

**STRATEGIES ADOPTED TO MOTIVATE THE EMPLOYEES FOR
EFFECTIVE PERFORMANCE WITH REFERENCE TO PPG ASIAN
PAINTS PVT LTD**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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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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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MINIYA VAISNI R (41410198)** who carried out the project entitled **"STRATEGIES ADOPTED TO MOTIVATE THE EMPLOYEES FOR EFFECTIVE PERFORMANCE WITH REFERENCE TO PPG ASIAN PAINTS PVT LTD"** under my supervision from January 2023 to March 2023.

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I **MINIYA VAISNI R (41410198)** hereby declare that the Project Report entitled **“STRATEGIES ADOPTED TO MOTIVATE THE EMPLOYEES FOR EFFECTIVE PERFORMANCE WITH REFERENCE TO PPG ASIAN PAINTS PVT LTD”** done by me under the guidance of **DR. M.JOHN BRITTO** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Motivation is defined as all internal and an external driving force that makes the individual to perform an activity, What determines the limits and forms of activity and which give it its activities oriented towards achieving certain goals. Employees motivates allows management to meet the company's goal and the motivated employees can also lead to increased productivity and allow an organization to achieve higher level of outputs. This study takes place in PPG Asian Paints Pvt Ltd. The objectives of the study is to analyze about various factors leading to motivation of employees and to assess the relationship between the motivation and performance. Employees motivation allows management to meet the company's goal and the motivated employees lead to increased productivity and allows an organization to achieve higher levels of outputs. The research design employed in this study is descriptive research. In this study probability simple random sampling was adopted. Data collected through with the help of questionnaire, each question in the questionnaire must satisfy the objective of the study. Data collected from the primary sources are statistically analyzed through simple percentage method, Percentage Analysis, Chi square Analysis and correlation Analysis. Hence the major findings of the study are the motivational factor such as salary, increment, promotion, recognition, appreciation as a significant relation on the employee's performance at organisation.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Motivation is defined as all internal and an external driving force that makes the individual to perform an activity, what determines the limits and forms of activity and which give it its activities oriented towards achieving certain goals. The question is whether the motivation really has an influence on people's performance at work. Research shows that indeed there is a relationship between motivation and performance. Managers looking for ways to motivate employees because they claim that motivation can lead to some positive results for a company. Therefore the manager standing between the concerns of experts to form, identifying special qualities, but also for those of a leader allowing perspective to associate the most talented and recommended successor. Fulfilling proper function of the manager assumes this practice by an appropriate driving style, motivating subordinates differentiated and exciting, and establishing and maintaining communications with them. These elements form the essence of leadership, which is the driver's ability to obtain performance of his subordinates individually, in groups or scale organization. However, motivation and performance cannot be treated as equivalent phenomena.

Effective realization of a task is not only of motivation, but also other factor. The picture that emerged from his studies have suggested that even if people are motivated cannot do performance, if not possessing the skills to perform the task. Motivation and skills are equally important. More means earning from people by increasing their capacity are highly motivated to achieve those who are not motivated. In other words, the performance is not growing, when the level of motivation is increasing. The highest level of motivation does not result in the highest performance, especially when the task is difficult. In fact, extremely high levels of motivation decrease performance than at a moderate level. This relationship is explained in two ways: - the first assumed that a high level of motivation reduce cognitive field. - Second suggests that people motivated are afraid of failure and this result leads to lower performance. Many factors could reduce employee performance, such as practices restricted by their superiors the limits company policies and the physical working environment-lighting, temperature, noise or availability of materials. Limitations of human performance

are an important topic. However, it seems that there are several studies that seek the answer to the question what can positively influence employee performance. Organizations often use incentives to motivate their employees. Meta-analysis of the effects of incentives on performance at work carried out presents some interesting findings. It was found that the average effect of all incentive programs in all work settings increase performance by 22%. This means that incentives can significantly increase performance but the authors argue that they should be implemented carefully. It indicates that some things are better than others to increase performance. For example, if we consider the stimulus programs, they lead to better performance of employees if the mechanism from program includes the competition among employees to earn a bonus. Another important feature of the stimulation programs is their length. Long programs increase performance more than short programs. One of the biggest differences between levels of performance was between incentives offered by team and individual incentives. Incentives for team had a much stronger effect on performance than individual incentives. Finally, the incentives have significantly less impact if they are used to force people to do something than to make people make them work in a smarter way or to be more persistent the work that those people began already. It shows that monetary stimulus led to greater performance than non-monetary incentives.

Successful management product by motivation shows an important fact that may explain the relationship between performance and motivation. People have different goals in their lives. Therefore, for some reason it affects people differently performance. There are employees who are extrinsically motivated. They fall into two types: - maximize revenue and asylum status. The maximize income are only interested in making money for consumer goods and considers the job an unpleasant duty. Applicants seeking comparisons social status. Work for them is a tool to win "positions" on their status. Employees are also intrinsically motivated.

Motivation Theory

The success of any facet of a business in part depends on the possession of motivated employees. This is especially true and important in today's turbulent and often chaotic environment where commercial success depends on employees using their full potentials and talents. The ability to attract, retain and develop

talented employees is a key feature of increased organisational productivity and performance. Managers are first continually challenged to motivate employees to work towards helping the organisation achieve its goals. The second is to motivate employees to work toward achieving their own personal goals. Meeting the needs and achieving the goals of both the employer and the employee is often difficult for managers in all types of organisations. Every employee or worker has his or her own set of motivation and personal incentives that ginger him or her to work hard or not as the case may be. Some are motivated by recognition whilst some are motivated by cash incentives. Employee incentive program goes a long way towards ensuring employees feel appreciated, cared for and deemed worthwhile. This can go a long way to help with employee motivation across board. The good thing about motivation is that, it is individualized and as such programs are tailored to suit the needs and wants of individual employees.

Motivation does not only encourage productive performance but also show employees how much the company cares about them. Perhaps the most vital impact of employee motivation is that of increased productivity or performance. This according to the literature is the central aim of adopting employee motivational programs. Thus, if you can increase employee motivation, productivity inevitably will follow suit (Ryan). Motivation is the act of inspiring others to take desired action. In relation to employees, motivation is defined as the process by which managers inspire their employees to work towards their goals and objectives. Motivation has been defined in the literature as an individual internal process that causes a person to act in a particular manner. Employee motivation determines an employee's attitude towards superiors, colleagues and the organization as a whole. A close relationship exists between employee motivation and performance. In a highly competitive business environment that exists for businesses today, it is critical that organizations retain their most efficient employees in order to attain higher efficiency and performance levels. Managerial and professional employees leave the organization. Therefore, it is vital that an efficient and talented workforce is retained. One of the effective strategies to retain employees is through employee motivation. Research by has suggested that motivated employees are likely to display superior performance. Another research by has also confirmed a positive relationship between satisfaction of employees needs and their performance in the

organization. Therefore, employee motivation and performance are directly proportional to each other. Employee motivation promotes workplace harmony and increased employee performance. It is the key to long term benefits for the company.

In the past years various definitions of motivation were defined. Employee motivation once as performing a work related action because you want to. It is commonly agreed that employee motivation can be separated in intrinsic and extrinsic motivation. However, the discussion about intrinsic and extrinsic motivation is more from latter years. Especially important is the discussion about how intrinsic and extrinsic motivation can contribute to employees' performances. The relationship between employee motivation and job performance has been studied in the past. But high correlations between the two were not established. However, later research concluded that employee motivation and job performance are indeed positively correlated. This relationship is studied in this thesis and the aim is to provide managers useful information how employees' performances can be increased by motivating them intrinsically and/or extrinsically.

Today in a world of competitive corporate environment, every company regardless of scales and markets is striving to gain competitive advantage(s), to perform better and to achieve productivity and effectiveness. In order to do that, it is important for an organization to clearly define its objectives, and to know how to do it well with the use of available resources. However, mentioning an organization's resources, it is the human resources that fill all the gaps between each step to success. Personnel are the one who use their competencies and knowledge to provide support to the company as the way of achieving goals. Organizations across the globe that consider their human resources as a central core of the business and continuously increase the level of their employees' motivation and performance tend to be more effective.

The motivated worker is more committed to the job and to the customer. This shows that happy employees performed well which increases the quality and quantity of their work. Long time ago, employees were considered as merely an input to the production of good and services. However as time goes by, this way of thinking has changed as many studies has been done on the employees'

behaviour and job performance. An employee's performance may affect the production of the company, from the quality to the quantity of the products and services. This is why the management must identify the factors affecting their worker's performance. A high performance workforce is the most important foundation for organization's success no matter how big or how small the organisation is. Job performance is the ability and skill that an employee possesses in performing the job required by the employer. The level of performance by the employee is going to affect the organization's goal and productivity. Besides, employees' performance may also be affected by the management of the company, the job itself or even the employee's own behaviour. Good job performance provides great achievement to the organisation, harmony in the workplace and also employees' self-accomplishment. Thus, to have a good workforce and good employee performance, organisation must firstly identify and understand the factors which affect the employees' job performance in achieving company's goal.

