

Impact of Employee Motivation on Organizational Output with Special Reference to Selected Automobile Companies in Chennai

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Motivation may be defined as something that propels a person to take action and keeps them enthusiastically engaged in the process of engaging in action. It is the responsibility of motivation to cultivate and amplify the desire that exists within each and every person of the organization to do his or her duties in an effective and efficient manner. This study aims to assess how employee motivation influences an organization's productivity by fostering job satisfaction. There were a total of 75 staff members from automobile companies in Chennai who provided the primary data. We utilize statistical tools such as multiple regression analysis and percentage analysis to bolster the results. The findings of the study have provided important new information about motivation and how it affects the workplace.

Keywords: motivation, automobile, organisation.

1. Introduction

The main division of the company that attends to employee needs is human resource management. Employee wellness is a priority for this department, which encourages participation in learning opportunities and teaches people how to make wise decisions. Managers have a valuable tool at their disposal to motivate employees to perform their jobs with zeal and eagerness. If management wants to provide employees the most incentive

possible, it must comprehend human behavior.

"Psychological forces that determine the direction of the person's behavior in an organization, a person's level of effort, and a person's level of persistence" are referred to as "employee motivation." This initiative on employee motivation intends to provide workers and management members with knowledge that might be valuable to them on a personal level as well as on a professional one. Any corporation must have goals and use its human resources efficiently to achieve them. Inspiring employees constructively can accomplish this, thereby generating a favorable public perception for the corporation.

2. OBJECTIVES OF THE RESEARCH

- To ascertain the motivating elements that automobile companies have implemented.
- To assess how satisfied staff members are with the company's incentives.
- To learn more about the organization's working circumstances in order to boost motivation.

3. REVIEW OF LITERATURE

John.P.Meyerand Thomas.E.Becker(2004) developed a model in which employee commitment is considered to be one of the most vital factors for effective employee behaviour and performance. Motivated employee behaviour is supposed to be accompanied by diversified mind sets that serves an important predictor for human behavior.

Yücel (2012) examined the relationship among job satisfaction, organizational commitment, and turnover intention of employees and developed a model of job satisfaction, organizational commitment, and turnover intention.

Rahman (2012) indicated that there were significant differences in job satisfaction across age, gender, rank, years of experience, academics, degrees and academic results. No significant differences were found with regards to publications.

Katoch (2012) in their study in Kashmir among college teachers found that female college teachers were more satisfied in their jobs when compared to that of their male counterparts and income per annum is found to be an important factor moderating the extent of job satisfaction. Mustapha (2013) focused on the relationship between financial reward against job satisfaction among college lecturers and the study concluded with the fact that financial reward has a positive correlation with job satisfaction.

ItaMariza(2016) analysed the impact of motivation on employee performance and identified that motivation has got a significant influence on employee performance both directly and indirectly with employee engagement as the intervening variable.

Suzila Mat Salleh, Ahmad SuffianMohdZahari (2016)et.al made an analytical study and identified that committed employees are more focused on their work performance and they have less likelihood of leaving the organization. Positive employees are found to be more productive and there is a positive association between work motivation and organizational commitment.

QëndrimBYTYQI(2020)in their study identified that the bondage between work motivation and organizational commitment is relatively strong.

Santhoshkumar, G., Jayanthi, S., & Velanganni, R. (2019).

Employees' physical and emotional health is at risk because of the demanding work environment seen in IT organizations. Therefore, it is necessary to create a compact model that can identify the key elements that raise employee work happiness, productivity, and corporate citizenship. Using a stratified random selection technique, 500 sample respondents were chosen from the five IT businesses that were shortlisted; 100 sample respondents were chosen for the study from each company.

Santhoshkumar, G., Jayanthi, S., & R.Velanganni, (2019).

The study makes an effort to investigate how employee engagement affects IT sector organizations. This facilitates comprehension of the concept of employee engagement, its constituents, and the challenges that an organization encounters when its employees are not appropriately engaged in their job. Employees in the IT industry provided information using a standardized questionnaire. Primary and secondary sources were reviewed in order to collect data. Statistical techniques including percentage-analysis, χ^2 , and Variance analysis was performed to ascertain that results.

S. Jayanthi, R.Velanganni and G. Santhosh Kumar (2019) A Study on Employee Retention Employee retention refers to the ability of an organization to retain its employees. Employee retention can be represented by a simple statistic (for example, a retention rate of 80% usually indicates that an organization kept 80% of its employees in a given period). Employee Retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. It is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Effective employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed, by having policies and practices in place that address their diverse needs.

