

The Effect of Self-Awareness and Self-Motivation on the Performance of Women Employees in Puducherry

Dr. M. Rajarajan¹, Bakkialakshmi.S²

¹*Professor & Head, Department of Commerce, PSPT MGR Govt. Arts and Science College, Puthur, Sirkali. (Deputed From Annamalai University)*

Email: rajarajandiwa@gmail.com

²*Ph.D Research Scholar, Department of Commerce, Annamalai University, Annamalai Nagar – 608002.*

Email: bakkialakshmi125@gmail.com

This article attempts to focus on the most neglected psychological competencies, particularly self-awareness and self-motivation among female employees in Puducherry, in terms of the consequences it has for professional outcomes. As the work environment is dynamic in nature and intense, such psychological motivations are increasingly becoming the drivers for success. It deals with how self-awareness influences the strength and weakness evaluation that drives self-motivation toward goal setting and productivity among women employees. The interesting context of this study will come from the uniqueness of Puducherry's workforce composition and the economic scenario. This study will highlight the interaction between individual-level characteristics and job performance. In other words, it looks forward to providing information that will lead to the betterment of career change and success for women in the arena of Puducherry, furthering a better working environment, and helping to grow personally and professionally.

Keywords: Self-Awareness, Self-Motivation, Performance, Psychological Competencies, Workplace Dynamics, Intrinsic Motivation.

1. Introduction

Self-awareness and self-motivation have been found to play a critical role in understanding today's dynamic competitive work environment, especially related to female employee performance. This paper expounds on the intricate link between self-awareness, self-motivation and professional outcomes for women at work, particularly with special references to Puducherry. Puducherry has a heterogeneous workforce and the changing economic scenario gives an interesting backdrop for research into how individual psychological characteristics related to job success. This study attempts to

determine what lessons can help improve career tracks and organizational performances for women workers in Puducherry by exploring the nature of self-awareness as a forerunner in measuring what is performing well and not so well and self-motivation as a trigger in driving objectives and productivity. All of these may contribute to developing focused actions and practices that support a healthy work environment and personal development, finally resulting in better performance and well-being for women professionals in Puducherry.

Significant of Self-Awareness and Self-Motivation

Self-awareness and self-motivation are the critical points to mold the performance and success of women employees so that, they can understand strengths and weaknesses and accordingly set business goals. It helps adapt to challenges and provides resilience to bounce back from failures. Self-congruent choices develop the efficiency of decision-making. With all these obstacles, focus, energy and determination have to be exercised for long-term goals. Is also helpful in developing leadership qualities, inspiring teams and above all bringing a positive work culture in several ways:

- a. Self-awareness enables women to realise what they are good and not good at, what they value and where they should be in their careers. Therefore, a better knowledge of skills and passion yields more meaningful and attainable objectives.
- b. Due to self-awareness, women tend to make more informed decisions in terms of their careers or job roles because it will lead to better performance as well as job satisfaction.
- c. The self-awareness of women promotes adaptability and resilience and because of that, women will become more competent at resisting workplace stresses as well as changes.
- d. Emotional sense developing a good result in communication, relations and teamwork, thus delivers effective performance.
- e. Self-motivation of women in their skills and knowledge drives personal and professional development.
- f. Self-motivated women characters are dedicated and determined to achieve the given objectives in difficult situations and assure the decision towards organizational performance.
- g. Creating and developing initiatives, responsibility and accountability of the individual assist in developing organizational performance.
- h. Self-aware and motivated women tend to lead leadership skills and inspire others too, thus contributing toward organizational success.

The Role of Self-Awareness in Women's Performance

Self-awareness has been indicated to be the most significant determinant of women's workplace performance. A high degree of self-awareness enables women better to tap their strengths, work on gaps and also make decisions that fit their values and aspirations. Such women have a fuller understanding of their skills, competencies and career interests, which enable them to pursue opportunities fitting their passions and talents. Self-aware women are likely to exhibit strong emotions. By raising their emotional intelligence, women can better

manage relationships and lead others or work in a team more effectively and in the dynamics of the workplace.

