

AN IMPACT OF SALES MOTIVATION ON ORGANISATIONAL PERFORMANCE

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

ASHWINI,B.S
(40740036)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL - 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Ms.ASHWINI.B.S Register number (40740036) who carried out the Project at " PV MOTORS " under our supervision for a period of 3 months from January 2023 to March 2023.

D. Velumoni

Dr.D.VELUMONI

Internal guide

Mr.AMIRTHARAJ

External Guide

Bhuvaneshwari G.

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)

Dr. BHUVANESHWARI G.M.S. Ph.D
Ippaari Nagar, Rajiv Gandhi Sala,
Chennai-600 119
Dean – School of Management Studies

Submitted for Viva Voice Examination held on

08.05.2023

Unika

Internal Examiner

Arshant

External Examiner

DECLARATION

I ASHWINI.B.S Register number (40740036) hereby declare that the Project entitles a study on An impact of sales motivation on organisational performance work done by me under the guidance of internal guide Dr.D.VELUMONI and external guide Mr.AMIRTHARAJ at PV MOTORS THIRUKAZHUKUNDRAM is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:08/05/23

PLACE:Chennai

Ashwini BS

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.D.velumoni** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

ASHWINLB.S

ABSTRACT

The concept of this project is to study on An impact of sales motivation on organizational performance in PV MOTORS. This study will show an impact that was conducted to investigate the extent of relationship between motivation and sales force performance specially in business enterprises with particular study of PV MOTORS (AUTOMOBILE SHOWROOM). However to achieve this goal of the study to experiment this research design was used to study sales motivation on an organizational performance at pv motors showroom where the head quarters located at puzhal and the branches located at Thirukazhukundram. After a critical analysis of the data collected, The hypothesis were tested using chi-square and the following were, The findings, incentive inform of timely salary payment enhances sales force performance. Salary increase is used to stimulates better performance of salary men., Motivated salespeople might close more sales, which increases the company's profits and brings in commission payments. Improves team morale: A team that knows how to motivate one another to meet goals and improve their metrics may work better together and approach work more enthusiastically.

Employee motivation drives the quality of work and boosts performance in an organization. When organizations keep their employees motivated, production can be done without interruption. Therefore, organizations achieve great harmony in the whole workflow, influencing productivity positively.

High level employee motivation will impact employee productivity by stimulating the production of better and higher quantity work. A motivated employee is more likely to have a high level of job satisfaction and increase long term employee retention. Finding ways to increase motivation is crucial because it allows us to change behavior, develop competencies, be creative, set goals, grow interests, make plans, develop talents, and boost engagement.

An impact of sales plays a key role in creating a healthy culture and positive environment. And as a part of your sales compensation plan, it's the driver behind your overall performance. Keeping sales reps motivated and engaged is critical at any time. It helps reach your goals and plays a large part in retaining top sales reps.

Productivity levels could increase and the overall output of a business may be higher. Improved quality and improved customer service definitely result a great impact of sales Motivation on organizational performance.

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	v
	LIST OF TABLES	
	LIST OF FIGURES	
	INTRODUCTION	
1	1.1 Introduction about An impact of sales motivation on organizational performance	1
	1.2 Industry profile	3
	1.3 Company profile	5
	1.4 Statement of the Problem	6
	1.5 Need for the Study	6
	1.6 Objectives of the Study	7
	1.7 Scope of the Study	7
	1.8 Limitations of the Study	7
2	2.1 REVIEW OF LITERATURE	8
3	RESEARCH METHODOLOGY	12
	3.1 Research Design	12
	3.2 Sources of Data	12
	3.3 Structure of Questionnaire	12
	3.4 Sample size	12
	3.5 Sampling technique	12
	3.6 Period of the Study	13
	3.7 Analytical Tools	13
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage Analysis	14-32
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	33
	5.2 Suggestions	34
	5.3 Conclusion	35
	REFERENCES	36
	ANNEXURE (Questionnaire)	38

TABLE OF CONTENTS

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Gender of the respondent	14
4.2	Qualification of the respondent	15
4.3	What kind of motivation that you expect from the company?	16
4.4	What are all the strategies trained by your organization?	17
4.5	What's your opinion on an impact of sales motivation?	18
4.6	Comment the best strategy on sales motivation.	19
4.7	Have we set you up for success?	20
4.8	What talents do you have that organization not letting you use?	21
4.9	What do you dislike about the sales strategies?	22
4.10	What is the contribution of the Two wheeler sales force on organizational goal ?	23
4.11	Are you encouraged to develop new and better of doing thing?	24
4.12	Which of the following factor is most important to you?	25
4.13	On a scale of 1-5 how strongly does your motivation level affect your performance?	26
4.14	How excited are you usually go to work?	27
4.15	What's your biggest challenge with motivation in the workplace?	28
4.16	Can promotion makes an employee to increase sales on organizational performance?	29
4.17	What are the effects of sales motivation on organizational performance in India ?	30
4.18	What is the prevalence of sales on organizational performance in India?	31
4.19	How excited are you usually go to work?	32

CHART NO.	PARTICULARS	PAGE NO.
4.1	Gender of the respondent	14
4.1.2	Qualification of the respondent	15
4.1.3	What kind of motivation that you expect from the company?	16
4.1.4	What are all the strategies trained by your organization?	17
4.1.5	What's your opinion on an impact of sales motivation?	18
4.1.6	Comment the best strategy on sales motivation.	19
4.1.7	Have we set you up for success?	20
4.1.8	What talents do you have that organization not letting you use?	21
4.1.9	What do you dislike about the sales strategies?	22
4.1.10	What is the contribution of the Two wheeler sales force on organizational goal ?	23
4.1.11	Are you encouraged to develop new and better of doing thing?	24
4.1.12	Which of the following factor is most important to you?	25
4.1.13	On a scale of 1-5 how strongly does your motivation level affect your performance?	26
4.1.14	How excited are you usually go to work?	27
4.1.15	What's your biggest challenge with motivation in the workplace?	28
4.1.16	Can promotion makes an employee to increase sales on organizational performance?	29
4.1.17	What are the effects of sales motivation on organizational performance in India ?	30
4.1.18	What is the prevalence of sales on organizational performance in India?	31
4.1.19	How excited are you usually go to work?	32

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ON THE IMPACT OF SALES MOTIVATION ON ORGANISATIONAL PERFORMANCE

All organizations and businesses aim to be successful and have desire to get steady progress. The current era is highly competitive and organizations regardless of size, technology and market focus are facing employee retention challenges. In order to overcome these problems a strong and positive relationship should be adopted and maintained between employees and their organizations. Human resource or employees of any organization are the most central part so they need to be influenced and persuaded towards tasks fulfillment.

In trying to achieve prosperity, organizations design different strategies to compete with other organizations and for increasing the performance of the organizations. A very few organizations believe that the human personnel and employees of any organization are its main assets which can lead them to success or if not focused well, to decline. Unless the employees of any organization are satisfied with it, are motivated for the tasks fulfillment and goals achievements and encouraged, none of the organization can progress or achieve success.

TOP 5 STRATEGIES ON SALES MOTIVATION:

1. Building Trust with Customer Reviews.
2. Investing in SEO to Be at the Top of the Google SERP.
3. Showing Up in Local Google Search Results.
4. Advertising on Local Google Results Pages.
5. Creating a Social Media Profile and Participating in Groups

Some other factors that are playing a prominent role in terms of demand and sales of automobiles worldwide include demographic factors, technological factors, marketing, after-sales support, product features, and others.

To compete in today's global markets, organizations strive to deliver their products physical and services intangible in both an efficient and effective manner. In service supply chain, human labour forms a significant component of the value delivery process and physical handling of a product leads to standardized and centralized procedures and controls in manufacturing supply chains.

The focus of efficiencies in service supply chains is on management of capacity, flexibility of resources, information flows, service performance and cash flow management. Sales force in any company big or small, manufacturing or service, are charged with generating product sales from assigned customer accounts in independent territories. However, the evolving selling environment today is much more complex, demanding significant changes in performance metrics, goals, control and compensation.

Employee motivation drives the quality of work and boosts performance in an organization. When organizations keep their employees motivated, production can be done without interruption. Therefore, organizations achieve great harmony in the whole workflow, influencing productivity positively. With the harmony in workflow, there comes a decreased error margin. Therefore, the product quality has increased significantly.

Also, the job performance of motivated employees is significantly higher than unmotivated employees. With better motivation, the aptitudes and skills of employees increase significantly. Thus, they become more involved in the production process and deliver top-notch product quality. These products increase the market value of the organization and can make the organization a household name.

Organizations need to recognize employees for their appropriate behavior and accomplishment. Also, without timely recognition, the whole recognition process fails. Online recognition platforms can be very effective in this manner.

These platforms track all the necessary performance data of an organization. From these data, the platform can analyse what an organization needs to motivate employees. With those metrics, the platform helps organization leaders to create a custom recognition program for motivating employees effectively.

Whenever an employee fulfills any of those required metrics, the platform acknowledges and sends company-wide notifications to celebrate the accomplishment. Thus, organizations can keep track of the achievements of their employees to motivate and celebrate them properly.

While recognizing employees is possible even without online recognition platforms, they are often difficult and time-consuming. Also, manual recognition has a sizable human-error margin that can cause disputes between employees.

On the other hand, online platforms are quite accurate and can immediately recognize employees for their efforts. These efforts can keep employees engaged with the organization and motivate them exceptionally.

1.2 INDUSTRY PROFILE

Automotive industry, all those companies and activities involved in the manufacture of motor vehicles, including most components, such as engines and bodies, but excluding tires, batteries, and fuel. The principal products are passenger automobiles and light trucks, including pickups, vans, and sport utility vehicles. Commercial vehicles (i.e., delivery trucks and large transport trucks, often called semis), though important to the industry, are secondary. The design of modern automotive vehicles is discussed in the articles automobile, truck, bus, and motorcycle; automotive engines are described in gasoline engine and diesel engine. The development of the automobile is covered in transportation history.

The history of the automobile industry, though brief compared with that of many other industries, has exceptional interest because of its effects on history from the 20th century. Although the automobile originated in Europe in the late 19th century, the United States completely dominated the world industry for the first half of the 20th century through the invention of mass

production techniques. In the second half of the century the situation altered sharply as western European countries and Japan became major producers and exporters.

The India two wheeler vehicle market was estimated at around USD16,007.84 million in 2022 and is estimated to reach USD 26,638.49 million in 2028, registering a CAGR of 9.88%. With the introduction of electric vehicles and rising demand for two-wheelers are due to its low maintenance, fuel efficiency and easy handling.

Two-wheelers refer to vehicles that are commonly utilized for traveling small distances while also assisting in easy maneuvering through congested roads. These primarily consist of motorcycles, mopeds, and scooters that are either manual or powered by fuel/electric motors. Two-wheelers are bifurcated based on long-distance travel, cruising, racing, off-road riding, etc. Two-wheelers have numerous advantages, such as a more compact design, lower costs, and higher fuel economy. They also have several operational benefits and reduced maintenance costs, making them a more cost-effective means of transportation than three- or four-wheeler vehicles. Furthermore, two-wheelers lessen dependency on public transport and shorten travel time.