Organizations can provide continuous career development opportunities to their employees and give them fair incentives and benefits and make their tasks accountable. Recognition and empowerment for better involvement of employees in business activities are critical. The business and organizational environment satisfies the employees internally by appreciating their contributions and taking part in decision-making. This strengthens their enthusiasm for the execution of tasks. Productivity is crucial to the reasons and the factors influencing employee success, dedication and loyalty. The technique used is an investigative method. Data are obtained from employees of different organizations. The findings indicate that an employee engages directly in the business when motivated and its productivity improves. Self-content and gratitude are main inspiring factors. Organizations can provide continuous career development opportunities to their employees and give them fair incentives and benefits and make their tasks accountable. Recognition and empowerment for better involvement of employees in business activities are critical. The business and organizational environment satisfies the employees internally by appreciating their contributions and taking part in decision-making. This strengthens their enthusiasm for the execution of tasks.

When looking at factors that affect job satisfaction, I find that Agency theory might be helpful as it explains the extent to which organisations need to think of their human resource responsible in producing the output needed by organisations to meet shareholders value. Agency theory is concerned with issues related to the ownership of the firm when that ownership is separated from the day-to-day running of the organisation. It assumes that in all but owner- managed organisations the owner or owners of an organisation must vest authority to an “agent”-corporate management- to act on their behalf. The principal recognizes the risk, here and act on the assumption that any agent will look to serve its own as well as the principal interests as it fulfils its contract with that principal. However, this is not the situation in real life situation. As all agents are perceived to be opportunistic. These approaches to examining the problems of human exchange derived from the field of finance and economics but they are often applied to the study of shareholders Risk Management (SHRM). Agency theory is therefore used to analyses this conflict in interest between the principal and their agents. Whereby the “Agents” in keeping with the interest of the shareholders and organisational goals turn to use financial motivational aspects like bonuses, higher payrolls, pensions, sick allowances, risk payments, perks to reward and retained their employees and enhance their performance. There is a strong lobby propounding the view that human resources and their management are the source of competitive advantage for the business, rather than, say, access to capital or use of technology. It is therefore logical to suggest that, attention needs to be paid to the nature of this resource and its management as this will impact on human resource behaviour and performance and consequently the performance of the organisation. The relationship between firm critical influence on performance and Labour management as it is self-evident that the quality of human resource management is a critical influence on the performance of the firm. Concern for strategic integration, commitment flexibility and quality, has called for attention for employees motivation and retention. Given this perception, the principal in an organisation feels unable to predict an agent’s behaviour in any given situation and so brings into play various measures to do with incentives in other to tie employee’s needs to those of their organisation. Thus getting employee’s identification with respect to the organisation, and thus increasing their

commitment level. As an approach to mediate the employment contract, elements of human resource strategy can offer a way of ensuring an efficient transaction process that enables both parties to get committed towards the fulfilment of each other needs. The fundamental problem, dealt with is what drives or induces people to exploit their potential resources in the way they do in organisations. The issue of motivation and performance are they positively related. By focusing on the financial aspect of motivation problem like bonus system, allowances perks, salaries, etc. By paying attention to the financial aspect of motivation, I intend to probe in to the role this aspect has on enhancing employee's performance. A space is then set for non-financial measures. Though in some situation, it is being operated side by side. But as a research topic for my thesis I will employ the financial aspects of motivation used by the agents of organisation in enhancing their employee's performance and the extent to which non-financial aspects of motivation turn to enhance employee's performance. To evaluate the methods of performance motivation in organisation in organizing some motivational factors like satisfies and dissatisfies will be used to evaluate how employees motivation is enhanced other than financial aspects of motivation.

1.2 INDUSTRY PROFILE

The Indian Paint Industry is today worth over INR 62,000 crores (USD 8 billion), and is the fastest-growing major paint economy the world over, with a consistent double-digit growth over the last 2 decades. It has over 3,000 paint manufacturers, with nearly all global majors present in the country. Paint India also represents the interests of the Printing Inks, Construction Chemicals and Adhesives-Sealants segments from a sourcing and manufacturing viewpoint. The raw materials, production equipment and supply channels have a significant overlap, and none of these segments have dedicated world-class events for themselves. Similarly, large and important industry segments like Pigments, Resins, Plastic Master batches and Composites also find valuable sourcing avenues at the show, extending the benefits and customer engagement on offer. The domestic paint industry is estimated to be a Rs 500 billion industry with the decorative paint category constituting almost 75% of the market. The decorative

paint market includes multiple categories depending on the nature of the surface like exterior wall paints, interior wall paints, wood finishes, enamels as well as ancillary products like primers, putties, etc.

The industrial paint category constitutes the balance 25% of the paint market and includes a broad array of segments like automotive coatings, marine coatings, packaging coatings, powder coatings, protective coatings and other general industrial coatings. The paints sector is raw material intensive, with over 300 raw materials (50% crude-based derivatives) involved in the manufacturing process. Since most of the raw materials are petroleum based, the industry benefits from softening crude prices.

The existing economic conditions have proven to be favourable for the real estate and construction sectors in India. Lower interest rates and higher disposable income amongst people have led to a strong recovery in demand for real estate properties. Developers are focusing on completing projects and are also launching new ones. Since people were forced to stay at home amidst the Covid-19 pandemic, many felt an urge to renovate or decorate their houses/apartments. Also, automobile manufacturers have been receiving an influx of demand for two-wheelers, passenger cars, etc.

All these factors have ultimately provided a major boost for the paint industry. The companies that offer paints and coatings are witnessing increased sales volumes. We have also seen a surge in their stock prices in recent weeks. Let us take a look at some of the top listed companies that fall under the paint industry.

Market profile

The leaders in the organised paint industry are Asian Paints (India) Ltd. (APIL), Goodlass Nerolac Paints Ltd. (GNPL), Berger Paints, Jenson & Nicholson Ltd. (J&N) and ICI (India) Ltd. Asian paints is the industry leader with an overall market share of 33 per cent in the organised paint market. It has the largest distribution network among the players and its aggressive marketing has earned it strong brand equity. The Berger Group and ICI share the second slot in the industry with market shares of 17 per cent each. GNPL has a market share of 15 percent in the organised sector.

The market can be further split into decorative paints and industrial paints. The demand for decorative paints is highly price-sensitive and also cyclical. Monsoon is a slack season while the peak business period is Diwali festival time, when most people repaint their houses. The industrial paints segment, on the other hand, is a high volume-low margin business. In the decorative segment, it is the distribution network that counts while in the industrial segment the deciding factor are technological superiority and tie-up with automobile manufacturers for assured business.

All these factors have ultimately provided a major boost for the paint industry. The companies that offer paints and coatings are witnessing increased sales volumes. We have also seen a surge in their stock prices in recent weeks. Let us take a look at some of the top listed companies that fall under the paint industry.

Asian Paints

Asian Paints Limited was founded in 1942 and is based in Mumbai. The company manufactures, sells, and distributes paints and coatings for decorative and industrial use in India. It offers wall finishes, metal finishes, and wood finishes for interior and exterior surfaces. It provides a wide range of mechanised tools, waterproofing products, adhesives, bath fittings, wardrobes, wall coverings, and surface disinfectants. They also offer color consultancy, home painting, decor, interior design, and sanitization services.

The company manufactures essential components such as varnishes, enamels, and lacquers (used for glossy finishes), organic composite solvents, and thinners. It has also ventured into modular kitchens and kitchen components, including wire baskets, cabinets, appliances, and accessories. The company offers its products under the Asian Paints, Apco Coatings, Asian Paints Berger, Causeway Paints, SCIB Paints, Taubmans, and Kadisco Asian Paints brands. They operate in 19 countries and have 26 paint manufacturing facilities around the world. It has a wide distribution network consisting of more than 70,000 dealers.

Financial Performance

Asian Paints reported a 62% year-on-year (YoY) jump in consolidated net profit to Rs 1,265.35 crore for the quarter ended December (Q3). Its revenue from operations rose 25.43% YoY to Rs 6,886.39 crore during the same period. The company's domestic decorative business delivered more than 30% volume growth, led by premium and luxury portfolios. Asian Paints' international business also recorded double-digit volume growth, led by Asia and the Middle East. With the revival of economic activities, the company has been receiving more demand for its range of paints and coatings from automobile manufacturers, real estate developers, etc.

1.3 COMPANY PROFILE

PPG Asian Paints Pvt Ltd is a 50:50 joint venture between PPG Inc of USA, world's leading coatings company, and Asian Paints Ltd, India's largest producer of paints and coatings. Incorporated on February 1997, PPG Asian Paints offers a better value through closely tailoring its offerings to customer requirements and providing superior service.

Today, PPG Asian Paints is a leading supplier of paints and coatings in diverse markets such as Automotive OEM, Automotive Refinishes, Industrial, Marine and Packaging. PPG Asian Paints has its headquarters in Mumbai and operates in 20 states through its 42 sales offices. With a strong focus in creating value for customer through Innovation & Responsiveness, PPG Asian Paints nurtures a culture of customer centricity and collaboration.

Vision

PPG Asian Paints remains committed to the vision of providing the highest quality paints and finishes in the industry. To maintain our position as the market leader, we endeavor to provide products and services that enhance the productivity and profitability of our customers. We believe in working safely, by protecting the environment and supporting the communities in which we operate. Lastly, we act with integrity at all times and stay true to our values and ethics.