Impact of Self-Motivation on Women's Performance

Self-motivation is an important determinant of women's high performance and success in their working lives. Self-motivated women are characteristically goal oriented, dedicated and work-oriented, they set ambitious targets, work alone and do not develop a quitting mentality but drive towards excellence. Self-motivated women also search for training and development opportunities hence contributing to continuous growth and improvement. Intrinsic motivation drives creative, innovative and problem solving abilities these are high value assets for an organization.

Factors affecting Self-Awareness and Self-Motivation

Major predictors of women's performance are indeed self-awareness and self-motivation, but the psychological factors can take much to change. However, many factors influence these psychological aspects for women, including the culture at the workplace, support from leadership, opportunities for growth and development, work-life balance, recognition and rewards. As much as a positive and inclusive environment can release the psychological distress of women at work, it can improve their performance.

Importance of the Study

In a modern workplace, there is an upward trend in women's roles in all industries. There are factors affecting job performance that increase and enhance both career and organizational success. This study is more important because it explores how internal psychological drivers influence the outcomes at work, which reveals personal development activities leading to professional success on the job for women. Self awareness, weaknesses, values and motivations are very useful in being matched to organisational needs. Such alignment supports improvement in decision-making at the workplace, adaptability and relationships. Self-motivation fosters persistence and self-starting abilities are preconditions to resilience a set of features necessary for successful performance, in difficult roles or high-performance environments. Self-awareness and self-motivation enhance productivity, job satisfaction and personal fulfillment by instilling a proactive mindset. Research may help an organization in developing policies, training and support systems for empowering women and helping them to succeed. Women's roles have grown substantially in a large scale of industries in Puducherry, India. Factors that contribute to job performance can improve career success and organizational success. Self-awareness and self-motivation are significant but yet to be explored in women's performance. Self-awareness and self-motivation can stimulate productivity, job satisfaction, and personal fulfillment through the discipline of proactivity.

Need for the Study

Puducherry aims at gender equality and promoting women. The information regarding the relationship between self-awareness and self-motivation of women may prove helpful in developing a work environment for their growth. These are essential work productivity skills and focusing on them in women may play a vital role in creating a better and productive workplace. Self-awareness and self-motivation impact women through several spheres of

bias and limited resources, which is a call for fairness among organizations. For most organizational settings, women are still a high percentage of the workforce, thus, improvement in such attributes leads to better performance and job satisfaction to the benefit of the organization. For the advancement of women's careers within these groups, there is a great need to understand how self-awareness and self-motivation affect them.

Statement of the Problem

Even though Puducherry is an ideal state for the betterment of gender equality and women's empowerment, there are still many issues and concerns related to internal factors such as self-awareness and self-motivation of the employees in different sectors and their performance levels. What are the problems associated with women at the workplace? Conventional biases and stereotypes against women at the workplace underscore the need for conducting an in-depth study about how these internal factors affect the job performance and success of the female employees. Therefore, the knowledge gap was regarding the exact role of self-awareness and self-motivation in creating an appropriate work environment for the professional development of women and helped support organizational success in Puducherry.

2. Review of Literature

Sulthana (2023), explored the creative personality and the effects it has on self-awareness and self-acceptance and tends to study this effect of creative personality on self-awareness and to determine how creative personality influences self-acceptance and found strong positive relationships. People bearing creative personalities, for example, openness and independence, are found to have higher self-awareness and self-acceptance which act as enhancement of emotional regulation and resilience. Regression analysis performed on the current research confirms that creative personality predicts self-awareness, $r = .257$, $p < 0.05$, and self-acceptance, $r = .252$, $p < 0.05$. The results imply that creative individuals do have a well-balanced sense of self in both their personal and professional lives.

Roeser and Peck (2009), present a systems view of self-regulation and motivation, with an emphasis on conscious and automatic aspects of self. Contemplative education is brought forward as a means of the development of students' conscious awareness and self-regulation through practices such as meditation. It promotes student's growth and sensitivity in educational environments. The findings of the study suggest that the practice of mindfulness and self-reflection can promote academic achievement and social-emotional learning in school-aged children. It also opens the possibility of cultivating awareness in support of healthier and more intentional ways of learning.