The emerging trend of vehicle ownership, particularly among the middle-class population, coupled with the expanding working women population, is primarily driving the India two-wheeler market. In addition to this, the escalating demand for compact mobility solutions owing to several challenges, such as lack of parking spaces and road traffic congestion, is further propelling the market growth. Moreover, the growing popularity of two-wheelers based on their numerous benefits, including convenient travel especially over short distances, easy bank financing solutions, better affordability, etc., is also creating a positive outlook for the market. Besides this, the expanding travel and tourism sector along with the rising trend of bikers traveling solo or in a group to different destinations across the country is further bolstering the requirement for two-wheelers.

Furthermore, the inflating prices of petrol and diesel are also catalysing the need for fuel-efficient modes of transportation, thereby acting as a significant growth-inducing factor. Additionally, the introduction of favourable initiatives by the Indian government that provides low-income consumers subsidies or monetary incentives to purchase two-wheelers is further propelling the market growth. Apart from this, the escalating consumer concerns regarding high vehicular

pollution levels are augmenting the demand for electric two wheeler vehicles that emit low carbon emissions.

This is also catalysing the launch of hybrid bikes and scooters in the country. Moreover, the emergence of numerous technological advancements, including anti-braking systems, ride-by-wire, traction control/wheelie control, etc., is expected to drive the India two-wheeler market during the forecast period.

1.3 COMPANY PROFILE

PV MOTORS is one of the developing Authorised Dealer for many branded 2 Wheelers. Endowed with a state-of-the-art dealership and highly skilled Marketing and Service Staff, we have devoted ourselves to helping and serving our customers to the best of our ability.

Here at PV MOTORS, have done more than just sell great two-wheelers, we strive to deliver 100% customer satisfaction from the moment you first contact our dealership. With a loyal base of more number of satisfied customers from Tamilnadu , prompt customer service and good class facilities, PV MOTORS is the most reliable automobile dealer. We have been known for our impeccable quality Service and customer satisfaction, which we assure you will personally experience in this relationship as well.

PV MOTORS showcases the finest two wheelers from the Honda, Yamaha, TVS stable. Elegant design aesthetics, superior technology, and quality build sets the Honda and other leading brand brigade apart from its competition. PV MOTORS brings under one roof with ultra-modern fully automated workshop for customer satisfactory service as and when the maintenance of your vehicle is scheduled. The unmatched Honda superiority, style and class backed by efficient customer service and after sales support.

The resounding success of PV MOTORS at PUZHAI wheelers in the region paved the way for a large scale customer responsive dealership to open a branch at Thirukazhikundram.

PV MOTORS therefore fitted in to the scheme of things perfectly.

At any given point in PV MOTORS service Team can handle 2 wheelers, ensuring flawless 2 wheeler servicing.

Our Vision

To become the Leading selling dealer and most profitable service providers in Two wheelers Dealership Network.

Our Mission

To take pride & pleasure in providing excellent pre-sales and after-sales service to the end customers.
To maintain repeat & multiple business relationships with our customers for a lifetime.

1.4 Statement of the Problem

The foregoing situations of the sales force in manufacturing and service companies in relation to economic performance raise issues on whether these companies can achieve and sustain high rates of output and growth, able to generate and sustain large numbers of employees, and whether they can compete effectively in the global market. The failure of sales force could have industrial, managerial and marketing implications which this study is set to explore, and which constitutes its research problem. Particularly in the context of how the sales force are motivated towards improving productivity using the incentives of salaries, sales calls allowances, sales bonuses, access to sales vans, product availability and continuous training and updating of the sales force.

Greater percentage of the sales force in manufacturing and service companies have been major culprits in these practices including lateness to work and not keeping appointment at all. Others could be very unfriendly and even become hostile while attending to customers. Some sales forces lose focus and thereby supply wrong brand of products to customers. These result in long waiting time for customers to receive the needed goods and services, and the consequent low performance as some customers lose patience and consequently take their leave and even go the alternatives. The poor attitudes of the sales force such as lateness to work, delayed sales calls, lack of information for customers problems, could contribute to the low growth of sales force performance in manufacturing and service companies. This study therefore investigated the impact of sales motivation on organizational performance.

1.5 NEED FOR THE STUDY

This study sought to investigate the impact of sales motivation on organizational performance. It will be beneficial to many organizations in Automotive Industry . The management of these organizations will be refreshed and educated more on the needed adequate knowledge and application of appropriate motivational strategies that will enhance organizational harmony and growth. This will facilitate peace, commitment and interpersonal relationship. It will as well serve as literature upon which further research can be done and also contribute to the marketing research.

1.6 Objectives of the Study

The main objective of this study was to investigate the impact of sales motivation on organizational performance. The specific objectives are:

- a) to survey the effects of sales motivation on organizational performance in Two wheeler industry
- b) to inquire the prevalence of sales on organizational performance at PV MOTORS
- c) to establish the different motivational tools used on the sales force by some organizations.

1.7 Scope of the Study

The study will be limited to establishing impact of sales motivation on organizational performance. This study will identify the available sales force motivational tools used by different organizations in India .

1.8 Limitations of the study

- The employees hesitate to disclose the true facts to secure their job.
- It is a very time-consuming process.
- Difficulty in getting information from secondary sources.
- It was also very disappointing for me at times when the feedback given by the employees was below expectation.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION TO REVIEW OF LITERATURE

Alexander Hamilton Institute reported in Kalu (2005) that motivation and supervision are two of the most important topics. Four success factors for sales success include: Product and Application, Selling Skills, Time and Territory Management, and Motivation. Among these elements, only motivation is important in all kinds of selling.

Ubanagu (2006) stated that motivation is the effective managerial application of tangible and intangible incentives to improve the performance of the workforce. The glaring feature of sales force activity is that it gives room for personal contact with the customers and the need to undertake other activities not directly associated with personating. Thus, all classes of sales force or salespeople, namely Route sales people, Sales clerk, Detail sales persons, Account representatives, Sales engineers and Creative sales persons require adequate and proper motivation.

Koh, Gammoh, and Okoroafo (2011) indicated that Salesforce is one of the most important elements in successful companies because they are the bridge between the company and customers.

John, Francis, and Innocent (2012) contemplated that sales teams and their managers constitute a strong investment by companies and largely define the sources of business revenue. Many companies are beginning to understand that they achieve better performance from their teams by treating their Salesforce as an investment portfolio, which requires different types of attention (John, Francis, & Innocent, 2012).

Stanton and Spiro, 2000 The seller carries out a work with a unique nature, with varied activities and responsibilities, which gives him different experiences during the sale and the dual function of representing the company with the customer, but also representing the customer with the company, gives the company seller role, characteristics different from other works

Naqvi (2019) and Sahoo, Routray, and Dash (2014) understand sales force as a group of individuals who have a direct responsibility to establish business transactions with current or

potential customers whose most significant source of income comes from the sales they make.

Chowdhury (2007) indicated that the management of the sales force is normally the responsibility of a marketing department, with sales managers as direct actors on the ground.

Wiese and Coetzee (2013) contemplated that a number of areas are part of the managers' tasks and competencies, ranging from the decision making of recruitment and selection of salespeople (marketing technicians) to direct monitoring on the ground by mediators, through the management of the counter, which ranges from the definition of tasks and functions of commercial assistants, responsibilities in taking risks of business until the generic technical-commercial training of the employees who are part of the branch.

Malik and Naeem (2009) in a research study identified that company's pay incentives to Salesforce in order to keep them motivated in pursuing their goals. Salesforce, like the face of the company, requires different methods of incentives. Salespersons' roles have different characteristics from those of other employees of the company. As we have already seen, in general, they work outside the company's building, away from hierarchical superiors and work more isolated and autonomously. On the other hand, according to Malik Naeem, and Ahmad (2012) salespeople are subject to customer refusals and, therefore, must have a strong mental structure to not easily discourage. Thus, the methods of goal setting, control, and motivation and performance evaluation of salespeople are more rigorous and, at times, more demanding than those that applies to other functions.

Hameed, Dahri, Hayat, Hashmi, Haneef, and Qureshi (2018) for motivation plan to be effective, the sales manager must consider the core motivating factors of the salesperson. The various motivation methods that are identified, such as incentive campaigns, sales meetings and coaching activities, aim to act on the motivating factors.

Klein (2019) and **Van den Broeck, Carpin, and Diefendorf (2019)**, incentive campaigns generally take the form of contests, which results in the possibility of having access to different types of prizes, namely cash, in-kind (cars, travel, appliances, among others), parking space, shares or company obligations, commemorative medals or plaques and public recognition of merit (title of salesperson of the month in internal publications,

lunch with company officials, etc.).

Galli (2020) contemplated that whatever the goals and prizes, the architecture of these contests should not induce salespeople to compete in isolation and selfishly against other teammates.

The spirit of a contest should promote a competition that will lead each one to surpass him or to reach an ambitious sales objective, such as beating a competitor. The golden rules that ensure the success of an incentive campaign are: Regarding the methods of incentive to monetary awards, there are authors who consider that it can contribute to encouraging employees, but not be enough to motivate them. In the automobile sector, in the companies in our study there are other factors that contribute to the motivation of Salesforce, although the incentive premiums have a considerable weight.

A research study conducted by Chowdhury (2007) identified the influence of the behavior of supervisors on the performance of salespeople and improving motivation level of salespeople. It is identified that employees' motivation level is increased through effective engagement of supervisors with sales team endorsing positive behavior leading towards increased intrinsic motivation and performance of employees.

Sahoo, Routray, and Dash (2014) explores the factor affecting the selling performance of sales employees working in the automobile industry. According to the findings of the study it is identified that belongingness, ease of doing work, career perspective, freedom, internal environment, openness and no work pressure have significant impact on performance of salespeople working in automobile companies.

Koh, Gammoh, and Okoroafo (2011) it is identified motivation has been considered as one of the important aspects of the performance of salesforce. It is identified by the authors that for the employees working in insurance industry, aspects like cultural values, organizational work setting, and personal variables are important for affecting motivation level of the employees. In addition to this, gender and marital differences are also important factors that moderate the process of motivating employees.

Mensah and Poku (2016) focuses on the companies operating in insurance industry. This research explores the components used by the companies to execute their sales job in an effective and efficient way. According to the findings of the study, it is identified that promotion opportunity, recognition, job security and role clarity are important factors that contribute towards the increased level of motivation among sales forces.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

The study was based on a survey method. The aim of the study is to find an impact of sales motivation on organizational performance.

3.2 SOURCES OF DATA

The data collected for the study consists of both primary and secondary data.

PRIMARY DATA

In this study primary data were collected through personnel interview using questionnaire. The questionnaire was given to sixty-five employees of PV motors.

SECONDARY DATA

Secondary data for this study was collected from Previously published records, statistics, research reports and documents. Books, Periodical and Websites.

3.3 STRUCTURE OF QUESTIONNAIRE:

In this study the researcher used a questionnaire consisting of twenty multiple choice-based questions.

3.4 SAMPLE SIZE:

The sample size of this study is 70.

3.5 SAMPLING TECHNIQUE

This technique adapted from the sample stratified random sampling. To take the sample from the

selected people from the specified category.

3.6PERIOD OF STUDY:

This study on employee satisfaction was conducted during the period of Jan 2023 to March 2023 which is three months.

3.7TOOLS USED FOR ANALYSIS

Percentage Analysis is used as statistical tools for the analysis. Graphical Representation tools such as Bar Graphs and Pie charts have been used for the data analysis.

