An impact of employee motivation on organizational performance: (A special reference with car dealership industries)

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**Abstract.** A great company strategy must include employee motivation. Low morale and a lack of motivation among employees could be a major issue for businesses that wishes to turn a profit in the marketplace, regardless of how attractive the products and services a company is offering, how effective the company's business and marketing strategy are, and what size of budget a company has to operate. Most organizations today have realized that a satisfied employee is required in terms of organizations productivity. It’s only an engaged employee who is intellectually and emotionally bounded with organization and its goal and targets committed to its values. “When an employee is highly motivated, he goes the extra mile beyond the basic job responsibility and is associated with actions that drive the business”.

**1 Introduction**

The biggest and largest manufacturing industries are those that make automobiles. India’s Automobile industry is going to contribute much better in future. Comparing to all other top countries India is going to become the top by 2030. Autonomous vehicles are highly liked by youths and India has the highest Youth population. The car vehicle industry is likely to create 5 crore jobs by 2030.

In addition, other Industries and Endeavors are going to get initiated in future. Most of the motorcar producers in the county are expected to make one of the leaders in the automobile market by 2030. There are more than 14000+ automobiles companies in India. Maruti Suzuki is the largest automotive manufacturing company in India. There are more than 4,897 car dealers in India across 523 cities. Most of the dealers offers both sales and services of cars. For reference a per the dealer’s lobby body, Federation of Automobile Dealers Association of India (FADA), there are 2.5 million direct employees working in car dealers companies.

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1.1 Influential Methods to Motivate Employees

In motorcar sector all level of employees are working but the question is how many workers are doing their work with satisfaction the study says that most of the employees are not joy their work. So the employer has to delight their internal customer(i.e.) employees of the company the management will get two major benefits a) simply get great outcome from employee and b) make good profit

- Employers should know that Employee’s trust them
- Setting weekly targets
- Create a Positive environment
- Motivate every Employee individually
- Rewards and Bonus
- Focus on work life balance
- Let them Lead
- Create Recognition Pattern

Thus, every employee who is associated with organization determines how well they are being engaged with accountability. When employees are engaged and motivated effectively, they will have an emotional bond with the organization. All the influential methods impact their behavior towards the customers, through this behavior pattern and bond with organization increase customers Fulfillment and service level can be increased.

1.2 Factors affecting Employee Motivation

To be Prosperous at work place employer’s need to be productive. If an employee wants to have a productive employer in organization, each employer should be motivated to perform the task rightly. Every top-level management should get the execution report from employees, it may favors or not to the employer but really help to understand the employees thought about organization The most important factors that affect motivation are

- Recognition and Reward
- Opportunities for development
- Financial benefits
- Work-life balance
- Non-monetary Benefits

2 OBJECTIVES OF THE STUDY

- To identify the demographic Profile of employees.
- To know the factors that influence the effectiveness of Employee Motivation.
- To know the impact of employee motivation on Organizational Performance

3 PROBLEM OF THE STUDY

The study is to find that that a lack of motivation can lead to delays in the employee’s completion of work. Unfortunately, several issues may sap an employee’s motivation and leave them unproductive. Thus, the best motivation technique is to be identified for the employees at car dealership company and make them be productive.

4 REVIEW OF LITERATURE
Bhavani SA, Sharavan, and Arpitha [1] This particular study illustrates the two-way communications between employer and employee’s interest. Engaging employee’s in making organization decision-making process plays a vital role for the success of any company. If the involve and build trust with the employees, it will always help to increase the organization productivity. Thus, leads to the profitability of organization.

MA Bawa [2] This study is carried out on the impact of motivation on Productivity. The analysis contributes that the strategies of motivating employees based on empirical evidence of Maslow’s Hierarchy of needs theory by identifying employee’s life style and expectations and adopting the right strategy to motivate and satisfy them. Also, it analyses the implications of other theories like Equity theory and McGregor’s Theory X and Theory Y.

Nilsson, K. [3] This study identifies that goal is commonly set by organization but the task is how the employer attains their goal by employees. But it’s an easy thing, employer can fulfil the requirement bring out by the employees simultaneously worker goal is achieved and production will also attain. Strategy behind the motivation may differ. As the factors influencing motivation, different factors are being considered based on the common needs of Economic, Social and Psychological. This study helps to find the Perceiving level of motivation in automobile industry is high.

Datuk Dr. Mahamad Zubir bin Seeht Saad. [4] This survey is conducted to find out the motivation technique which is more effective to organization. The joyful employees can give more productivity due to motivation. The management can give some challenging task to worker with clarification to them so that employee can become the best specialized employee in particular work.

Dr. Ankur Jain, Dr Bhuwan Gupta, and Dr. Meenakshi Bindal [5] The researcher found that Employee motivation is a key factor which will help up the capacity of an association for any organization. Current Globalization, every organization needs to furiously focus on human resources. In the present world any organization who deals with human asset with the highest motivation will lead to success. Inspiration and Motivation will lead to the expert achievement of target.

5 RESEARCH PROCEDURE

Research procedure is a logical, systematic plan to resolve a research issue. It’s the complete core structure of the study which gives the frame work of any research.

