



The Impact Of Staff Motivation Incentives On Overall Company Productivity In India

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Abstract

What drives a person to perform well is different from other people as an individual has different needs and wants. An employee may need recognition more than increased pay. So it's important for an organisation to find out what motivates their employees so that it results in better returns for the company

Hence the aim of this research is to find out what truly motivates the employees to perform better, what helps them to satisfy their needs and in the end help the company to achieve new heights.

Key words

Staff Motivation: responsibility, incentives, fair treatment, transparency, accountability.

Introduction

In India, the workforce is one of the country's most significant assets, comprising a substantial proportion of its population. The productivity of this workforce is critical to the country's economic growth and development. Motivating staff is one way to enhance their productivity and achieve organizational goals. Many organizations in India are beginning to realize the importance of staff motivation incentives and the impact they can have on overall company productivity.

Staff motivation incentives are rewards or benefits given to employees for performing well or achieving certain objectives. These incentives can be financial, non-financial, or a combination of both. The main objective of providing staff motivation incentives is to increase employee job satisfaction, improve their performance, and ultimately contribute to overall organizational productivity.

Several studies have shown that motivated employees are more productive and perform better than those who are demotivated. Incentives such as bonuses, salary raises, promotions, and recognition can encourage employees to work harder and increase their productivity. Non-financial incentives such as flexible work hours, work from home options, employee training and development programs, and team-building activities can also contribute significantly to employee motivation.

In India, where the workforce is diverse, with different cultures, backgrounds, and beliefs, it is essential to tailor incentives to meet the needs and preferences of employees. Employers must also consider the cost of providing these incentives and ensure they are sustainable and realistic. Additionally, it is crucial to communicate the incentives effectively to employees and ensure they understand how to qualify for them.

Impact of Staff Motivation Incentives on Company Productivity:

The impact of staff motivation incentives on company productivity in India cannot be overstated. When employees are motivated, they are more engaged in their work, committed to the organization's goals, and more likely to work towards achieving those goals. As a result, they are more productive, which can lead to increased profits and organizational growth.

Research has shown that motivated employees are more innovative, creative, and willing to take on new challenges. They are also more likely to work collaboratively with their colleagues, which can lead to better teamwork and improved organizational performance. Motivated employees are also less likely to leave the organization, reducing employee turnover and the associated costs of hiring and training new staff.

Moreover, staff motivation incentives can enhance employee job satisfaction, which is critical to employee retention. Satisfied employees are more likely to remain with their current employer, reducing staff turnover and the associated costs. They are also more likely to recommend their employer to others, which can contribute to the organization's reputation and attract more talented employees.

In addition, providing staff motivation incentives can help organizations attract and retain talented employees, which is essential for long-term success. In India, where the competition for talent is high, offering attractive incentives can give an organization a competitive advantage and attract the best candidates. Staff motivation incentives have a significant impact on overall company productivity in India. Motivated employees are more productive, innovative, and committed to the organization's goals. Staff motivation incentives can enhance employee job satisfaction, reduce employee turnover, and attract talented employees. However, organizations must consider the cost of providing these incentives and ensure they are sustainable and realistic. It is also crucial to tailor incentives to meet the needs and preferences of employees and communicate them effectively. With the right staff motivation incentives, organizations in India can improve their productivity, achieve their goals, and succeed in a competitive marketplace.

Review of literature

- Adaysha (2013) examined the different motivational techniques managers used at their workplace.
- Conducted a literature review and found there were no major studies on a group of managers to see what they have done to motivate their employees and wanted to do further research on intrinsic motivating factors that managers used to motivate their employees.

Primary Motivation Techniques:	Findings
Training	40%
Mentoring/Handholding	20%
Promotions	15%
Rewards	10%
Recognition	10%
Criticism	5%

Limitations of this study were the managerial level of respondents that might have influenced their perceptions and the type of organisations that may limit certain practices

Findings convey that employees are always looking for career growth regardless if it is through training and development or through managers motivation and mentoring.

Compensation does serve as an initial enthusiasm but for sustainable performance employees should be highly motivated.