CHAPTER 4

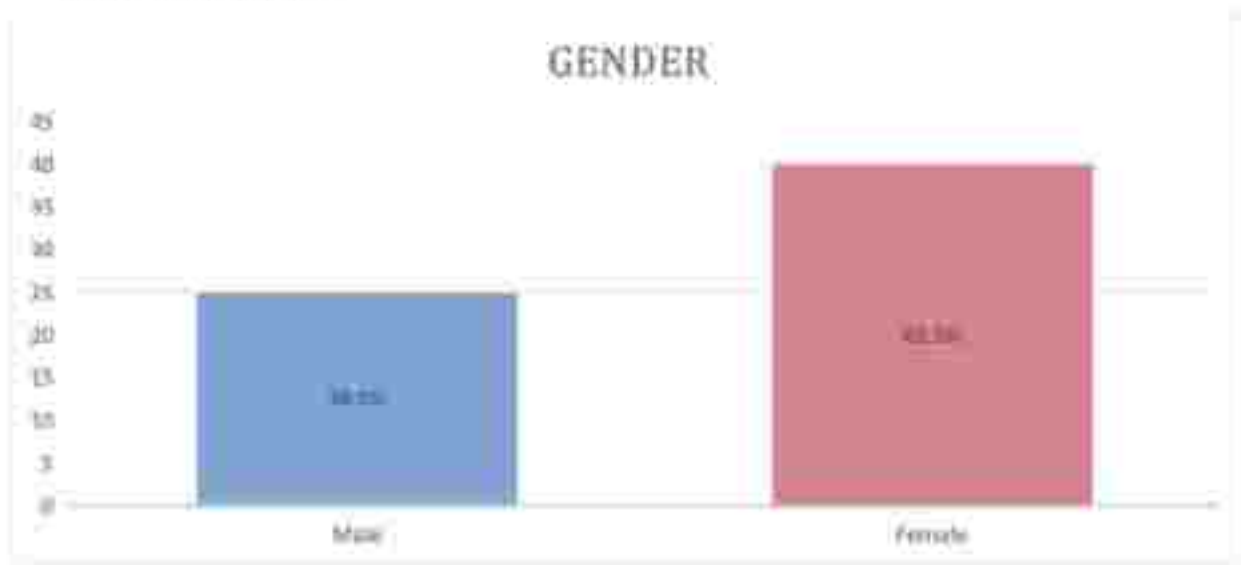
DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1: Table showing Gender wise classification of the respondents

Gender	No.of Respondents	Percentage
Male	25	38.50
Female	40	61.50
Total	65	100.00

Source: Primary data.



4.1: Chart showing Gender wise classification of the respondents

Interpretation

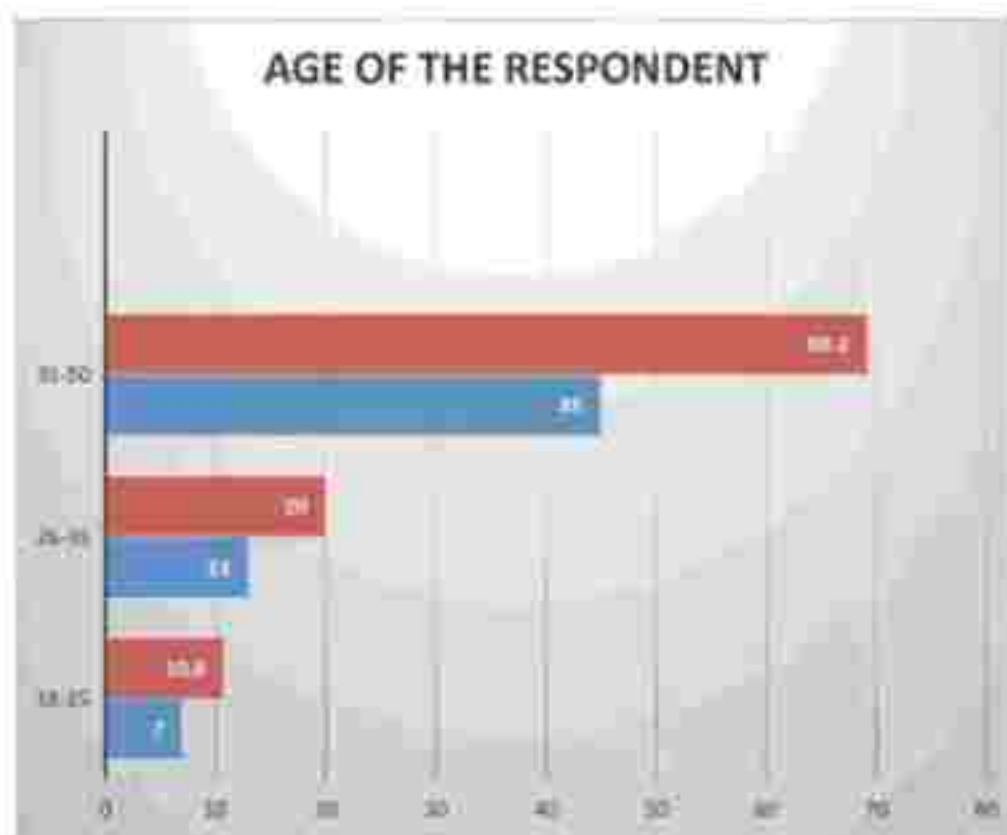
From the above table it is interpreted that the number of respondents male of respondents are 38.50%, Female of respondents 61.5%

Inference :Majority (61.50%) of the respondents are female.

4.2: Table showing Age wise classification of the respondents

Age	No. of Respondents	Percentage
18-25	7	10.80
26-35	13	20.00
35-50	45	69.20
Total	65	100

Source: Primary data.



4.2: Chart showing Age wise classification of the respondents with percentage

Interpretation

From the above table it is interpreted that the number of respondents from the age 18-25 are 10.80 percent, 26-35 are 20 percent and 35-50 are 69.2 percent so that we can able to interpretate that above the age group of 35 giving their valuable services to work with an Automotive industry than the other age groups, above the age of 26 to 35 responded 20 percent then 18 to 25 members answered for 10.8 percent.

Inference: Majority (69.20%) of the respondents are from the age of 35-50.

4.3: Table showing Qualification of the respondent

Qualification	No. of Respondents	Percentage
UG	27	41.5
PG	22	33.8
OTHERS	16	24.6
Total	65	100

Source: Primary data.



4.3: Chart showing Qualification wise classification of the respondents with percentage

Interpretation

From the above table it is interpreted that the number of respondents from the Qualification UG are 41.5 percent, Respondents who study PG are 33.8 percent and Respondents who have done other qualifications are 24.6 percent so that we can able to interpretate that above the study qualifications group of UG, 27 members responded on related to survey for 41.5 percent then other members who have done PG responded for 33.8 percent and other qualification studied members of 16 responded for 24.6 percent.

Inference :Majority (41.50%) of the respondents are the one who completed their Under Graduate.

4.4: Table showing What kind of motivation that you expect from the company by the respondent

Motivation	No.of Respondents	Percentage
The chance to make an impact	18	27.70
Learning something new	15	23.07
Finding innovative solutions	19	29.23
Staying curious	6	9.23
Working with great people	7	10.70
Total	65	100

Source: Primary data.



4.4 chart showing that What kind of motivation that an employee can expect from the company

Interpretation

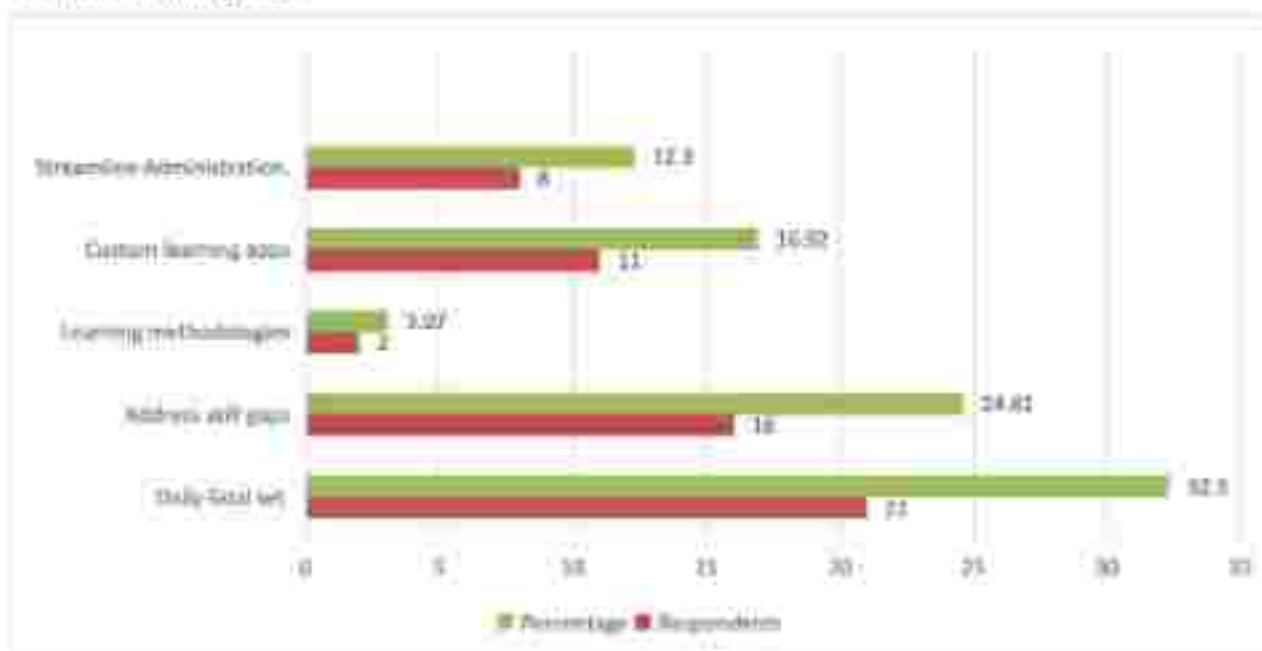
From the above table shows that finding innovative solutions has the highest voting of 19 respondents with 29.23 percent then the chance to make an impact has the second leading vote of 18 respondents with 27.7 percent Learning something new has the third voting lines of 15 respondents with 23.07 percent Working with great people has 7 voting's from respondents with 10.7 percent Staying curious got voting line of 6 respondents with 9.23 percent.

Inference: Majority (29.23%) of the respondents are the one who voted FINDING INNOVATIVE SOLUTIONS

4.5:Table showing What are all the strategies trained by the organization

Motivation	No. of Respondents	Percentage
Daily Goal set	21	32.30
Address skill gaps	16	24.61
Learning methodologies	2	3.07
Custom learning apps:	11	16.92
Streamline Administration,	8	12.30
Total	65	100

Source: Primary data.



4.5 chart showing that What are all the strategies trained by the organization.