CSR Initiatives

It is launched in 2015, our Colourful Communities initiative endeavors to transform a community space or building by giving it new life and vitality. Through volunteerism, financial contributions and PPG Asian Paints products, we undertake projects like giving local classrooms an eye-catching makeover, re-painting dull hospital corridors with uplifting colours and creating murals in libraries. This has brightened up the lives of the locals and made their surroundings more inspiring.

Our most recent projects were transforming schools near our factory in Sriperumbudur, Tamil Nadu. PPG Asian Paints supplied the products and partnered with an NGO called 'Hand in Hand' to handle administrative tasks. About 40 employees, including the company's leadership team and factory workers participated in beautifying the school. We aim to continue improving and energizing communities around the country.

Deploying primary care at the village level increases the chances of identifying illnesses at an early stage. In turn, this would improve the productivity and quality of life of the rural people. PPG Asian Paints funded the initiative of setting up a rural health clinic in Mambakkam that is executed by an NGO, 'Hand in Hand India.' A team with a qualified medical practitioner, paramedic and counsellor is deployed at the center to provide basic health services with medicines that are issued free of cost. Patients requiring additional care are referred to a special clinic and are tracked continuously.

PPG Asian Paints has entirely sponsored the project of setting up a community college in the village of Mambakkam. It offers free classes to impart skills to the rural poor and houses a well-designed computer center. Apart from this, it has a free library with a large selection of books that the villagers can avail of. The college also houses a well-furnished tuition center for the benefit of children. The community college has been inaugurated by Kumar Padmanabhan, Chief Executive of PPG Asian Paints and the administration will be taken care of by 'Sevalaya,' an NGO based out of Chennai that serves the rural poor and transforms the quality of their lives by providing education and life skills.

Health and Safety

Since PPG Asian Paint's inception, sustainable operations have been a hallmark of who we are and how we do business. We strive to develop and execute Environment, Health and Safety (EHS) programs that ensure our processes are as safe and efficient as possible. We are committed to using resources efficiently to conserve the environment. The company's EHS policy guides the way we manufacture, market and distribute our products worldwide in such a manner that it protects our people, neighbours, customers and the environment.

Through PPG Asian Paint's global EHS management system, we ensure consistent execution of our EHS standards as well as set sustainable goals in India. This system also enables us to track our progress at every location and business level and has resulted in the company being ISO 14001:2015 certified for environmental management systems. Through the years, we've continued making progress towards our environmental sustainability goals, including the reduction of greenhouse gases. For many of our goals, we measure the intensity rather than absolute numbers which results in a year-to-year variation in production volume and company growth. Our efforts extend beyond operations and encompass the development of innovative products that provide environmental benefits. Each product undergoes scrutiny, ensuring it complies with PPG Asian Paint's requirements and Indian regulations.

PPG Asian Paints channels the power of employees to volunteer and meet the needs of our local communities. We actively engage with all stakeholders to ensure we are meeting their expectations and help them understand our commitment to corporate citizenship and sustainability.

Product Profile

- Automotive Oem Coatings
- Automotive Refinish
- Industrial Coatings
- Marine Coatings
- Packaging Coating

1.4 STATEMENT OF THE STUDY

Employees motivation allows management to meet the company's goals and the motivated employees can also lead to increased productivity and allow an organization to achieve higher levels of outputs but if the employees are not motivated the employees becomes demotivated and it is difficult for the organization to meet its goals. Hence the fundamental nature of this study is to find out that what are the motivational that motivates the employees and allow its impact on the performance of the employees.

1.5 OBJECTIVE OF THE STUDY

The objectives of the study are

- To analyze about the various factors leading to motivation of employees.
- To assess the relationship between the motivation and performance.
- To examine the problems associated with workers motivational strategies.
- To suggest strategies to enhance the motivation level.

1.6 NEED OF THE STUDY

The study's primary goal was to uncover motivating components and their effects on employee performance, as motivation has a significant impact on employee performance and productivity. As a result, a study was done to see how different variables excite employees and help the firm increase employee performance.

1.7 SCOPE OF THE STUDY

Employees from all cultures, levels, and backgrounds participated in the study, as well as employees with varying degrees of experience and qualifications. Employees' relationships with management and performance improve as a result of this. Employees motivation allows management to meet the company's goals and the motivated employees can also lead to increased productivity and allow an organization to achieve higher levels of outputs.

CHAPTER 2

REVIEW OF LITERATURE

Joseph Ato Forson et al [2021] proposed to satisfy a certain want and is a central pillar at the workplace. Thus, motivating employees adequately is a challenge as it has what it takes to define employee satisfaction at the workplace. We examine the relationship between job motivation factors and performance among teachers of basic schools in Ghana. The study employs a quantitative approach on a sample of 254 teachers from a population of 678 in the Municipality of Ghana, of which 159 questionnaires were duly answered and returned (representing 62.6% return rate). Using multiple regression and ANOVA, the study finds compensation package, job design and environment and performance management system as significant factors in determining teacher's motivation in the municipality. Thus, these motivation factors were significant predictors on performance when regressed at a decomposed and aggregated levels. These findings support the self-determination theory, more specifically on the explanations advanced under the controlled and autonomous motivation factors. Significant differences were also observed in teachers' performance among one of the age cohorts.

Setyo Riyanto et al [2021] proposed the Technological developments are things that must be followed by companies to achieve a competitive advantage to improve performance. To achieve and improve performance, fulfilling their job satisfaction. This study aims to analyze the effect of motivation and job satisfaction on performance with employee engagement as a mediating variable. The research sample is Information Technology (IT) companies located in the cities of Jakarta and Bandung, Indonesia. Research respondents are system developers who handle system development activities for a project or part of an ongoing project. By using the convenience sampling technique 103 responses were obtained from IT developers. The research model analysis method uses Partial Least Square (PLS) with SMART PLS Ver 3.0 software. Empirical findings prove that motivation has a positive effect on the performance of IT employees, while job satisfaction is independent. Employee engagement does not directly affect employee performance, but the effect of mediation through motivation and job satisfaction can have a significant effect on employee performance.

Sharaeva Elvina et al [2021] proposed to make employees to work hard, to pay more time and to encourage organizations to engage their employees in work to attain a common organizational and employee goal. Work motivation (intrinsic &

extrinsic) and employee performance is the main issues for today's management and often considered as useful tool for employee performance. This study explores any positive, negative, neutral or no relationship between (Intrinsic & Extrinsic) motivation and employee performance of VTB Bank of Russia. Moreover, this study examines the impact of (intrinsic & extrinsic) motivation on employee performance. The populations of the study were 100 workers of selected VTB Bank of Russia. The Pearson Product moment Correlation Coefficient was used to test the two hypotheses that guided the study. On the bases of these findings, employers are continually challenged to develop pay policies and procedures that will enable them to attract, motivate, retain and satisfy their employees.

Hastuti et al [2021] proposed to determine whether motivation, work environment, and work satisfaction affect work satisfaction and performance, as well as to determine whether motivation and work environment affect work performance through work satisfaction as an intervening variable. This research uses path analysis method. motivation has a positive effect on work satisfaction, has a positive and significant effect on employee performance, the work environment has a positive and significant effect on work satisfaction, but has no effect on employee performance, work satisfaction has a positive and significant effect on employee performance, and work satisfaction as an intervening variable can strengthen the relationship between motivation and work environment on employee performance.

Haritha et al [2021] analyze the research design that has been used for the study is descriptive research design. The data has been collected through structured questionnaire. The type of sampling technique used for the study is stratified random sampling. Analysis and interpretation has been done using the statistical tools like percentage analysis, weighted average method, chi-square test and data are presented through tables and charts.

Syed Aulia et al [2020] proposed to study motivation of employees in Bank-Sohar International- Muscat Oman and its impact on their job satisfaction. The current research is done to identify the factors that has direct relations between motivational levels and job satisfaction. Descriptive research design used in this research, Non-probability convenience method of sampling used for collecting primary data from the respondent employees of the organization. Likert's 5 point

scale was used to measure the satisfaction of employees in relation with their motivational levels pertaining to their current job.

Hemakumara [2020] analyze the purpose of this research is to identify the impact of employee motivation on employee performance. Employee performance is the key to success of any organization. Therefore organizations implement various motivation policies and use a number of motivation methods to motivate their employees aiming employee performance. But how far these motivation method contribute to the employee performance is a researchable question. Employee motivation is having a positive relationship with employee performance of various different industries in many countries.

Habibur Rahman et al [2019] analyze the severe problem in motivating and creating job satisfaction for the workers working in the organization. To create program and policies to motivate and develop job satisfaction among workers in the organization. Most of the researchers on motivation and job satisfaction have concluded with positive findings for Performance efficiency. The study will find out the factor that increase performance workers in the working environment. For the purpose of the study, a sample of selected bank is considered and information collected from different individual. The data were analyzed using simple percentages and mean scores while hypothesis developed were tested accordingly.