- Ackah (2014), conducted a study to examine the impact of motivation on employee performance with reference to the manufacturing industry in Ghana. There were 120 respondents from 5 manufacturing industries in Ghana. The primary research method was survey design

- Limitations

Lack of sufficient time for the research because of the fact that the researcher has to combine the study with regular lectures.

Low respondents cooperation research has shown that many people do not respond to research questionnaires promptly and adequately.

Discussion:

The research revealed that training and development, promotion have a significant on employee performance. To be effective, management need to understand what motivates employees within the work they perform, and to recognize motivation and performance to find out motivation effects employee performance. They need also to recognize basic need theories that help with these issues.

Suggestions for further research is to make sure respondents have enough time to investigate or examine more about this issues in different areas of industry sectors so that managers will know how to motivate their employees to work effectively so that the organization can achieve its goals and objectives.

The finding of study suggests that both intrinsic and extrinsic rewards are equally important in ensuring that employees do their best.

Ackah, D. (2014)(The Impact of Motivation on Employee Performance in the Manufacturing Industry in Ghana. Global Journal of Management Studies and Researches)

- Rawat & Khugsal (2015) examined the relationship between employee attitudes towards motivational practices

Motivational practices which was included - job rotation, job enrichment, rewards, employee participation, quality of work life program, five day work week, flextime, employee assistance program, autonomy, recognition, clearly defined work responsibilities and goals, education and training opportunities, career opportunities, etc.

(Extrinsic and Intrinsic Motivation)

- Conducted a survey on 106 employees (randomly selected to take questionnaire with 150 questions)
- The researchers found that employee attitude towards motivational practices differ significantly across different demographic characteristics of the respondents.
- There was a significant relationship between career development/job security in improving employees performance

(Rawat, B., Khugshal, R., & Chaubey, D. (2015). EMPLOYEE ATTITUDE TOWARDS MOTIVATIONAL PRACTICES: AN EMPIRICAL STUDY. Sona Global Management Review, 9(2).)

Corcaci (2016), conducted a study to investigate the correlation between reward and motivation and the effects caused by demographic characteristics of respondents.

Method that was used was a documentary study, survey, and questionnaire

Results revealed that it is important to consider the situation uniqueness and diversity of the group before considering any motivational tools to increase motivation amongst employees. It is accepted that performance is based on individual factors such as personality, skills, knowledge, experience and abilities. Managers need to take account of these differences when hiring and motivating employees. (Vroom, 1964)

- Positive motivation is well received and expected by employees.
- Job stability is important to employees for a motivational factor
- Dominant attribute is "open to new things"
- 84.5% of respondents consider their participation in decision making important to them
- Limitations
- Sample dimension, structure and small number of respondents
- Tendency on the part of the respondents desirability in relation to the statements in the questionnaire that could not be avoided

(Georgiana, C. (2016)MOTIVATION AND PERFORMANCE. CORRELATION STUDY. SCIENTIFIC RESEARCH AND EDUCATION IN THE AIR FORCE.AFASES. 535.539 doi:10.19062/2247.3173 2016.18.2.7)

Statement of problem

In today's world where companies are competing against each other to come on top, employers want to motivate employees and make them achieve their targets so that the overall profitability of the company increases but they don't know completely what truly motivates them.

Each and every person is different and has different needs and wants. Hence what motivates a certain individual to do a task will be different from other individual to do the same task. Hence assessment of what they actually need from the work is required to understand what truly motivates people.

So the goal of our study is to find out the impact of various staff motivation techniques which impact the overall productivity of a company

Objective of study

The objective of this study is to explore the impact of staff motivation incentives on overall company productivity in India. Motivation incentives refer to the various monetary and non-monetary rewards offered to employees in order to inspire and encourage them to perform better and achieve their goals. These incentives can range from financial bonuses and stock options to flexible work hours, recognition programs, and opportunities for career advancement.

India has emerged as a major global economic power in recent years, and its economy is expected to continue to grow at a steady pace. However, many Indian companies struggle with low levels of employee motivation, which can lead to decreased productivity, high turnover rates, and a lack of innovation. Therefore, it is important for companies in India to invest in motivation incentives in order to retain and motivate their employees and increase overall productivity.