INTERPRETATION

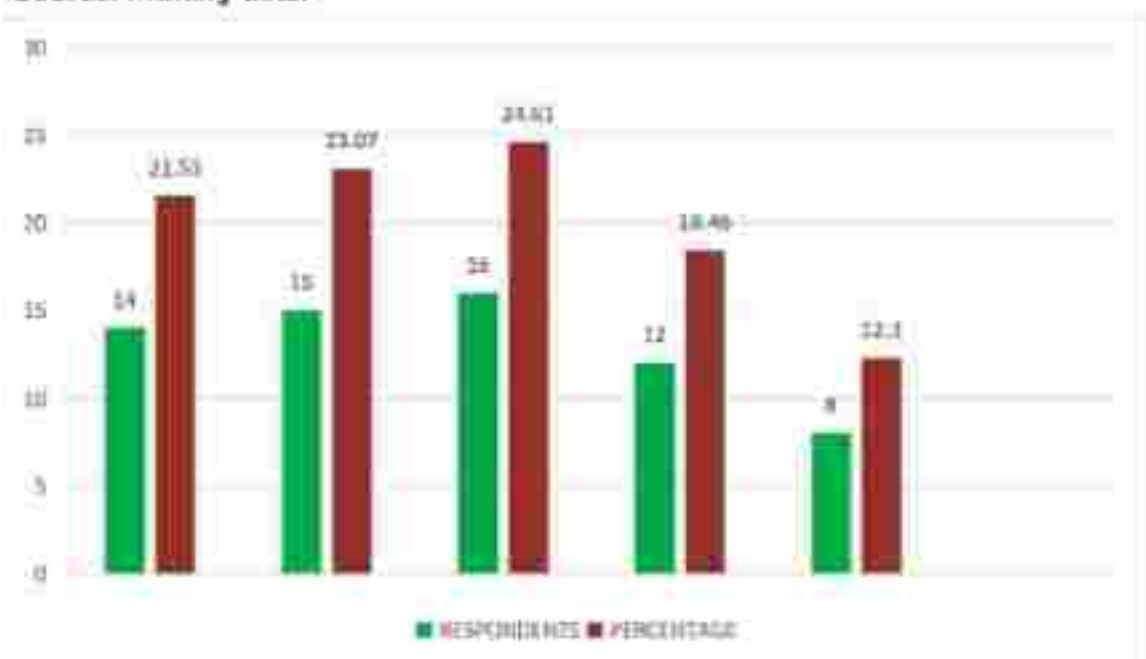
From the above table shows that Daily goal set has the highest voting of 21 respondents with 31.3 percent then Address skill gaps has the second leading vote of 16 respondents with 24.61 percentage custom learning apps has the third voting lines of 11 respondents with 16.92 percent streamline administration has 8 votings from respondents with 12.3 percent learning methodologies got voting line of 2 respondents with 3.07 percent.

Inference : Majority (32.3%) of the respondents are the one who voted for DAILY GOAL SET.

4.6: Table showing What are all the opinion on an impact of sales motivation

Motivation	no. of Respondents	Percentage
Culture and Company	14	21.53
Management.	15	23.07
Intrinsic Motivators	16	24.61
Recruit Drive	12	18.46
Execution& others	8	12.3
Total	65	100

Source: Primary data.



4.6 chart showing that What are all the opinion on an impact of sales motivation

INTERPRETATION

From the above table shows that Intrinsic Motivators has the highest voting of 16 respondents with 24.61 percent then management has the second leading vote of 15 respondents with 23.07 percentage Culture and Company has the third voting lines of 14 respondents with 21.53 percent Recruit Drive has 12 votings from respondents with 18.46 percent execution and others got voting line of 8 respondents with 12.3 percent.

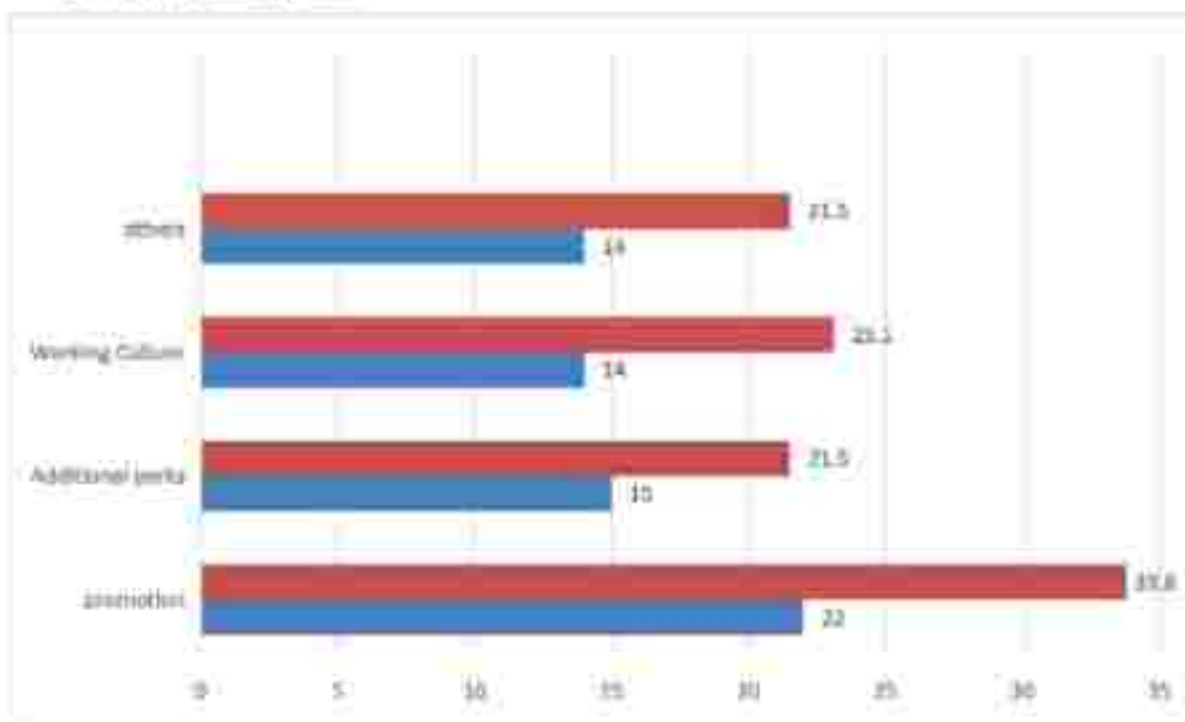
Inference

Majority (24.61%) of the respondents are the one who voted for INTRINSIC MOTIVATORS.

4.7: Table showing Choose the best strategy on sales motivation.

Strategy	No.of Respondents	Percentage
promotion	22	33.8
Additional perks	15	21.5
Working Culture	14	21.5
others	14	21.5
Total	65	100

Source: Primary data.



4.7 chart showing the best strategy on sales motivation.

INTERPRETATION

From the above table shows that promotion has the highest voting of 22 respondents with 33.8 percent then additional perks has the second leading vote of 15 respondents with 21.5 percentage working culture and other respondents has the similar third voting lines of 14 respondents with 21.5 percent

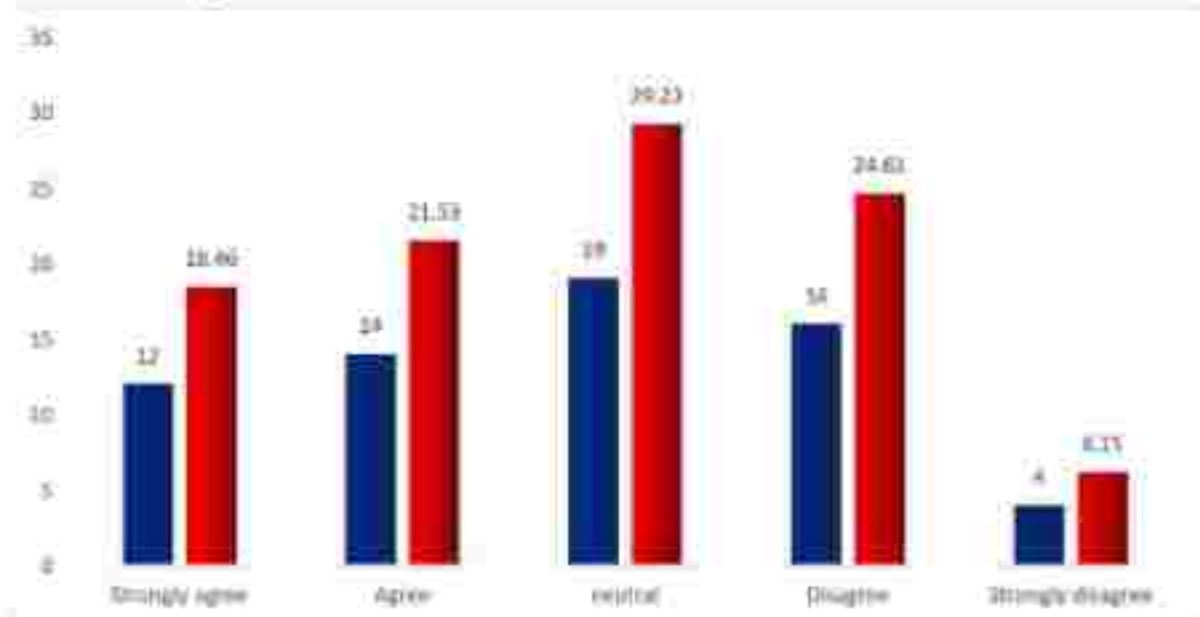
Inference

Majority (33.8%) of the respondents are the one who voted for PROMOTION.

4.8: Table showing Have we set you up for success

Options	No. of Respondents	Percentage
Strongly agree	12	18.46
Agree	14	21.53
neutral	19	29.23
Disagree	16	24.61
Strongly disagree	4	6.15
Total	65	100

Source: Primary data.



4.8: chart showing Have we set you up for success

INTERPRETATION

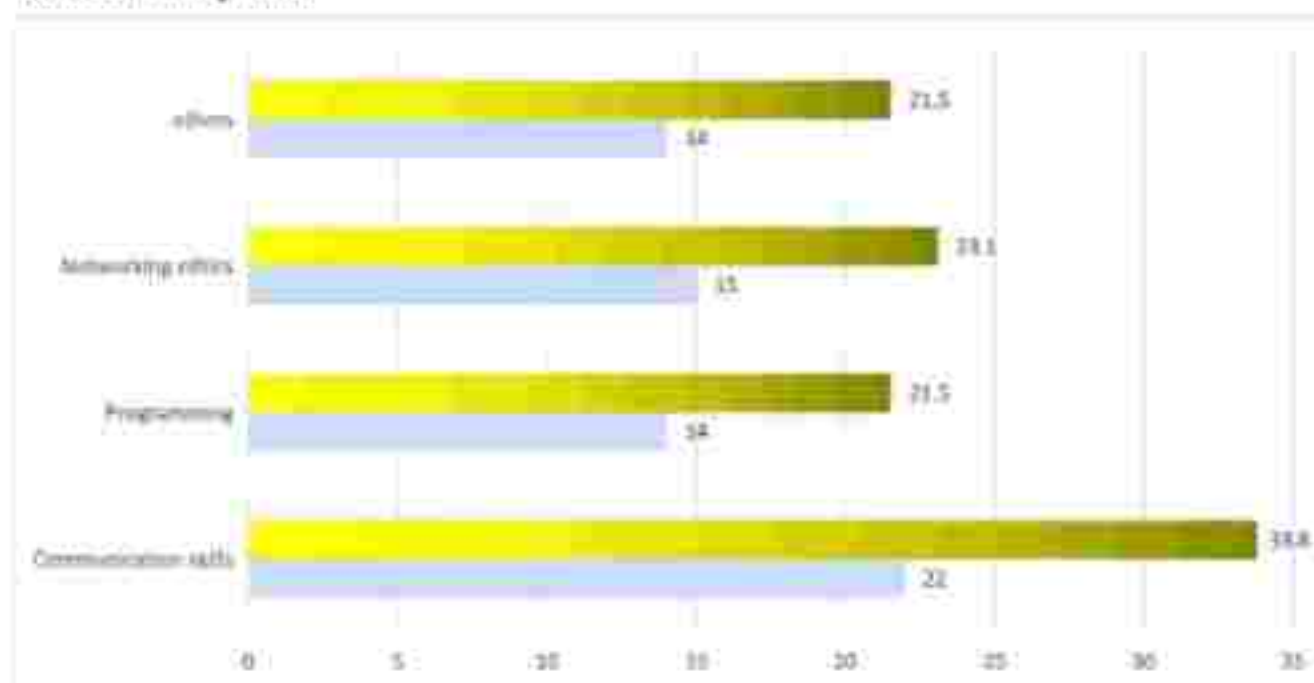
From the above table shows that neutral has the highest voting of 19 respondents with 29.3 percent then disagree has the second leading vote of 16 respondents with 24.61 percentage agree has the third voting lines of 14 respondents with 21.53 percent strongly agree has 12 votings from respondents with 18.46 percent strongly disagree got voting line of 4 respondents with 6.15 percent.