Veturi, P. V. (2020). trends in performance of indian banks overseas-analysis on select indian banks. The Indian banks have been playing a vital role globally. The Indian banking industry is exposed to large scale domestic and international competition to achieve economic growth. The trends in performance of select Indian public & private sector banks overseas with that of all Indian banks overseas is reviewed in terms of deposits, loans and advances, total business, investments, borrowings etc., with the aid of growth rates. Study is to identify the impact of employee engagement in Indian Banks. The idea of employee engagement is reliant on organizational procedures, employee involvement, and dedication. The breadth and nature of employee involvement are more expansive.

Padmaja, V. V. (2020). Performance of Indian Public & Private Sector Banks Operating Overseas–A Comparative Analysis. As banks compete globally towards a rapid development, the Indian banks too have played a vital role globally. The Indian banking industry is exposed to large scale domestic and international competition to achieve economic growth. The comparative performance of Indian public and private sector banks

overseas with that of all Indian banks overseas is reviewed in terms of deposits, loans and advances, total business, investments, borrowings etc., with the aid of ratios and growth rates.

G.Santhoshkumar, S.Subbulakshmi, S.Praveen Kumar (2022) HRM also refers to the formal frameworks that are set up inside an organization to ensure that human resources are used effectively and efficiently to accomplish organizational goals while maintaining the needs of the human components of the company. For several reasons, employee

retention has become a basic problem and topic. Nowadays, most firms consider employee retention to be a critical problem and a test. A multitude of factors influence an employee's decision to stay or quit the company. These might be internal or external influences, or the combined effect of both. The automotive sector plays a significant role in fostering the country's

economic growth. The analysis concluded that the Automobile Industries in India did not need to retain employees, and it is assumed that other factors namely, career growth, training and development, incentives, and job satisfaction—have a greater impact on employee retention.

G Santhoshkumar, S Subbulakshmi, S Praveen Kumar (2022) – Study establishes the coordinating the methods and resources for staff retention. The broad practices that have been established, such as career development, work-life programs, work environment, job security, and job satisfaction, are specifically shown in this article. From a philosophical standpoint, keeping good employees is crucial; it makes no sense to let them quit your company. The productivity and stability of an organization's workforce are key factors in determining its success. The automotive sector has had a severe challenge over the last ten years keeping top people. Effective management, strong leadership, and a team of people with the necessary aptitudes, abilities, and attitudes are essential for success. A company's ability to keep its technological know-how is reliant on its steady rate of expansion. An excellent employee in the business world is one who is talented and valuable.

Thanigaiyarasu, M. R., Selvamani, P., & Veeramani, G. (2022) Human resources management is the organizational function that deals with issues related to people such as compensation, hiring, performance management, organisational development, safety, wellness, benefits, employees motivation, organizational commitment, communication, administration and training. Performance appraisal is the process of obtaining, analyzing and recording information about the relative worth of an employee. The focus of the performance appraisal is measuring and improving the actual performance of the employee and also the future potential of the employee. Its aim is to measure what an employee does in the work. It is a powerful tool to celebrate, refine and reward the performance of the employee. It helps to analyze his achievements and evaluates his contribution towards the achievements of the overall organisational goals.

Santhoshkumar, G., Veturi, V. P., Thanigaiyarasu, R., & Sulthana, M. N. (2024, February) Study is to identify the impact of employee involvement and employee engagement in automobile sector. Chief Executives must recognize as well as investigate every phase of human resource problem before taking action to prevent employees from participating in

work activities in an efficient manner. The idea of employee engagement is reliant on organizational procedures, employee involvement, and dedication. The breadth and nature of employee involvement are more expansive. Additionally, it affects how well employees perform. The management-employee relationship provides the foundation for employee involvement. Engaged workers exhibit tremendous excitement towards their task, which guides to their success as well as pushes them to go above and beyond in their careers. They are also emotionally invested in their organization and deeply committed in their work.

Thanigaiyarasu, R., Veturi, V. P., & Sulthana, M. N. (2024, February). Study focused on HR strategies and its implication on employee retention in Service sector at Chennai city. The middle-level managers and supervisors employed in Chennai service industry are included in this sampling frame. Data for the study was gathered through a survey method utilizing a questionnaire specifically designed for the sample of 398 people employed in management and supervisory roles in the automotive sector. In this study Confirmatory factor analysis were used to reduce the statements provided in the questionnaire as well as SEM model is used in this study. This study discovered a strong correlation between employee involvement and workers' job happiness.