One way that motivation incentives can impact overall company productivity is by increasing employee engagement. When employees feel valued and appreciated, they are more likely to be engaged with their work and put in the effort necessary to succeed. This, in turn, can lead to higher levels of productivity and improved performance.

Additionally, motivation incentives can help to attract and retain top talent. In a competitive job market, companies that offer attractive incentives are more likely to be able to recruit and retain high-quality employees. This can lead to a more skilled and motivated workforce, which can help to drive overall company productivity.

Motivation incentives can also help to foster a positive work culture. When employees are motivated and engaged, they are more likely to be collaborative, supportive, and innovative. This can lead to a positive work environment where employees feel valued and supported, which can in turn lead to increased productivity and improved performance.

Furthermore, motivation incentives can help to reduce employee turnover. When employees are satisfied with their jobs and feel that their contributions are valued, they are more likely to stay with the company for the long term. This can help to reduce the costs associated with recruiting and training new employees, as well as maintaining continuity in the workforce. Motivation incentives can have a significant impact on overall company productivity in India. By investing in these incentives, companies can increase employee engagement, attract and retain top talent, foster a positive work culture, and reduce employee turnover. As the Indian economy continues to grow and become more competitive, it is important for companies to prioritize employee motivation in order to remain successful and drive overall productivity.

Scope of study

Employee motivation is a critical factor in the success of any organization. It is essential for companies to understand what motivates their employees and implement strategies to keep them motivated. In India, employee motivation has become a key concern for many companies due to the changing work culture and the need to attract and retain talented employees. This paper aims to explore the impact of staff motivation incentives on overall company productivity in India.

The scope of this study is limited to analyzing the impact of staff motivation incentives on company productivity in India. The study will focus on different types of incentives that companies offer to their employees to keep them motivated, such as financial incentives, non-financial incentives, and recognition programs. The study will also analyze the different factors that influence employee motivation in India, such as work culture, work-life balance, and job security.

To conduct this study, both primary and secondary data sources will be used. Primary data will be collected through surveys and interviews with employees and managers from different companies in India. The survey

will be designed to collect data on the different types of incentives offered by companies, the level of employee motivation, and the overall company productivity. Interviews with managers will provide insights into the company's motivation strategies and their impact on productivity.

Secondary data sources will include academic literature, reports, and case studies on employee motivation and productivity in India. These sources will provide a theoretical framework for the study and help in analyzing the findings.

The study will also take into account the different industries in India, such as IT, manufacturing, and services. This will help in analyzing the impact of motivation incentives on productivity across different industries and identifying any industry-specific trends.

The findings of this study will be beneficial to companies in India, as it will provide insights into the different types of motivation incentives that are effective in improving productivity. Companies can use these findings to tailor their motivation strategies to suit their employees' needs and improve overall company productivity. The impact of staff motivation incentives on overall company productivity in India is an important area of study. The study will provide insights into the different types of incentives that are effective in improving productivity and identify the factors that influence employee motivation in India. The findings of this study will be beneficial to companies in India in tailoring their motivation strategies to suit their employees' needs and improve overall company productivity.

Methodology limitations

The impact of staff motivation incentives on overall company productivity is an important topic of study in India, given the country's rapidly growing economy and increasing competition among businesses. In this analysis, we will discuss the methodology for studying the impact of staff motivation incentives on overall company productivity in India.

The first step in conducting this analysis is to define the variables that will be used to measure the impact of staff motivation incentives on company productivity. In this case, the variables may include the level of staff motivation, the type and frequency of incentives provided to employees, and the overall productivity of the company.

Once the variables have been defined, the next step is to collect data. This can be done through a combination of surveys, interviews, and other forms of data collection. Surveys can be used to gather information on the level of staff motivation, while interviews with employees and managers can provide insight into the types of incentives that are most effective in motivating staff.

In addition to collecting data on staff motivation and incentives, it is also important to gather data on the overall productivity of the company. This can be done by analyzing financial reports, production statistics, and other relevant data.