Inference : Majority (29.23%) of the respondents are the one who voted for NEUTRAL.

4.9: Table showing What talents do you have that organization not letting you use

Options	No.of Respondents	Percentage
Communication skills	22	33.8
Programming	14	21.5
Networking ethics	15	23.1
others	14	21.5
Total	65	100

Source: Primary data.



4.9: chart showing What talents do employee have that organization not letting to use

INTERPRETATION

From the above table shows that communication skills has the highest voting of 22 respondents with 33.8 percent then networking ethics has the second leading vote of 15 respondents with 23.1 percentage programming and others has the same third voting lines of 14 respondents with 21.5 percent.

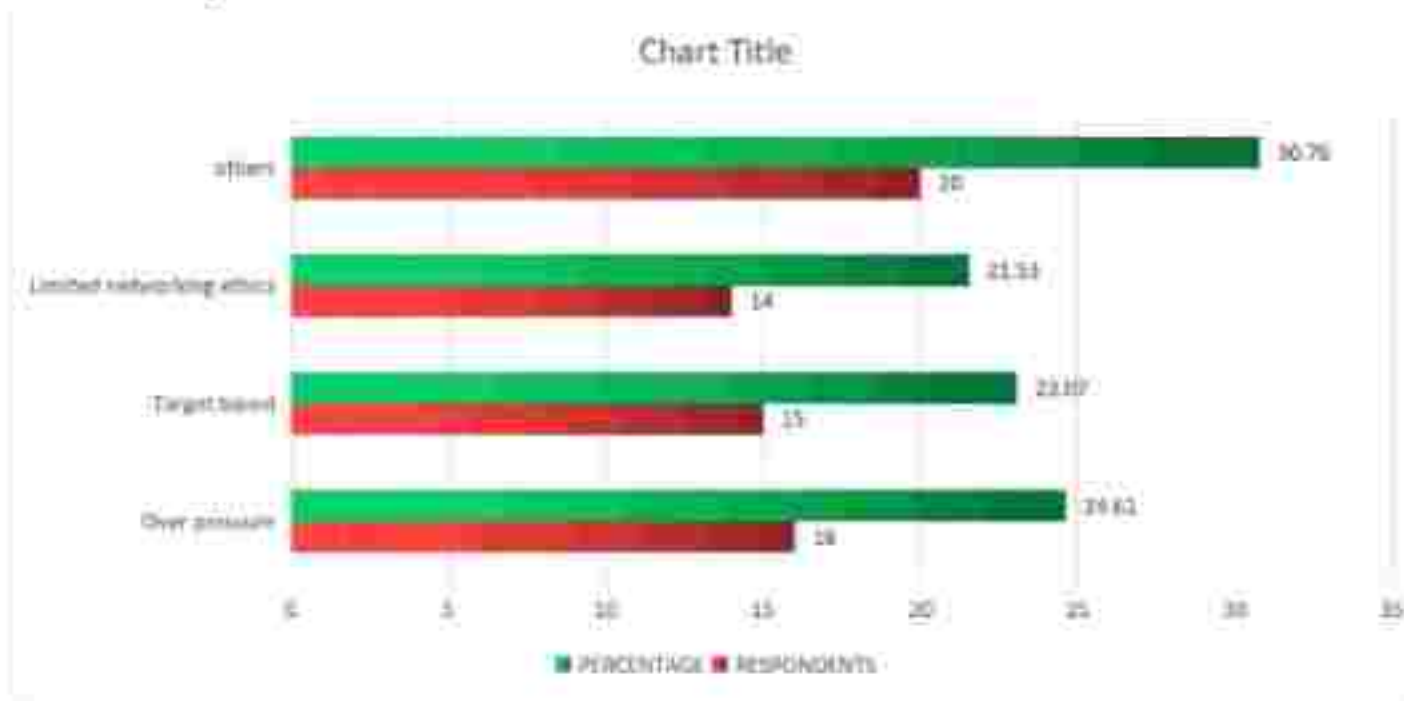
Inference

Majority (33.8%) of the respondents are the one who voted for COMMUNICATION SKILLS.

4.10: Table showing What do you dislike about the sales strategies

Options	No.of Respondents	Percentage
Over pressure	16	24.61
Target based	15	23.07
Limited networking ethics	14	21.53
others	20	30.76
Total	65	100

Source: Primary data.



4.10: chart showing What do employees dislike about the sales strategies

INTERPRETATION

From the above table shows that OTHERS has the highest voting of 20 respondents with 30.76 percent then over pressure has the second leading vote of 16 respondents with 24.61 percentage target based has the third voting lines of 15 respondents with 23.07 percent limited networking ethics has 14 votings from respondents with 21.53

Inference

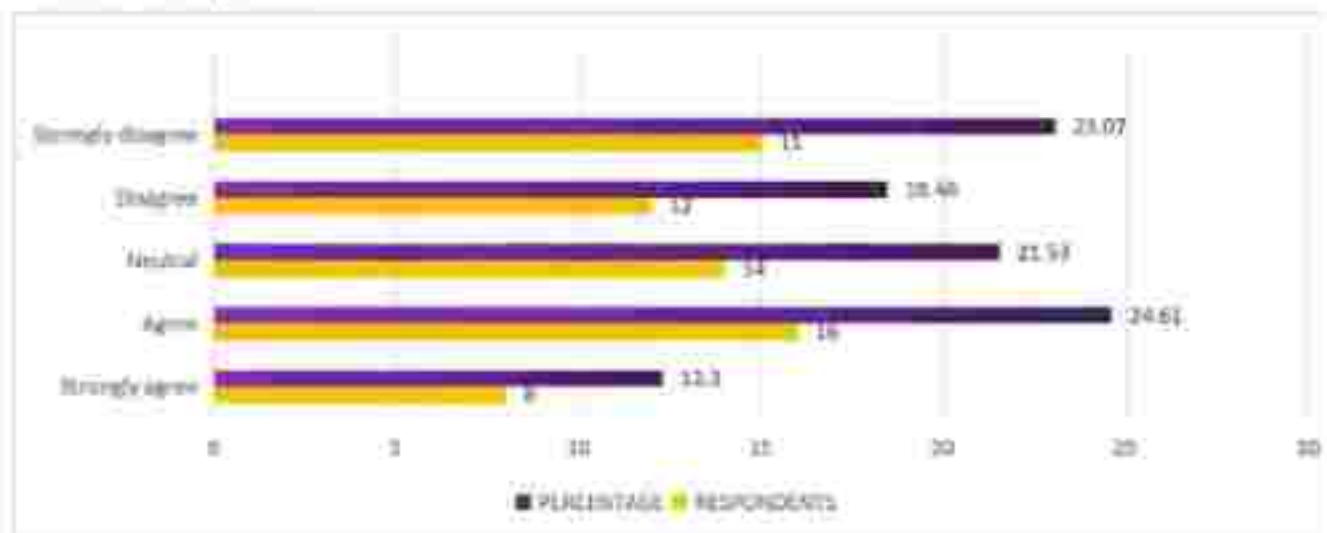
Majority (30.76%) of the respondents are the one who voted for OTHERS

4.11: Table showing What is the contribution of the Two-wheeler sales force on organizational goal accomplishment?

The role of the sales force is to inform, engage, and form strong relations with customers

Options.	No.of Respondents	Percentage
Strongly agree	8	12.3
Agree	16	24.61
Neutral	14	21.53
Disagree	12	18.46
Strongly disagree	15	23.07
Total	65	100

Source: Primary data.



4.11: chart showing What is the contribution of the Two-wheeler sales force on organizational goal accomplishment

INTERPRETATION

From the above table shows that Agree has the highest voting of 16 respondents with 24.61 percent then strongly disagree has the second leading vote of 15 respondents with 23.07 percentage neutral has the third voting lines of 14 respondents with 21.53 percent disagree has 12 volings with 18.46 percent strongly agree got voting line of 8 respondents with 12.3 percent.

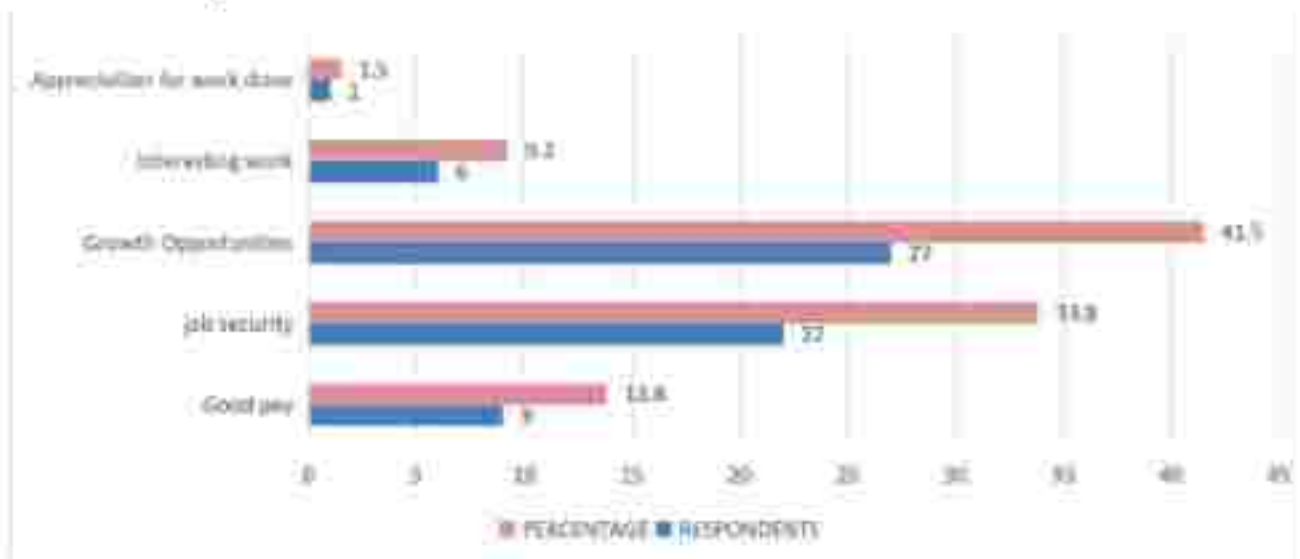
Inference

Majority (24.61%) of the respondents are the one who voted for AGREE.