Padmaja, Veturi VV., in her thesis "Performance of Indian Public & Private Sector Banks Operating Overseas—A Comparative Analysis" focused on the problems and prospects faced by agricultural industries due to lack of exposure in global market. in 2020.

Veturi, Padmaja VV., in "Trends In Performance Of Indian Banks Overseas-Analysis On Select Indian Banks" affirmed that the growth and development of Indian agriculture which reflect the dependency over global agriculture exports in 2020

Veturi V V Padmaja: "Problems and Prospects of Silk Weavers with Emerging Technology - in Reference to Kancheepuram Town of Tamilnadu" focused on the Allied sectors other than Agriculture and its importance

V V Padmaja Veturi in "Entrepreneurship Development" – Future Trends in Commerce emphasized that agri community across India plays a crucial role with regard to diversified development in agriculture, commerce and industry.in 2022.

Santhoshkumar, et. al. in "Employee Involvement and Engagement in Automobile Sector in Chennai City" revealed the need of various methods for employees' engagement.in 2024

V V Padmaja Veturi in an Article, "Uneducated Management Gurus" showcased the marketing strategies of Farmers who ensured 99% performance and 100% customer satisfaction in their supply chain management in 2011

Padmaja, Veturi VV. asserted in "Indian Origin Banks' Global Operations: Pre-Merger Performance Analysis" those Indian industries like Agriculture played a vital role in expanding business operations globally.in 2024

Thanigaiyarasu, R. et. al., in their study "Adoption of HR Strategies and Its Influence on Employee Retention in Service Sector with Special Reference to Chennai City" asserted organizational commitments in adopting various polices regarding retention of agricultural workforce plays a developmental role in productivity. in 2024

V V Padmaja Veturi (2003), "Green Entrepreneurship – An Overview" emphasized the need
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of green initiatives in various allied sectors of agriculture and focussed on the need of diversification, on a global canvas.in .

V V Padmaja Veturi in a recent study “Integrated Marketing Communication – The New Generation Approach stressed the need of adopting various marketing strategies, globally, in order to attract global customers.

R Velanganni & Subbulalshmi S (2022), Training and development opportunities and turnover intentions in automobile industry, Tamil Nadu, The aim of the research is to investigate on how the training and development opportunities can influence the employees intentions to leave the company.In this research a quantitative survey questionnaire method is adapted target population of automobile industry. The sample size is 112 participants involved. The findings of this research suggested that once the training is provided the employee is estimated to stay with the organization with a period of more than 5 years.

R Velanganni et.al..(2022) Impact of employee development on organizational citizenship behavior and turnover intentions in automobile industry, Tamil Nadu, This study aims to investigate how employee development practices can influence the employees intentions to leave the company. A descriptive research method is adopted with target population of automobile industry employees belonging to Tamil

Nadu firm, this method is used survey questionnaire, the sample size is 150 and finding employee development practices on OCB and turnover intentions.

R Velanganni and S Bhuvaneshwari (2024), Artificial Intelligence (AI) is transforming human resources, in this research we have investigate how AI is transforming the field of HRM and to assess the impact of AI on key HR functions. We have used primary and secondary data,this study highlights both the important entry ways and troubles introduced by man-made knowledge in HRM offering of information into how affiliations can truly utilize computerized reasoning to make a more novel, composed and extensive workforce.

R.Velanganni, et al., (2024) Groundwater Management: Integrating Geological and hydrological data for effective decision making.

4. RESEARCH METHODOLOGY

The research used a survey with a descriptive methodology. The objectives of employing the descriptive method were to gather comprehensive, truthful data that characterized a current phenomenon.

Sample

The sample consisted of 75 personnel from automobile companies in Chennai.

PRESENTATION OF DATA

Table 1 A sample is represented by gender.

Variable (gender wise)	The Frequency	%
Gender- Male	42	56

Gender- Female	33	44
Total	75	100

Source:Primary Data

Analysis of Multiple Regressions

The facilitates a deeper understanding of the link among a number of independent variables and a variable that is dependent. This study examines the link between the independent variable (motivating factors) and a variable that is dependent (output increase) concerning satisfaction.