Once the data has been collected, it can be analyzed to determine the relationship between staff motivation incentives and overall company productivity. Statistical analysis can be used to identify any correlations between the two variables, and regression analysis can be used to identify the specific incentives that have the greatest impact on productivity. It is also important to consider other factors that may influence company productivity, such as market conditions, competition, and technological advancements. These factors can be controlled for in the analysis to ensure that the impact of staff motivation incentives on company productivity is accurately assessed.

Finally, it is important to draw conclusions and make recommendations based on the analysis. The results of the analysis can be used to identify the most effective incentives for motivating staff and increasing company productivity. Recommendations can then be made to businesses on how to implement these incentives in their own organizations. Studying the impact of staff motivation incentives on overall company productivity in India requires careful consideration of variables, data collection methods, and analysis techniques. By conducting a thorough analysis and drawing appropriate conclusions, businesses can improve their understanding of the relationship between staff motivation and productivity, and take steps to increase the effectiveness of their own incentive programs.

Limitations

The following are the challenges we ran into while conducting the study:

- Majority of the respondents belonged to the same age group of 20-30
- Limited access to information
- Generally, survey results depend upon the truthfulness of the responses from the respondents

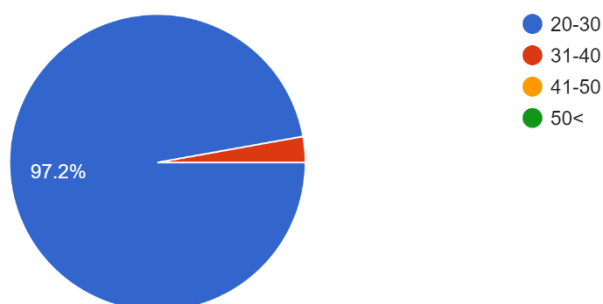
Data analysis and interpretation

PIE CHART-1

AGE

Age

71 responses



The above chart shows the breakdown of the different age group of people between the age of 20-30 is 97.2% and the people between the age of 30-40 is 2.8 % so the majority of the respondents are between the age group of 20 – 30

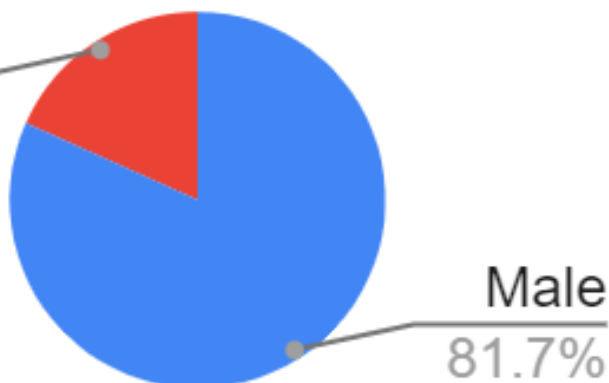
PIE CHART-2

GENDER

Count of Gender

Female

18.3%



The above chart shows the breakdown of the different gender group between male 81.7% and Female 18.3% so the majority of the respondents are between male – 81.7%

TABLE-1**BREAKDOWN OF DIFFERENT OCCUPATION GROUP**

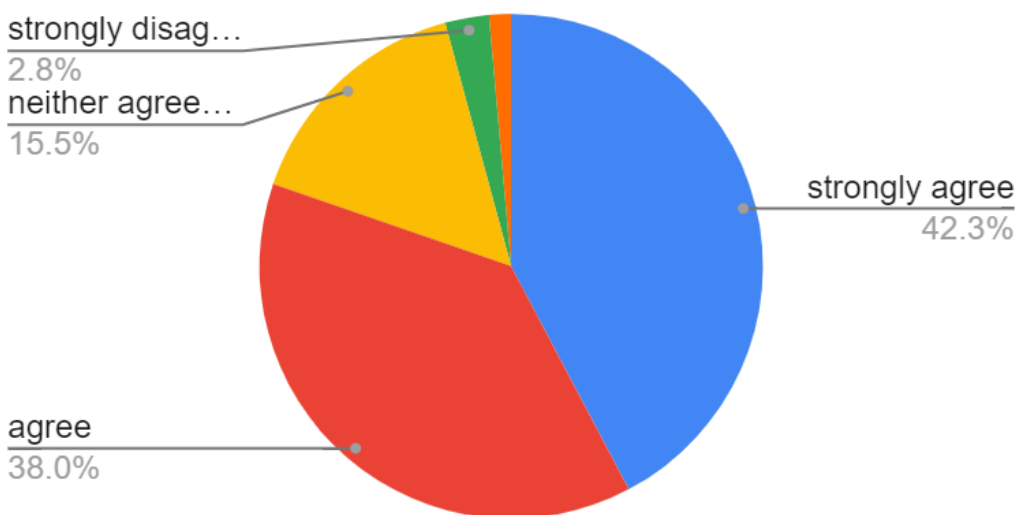
S.NO	OCCUPATION	PERCENTAGE
1	Business	1.4%
2	Studying	2.8%
3	Real estate	1.4%
4	Technical Artist	70.4%
5	Student	70.4%