4.12: Table showing which of the following factor is most important to you?

Options	No.of Respondents	Percentage
Good pay	9	13.8
job security	22	33.8
Growth Opportunities	27	41.5
Interesting work	6	9.2
Appreciation for work done	1	1.5
Total	65	100

Source: Primary data.



4.12: chart showing which of the following factor is most important for an employee.

INTERPRETATION

From the above table shows that growth opportunities has the highest voting of 27 respondents with 41.5 percent then job security has the second leading vote of 22 respondents with 33.8 percentage good pay has the third voting lines of 9 respondents with 13.8 percent interesting work has 6 votings from respondents with 9.2 percent appreciation for work done got voting line of 1 respondents with 1.5 percent.

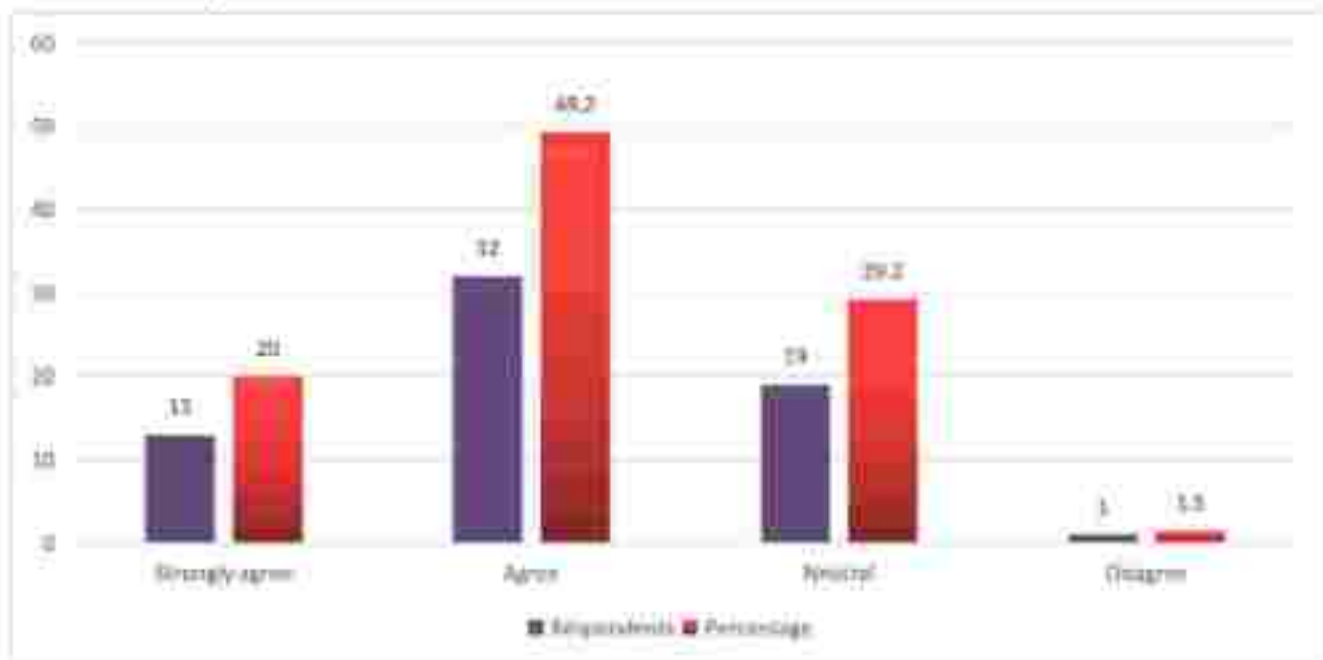
Inference

Majority (41.5%) of the respondents are the one who voted for GROWTH OPPURTUNITIES.

4.13: Table showing are you encouraged to develop new and better of doing things

Options	No.of Respondents	Percentage
Strongly agree	13	20
Agree	32	49.2
Neutral	19	29.2
Disagree	1	1.5
Total	65	100

Source: Primary data.



4.13 chart showing Are employees encouraged to develop new and better of doing things

INTERPRETATION

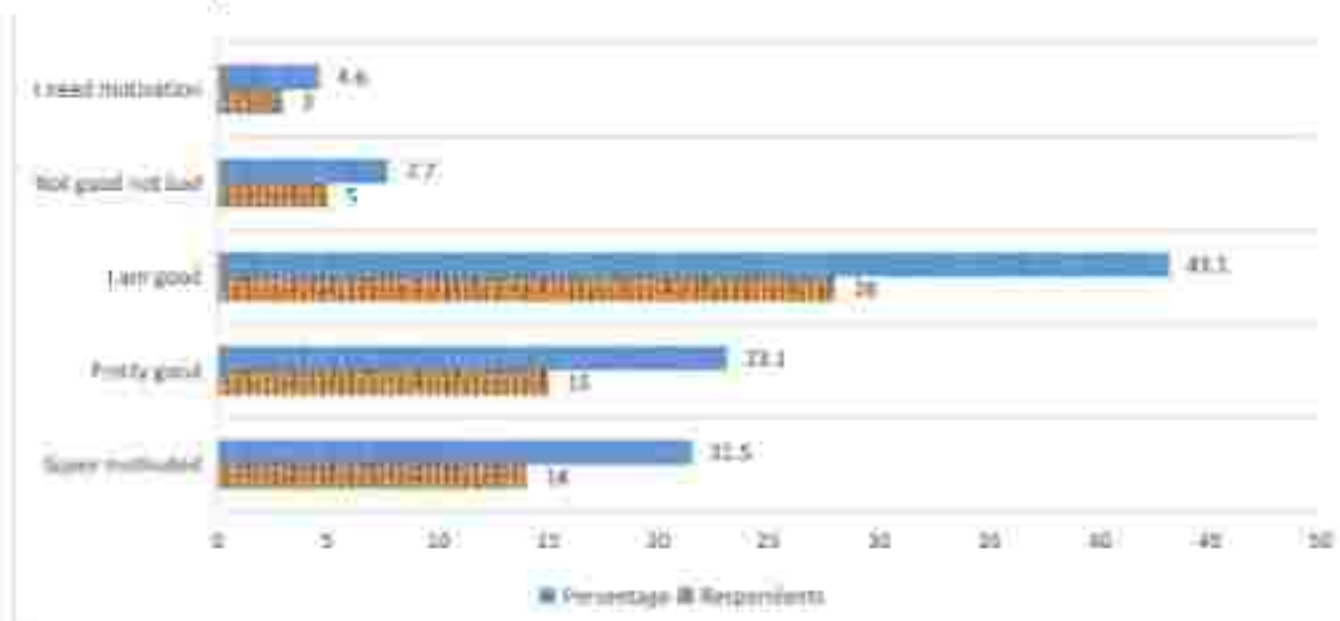
From the above table shows that Agree has the highest voting of 32 respondents with 49.2 percent then neutral has the second leading vote of 19 respondents with 29.2 percentage strongly agree has the third voting lines of 13 respondents with 20 percent disagree has 1 votings from respondents with 1.5 percent.

Inference : Majority (49.2%) of the respondents are the one who voted for AGREE.

4.14: Table showing how strongly does your motivation level affect your performance

OPTIONS	No.of Respondents	Percentage
Super motivated	14	21.5
Pretty good	15	23.1
I am good	28	43.1
Not good not bad	5	7.7
I need motivation	3	4.6
Total	65	100

Source: Primary data.



4.14: chart showing how strongly does an employee motivation level affect their performance

INTERPRETATION

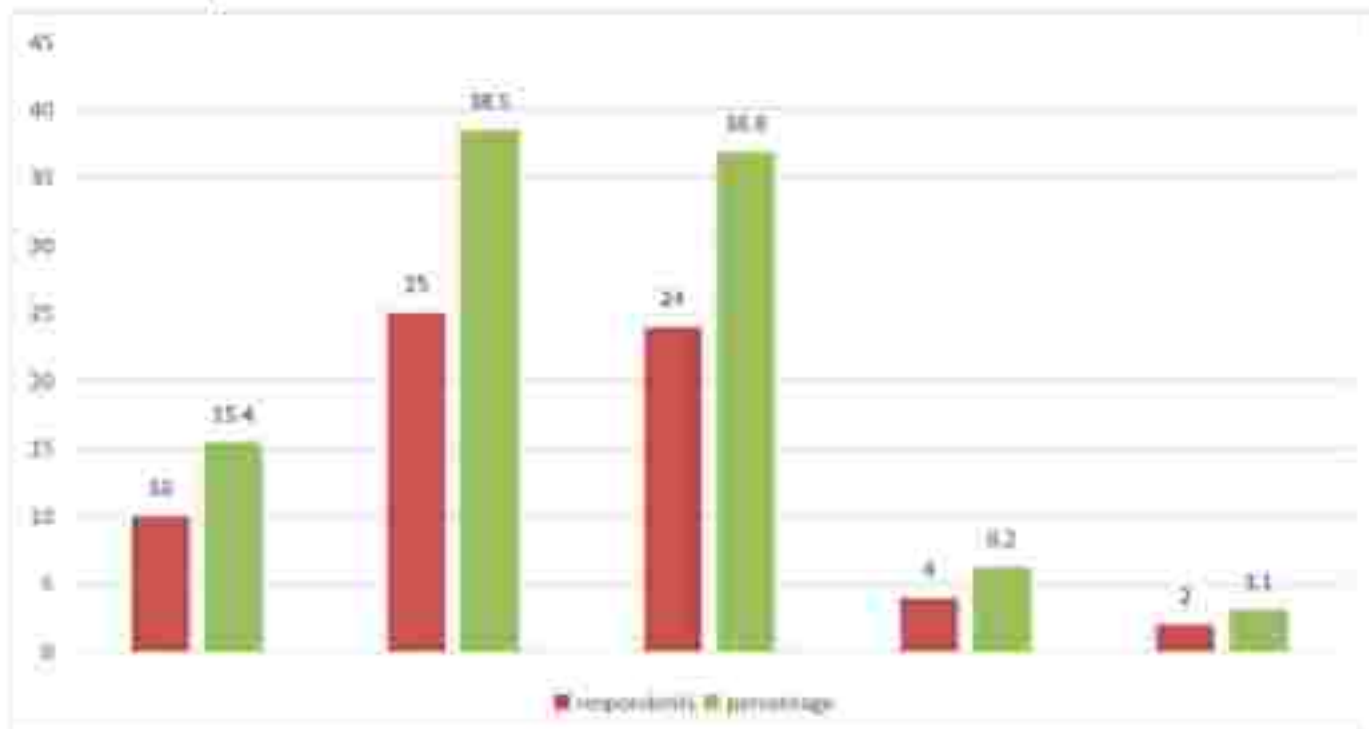
From the above table shows that I am good has the highest voting of 28 respondents with 43.1 percent then pretty good has the second leading vote of 15 respondents with 23.1 percentage super motivated has the third voting lines of 14 respondents with 21.5 percent not good not bad has 5 voting's from respondents with 7.7 percent I need motivation got voting line of 3 respondents with 4.6 percent.

Inference : Majority (43.1%) of the respondents are the one who voted for I AM GOOD.

4.15: Table showing On a scale of 1-5 how excited are you usually to go for work

Options	No. of Respondents	Percentage
5	10	15.4
4	25	38.5
3	24	36.9
2	4	6.2
1	2	3.1
Total	65	100

Source: Primary data.