Neema Gupta et al [2019] analyze the Motivation of an employee plays a very important role in all departments of every organization. Organizations cannot think of achieving its goals or objectives without motivating or encouraging their employees. The main objective of this research is to determine the impact of motivational factors (intrinsic and extrinsic) on employees' job satisfaction and their performance particularly in health field workers in Punjab. In this study, a questionnaire is prepared, consisting 4 parts where questions in part one are for the personal information of the respondents, questions in part two are prepared for variables of motivational factors as play a very important role for motivating the health workers, part three for Job Satisfaction and part four for health worker's performance. 190 health field workers were taken to distribute the questionnaire (nurse staff and allied health workers) of Punjab health department. Out of 190 health field workers, 171 filled the questionnaire properly. Data was gathered

through questionnaire and personal interviews. Correlation, regression and reliability analysis were used to analyze the data.

Ramya [2018] proposed an employee's needs the motivation to feel good about their occupations and perform optimally. Some employees are financially motivated while others find recognition and rewards personally motivating. Levels of Motivation within the workplace have a straight impact on employee productivity. Workers who are motivated and happy about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result. Employee motivation has always been an essential problem for leaders and managers. Unmotivated employees are likely to occupy little or no strength in their jobs, avoid the workplace as much as possible, exit the organization if given the opportunity and produce low quality work. On the other hand, employees who sense motivated to work are likely to be persistent, creative and productive, turning out high quality work that they willingly undertake. Employers need to get to know their workers very well and use different procedures to motivate each of them based on their personal wants and needs.

Datuk Dr Mahamad Zubir bin Seeht Saad [2018] proposed the key factor to boost up the function of an organization. In the globalization phase, every company needs to sustain in the fierce competitive market. Employees are main factors to manifest the business goals into reality. Therefore, in today's world every organization tries to manage their human resource department to keep their employees motivated. In that context some of the management theories have been practicing by them. Business function or their performance in the market can be evaluated by assess the level of motivation of employees.

Nurun Nabi et al [2017] proposed to operate smoothly and without any interruption, employee cooperation cannot be replaced with anything else. It is of utmost importance that the employees of an organization not only have a good relationship with the top management, but also they maintain a healthy and professional relationship with their coworkers. The following study is a self-conducted research on how motivational tools impact the performance of employee for betterment. The study also focused on de-motivation factors affecting employee performance negatively. A sample of individuals was selected and was interviewed with a self-administrated questionnaire to obtain primary.

Said Abdi Mohamud et al [2017] analyze the drivers of employee motivation to high levels of employee performance. The Purpose of this study is to explore the effect of motivation on employee performance in Hormuud Company in Mogadishu Somalia. The study has the following objectives; to assess the effect of monetary rewards on employee performance in Hormuud Company in Mogadishu Somalia, to establish the effect of job enrichment on employee performance in Hormuud Company in Mogadishu Somalia and to determine the effect of training on employee performance in Hormuud Company in Mogadishu Somalia. The study was utilized descriptive research design in order to describe the variables of the study. The target population of this study was 5000 and sample size of 60. The Data was being collected used structured questionnaire as a research instrument.

Habibi Kadir et al [2017] analyze the high absenteeism of employees and the lack of a sense of justice to the provision of compensation to employees is a factor that indicates the cause of the declining motivation to work on employees that can result in the decrease of employee performance, it is necessary to do research on whether the work motivation, compensation and organizational culture has provided job satisfaction as well as increased performance. Our study aims to determine the effect of job motivation, compensation, and organizational culture on job satisfaction and employee performance. Our study is conducted to employees who work in the Ministry of Man Power by using surveys. Methods of data analysis in our study using Structural Equation Model (SEM). Motivation has influence on job satisfaction, compensation has no effect on job satisfaction, organizational culture has no effect on job satisfaction, job motivation does not affect the performance of employees, compensation does not affect the performance of employees, organizational culture has influence on employee performance and job satisfaction has influence on the performance of employees.

Supriya et al [2017] analyze the Motivation is an active mechanism in the hands of the management in stimulating the work force .It is the major task of every manager to motivate his subordinate or to produce the will to work among the subordinates. It should also be recollected that the worker may be enormously capable of doing some work, nothing can be achieved if he is not willing to work creation of a will to work is motivation in simple but true sense of term. Human motives are internalized goals within individuals.

Kuppuswamy et al [2017] proposed the relationship between task security, same treatment of employees, Rewards, activity delight, control styles, group spirit, and recognition with the aid of the students of the Departments of Mechanical Engineering and Mechatronics Engineering of Maharaja Engineering College, Avinashi, Tamilnadu by the use of self-designed questionnaires containing 20 attributes. The pattern size become 157 so 157 questionnaires have been distributed and simplest 40 were selected. Analysis became done the use of Microsoft excel and the result concludes that there's a massive tremendous relationship among students' motivation and their career increase. Process protections, identical remedy of personnel, and suitable salary have been decided on by using the above Engineering students.

Antoni, Baeten et al (2017) researched on reward management to understand the impact of financial reward on employee motivation, behavior and job performance. The study shows that when employees perceive performance based compensation revision and bonus is distributed fairly it motivates employees improving their job performance. Comparison of rewards and recognition among employees is. Detrimental to good working relationship among them.

Rahbi, Khalid & Khan (2017) studied the impact of different leadership styles on employee motivation in the healthcare industry of Abu Dhabi. Faced with challenges like high expectations of patients and high cost of treatment, a motivated workforce is critical for this industry. The study shows that, while transformational, authentic, and servant leadership styles motivate the employees, transactional leadership style demotivates them.

Mikkelsen, Jacobsen & Andersen (2017) based their research on Motivation crowding theory which suggests that extrinsic motivators such as monetary incentives or penalty can weaken intrinsic motivation in an employee. The study finds that enforcing an action could have negative consequences on employee's intrinsic motivation factors such as job satisfaction, self-respect, and mental happiness.

Sharot (2017) takes a look at employee motivation to see whether it's reward or punishment that motivates an employee. The study shows that for motivating employees to act on something, reward is the best approach and to deter employees to do something, punishment is the best approach. Based on this, we

can conclude that reward and recognition is the key motivation for an employee.

McCafferty (2017) explain that leadership of IT organizations should be careful in choosing the reward while appreciating the good work of an employee. While it's true that appreciation results in employee motivation and performance improvement, gifting them an unworthy gift can be counterproductive to employee motivation. Employees normally get demotivated when they get a gift certificate that's expired or a mediocre increase in salary as gift.

Ganesh (2016) touches upon the critical role employees play in customer retention. Many organizations spend millions of dollars on customer retention programs forgetting the role employees play in it. A motivated employee will work towards higher customer satisfaction levels which results in retaining customers. Employees get motivated by intrinsic and extrinsic factors. Organizations have to work towards fulfilling the extrinsic factors of motivation to create a motivated workforce and retain its customers.

Bhalerao & Kumar (2016) examined the role of emotional intelligence of leaders on the commitment level of employees in an organization. Emotional intelligence is the capability to control and express emotions in such a way that interpersonal relationships are handled sensibly and compassionately. The study conducted in Information Technology and manufacturing sectors in India showed that when leaders display an emotional intelligent attitude, it develops an emotional bond between employees and organization. Thus, organizations should invest time and effort in developing leaders with emotional intelligence.

Dash & Muthyala (2016) studied the employee engagement levels of Indian IT employees and its impact on employee retention. Employee engagement is the emotional and intellectual connection that an employee develops with the organization. When employees are engaged, they get motivated to work towards achieving organizational goals and targets. The study found that critical factors that promotes employee engagement are performance appraisal, personal development, support received from supervisor, and effective leadership in the organization. The authors suggest that IT organizations should invest time and effort in employee engagement programs which provide decision making authority to experienced employees and provide mentoring for junior resources

Singh (2016) studied the impact of both intrinsic and extrinsic motivation factors on employee motivation among Library and Information science (LIS) professionals. Intrinsic motivators are aspects like respect, recognition, autonomy and trust. Extrinsic motivators are money, promotion and rewards. The study showed that intrinsic motivators are more important than extrinsic motivators in motivating employees and creating a dynamic workforce.

Gleeson (2016) identified that the best motivator for an employee is something which is indeed very important in their lives. The study also highlighted, that people are different having different values and approaches in life, identifying those and providing an employee with what he actually needs can increase the level of motivation.

Connie Bao et al [2015] analyze the performance has always remained highly researched area and have gone through many discussions and iterations and through this paper a deeper investigation is made to identify the impact of Motivation on performance of the employees. Independent variables used to gauge Motivation are Training and Development, Reward and Recognition and Delegation of Authority whereas the dependent variable is employee performance. Descriptive and explanatory design has been adopted for this study and the survey questionnaire comprised of 20 questions prepared based on Likert Scale (strongly disagree -1 and 5 for strongly agree). Sample size consisted of 100 employees from electronic manufacturing company in china and used simple random probability sampling technique. Collected details were analyzed via SPSS employing regression and correlation.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter we focus on research design, population, sampling method, data collection and data analysis. This study also includes tools for analysis and test statistics. In this study Questionnaire method is used. Questionnaire are good way to attain information from huge population.

3.2 RESEARCH DESIGN

Research design is a detailed outline of how an investigation will take place. It will typically include how data will be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

The research design employed in this study is descriptive research. A descriptive research study are those studies which are concerned with describing the characteristics of a particular individual or a group like the respondent's attitude, interests, experience, behavior, beliefs and values, emotions, personality etc. It includes surveys and fact- finding enquiries of different kinds.

3.3 SOURCES OF DATA

Primary data

Data collected through with the help of questionnaire, each question in the questionnaire must satisfy the objective of the study.