The above chart shows the breakdown of the different occupation group i.e Business – 1.4%, Studying-2.8%, Real estate – 1.4% , Technical Artist – 1.4% & Student – 70.4% Among this majority of the respondents are student- 70.4%

PIE CHART-3

improvement in productivity since the implementation of staff motivation incentives?

Count of Have you noticed an improve...

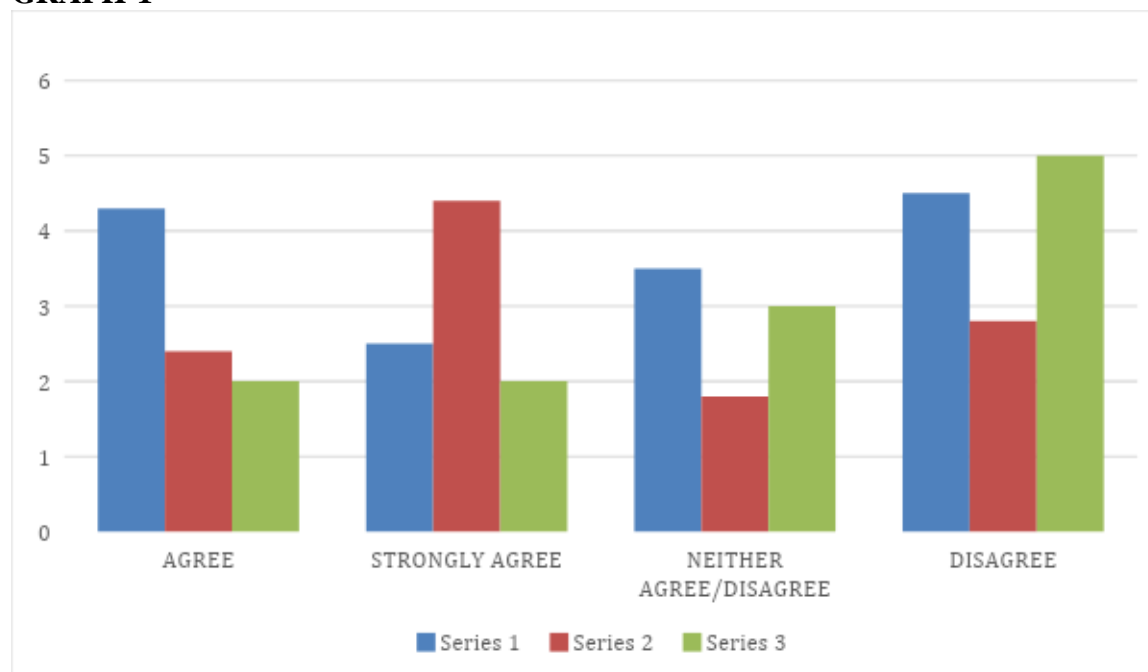


The above chart shows the improvement in productivity , where 42.3% strongly agree on the improvement of productivity on the bases of staff.

TABLE-2**staff motivation incentives influenced staff retention in the company**

S.NO	RESPONSES	PERCENTAGE
1	AGREE	52.6%
2	STRONGLY AGREE	15.8%
3	NEITHER AGREE/DISAGREE	31.6%

The above chart shows the staff motivation in the company, where 52.6% people agree on staff retention in the company with the majority we go with 52.6%.