3. Research Gap

Although many have addressed the spheres of self-consciousness and self-motivation related to the performance of an employee, the gap remains specifically related to the issues of such factors in women employees in the special culture and socialization pattern of Puducherry. Most of the research studies are on broader populations and male-oriented industries and tend to overlook how self-consciousness and self-motivation would affect the work performance of women differently. Similarly, although personal competencies are predictors

of career success, this research explores how these personal competencies interact with issues more peculiar to women's intrinsic factors such as passion, resilience, determination and goal setting. Discussion of this gap may enrich understanding of the role of personal competencies in improving career success for women in Puducherry.

4. Objectives of the study

1. To Evaluate how female employees' strengths, weaknesses, values and goals.
2. To identify intrinsic factors that Shape the Motivation of Female employees in Puducherry.

Testing of Hypothesis

H0₁: There is no significant difference between the age and level of understanding of strengths, weaknesses, values and goals among women employees.

H0₂: There is no significant difference between Year of Experience and the intrinsic Factors

5. Data Collection

The primary data was acquired through a survey questionnaire. The number of questionnaires floating for research purposes was 100, of which 60 were totally completed and selected for study. The response rate is 60 percent. The respondents belonged to various organisations, data was collected using the convenience sampling approach. The data collected are represented in the table below.

Table 1
Shows Age of Women Employees

Age	No. of Respondents	Percentage
25 to 35 years	26	43
36-45 years	21	35
46 years and above	13	22
Total	60	100

(Source: Primary data)

Table 1 shows most of the respondents are in the age category of 25 - 35 years, which takes the lead with 43 percent, followed closely by 35 percent in the category 36 - 45 years old, while 22 percent are aged 46 years and above.

Table 2
Shows Experience of Women Employees

Years of experience	No. of Respondents	Percentage
1 to 5 years	19	32
6 to 10 years	25	42
More than 10 years	16	26
Total	60	100

(Source: Primary data)

Table 2 shows that 42 percent of the respondents have experience from 6 to 10 years, whereas on the other hand, 32 percent of respondents have experience from 1 to 5 years. Then the remaining 26 percent of the respondents have experience more than 10 years.

Table 3
shows the Self-Awareness of Women Employees

Factors	Often	Always	Sometimes	Rarely	Never	Total
Understand your strengths	15	17	13	11	04	60
	25%	28%	22%	18%	7%	100%
Aware of weaknesses	20	16	12	08	04	60
	33%	27%	20%	13%	7%	100%
Clear about goals and objectives for the Job	36	24	00	00	00	60
	60%	40%	00	00	00	100%
Confident in your ability to leverage strengths and improve weaknesses	22	26	12	00	00	60
	37%	43%	20%	00	00	100%

(Source: Primary data)

Table 3 shows that the Majority of those respondents with 25 percent often, 28 percent always and 22 percent sometimes responded well towards knowing what were the strengths for them as employees. A large proportion of the respondents 33 percent often, 27 percent always and 20 percent sometimes, have a good consciousness of their weaknesses in careers. Most respondents 60 percent often and 40 percent always, could understand the goals and objects that they desired for the jobs. It reflects a deep direction among the respondents. Most of the respondents are confident that they can play to their strengths and work on their weaknesses as employees, 37 percent often and 43 percent always.

Table 4 shows the Self-Motivation of Women Employees

Factors	Extremely	Very Much	Moderately	Slightly	Not at All	Total
Does passion drive motivation	31	29	00	00	00	60
	52%	48%	00	00	00	100%
Motivated to overcome obstacles and pursue opportunities	42	18	00	00	00	60
	70%	30%	00	00	00	100%
Determination influences persistence and effort to succeed.	32	26	02	00	00	60
	53%	43%	3%	00	00	100%
Goal-setting is important in guiding actions and decisions	56	4	00	00	00	60
	93%	7%	00	00	00	100%

(Source: Primary data)

Table 4 shows that most respondents are extremely and very strongly of the opinion that passion had a significant impact on the motivation of the employees as women. most respondents are extremely and very much motivated to push through the obstacles or pursue the opportunities for their career 70 percent extremely and 30 percent very much. majority of the respondents think that determination has had a significant influence on their persistence and effort toward the attainment of business success 53 percent extremely and 43 percent very much. The majority of the respondents 93 percent extremely and 7 percent very much believed that goal-setting is an extremely important activity for guiding their work and actions as employees.