Secondary data

Secondary data are those which have been collected by some other persons for his purpose and published secondary data collected through journals and annual report of the company.

3.4 SAMPLING METHOD AND SIZE

Sampling is the method of selecting a sample from a given organization with a view to draw conclusions about the organization where sample represents the organization selected for the study.

Sampling Technique

In this study probability simple random sampling was adopted. Simple random sampling (also referred to as random sampling) is the purest and the most straightforward probability sampling strategy. It is also the most popular method

for choosing a sample among population for a wide range of purposes. In simple random sampling each member of population is equally likely to be chosen as part of the sample.

Sample size normally refers to the items to be selected from the organization in order to form the sample. In this study a finite population of 200 employees is selected from company.

3.5 PERIOD OF THE STUDY

This is one-time research where the research is conducted only for one-time and that the project is based of the responses derived from definite period of the time. The period of study for the project of about 30 days project is based on the responses collected from the 200 participants in the 3 months' time period.

3.6 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows with small and simple layout. It is made easy for the employees to responds to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.7 STATISTICAL ANALYSIS TO TEST PROPOSED HYPOTHESES

Data collected from the primary sources are statistically analyzed through simple percentage method. The statistical tools were selected on the basis of nature of data included for the analysis.

A sample survey is conducted among employees of the company. A questionnaire was used for data collection. The following tools are used for analysis.

- Percentage Analysis
- Chi square Analysis
- Correlation Analysis

Frequency Analysis:

Frequency analysis is a descriptive statistics method that shows the number of occurrences of each response chosen by the respondents. It help users to analyse the results and draw conclusions. Pie and bar charts were used in the statistical analysis of data, since they help in clear understanding & provide facts which are easy to compare.

Chi-Square Test (χ^2)

Chi-square test is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It can be applied only if the sample is reasonably large. Chi square method is chosen in order to decide the importance of correlation between two elements. The statistics from Chi Square are commonly used for the assessment of relations between categorical variables. The zero hypothesis of the Chi-Square test is that the categorical variables of a population do not have a relation; they are autonomous.

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where **O_i** - Observed value **E_i** - Expected value

The Square of the difference between the Observed value O and expected value E and then divide it by the Expected Value.

3.8 HYPOTHESIS:

H0: There is no significant relationship between decision making as motivational factor and Age of the employees.

H1: There is a significant relationship between decision making as motivational factor and Age of the employees.

H0: There is no significant relationship between Compensation as motivational factor and Age of the employees.

H1: There is a significant relationship between compensation as motivational factor and Age of the employees.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

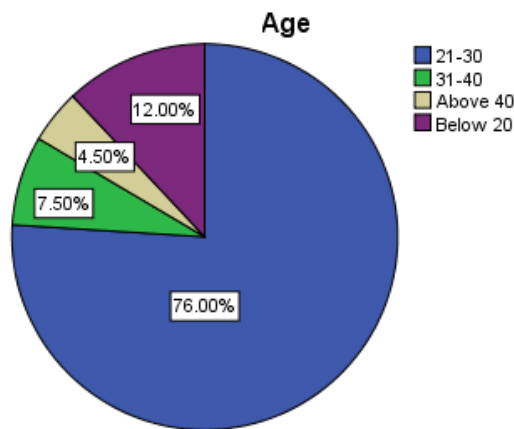
Table 4.1

Age of the Respondents

		Age		
		Frequency	Percent	Valid Percent
Valid	21-30	152	76.0	76.0
	31-40	15	7.5	7.5
	Above 40	9	4.5	4.5
	Below 20	24	12.0	12.0
	Total	200	100.0	100.0

Chart 4.1

Age of the Respondents



Interpretation:

From the above table and graph it is inferred that, 76% of the respondents are between the age of 21 – 30 years, 7.50% of the respondents were between 31 – 40 years, 4.50% of the were above 40 and 12% of the respondents were below 20 years of age.

Inference:

Majority (76%) of the respondents are between the age of 21-30 years.

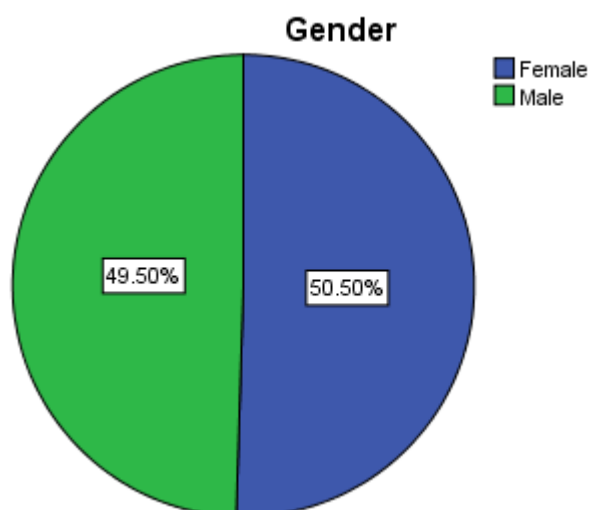
Table 4.2

Gender of the Respondents

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	101	50.5	50.5	50.5
Valid Male	99	49.5	49.5	100.0
Total	200	100.0	100.0	

Chart 4.2

Gender of the Respondents



Interpretation:

From the above table and graph it is inferred that, 49.50% of the Respondents are Male and 50.50 % of the Respondents are Female.

Inference:

Majority (50.50%) of the Respondents are Female.

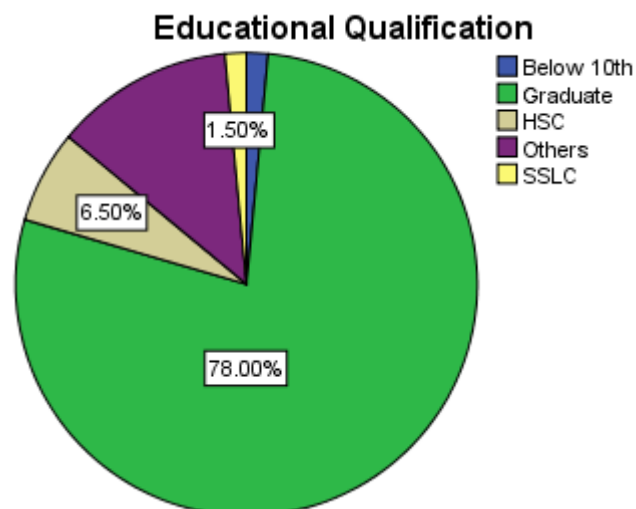
Table 4.3

Educational Qualification

		Educational Qualification			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10th	3	1.5	1.5	1.5
	Graduate	156	78.0	78.0	79.5
	HSC	13	6.5	6.5	86.0
	Others	25	12.5	12.5	98.5
	SSLC	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Chart 4.3

Educational Qualification



Interpretation:

From the above table and graph it is inferred that, 1.5% of the respondents were below 10th, 78 % of the respondents were graduate, 6.50% of the respondents were HSC, and 12.5% of them were others.

Inference:

Majority (78%) of the Respondents were graduate.

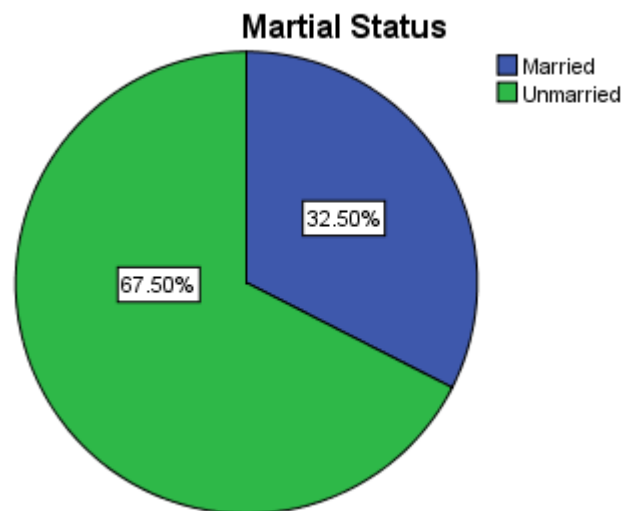
Table 4.4

Marital Status

		Marital Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	65	32.5	32.5	32.5
	Unmarried	135	67.5	67.5	100.0
	Total	200	100.0	100.0	

Chart 4.4

Marital Status



Interpretation:

From the above table and graph it is inferred that, 32.50% of the respondents were married and 67.50% of the respondents were unmarried.

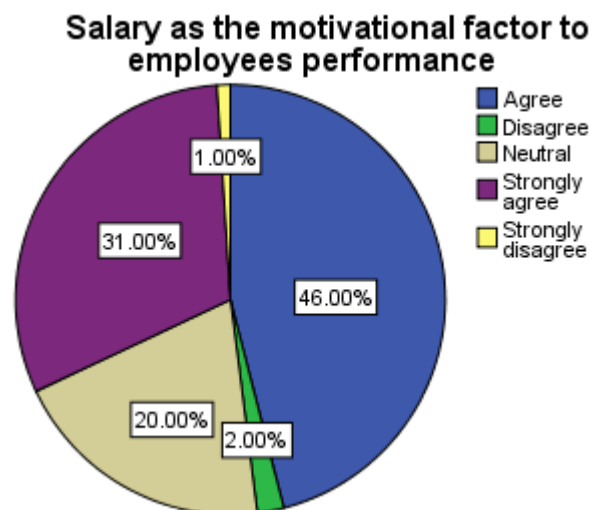
Inference:

Majority (67.50%) of the respondents were unmarried.