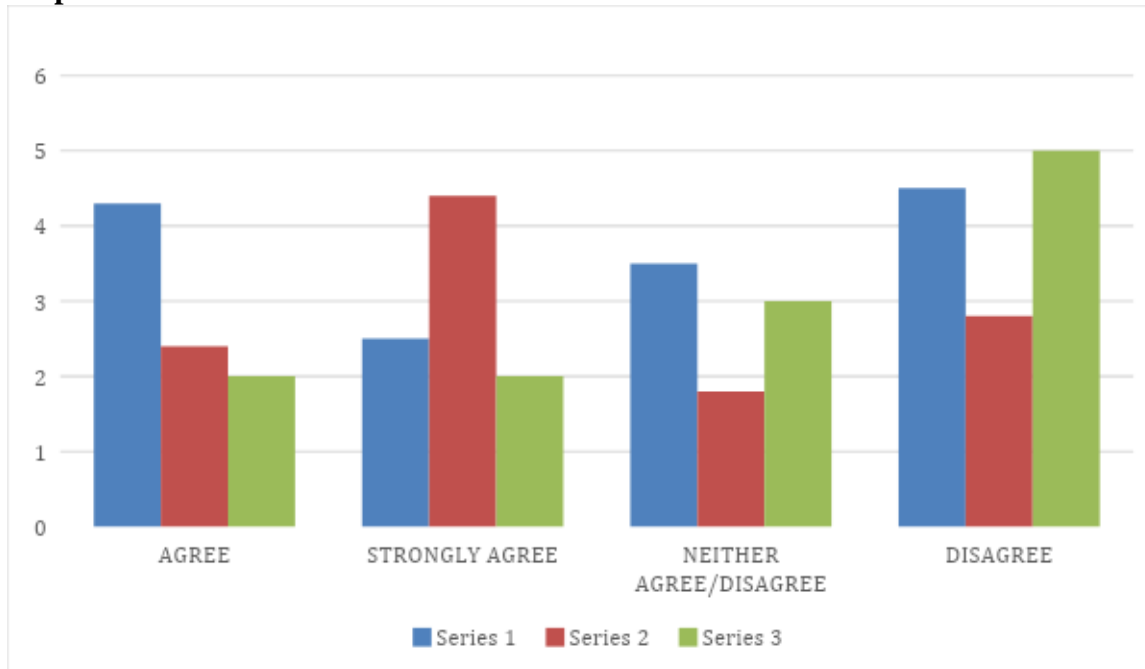
The incentives resulted in a higher level of job satisfaction among staff members?**GRAPH-1**

The above chart shows the higher level of job satisfaction for staff members, where 51.4% people agree on higher job levels among staff satisfaction, as we go with the majority 51.4%.

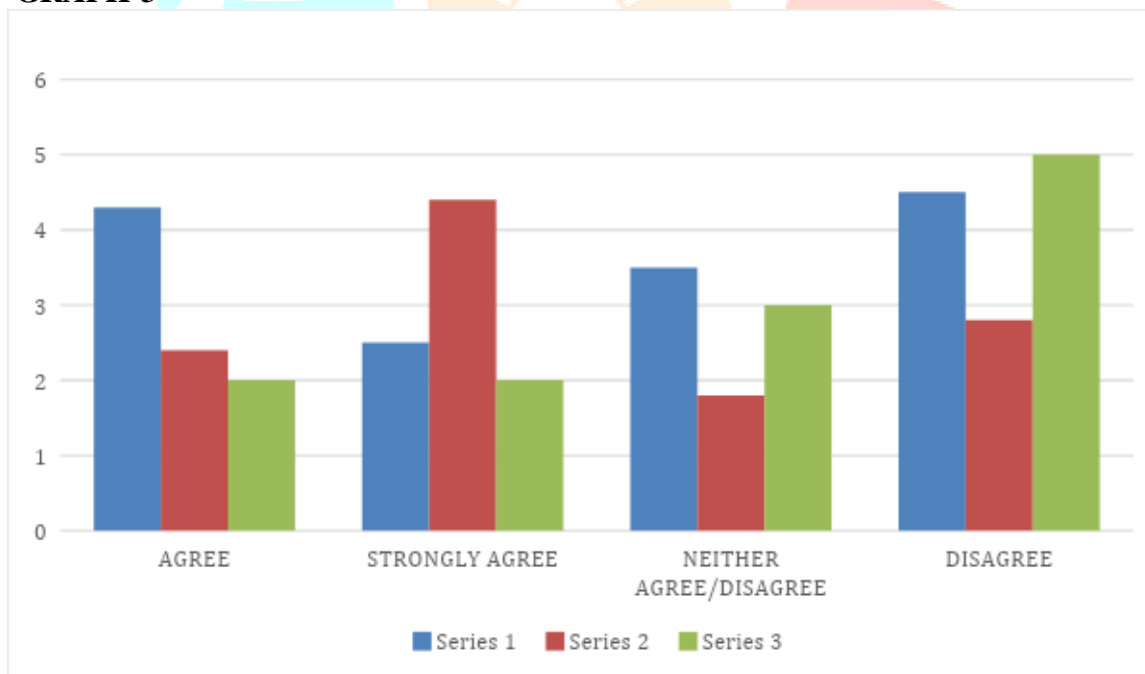
Staff motivation incentives resulted in increased productivity and performance?**TABLE-3**