The research type is descriptive are collects data from 70 respondents.

This research is done through simple random sampling where each member of the subset has an equal probability.

Simple Percentage analysis and Weighted average method are applied for analyzing the data.

6 DATA ANALYSIS

<table>
<thead>
<tr>
<th>Employees age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Particulars</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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E3S Web of Conferences 491, 02012 (2024)  
ICECS'24  
https://doi.org/10.1051/e3sconf/202449102012
21-30 Years | 25 | 35.71
31-40 Years | 30 | 42.85
Above 40 Years | 15 | 21.43
Total | 70 | 100

Interpretation
While studying age factor of respondents, 35.71% probability of the respondents are age of 21-30 years, 42.85% Probability of employees are 30-40 years old, 21.43% Percent of employees are above 40 years old. Shown in Fig 1.

![Fig. 1. Employees age](image)

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>47</td>
<td>67.14</td>
</tr>
<tr>
<td>Unmarried</td>
<td>23</td>
<td>32.86</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretation
While understanding the Marital status of respondents, 67.14% probability of the respondents are Married, 32.86% probability of the respondents are unmarried shown in Fig 2.
TABLE III

Income Level of Respondents

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs.15000-20000</td>
<td>23</td>
<td>32.86</td>
</tr>
<tr>
<td>Rs.20000-25000</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Rs.25000-30000</td>
<td>17</td>
<td>24.27</td>
</tr>
<tr>
<td>Above Rs.30000</td>
<td>16</td>
<td>22.87</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretation
While understanding the income level of respondents, 32.86% of the respondents are earning between Rs.15000-20000, 20% of respondents are earning between Rs.20000-25000, 24.27% of the employees are getting income of Rs.25000-30000, 22.87% of employees are getting income above Rs. 30000 shown in fig 3.
TABLE IV

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 years</td>
<td>23</td>
<td>32.86</td>
</tr>
<tr>
<td>3-6 years</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>6-9 years</td>
<td>15</td>
<td>21.43</td>
</tr>
<tr>
<td>Above 9 years</td>
<td>11</td>
<td>15.71</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretation

While studying the Work experience of Respondents 32.86 percent are owning 0-3 years of experience, 30% Probability of employees are having 3-6 years of experience, 21.43% probability of employees are having 6-9 years of experience, 15.71 percent are having above 9 years of experience shown in fig 4.

Fig.4. Work Experience

TABLE V

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages &amp; salaries</td>
<td>18</td>
<td>1</td>
</tr>
<tr>
<td>Reward &amp; recognition</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Personal Growth</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>
Interpretation:
While learning the factors influencing employee motivation wages and salaries got 1st Rank, 2nd Reward and recognition, 3rd personal growth, 4th Working environment and 5th Interpersonal relationship. These are the top Motivation factors which drives the employees to the quality of work and boosts the performance of employees in an organization shown in fig 5.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Performance</td>
<td>27</td>
<td>38.6</td>
</tr>
<tr>
<td>Attitude</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Job satisfaction</td>
<td>16</td>
<td>22.8</td>
</tr>
<tr>
<td>Goal Setting</td>
<td>13</td>
<td>18.6</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretation:
38.6 percent of Employees often feel their work performance is being developed when there are ample opportunities for growth and profession development shown in fig 6.
Interpretation

While studying the feel of work stimulation, 20 percent of employees feel that doing smart work is stimulating. 27.2 percent of employees feel that knowledge exploration is stimulating the work. 17 percent of employees can achieve their weekly target can stimulate, and finally, 35.8 percent of employees are stimulated by developing their new skill by the organization shown in Fig. 7.
7 Findings

- Prevalent of Respondents i.e., 42.85 Percent are age of 30-40 years.
- Prevalent of Respondents i.e., 67.14 Percent are Married.
- Prevalent of respondents i.e., 32.86 Percent are earning between 15000-20000.
- Prevalent of respondents i.e., 32.86 Percent are owning 0-3 years of experience.
- Maximum of 18 respondents have preferred that wages and salary is the 1st motivation factor in factors influencing motivation.
- Majority of 38.6 Percent of Employees feel that their work performance has been improved in Impact of Employee motivation
- Most of the employees are 35.8 percent are stimulated by developing the new skills

8 SUGGESTIONS

- Most of the Employees have an experience of 0-3 years, so to motivate them better the salary can still be increased above Rs. 25000.
- Through the work experience module, it is understood that employees who have experience more than 10 years are very less. So, to avoid employee attrition necessary steps are to be taken.
- Many are focusing with Work-Life balance, so in employees state of equilibrium where a person demands personal life equal to their career. So, Employee welfare department can focus more on this to motivate them better.

9 CONCLUSION

A Motivated employee is considered to be a productive employee in organization. A motivated employee will have the caliber to encourage and make their peer mates to improve Enactment of the job for the advancement of the organization. The organization must work on employee motivation to improve the employee engagement which connects between employer and employee.

References


8. Sumathi, V and Dr. R. Velmurugan .2018. Job Satisfaction of Female Faculty in Arts and Science Colleges in Coimbatore District, International Journal of Engineering and Technology, 7(3.6): 129-133