Table 4.5

Salary as the motivational factor to employees performance				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	92	46.0	46.0	46.0
Disagree	4	2.0	2.0	48.0
Neutral	40	20.0	20.0	68.0
Valid Strongly agree	62	31.0	31.0	99.0
Strongly disagree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Chart 4.5



Interpretation:

From the above table and graph it is inferred that, 46% of the respondents agree that salary as motivational factor, 2% disagree the factor, 20% of them were neutral, 31% of the respondents strongly agree and 1% of them strongly disagree the salary as motivational factor.

Inference:

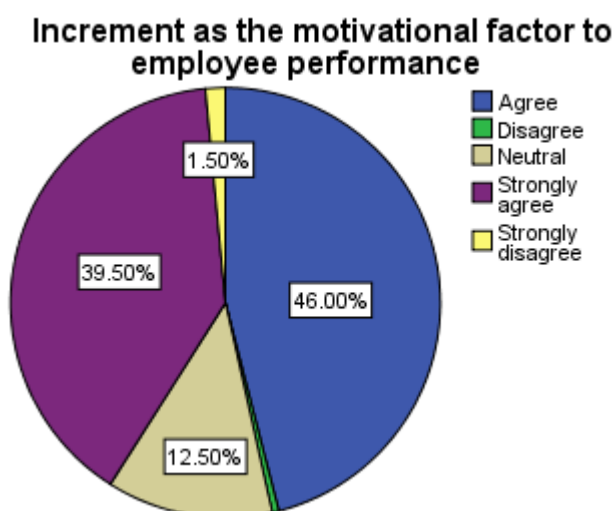
Majority (46%) of the Respondents agree that salary as motivational factor.

Table 4.6

Increment as the motivational factor to employee performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	92	46.0	46.0	46.0
Disagree	1	.5	.5	46.5
Neutral	25	12.5	12.5	59.0
Valid Strongly agree	79	39.5	39.5	98.5
Strongly disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Chart 4.6



Interpretation:

From the above table and graph it is inferred that, 46% of the respondents agree that Increment as motivational factor, 0.5% disagree the increment factor, 12.5% of them were neutral, 39.5 % of the respondents strongly agree and 1.5% of them strongly disagree the increment as motivational factor.

Inference:

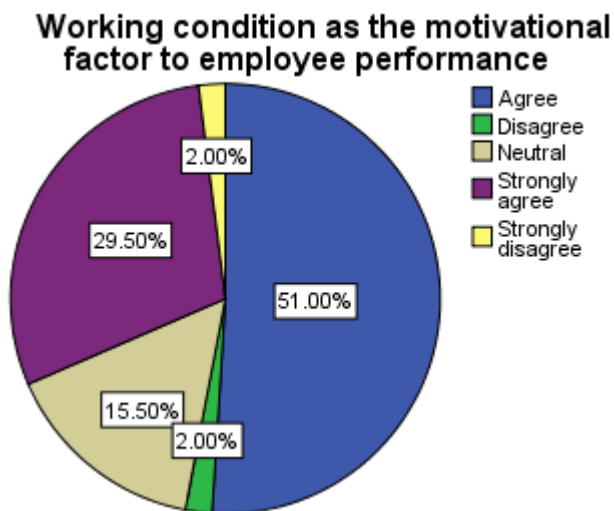
Majority (46%) of the respondents agree that increment as motivational factor.

Table 4.7

Working condition as the motivational factor to employee performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	102	51.0	51.0	51.0
Disagree	4	2.0	2.0	53.0
Neutral	31	15.5	15.5	68.5
Valid Strongly agree	59	29.5	29.5	98.0
Strongly disagree	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Chart 4.7



Interpretation:

From the above table and graph it is inferred that, 51% of the respondents agree that working condition as motivational factor, 2% disagree the factor, 15.50% of them were neutral, 29.50% of the respondents strongly agree and 2% of them strongly disagree the working condition as motivational factor.

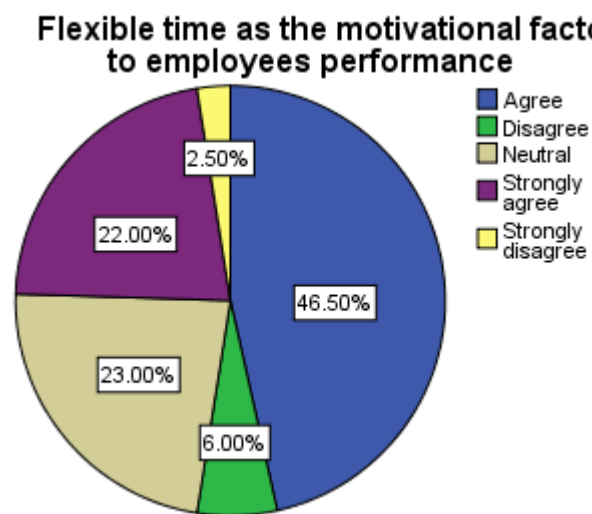
Inference:

Majority (51%) of the respondents agree that working condition as motivational factor.

Table 4.8

Flexible time as the motivational factor to employees performance				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	93	46.5	46.5	46.5
Disagree	12	6.0	6.0	52.5
Neutral	46	23.0	23.0	75.5
Valid Strongly agree	44	22.0	22.0	97.5
Strongly disagree	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Chart 4.8



Interpretation:

From the above table and graph it is inferred that, 46.50% of the respondents agree that flexible time as motivational factor, 6% disagree the factor, 23 % of them were neutral, 22% of the respondents strongly agree and 2.5% of them strongly disagree the flexible time as motivational factor.

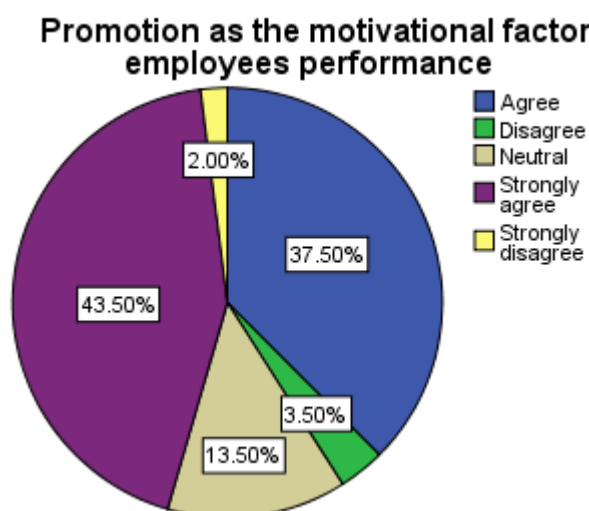
Inference:

Majority (46.50) of the respondents agree that flexible time as motivational factor.

Table 4.9

Promotion as the motivational factor to employees performance				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	75	37.5	37.5	37.5
Disagree	7	3.5	3.5	41.0
Neutral	27	13.5	13.5	54.5
Valid Strongly agree	87	43.5	43.5	98.0
Strongly disagree	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Chart 4.9



Interpretation:

From the above table and graph it is inferred that, 37.50% of the respondents agree that promotion as motivational factor, 2.31% disagree the factor, 13.08% of them were neutral, 46.15% of the respondents strongly agree and 3.08% of them strongly disagree the salary as motivational factor.

Inference:

Majority (46.15%) of the respondents strongly agree that promotion as motivational factor.

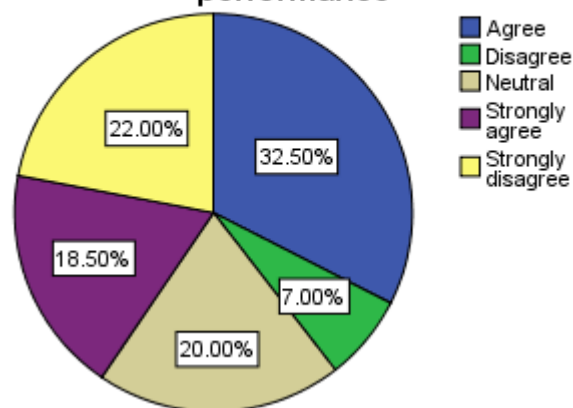
Table 4.10

Appreciation for the work performed as the motivational factor to the employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	65	32.5	32.5	32.5
Disagree	14	7.0	7.0	39.5
Neutral	40	20.0	20.0	59.5
Valid Strongly agree	37	18.5	18.5	78.0
Strongly disagree	44	22.0	22.0	100.0
Total	200	100.0	100.0	

Chart 4.10

Appreciation for the work performed as the motivational factor to the employees performance



Interpretation:

From the above table and graph it is inferred that, 32.50% of the respondents agree that appreciation for work performed as motivational factor, 7% disagree the motivational factor, 20% of them were neutral, 18.5% of the respondents strongly agree and 22% of them strongly disagree the appreciation as motivational factor.