S.NO	RESPONSES	PERCENTAGE
1	AGREE	52.1%
2	STRONGLY AGREE	18.3%
3	NEITHER AGREE/DISAGREE	25.4%
4	DISAGREE	4.2%

The above chart shows the increase in productivity and performance of a company, where 52.1% agree with an increase in productivity and performance.

GRAPH-2**Implementation of staff motivation incentives led to increased innovation in the workplace?**

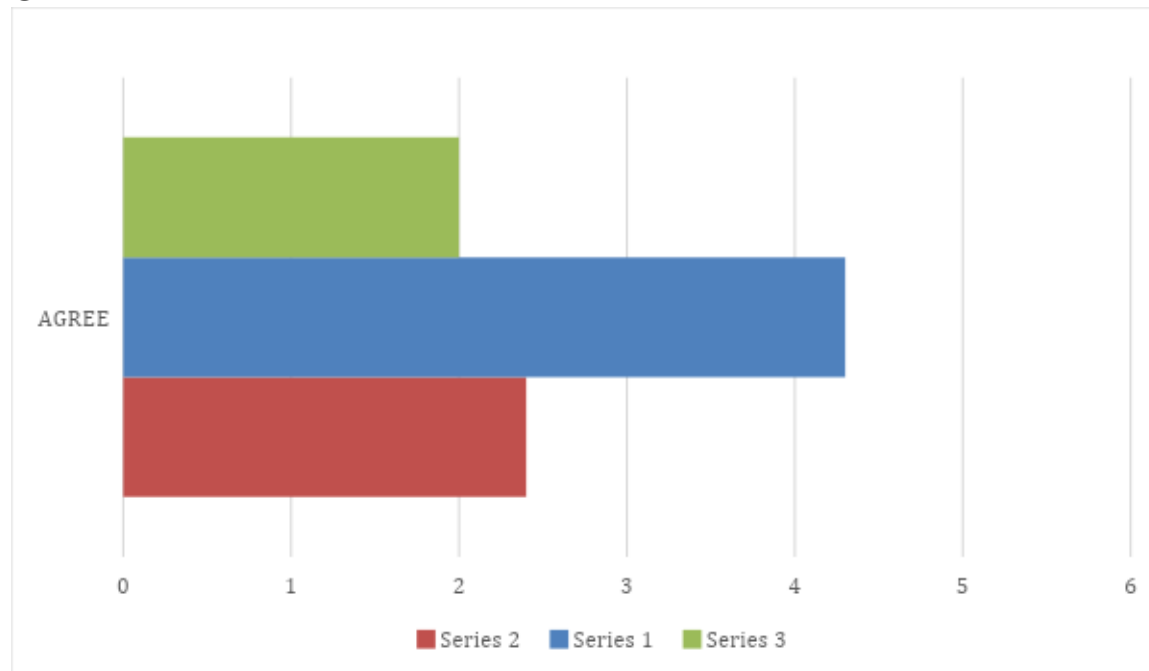
The above chart shows the increase in innovation in the workplace, where 43.7% agree with the increase in innovation in the workplace.

