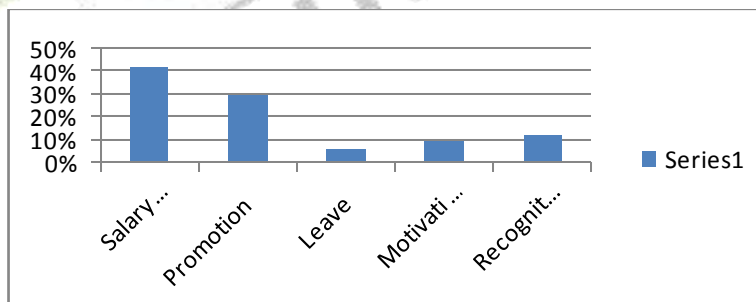
S. no	Response	Respondents	Percentage
1	Strongly agree	10	20%
2	Agree	26	52%
3	Neutral	2	4%
4	Disagree	04	08%
5	Strongly disagree	8	16%
Total		50	100%



INTERPRETATION: The above table shows that 52% of the respondents agree that career development programs are helpful to get motivated.

3. Factors which motivates you most

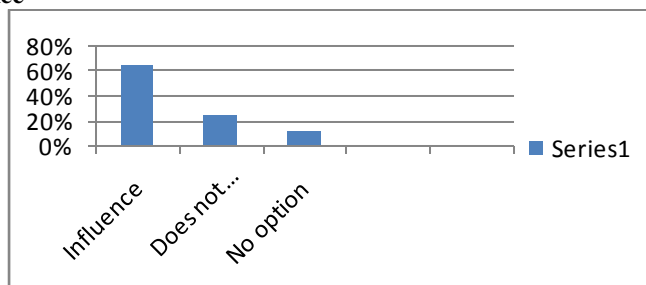
S. no	Response	Respondents	Percentage
1	Salary Increase	21	42%
2	Promotion	15	30%
3	Leave	3	6%
4	Motivational Talk	05	10%
5	Recognition	6	12%
Total		50	100%



INTERPRETATION: The above tabulation shows that 42% respondents are responding that increase in salary will motivate them most.

4. Incentives and other benefits will influence your performance

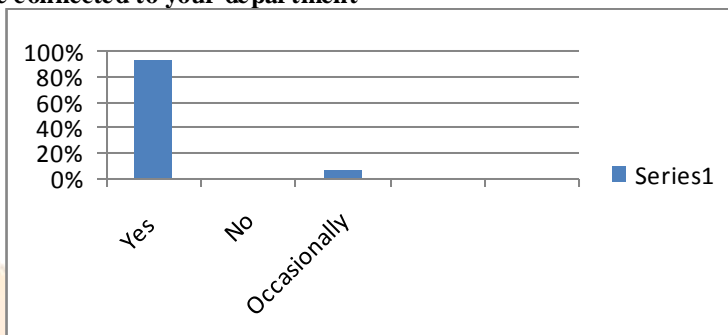
S.no	Ratings	Respo ndents	Percentage
1	Influence	32	64%
2	Does not influence	12	24%
3	No option	06	12%
Total		50	100%



INTERPRETATION: The above tabulation shows that 64% respondents respond that incentives and other benefits will influence their performance.

5. Management involves you in decision making which are connected to your department

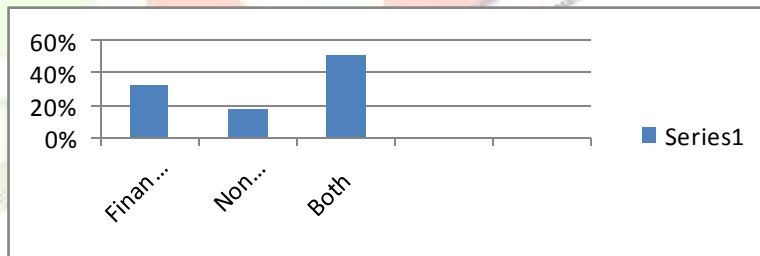
S.no	Ratings	Respon dents	Percentag e
1	Yes	47	94%
2	No	00	0%
3	Occasionally	03	06%
Total		50	100%



INTERPRETATION: The above tabulation format shows that 94% respondents are agree that management involves them in decision making which are concerned to their department.