Table 5
shows the Relationship between Self-Awareness & Self-Motivation of Women Employees

Factors	Extremely	Very Much	Moderately	Slightly	Not at All	Total
Motivated to improve Job performance based on self-awareness and self-motivation levels	32	26	02	00	00	60
	54%	43%	3%	00	00	100%
Self-awareness influences on self-motivation	19	23	15	03	00	60
	32%	38%	25%	5%	00	100%
Self-awareness and self-motivation lead to better	16	21	14	09	00	60

performance	27%	35%	23%	15%	00	100%
Self-awareness and self-motivation impact the growth and success	22	16	12	10	00	60
	37%	27%	20%	17%	00	100%

(Source: Primary data)

Table 5, reveals that the majority of the respondents 54 percent extremely and 43 percent very much, highly motivated to improve their job performance consistent with their level of self-awareness and self-motivation. Quite a vast majority of the respondents, such as 32 percent extremely and 38 percent very much, agreed to the extent that as a female employee of the organization, their self-awareness greatly affects their self-motivation. Most of the respondents say that developing their self-awareness and self-motivation contributes to achieving superior performance outcome results in business (27 percent extremely and 35 percent very much). Respondents attribute varying degrees of influence to their self-awareness and self-motivation about growing and succeeding in their careers. Indeed, the vast proportion of the 37 percent who are extremely and 27 percent very much believe it has played a strong positive role for them, while others have perceived only a moderate or slight influence.

H0₁: There is no significant difference between age and the self-awareness of women employees.

Table 6
Age and Self-awareness of Women Employees

Factors	Age	N	Mean	S.D.	F Value	Sig.
Understand strengths as an employee	25 to 35 years	26	4.14	1.22	7.365	0.001*
	36-45 years	21	4.33	1.94		
	46 years and above	13	4.11	1.33		
	Total	60	4.98	1.23		
Aware of weaknesses in workplace	25 to 35 years	26	4.97	1.28	6.896	0.001*
	36-45 years	21	4.66	1.99		
	46 years and above	13	4.11	1.14		
	Total	60	4.86	1.23		
Clear about goals and objectives	25 to 35 years	26	4.77	1.21	7.925	0.001*
	36-45 years	21	4.90	1.21		
	46 years and above	13	4.02	1.22		
	Total	60	4.12	1.27		
Confident in ability to leverage strengths and improve weaknesses	25 to 35 years	26	4.01	1.99	10.636	0.001*
	36-45 years	21	4.00	1.72		
	46 years and above	13	4.11	1.99		
	Total	60	4.30	1.32		

Source: Calculations Based on Primary Data * Sig.@5%

Table 6 shows that, strengths scores Age groups of 25-35 and 46+ had approximately the same strengths of around 4.1, the 36-45 age group was higher at about 4.3. A difference in age groups exists significantly regarding understanding strengths ($p < 0.001$). 25-35 years group indicates the highest awareness of Weaknesses (about 4.9), followed by the overall average (about 4.9), 36-45 years group (about 4.7), 46 and above group (about 4.1). There are significant differences in awareness of weaknesses by age group ($p < 0.001$). The highest Clarity of Goals belongs to the 25-35 years group (about 4.8), followed by 36-45 years group (about 4.9) and the lowest is that of the 46+ group (about 4.0). Age differences also have significant clarity of goals ($p < 0.001$). Confidence in Leveraging Skills is quite similar for

both 25-35 years and 46+ groups with around 4.1, whereas the 36-45 years group is a bit higher at about 4.0. There are also significant differences by age groups in confidence levels of leveraging strengths and improving weaknesses ($p < 0.001$). Hence the Null Hypothesis is Rejected.