4.15: chart showing On a scale of 1-5 how excited an employees usually to go for work

INTERPRETATION

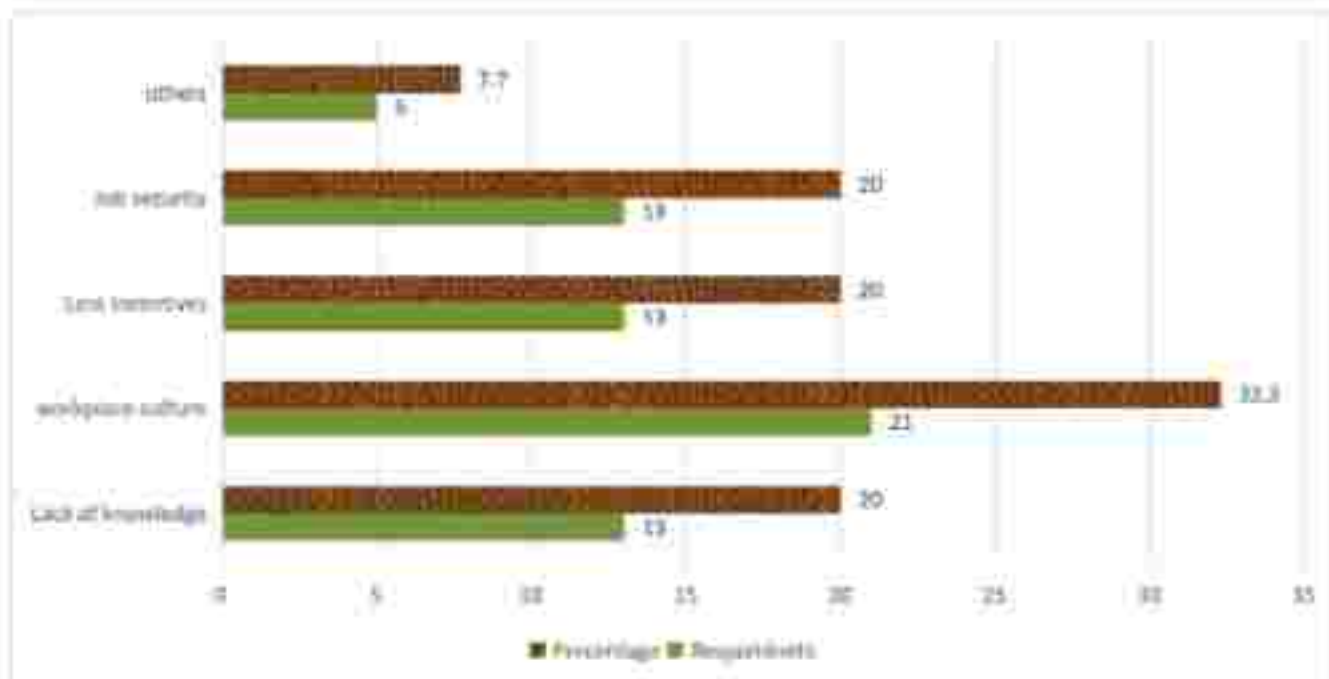
From the above table shows that rating 5 has the highest voting of 25 respondents with 38.5 percent then rating 4 has the second leading vote of 24 respondents with 36.9 percentage rating 3 has the third voting lines of 10 respondents with 15.4 percent rating 2 has votings from 4 respondents with 6.2 percent rating 1 got voting line of 2 respondents with 3.1 percent.

Inference : Majority (38.5%) of the respondents are the one who voted for rating 5.

4.16: Table showing what's your biggest challenge with motivation in workplace

Options	No.of Respondents	Percentage
Lack of knowledge	13	20
workplace culture	21	32.3
Less Incentives	13	20
Job security	13	20
others	5	7.7
Total	65	100

Source: Primary data.



4.16: chart showing what are all the biggest challenge with motivation in workplace

INTERPRETATION

From the above table shows that workplace culture has the highest voting of 21 respondents with 32.3 percent then lack of knowledge, job security and less incentives had a similar vote from 13 respondents with 20 percentage then others got a vote from 5 respondents with 7.7 percentage.

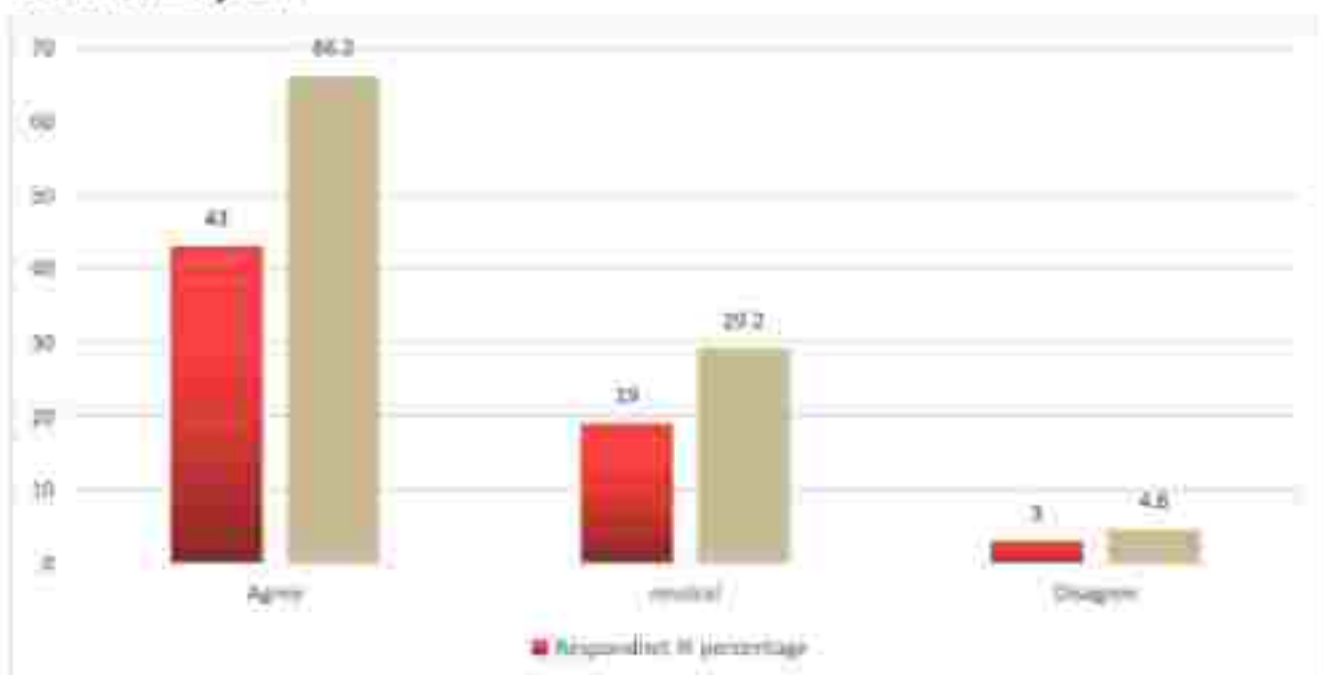
Inference

Majority (32.3%) of the respondents are the one who voted for workplace culture.

4.17: Table showing can promotion makes an employee to increase sales on organisational performance?

OPTIONS	No.of Respondents	Percentage
Agree	43	66.2
neutral	19	29.2
Disagree	3	4.6
Total	65	100

Source: Primary data.



4.17: chart showing can promotion makes an employee to increase sales on organisational performance.

INTERPRETATION

From the above table shows that Agree has the highest voting of 43 respondents with 66.2 percent then neutral has the second leading vote of 19 respondents with 29.2 percentage disagree has the third voting lines of 3 respondents with 4.6 percent

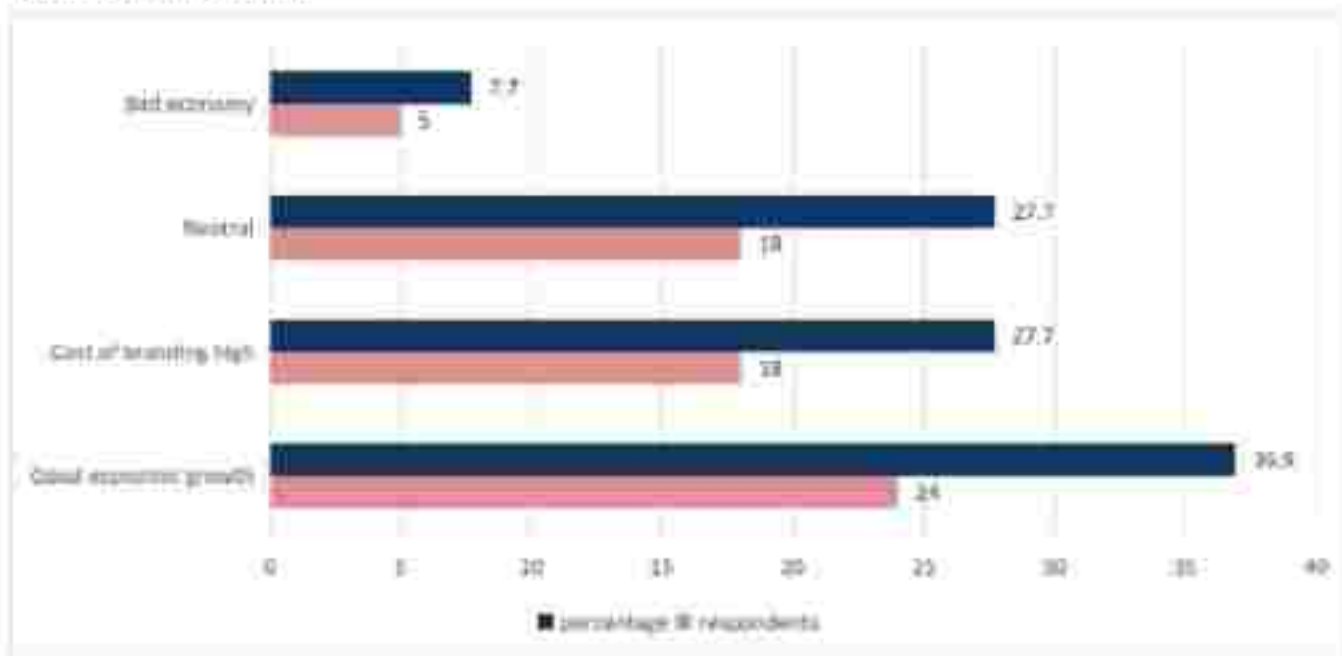
Inference

Majority (66.2%) of the respondents are the one who voted for AGREE.

4.18: Table showing what are the effects of sales motivation on organisational performance

Options	No.of Respondents	Percentage
Good economic growth	24	36.9
Cost of branding high	18	27.7
Neutral	18	27.7
Bad economy	5	7.7
Total	65	100

Source: Primary data.



4.18: chart showing what are the effects of sales motivation on organisational performance.

INTERPRETATION

From the above table shows that good economic growth has the highest voting of 24 respondents with 36.9 percent then cost of branding high and neutral has the second leading vote of 18 respondents with 27.7 percentage bad economy has the least voting lines of 5 respondents with 7.7 percent.