6. The type of incentives motivates you more

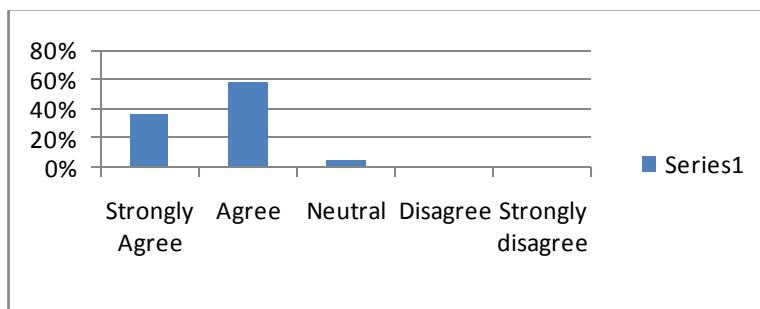
S.no	Ratings	Respondents	Perce ntage
1	Financial Incentives	15	33%
2	Non financial Incentives	09	18%
3	Both	26	52%
Total		50	100%



INTERPRETATION: The table shows that 52% of the respondents are expressing that both financial and non financial Incentives will equally motivate them.

7. The company is eager in recognizing and acknowledging employee's work performance?

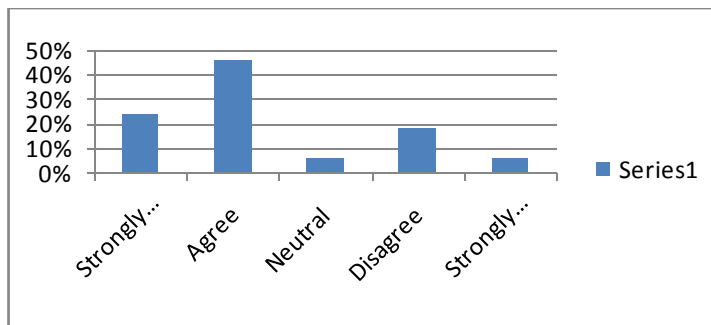
S.no	Response	Respo ndents	Percenta ge
1	Strongly Agree	18	36%
2	Agree	29	58%
3	Neutral	03	06%
4	Disagree	0	0%
5	Strongly disagree	0	0%
Total		50	100%



INTERPRETATION: From the study, 58% of employees agreed that the company is eager in recognizing and acknowledging their work performance, 36% strongly agreed and only 6% showed neutral response.

8. Is Salary periodically increase?

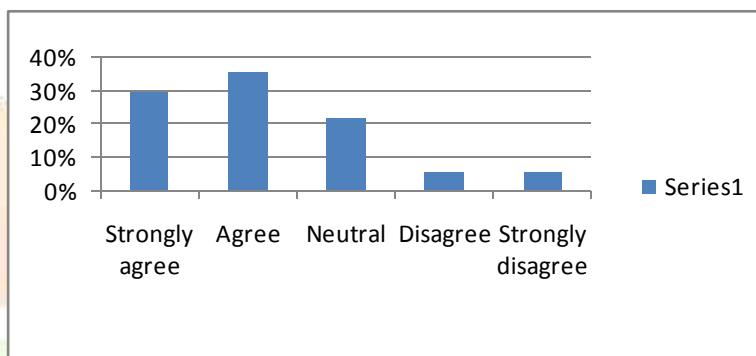
S.no	Response	Respondents	Percentage
1	Strongly Agree	12	24%
2	Agree	23	46%
3	Neutral	3	6%
4	Disagree	9	18%
5	Strongly disagree	3	6%
Total		50	100%



INTERPRETATION: The table shows 46% of employees agree that there is a periodical increase in the salary.

9. How do you feel Job Security in your company?

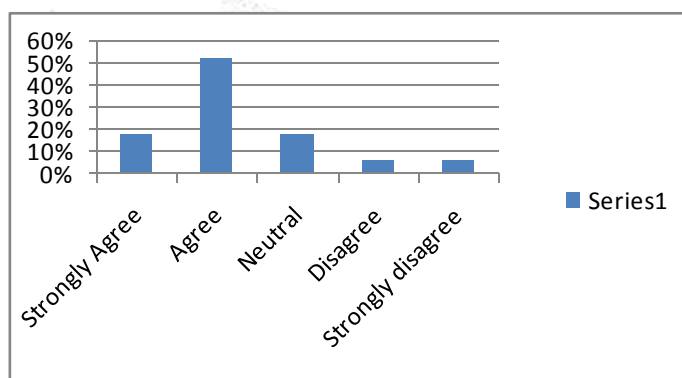
S.no	Ratings	Respondents	Percentage
1	Strongly agree	15	30%
2	Agree	18	36%
3	Neutral	11	22%
4	Disagree	03	6%
5	Strongly disagree	03	6%
Total		50	100%