H0₂: There is no significant difference between Year of Experience and the intrinsic Factors

Table 7
Year of experience and self-motivation among Women Employees

Variables	Years of experience	N	Mean	S.D.	F Value	Sig.
Does passion drive motivation	1 to 5 years	19	1.14	0.62	.879	0.147
	6 to 10 years	25	1.33	0.64		
	More than 10 years	16	1.11	0.43		
	Total	60	2.98	0.23		
Motivated to overcome obstacles and pursue opportunities	1 to 5 years	19	1.67	0.28	0.996	0.142
	6 to 10 years	25	1.76	0.69		
	More than 10 years	16	2.11	0.84		
	Total	60	3.06	1.23		
Determination influences persistence and effort to succeed.	1 to 5 years	19	2.77	0.91	2.360	0.071
	6 to 10 years	25	1.90	0.21		
	More than 10 years	16	3.02	1.22		
	Total	60	3.12	1.27		
Goal-setting is important in guiding actions and decisions	1 to 5 years	19	2.01	1.74	0.986	0.187
	6 to 10 years	25	1.00	1.36		
	More than 10 years	16	1.11	0.25		
	Total	60	4.30	1.32		

Source: Calculations Based on Primary Data * Sig.@5%

Table 7 indicates that Passion Drives Motivation: It has a p-value of 0.147. It is revealed that years of experience (1-5 years, 6-10 years and above 10 years) do not have a significant effect on the passion driving motivation. Motivation to Overcome Obstacles and Grab Opportunities, the p-value is 0.142, It reveals that years of experience do not bring any difference regarding overcoming obstacles and grabbing opportunities motivating women employees. Factors influencing Persistence and Effort to Succeed, have a P value of 0.071, which reveals that the is no significant different based on years of experience. Goal-setting as Important for Guiding Actions and Decisions, the significance level for this variable is 0.187, This result suggests that the importance of goal-setting in guiding actions and decisions is not significantly different across experience levels. Hence the null hypothesis is accepted.

6. Findings

1. Most respondents were aged 25-35, 43 percent, 36-45, 35 percent, and 22 percent in the 46-year-old age group.
2. The survey undertaken revealed that 42 percent of all respondents have experience periods within 6-10 years, 32 percent have 1- 5 years of experience, and 26 percent have over 10 years of experience.
3. Most respondents said they know their strengths 25 percent often, 28 percent always, and 22 percent sometimes while knowing their weaknesses is reported as often in 75 percent, always in 60 percent, and sometimes in 32 percent. Understanding the job

goals was reported to be often in 60 percent and always in 40 percent by most respondents.

4. Passion emerged as significantly influencing women's motivation for overcoming adversity, with 70 percent of the respondents strongly believing that passion helps to overcome obstacles. Determination remains the most important factor in persistence and effort to achieve business success. Goal setting is necessary for directing work and actions; this is supported by 93 percent and 7 percent of the respondents.
5. From the result, it is clear that 54 percent of the employees are highly motivated to enhance job performance, with 32 percent highly motivated and 38 percent very much. Self-awareness and self-motivation have a great impact on the motivation of women working individuals. Developing these skills results in superior business performance. The impact of self-awareness and self-motivation towards career development varies, but 37 percent and 27 percent of the people are very much and highly motivated, respectively.
6. The study reveals that the strength scores of age groups 25-35 and 46+ are nearly the same, but the age group 36-45 had more strength scores. Age is significant in understanding strengths, awareness of one's weaknesses, clearance of goals, confidence in utilizing skills, and confidence levels in utilizing strengths and improving weaknesses. Since confidence levels were found to differ significantly among the age groups, the Null Hypothesis is rejected.
7. The years of experience, however, do not seem to have much influence on passion driving motivation, motivation to overcome obstacles and seize opportunities, persistence and efforts to succeed, and goal-setting as important guidance for actions and decisions. Having accepted the null hypothesis, the importance of goal-setting is consistent regardless of the level of experience.

7.Suggestions

Based on the findings and effective ways for organizations in Puducherry, can be engaged towards uplifting women employees and performance:

- Offer Leadership development programs emphasizing self-awareness, self-confidence, communication skills and strategic thinking in women leaders, which can form a more diverse and inclusive leadership qualities.
- Mentorship programs, training opportunities, flexible work arrangements and recognition programs would help in the advancement of female talent. These would prepare the women with the essential skills, with opportunities for balancing work and life and maintain interest and productivity. Flexible work arrangements and recognition programs also improve employee morale as well as job satisfaction.
- Offer frequent, constructive, and positive feedback to foster a culture of feedback that supports employees. Open feedback, indicating to employees both their strengths and weaknesses, can enable women to be more aware of themselves and motivate them to perform better.
- Short mindfulness sessions or encouragement of meditation breaks can help employees focus and regulate their emotions to improve their overall work performance. This is because mindfulness can enhance self-awareness.