Inference:

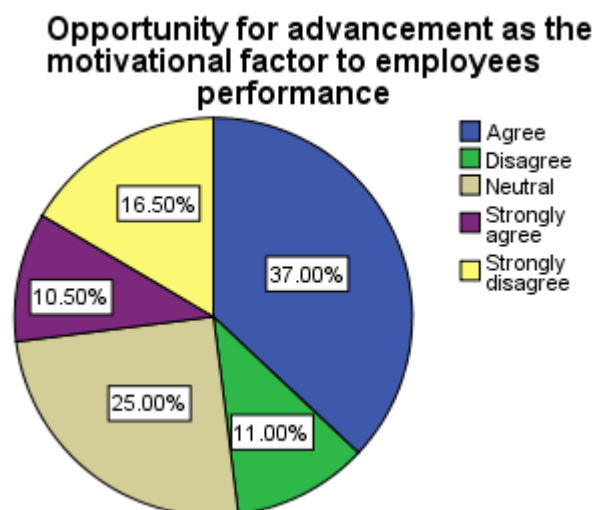
Majority (32.50%) of the respondents agree that appreciation for work performed as Motivational factor.

Table 4.11

Opportunity for advancement as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	74	37.0	37.0	37.0
Disagree	22	11.0	11.0	48.0
Neutral	50	25.0	25.0	73.0
Valid Strongly agree	21	10.5	10.5	83.5
Strongly disagree	33	16.5	16.5	100.0
Total	200	100.0	100.0	

Chart 4.11



Interpretation:

From the above table and graph it is inferred that, 37% of the respondents agree that opportunity for advancement as motivational factor, 11% disagree the factor, 25 % of them were neutral, 10.5% of the respondents strongly agree and 16.50% of them strongly disagree the opportunity as motivational factor.

Inference:

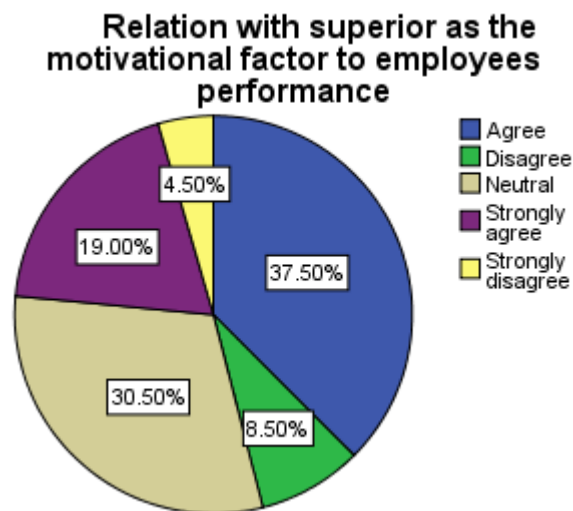
Majority (37%) of the respondents agree that opportunity for advancement as motivational factor.

Table 4.12

Relation with superior as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	75	37.5	37.5	37.5
Disagree	17	8.5	8.5	46.0
Neutral	61	30.5	30.5	76.5
Valid Strongly agree	38	19.0	19.0	95.5
Strongly disagree	9	4.5	4.5	100.0
Total	200	100.0	100.0	

Chart 4.12



Interpretation:

From the above table and graph it is inferred that, 37.50% of the respondents agree that relation with superior as motivational factor, 8.50% disagree the motivational factor, 30.50% of them were neutral, 19% of the respondents strongly agree and 4.50% of them strongly disagree the relation with superior as motivational factor.

Inference:

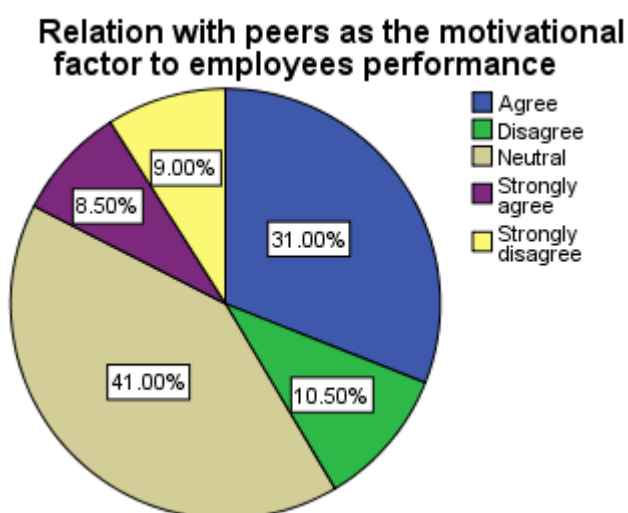
Majority (37.50%) of the respondents agree that relations with superior as motivational factor.

Table 4.13

**Relation with peers as the motivational factor to employees
performance**

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	62	31.0	31.0	31.0
Disagree	21	10.5	10.5	41.5
Neutral	82	41.0	41.0	82.5
Valid Strongly agree	17	8.5	8.5	91.0
Strongly disagree	18	9.0	9.0	100.0
Total	200	100.0	100.0	

Chart 4.13



Interpretation:

From the above table and graph it is inferred that, 31% of the respondents agree that relation with peers as motivational 10.5% disagree the factor, 41% of them were neutral, 8.50% of the respondents strongly agree and 9% of them strongly disagree the relation with peers as motivational factor.

Inference:

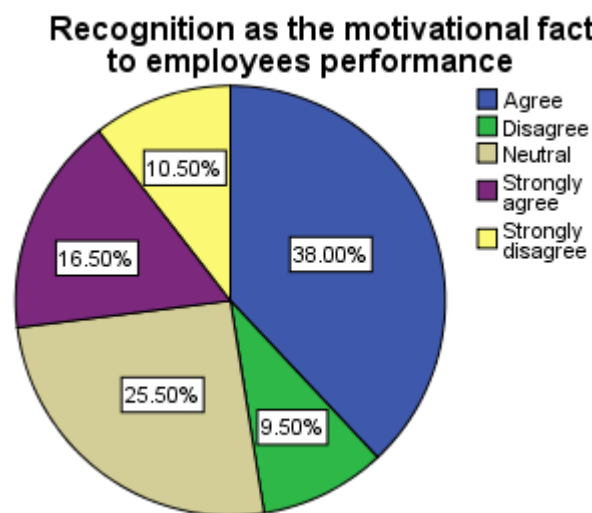
Majority (41%) of the respondents agree that relation with peers as motivational factor.

Table 4.14

Recognition as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	76	38.0	38.0	38.0
Disagree	19	9.5	9.5	47.5
Neutral	51	25.5	25.5	73.0
Strongly agree	33	16.5	16.5	89.5
Strongly disagree	21	10.5	10.5	100.0
Total	200	100.0	100.0	

Chart 4.14



Interpretation:

From the above table and graph it is inferred that, 38.00% of the respondents agree that recognition as motivational factor, 9.50% disagree the factor, 25.50% of them were neutral, 16.50% of the respondents strongly agree and 10.50% of them strongly disagree the recognition as motivational factor.

Inference:

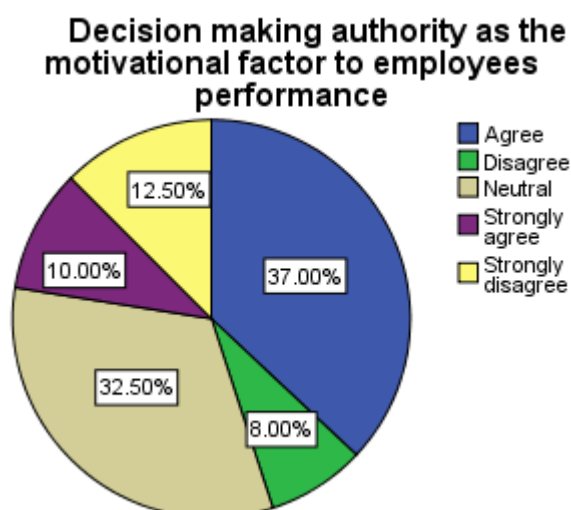
Majority (38%) of the respondents agree that recognition as motivational factor.

Table 4.15

Decision making authority as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	74	37.0	37.0	37.0
Disagree	16	8.0	8.0	45.0
Neutral	65	32.5	32.5	77.5
Valid Strongly agree	20	10.0	10.0	87.5
Strongly disagree	25	12.5	12.5	100.0
Total	200	100.0	100.0	

Chart 4.15



Interpretation:

From the above table and graph it is inferred that, 37% of the respondents agree that as decision making authority as motivational factor, 8% disagree the factor, 32.50% of them were neutral, 10% of the respondents strongly agree and 12.50% of them strongly disagree the decision making authority as motivational factor.

Inference:

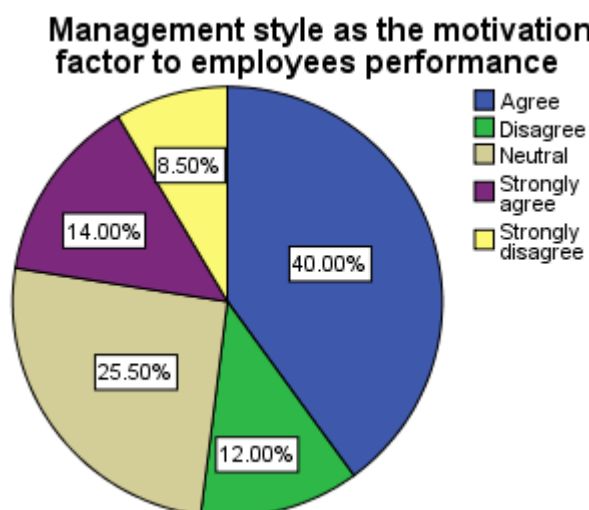
Majority (37%) of the respondent agree that as decision making authority as motivational factor.