Table: 2

Statistics in Descriptive Method			
	(Mean)	Standard Deviation	(N)
result gained	15.0	4.24	5
Variables of motivation	15.0	4.69	5
Generates satisfaction	15.0	2.23	5

Inference: The above table represents the analysis of descriptive for the three variables, the no. of variations and the descriptive statistics for the three variables. The mean raise in productivity is 15 + 4.24, the motivating elements are 15 + 4.69, and the creation of satisfaction is 15 + 2.23.

Table: 3

Overview				
Model.	R value	Square of R.	(Adj. R. Square)	(Standard-estimate error)
L	.710 ^a	.504	.009	4.224

Predictors: Constant, improves satisfaction, Variables(factors) of Motivation

Dependent Variable(factors): Output gained

Inference: The number 0.710 shown in the column-R represents the coefficient of multiple correlations. The three factors have a substantial correlation.

Table: 4

ANOVA						
Model		Sum-Squares	Deg. of freedom	Mean-Square	Freq.	Significance
1	Regression- Analysis	36.32	2.0	18.16	1. 018	.496b
	Residual	35.67	2.0	17.83		
	Total	72.00	4.0			

(Dependent Variable- Result gained)

(Predictors: (Constant), creates satisfaction, motivational variables)

Inference: The ANOVA results indicate that a p- value in the column of significance exceeds
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0.01. The disparity between satisfaction and motivating variables (two independent(factors) variables) contributes insignificantly in relation to the increase in output (dependent variable).

Table: 5

Co- efficient						
Model.		Un-standardized - Coefficients		Standardized - Coefficients	Value of t	Significance
		B.	Standard (Error)	Beta		
1	Constants	39.76	17.45		2.27	.15
	Motivational-factors	-.38	.46	-.420	-.824	.49
	Generates satisfaction	-1.27	.96	-.670	-1.314	.319

Dependent Variable: output gained

Inference: This provides the coefficients necessary for constructing the equation of regression. Values in B- Column is corresponding to the constants represent about the value of ‘a’ (Y-intercept) within the equation of regression, while all the values associated with satisfaction (-1.27) and motivating variables (-0.38) are also indicated. Determine the values of the multiple regression's b1 and b2 equation as well as the slope of the regression lines.

$3.76-0.380X_1j-1.27X_2j = Y_j$

HYPOTHESES

Testing the hypothesis statistically developed for the research, result interpretation using Spearman Rank Correlation Coefficient are the main topics of this part.

H0: Organizational production is unaffected by employee motivation.

H1: Organizational production is impacted by employee motivation.

Table:6

(Rank Correlation) Coefficient of Spearman						
Variables (factors)	Data (1)	Data (2)	Rank (1)	Rank (2)	D1	D2
A	27	20	1	2	-1	1
B	21	31	2	1	1	1
C	11	10	3	3	0	0
D	10	11	4	4	0	0
E	7	3	5	5	0	0
Total:						2

Calculating $R = 1 - (6\sum d^2) / n (n^2-1)$ is the ranking data's Spearman rank correlation coefficient.

Output Analysis

Computed rank correlation is 0.9.

Rank (Spearman) table at ($p = 0.05 = 0.900$)

According to H0 hypothesis, organizational performance was unaffected by employee motivation. The correlation coefficient known as the spearman rank was used to test this hypothesis. Indicators and computations show that $r \geq t_v$ ($0.9 \geq 0.900$). As a result, the theory is approved. Therefore, when employee motivation is raised by benefits like pay and benefits, it leads to job satisfaction and boosts the organization's production.

5. CONCLUSION

Workers are inwardly highly satisfied with their work, organizations, work environments when efforts of the workers are valued and they are given a say in decision-making. As a result, they become more motivated and enthusiastic about doing activities. Motivating aspects encourage people to put in more effort as they become content and commit to the organization in order to boost production. Therefore, there is a clear correlation between employee motivation and an increase in staff production. Employee motivation encourages them to perform at their highest level for the benefit of the company, which boosts its expansion and productivity.

SCOPE FOR FURTHER RESEARCH

The technique of fostering employee pleasure through motivation is the main topic of the study. This increase in production boosts the firm's productivity. It is important for firms to have laws, regulations, and organizational structures that encourage employees to work hard and recognize their accomplishments. The efficiency of the motivating element in the entire servicing industry may then be further determined by the researcher.

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