8. Conclusion

This Article concludes that, self-awareness and self-motivation are indeed two of the most important competencies required to enhance the performance of the female employees in Puducherry. Self-awareness has the effect of making women capable enough to rightly synchronize strengths with objectives, and self-motivation triggers resilience, which involves proactive or active engagement at the workplace level. These two are the most crucial competencies required by an individual and an organization and indicate the provision of specially designed support programs.

References

1. Sulthana T(2023), Effect of Creative Personality on Self Awareness and Self-Acceptance. *International Journal of Indian Psychology*, Vol 11(2), Pp:587-596.
2. Roeser & Peck (2009), An education in awareness: Self, motivation, and self-regulated learning in contemplative perspective. *Educational Psychologist*, Vol 44(2), Pp. 119–136.
3. Usha Rani (2016), Hidden Drivers of Success Among Women Employees, *Adarsh Journal of Management Research* ISSN 0974-7028 - Vol.: 9 Issue: 2, Pp 52-58.
4. Khushbu Kandu (2023), Impact of Emotional Intelligence in Females' Job Performance in Context of Nepalese Service Sector, *Lbef Research Journal of Science, Technology and Management*, Volume 5 - Issue 2, ISSN: 2705-4683, E-ISSN: 2705-4748, Pp-26-40.
5. Latif H., et al., (2017), Emotional Intelligence and Job Performance of High School Female Teachers. *Pakistan Journal of Psychological Research*, Volume no. 32, Issue 2, Pp. 333 – 351.
6. Maamari B. E., & Shouweiry M. (2016), Position, gender, emotional intelligence and job performance. *International Journal of Work Organisation and Emotion*, volume no. 7(4), pp 299.
7. Mahima Nanda & Gurpreet Randhawa. (2019), Emotional Intelligence, Well-Being and Employee Behavior: A Proposed Model. *Journal of Management Research*, Volume no 19(3), Pp. 157–172.
8. Melnikovas, A. (2018), Towards an explicit research methodology: Adapting research onion model for futures studies. *Journal of Futures Studies*, Volume no 23(2), Pp. 29 - 44.
9. Mohamad M & Jais J (2016), Emotional Intelligence and Job Performance: A Study among Malaysian Teachers. *Procedia Economics and Finance*, Volume no 35, Pp. 674 - 682.
10. Nanda M & Randhawa G (2020), Emotional Intelligence, Work-Life Balance and Work-Related Well - Being: A Proposed Mediation Model. *International Journal of Theory & Practice*, Volume 11(2), Pp. 1–23.
11. Nanda M & Randhawa G (2022), Do Emotionally intelligent female employees perform better on the job? A serial mediation model. *Journal of Organizational Effectiveness: People and Performance*, Volume no. 9(1), Pp. 89–109.
12. Parker L A (2019), Emotional Intelligence: A Descriptive Study of How Employees' Describe the Impact of Leader Emotional Intelligence on the Employees' Performance. In *ProQuest Dissertations Publishing*, Vol. 53, Issue 9.
13. Pekaar K. A., et al., (2017), Emotional intelligence and job performance: The role of enactment and focus on others' emotions. *Human Performance*, Volume 30, Pp. 135 - 153.
14. Petrides K. V & Furnham A (2000), Gender differences in measured and self-estimated trait emotional intelligence. *Sex Roles*, 42(5–6), Pp. 449–461.
15. Raimo Streefkerk (2022), *Inductive vs. Deductive Research Approach*. Scribbr.
16. Rao Aamir Khan, Bukhari., et al., (2019), Influence of Individual Emotional Nanotechnology Perceptions Vol. 20 No.6 (2024)

Intelligence Dimension on Employee Performance Working in Banks. *City University Research Journal*, Volume 9(3), Pp. 606–627.

17. Rezvani A., et al., (2016), Manager emotional intelligence and project success: The mediating role of job satisfaction and trust. *International Journal of Project Management*, Volume 34(7), Pp. 1112–1122.
18. Cohen A., & Abedallah, M. (2015), The mediating role of burnout on the relationship of emotional intelligence and self-efficacy with OCB and performance. *Management Research Review*, Volume 38(1), Pp. 2–28.