Staff motivation incentives helped improve teamwork and collaboration among staff members**GRAPH-3**

The Above Chart shows improvement in teamwork and collaboration among staff members, where 44.3% Agree with this teamwork and collaboration among staff members.

The role of the incentives of an organisation directly influence recruitment in skilled workers

GRAPH-4



The above chart shows the role of organisations directly influencing recruitment in skilled workers whereas 46.5% people agree on this recruitment in skilled workers.

Findings

- We discovered that only 2.8% of respondents fell into the category of 30-40 years. No respondents belonged to the category of above 40 years and the majority of responses came from the age group of 20-30 years with 97.2% which was our intended target group.
- Majority of the respondents were males and 18.3% of the respondents were only females. So the number of male respondents was 4 times that of female respondents.
- Majority of the respondents were students with 70.4%.
- According to the respondents, financial incentives influences employees more than non financial incentives
- Out of all financial incentives, Allowance came on top with more than 50%, followed by profit sharing and commission.
- This was followed by Bonus, performance based wage linked incentives, commission and retirement benefits
- perquisites and stock option were at the bottom.
- 42.3% of people strongly agreed that these staff motivation incentives improves the productivity of employees
- However, Only 15.8% of respondents strongly agreed that Staff retention is influenced by staff motivation incentives. 52.6% of them agreed and 31.6% of respondents showed disagreement.
- Out of 100%, 43.7% agreed that staff motivation incentives leads to innovation at workplace
- More than 60% of respondents agreed that status(Recognition) proves more effective to motivate employees among the non-financial incentives.
- This was followed by career advancement opportunity, job security and organisation climate

Suggestions

Offer competitive compensation: Offering competitive salaries is one of the best methods to inspire employees. Employees are more likely to be motivated to give their best effort if they believe they are being paid properly for their work.

Offer performance-based bonuses: Performance-based bonuses, in addition to salary, can inspire workers to deliver excellent work. These bonuses must to be based on precise measures and objectives that support the overall aims of the business.

Offer possibilities for career advancement: When employees perceive a clear path for professional advancement inside the organization, they are more likely to be motivated. To assist employees in developing their abilities and advancing in their professions, offer chances for training, development, and advancement.

Recognize and reward excellent work: Recognizing and honouring excellence in work can greatly boost employee motivation. Public acclaim, incentives, promotions, or other prizes can accomplish this.

Encourage a nice work atmosphere because it can have a big impact on how motivated employees are. Promote open communication and teamwork, and foster a welcoming and inclusive working culture.

Conclusion

In conclusion, staff motivation incentives have a significant impact on a company's overall productivity in India. The use of incentives as a tool for motivating employees has become increasingly popular in the corporate world. It is evident that a motivated workforce is more productive, efficient, and effective, and this directly impacts the bottom line of the organization.

In India, the workforce is diverse, and the incentives provided to employees need to be tailored to meet their individual needs. Employee incentives can range from financial rewards, such as bonuses and promotions, to non-financial incentives, such as recognition and opportunities for personal and professional development.

Our research proves financial incentives to be more effective and in that allowances, profit sharing and commission motivates employees more. Even though less respondents voted for bonuses, performance based wage linked incentives, stock option etc, it can also be used as an effective tool for motivating employees as each individual is different and has different goals, needs, objectives and mission. What satisfies one is different from others.

The implementation of staff motivation incentives must be carefully planned and executed to ensure their effectiveness. Incentives must be designed to align with the company's goals, values, and culture. Additionally, it is essential to communicate the incentives effectively to employees, highlighting their benefits and encouraging their participation.

When employees are motivated, they are more committed to their work, resulting in a higher level of productivity and quality of work. As a result, staff motivation incentives are a critical component of a company's human resource management strategy in India, and they play a significant role in driving overall productivity and success. Organizations that prioritize employee motivation and invest in the appropriate incentives can achieve a competitive advantage and set themselves apart in the marketplace.

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