INTERPRETATION: The table shows 35% of employees agree with good job security exist in the company

10. Effective promotional opportunities in present job ?

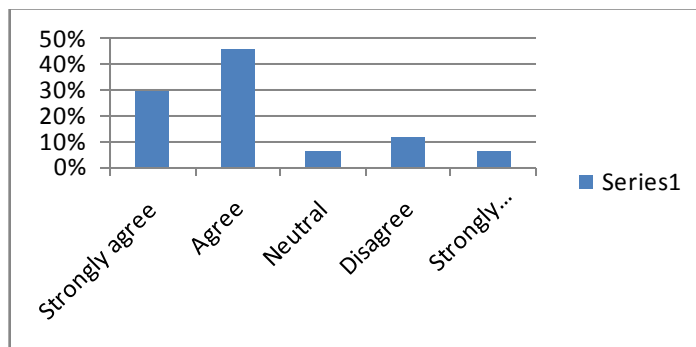
S.no	Ratings	Respondents	Percentage
1	Strongly Agree	9	18%
2	Agree	26	52%
3	Neutral	9	18%
4	Disagree	3	6%
5	Strongly disagree	3	6%
Total		50	100%



INTERPRETATION: The above tabulation format shows 52% of the respondents agree with effective promotional opportunities in their present job.

11. Good safety measures existing in the organization.

Sl.No	Response	Respondents	Percentage
1	Strongly agree	15	30%
2	Agree	23	46%
3	Neutral	3	6%
3	Disagree	6	12%
4	Strongly disagree	3	6%
Total		50	100%



INTERPRETATION: The above tabulation format shows that 46% of the respondents agree that there is a good safety measure existing in the company.

Findings

The findings assist the management to understand the role in motivating their employees and how employees are encouraged to maximize work performance.

- From the study it is clear that most of employees agree to the fact that, performance Appraisal activities and support from the coworkers is helpful to get motivated.
- The study reveals that increase in the salary will motivates the employees more.
- The incentives and other benefits will influence the performance of the employees.
- Most of the employees are happy, that management involves them in decision making which concerned to their departments.
- This study found that incentives and other benefits influence Employee performance.
- Most of the employees agree that Career development opportunities are helpful to get motivated.
- Employees are maintaining harmonious relationship with each other.

Suggestions

- It is suggested that to make the performance appraisal should be more effective in assessing the competencies of employees.
- HR experts and Management should follow some ways to keep their employees happy when salary is not the driving factor.
- Non financial incentive plans should also be implemented; it can improve the productivity level of the employees
- Organization should give importance to communication between employees and gain coordination Through it.
- Skills of the employees should be appreciated.
- Better carrier development opportunities should be given to the employees for their Improvement.

Conclusion

The study concludes that, the motivational program procedure in HERO MOTOCORP LTD is found effective but not highly effective. The study on employee motivation highlighted so many employee motivation factors which will help to motivate the employees. The study was conducted among 50 employees and collected information through structured questionnaire. The study helped to find which were related with employee motivational programs which are provided in the organization. The performance appraisal activities really play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his/her work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this study in order to make the motivational programs more effective like Be Transparent with employees, reward your highest performer with vacation days, Casual conversations in the break room can become collaborative conversations to boost productivity. Make it inviting and effective, with nice furniture, tables, and snacks and beverages, if possible, Create a career pathway, as we know it's critical for businesses to have regular career planning discussions with their employees. As part of training and development, make sure employees are aware of the different types of career paths or job opportunities throughout the company, Achievement and recognition are high motivators for employees. If they take risks, reward them. Give them a coupon to go out for dinner, an extra day off, and tickets to a show, etc. The small stuff adds up. Having a positive culture and workplace environment helps a lot, as it encourages teamwork and communication which increases engagement and opportunities for teammates to learn from each other. Offer some benefits which supplement the salary like health insurances, cultural memberships are great things to employees to keep healthy and happy. So that your employees know that organization is truly care us and our families and also clear and frequent communication on company happenings make all the difference in the employee happiness.

Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future

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