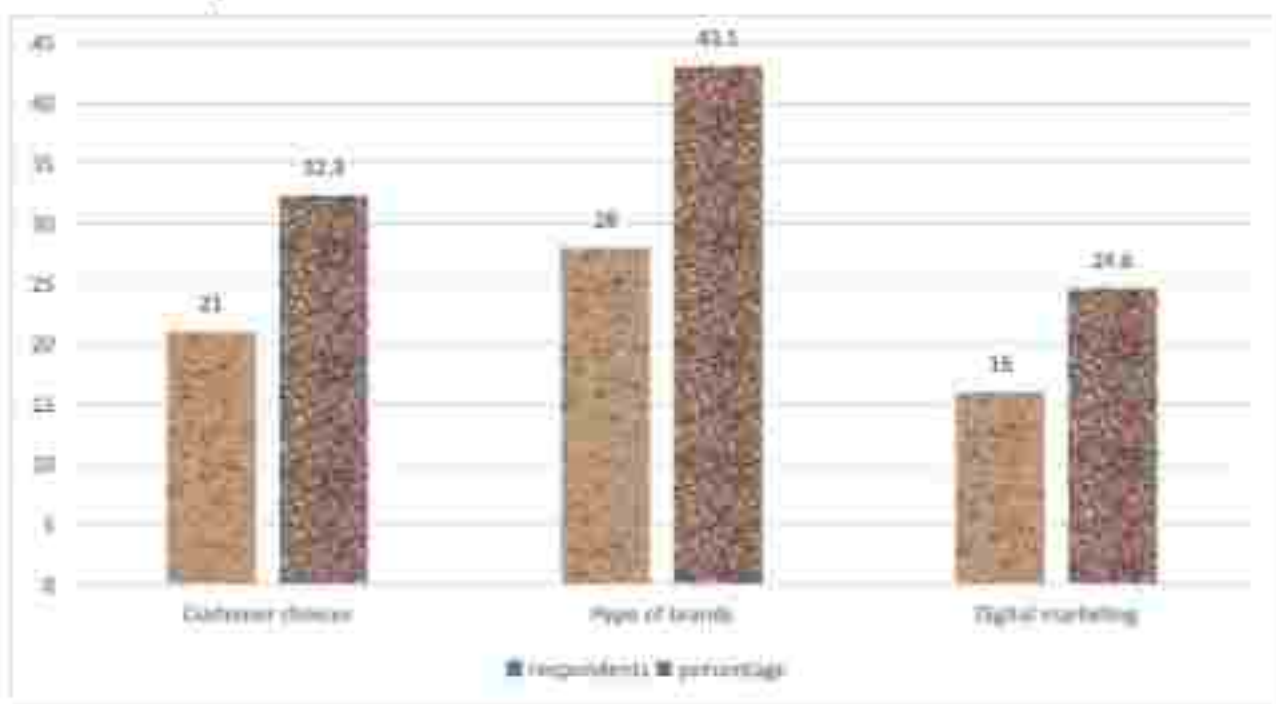
Inference

Majority (36.9%) of the respondents are the one who voted for GOOD ECONOMIC GROWTH.

4.19: Table showing what is the prevalence of sales on organizational performance

options	No.of Respondents	Percentage
Customer choices	21	32.3
Hype of brands	28	43.1
Digital marketing	16	24.6
Total	65	100

Source: Primary data.



4.19: chart showing what is the prevalence of sales on organizational performance

INTERPRETATION

From the above table shows that Hype of brands has the highest voting of 28 respondents with 43.1 percent then customer choices has the second leading vote of 21 respondents with 32.3 percentage digital marketing has the least voting lines of 16 respondents with 24.6 percent

Inference

Majority (43.1%) of the respondents are the one who voted for HYPE OF BRANDS.

CHAPTER 5

5.1 FINDINGS OF THE STUDY

1. Majority (61.50%) of the respondents are female. From the table it is interpreted that the number of respondents male of respondents are 38.50%, Female of respondents 61.5%
2. Majority (69.20%) of the respondents are from the age of 35-50.
3. Majority (41.50%) of the respondents are the one who completed their Under Graduate.
4. Majority (29.23%) of the respondents are the one who voted for FINDING INNOVATIVE SOLUTIONS.
5. Majority (32.3%) of the respondents are the one who voted for DAILY GOAL SET.
6. Majority (24.61%) of the respondents are the one who voted for INTRINSIC MOTIVATORS.
7. Majority (33.8%) of the respondents are the one who voted for PROMOTION.
8. Majority (29.23%) of the respondents are the one who voted for NEUTRAL.
9. Majority (30.76%) of the respondents are the one who voted for OTHERS.
10. Majority (30.76%) of the respondents are the one who voted for OTHERS.
11. Majority (24.61%) of the respondents are the one who voted for AGREE.
12. Majority (41.5%) of the respondents are the one who voted for GROWTH OPPURTUNITIES.
13. Majority (49.2%) of the respondents are the one who voted for AGREE.
14. Majority (43.1%) of the respondents are the one who voted for I AM GOOD.
15. Majority (38.5%) of the respondents are the one who voted for rating 5.
16. Majority (32.3%) of the respondents are the one who voted for workplace culture.
17. Majority (86.2%) of the respondents are the one who voted for AGREE.
18. Majority (36.9%) of the respondents are the one who voted for GOOD ECONOMIC GROWTH.
19. Majority (43.1%) of the respondents are the one who voted for HYPE OF BRANDS.
20. Majority (28.91%) of the respondents are the one who voted for communication skills

5.2 SUGGESTIONS

From the completion of this work generate some recommendations for future research projects carried out in the administrative area and then be able to expand to other operational and technical areas of the company.

In this regard, it is recommended that the factors be previously delimited motivators that will take into account for the analysis and that from these base elements can be considered more elements that can determine the employee performance, to avoid too much breadth in the subject and lack of precision in the results; in the same way the scope must be taken into account and budget to be able to apply certain motivational strategies.

It is also recommended that the focus on satisfaction and personal growth of employees, regardless of the position they occupy, ensure that the values and organizational objectives are always present, which will allow them to obtain higher performance by its employees generating greater organizational performance.

It is recommended that Automotive companies always have a vision for the future and by implementing the proposal, develop a strategy of corporate-level motivation, which excites employees for the future of the organization and encourages them to feel identified with it and thus achieve both personal and organizational satisfaction

5.3 CONCLUSION

Taking into account the importance of motivation to achieve personal and organizational objectives, current research focuses on investigating the impact of employee motivation on the sales team on the overall performance of the organization.

The purpose of this study was to define the interaction (Intrinsic, Extrinsic) between the motivational factors of the Automobile sales team in terms of organizational performance. It assessed the relevance of modern motivation theory in an attempt to explain the importance of the determinants of motivation in the context of the sales team's performance. To implement current research and effectively solve research problems, researchers have chosen quantitative research design.

The reason for choosing a quantitative study design is to investigate the effect of independent variables on dependent variables that are largely related to numerical statistics.

Quantitative research designs will help researchers identify persuasive concepts from available data through statistical tests. In this study, the study focused on selecting people who are only active in Automobile Industry in India.

REFERENCES

- ❖ Alexander Hamilton Institute reported in Kalu (2005) that motivation and supervision are two of the most important topics.
- ❖ Chowdury(2006) indicated that the management of the sales force is normally the responsibility of a marketing department
- ❖ Galli (2020) contemplated that whatever the goals and prizes, the architecture of these contests should not induce salespeople to compete in isolation.
- ❖ Hameed, Dahri, Hayat, Hashmi, Haneef, and Qureshi (2018) for motivation plan to be effective, the sales manager must consider the core motivating factors.
- ❖ John, Francis, and Innocent (2012) contemplated that sales teams and their managers constitute a strong investment by companies and largely define the sources of business revenue.
- ❖ Klein (2019) and Van den Broeck, Carpin, and Diefendorf (2019) incentive campaigns generally take the form of contests, which results in the possibility of having access to different types of prizes.
- ❖ Koh, Gammoh, and Okoroalo (2011) indicated that Salesforce is one of the most important elements in successful companies because they are the bridge between the company and customers.
- ❖ Malik and Naeem (2009) in a research study identified that company's pay incentives to Salesforce in order to keep them motivated in pursuing their goals
- ❖ Mensah and Poku (2016) focuses on the companies operating in insurance industry.
- ❖ Naqvi (2019) and Sahoo, Routray, and Dash (2014) understand sales force as a group of individuals who have a direct responsibility to establish business transactions
- ❖ Sahoo, Routray, and Dash (2014) explores the factor affecting the selling performance of sales employees working in the automobile industry
- ❖ Stanton and Spiro, 2000 The seller carries out a work with a unique nature, with varied activities and responsibilities, which gives him different experiences .

- ❖ Ubanagu (2006) stated that motivation is the effective managerial application of tangible and intangible incentives to improve the performance of the workforce
- ❖ Wiese and Coetzee (2013) contemplated that a number of areas are part of the managers' tasks and competencies, ranging from the decision making of recruitment and selection

ANNEXURE

QUESTIONNAIRE

1) Name of the Respondent

_____ (Respondent Names) _____

2) Age of the Respondent

a) 18-25

b) 26-35

c) 35-50

3) Gender of the respondent

a) Male

b) female

4) Qualification of the respondent

a) UG

b) PG

c) others

5) What kind of motivation that you expect from the company?

a) The chance to make an impact

b) learning something new

c) finding innovative solutions

d) staying curious

e) working with great people

6) What are all the strategies trained by your organization?

a) Daily goal set

b) Address skill gaps

c) Learning methodologies

d) Custom learning apps

e) Stream line Administration

7) What's your opinion on an impact of sales motivation?

- a) culture and company
- b) Management
- c) Intrinsic motivators
- d)Recruit drive
- e) Execution & others

8) Comment the best strategy on sales motivation.

- a)promotion
- b) Additional perks
- c) working culture
- d)others

9) Have we set you up for success?

- a) strongly Agree
- b) Agree
- c) Neutral
- d)Disagree
- e) Strongly Disagree

10)What talents do you have that organization not letting you use?

- a) Communication skills
- b) programming
- c) Networking ethics
- d)others

11)What do you dislike about the sales strategies?

- a) Over pressure
- b) Target based
- c) Limited working ethics
- d)others

12)What is the contribution of the Two wheeler sales force on organizational goal ?

- a) Rapid Growth
- b) Necessity
- c) No change

13)Are you encouraged to develop new and better of doing thing?

- a) strongly Agree
- b) Agree
- c) Neutral
- d)Disagree
- e) Strongly Disagree

14)Which of the following factor is most important to you?

- a) good pay
- b) Job security
- c)Growth opportunities
- d) interesting work
- e) Appreciation for work done

15)On a scale of 1-5 how strongly does your motivation level affect your performance?

- a)5
- b)4
- c)3
- d)2
- e)1

16)How excited are you usually go to work?

- a) Super motivated
- b) pretty Good

- c) I am Good
- d) Not good not bad
- e) I need motivation

17)What's your biggest challenge with motivation in the workplace?

- a) Lack of knowledge
- b) workplace culture
- c)Less Incentives
- d)Job security
- e) others

18) Can promotion make an employee to increase sales on organizational performance?

- a) Agree
- b) Neutral
- c) Disagree

19)What are the effects of sales motivation on organizational performance in India ?

- a) Good economic growth
- b) cost of branding high
- c)Neutral
- d)Bad economy

20)What is the prevalence of sales on organizational performance in India?

- a) Customer choices
- b) Hype of Brands
- c) Digital Marketing