Table 4.16

Management style as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	80	40.0	40.0	40.0
Disagree	24	12.0	12.0	52.0
Neutral	51	25.5	25.5	77.5
Valid Strongly agree	28	14.0	14.0	91.5
Strongly disagree	17	8.5	8.5	100.0
Total	200	100.0	100.0	

Chart 4.16



Interpretation:

From the above table and graph it is inferred that, 40% of the respondents agree that management style as motivational factor, 12% disagree the factor, 25.50% of them were neutral, 14% of the respondents strongly agree and 8.50% of them strongly disagree the management style as motivational factor.

Inference:

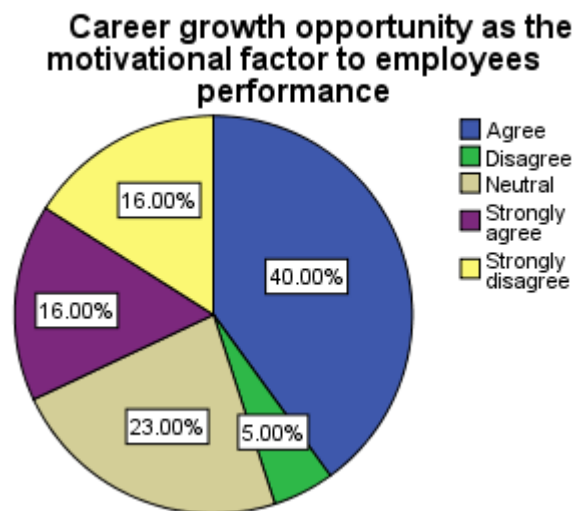
Majority (40%) of the respondents agree that management style as motivational factor.

Table 4.17

Career growth opportunity as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	80	40.0	40.0	40.0
Disagree	10	5.0	5.0	45.0
Neutral	46	23.0	23.0	68.0
Valid Strongly agree	32	16.0	16.0	84.0
Strongly disagree	32	16.0	16.0	100.0
Total	200	100.0	100.0	

Chart 4.17



Interpretation:

From the above table and graph it is inferred that, 40% of the respondents agree that as career growth opportunity as motivational factor, 5% disagree the factor, 23% of them were neutral, 16% of the respondents strongly agree and 16% of them strongly disagree the career growth opportunity as motivational factor.

Inference:

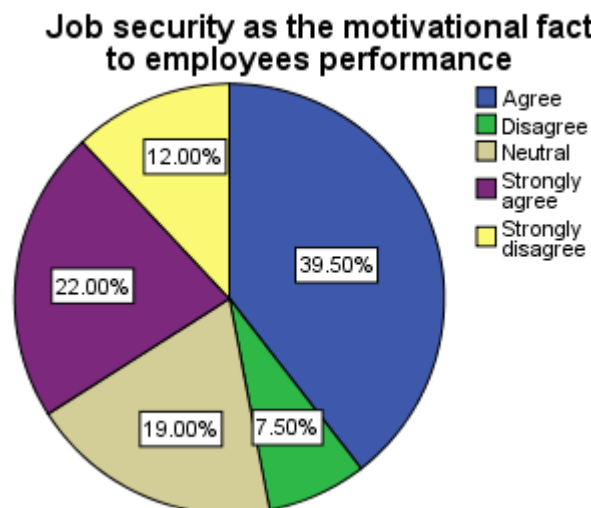
Majority (40%) of the respondents agree that as career growth opportunity as motivational factor.

Table 4.18

Job security as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	79	39.5	39.5	39.5
Disagree	15	7.5	7.5	47.0
Neutral	38	19.0	19.0	66.0
Valid Strongly agree	44	22.0	22.0	88.0
Strongly disagree	24	12.0	12.0	100.0
Total	200	100.0	100.0	

Chart 4.18



Interpretation:

From the above table and graph it is inferred that, 39.5% of the respondents agree that as Job security as motivational factor, 7.5% disagree the factor, 19% of them were neutral, 22% of the respondents strongly agree and 12% of them strongly disagree the job security as motivational factor.

Inference:

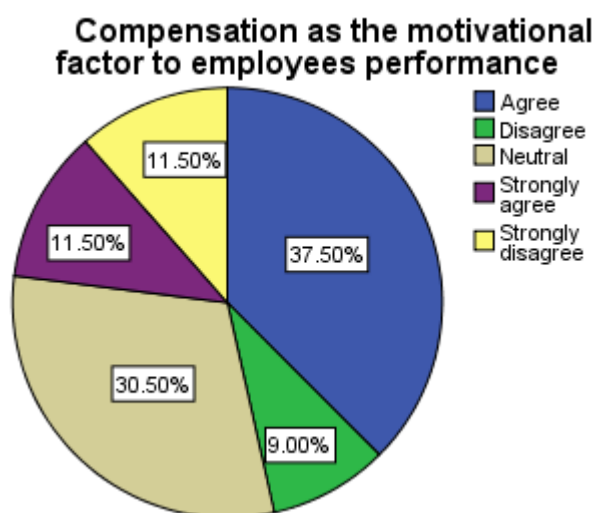
Majority (39.5%) of the respondents agree that as job security as motivational factor.

Table 4.19

Compensation as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	75	37.5	37.5	37.5
Disagree	18	9.0	9.0	46.5
Neutral	61	30.5	30.5	77.0
Valid Strongly agree	23	11.5	11.5	88.5
Strongly disagree	23	11.5	11.5	100.0
Total	200	100.0	100.0	

Chart 4.19



Interpretation:

From the above table and graph it is inferred that, 37.50% of the respondents agree that compensation as motivational factor, 9% disagree the factor, 30.50% of them were neutral, 11.50% of the respondents strongly agree and 11.50% of them strongly disagree the compensation as motivational factor.

Inference:

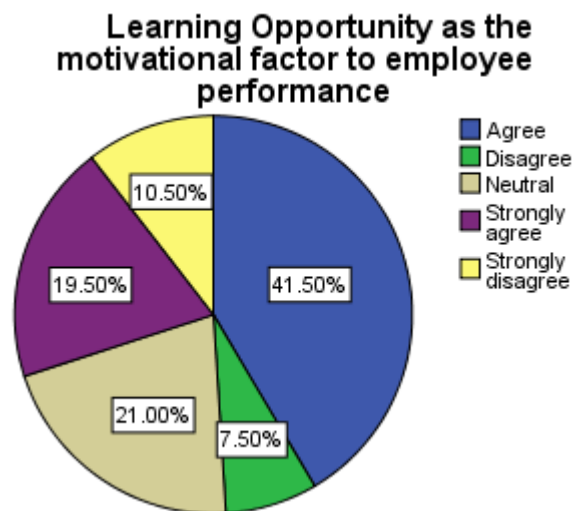
Majority (37.50%) of the respondents agree that compensation as motivational factor.

Table 4.20

Learning Opportunity as the motivational factor to employee performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	83	41.5	41.5	41.5
Disagree	15	7.5	7.5	49.0
Neutral	42	21.0	21.0	70.0
Valid Strongly agree	39	19.5	19.5	89.5
Strongly disagree	21	10.5	10.5	100.0
Total	200	100.0	100.0	

Chart 4.20



Interpretation:

From the above table and graph it is inferred that, 41.5% of the respondents agree that learning opportunity as motivational factor, 7.50% disagree the factor, 21% of them were neutral, 19.50% of the respondents strongly agree and 10.50% of them strongly disagree the learning opportunity as motivational factor.

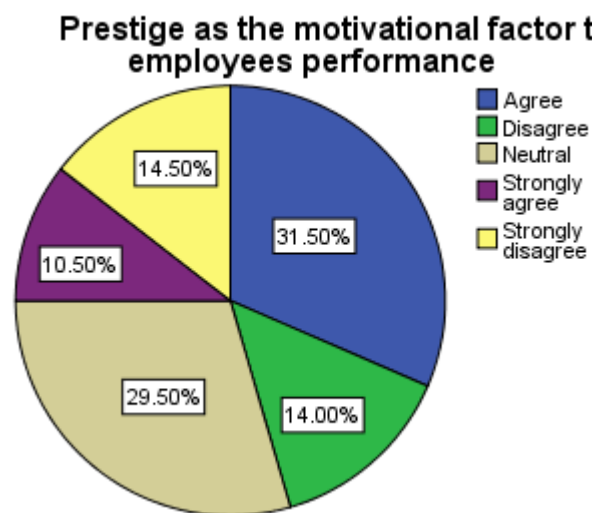
Inference:

Majority (41.5%) of the respondents agree that learning opportunity as motivational factor.

Table 4.21

Prestige as the motivational factor to employees performance				
	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	63	31.5	31.5	31.5
Disagree	28	14.0	14.0	45.5
Neutral	59	29.5	29.5	75.0
Valid Strongly agree	21	10.5	10.5	85.5
Strongly disagree	29	14.5	14.5	100.0
Total	200	100.0	100.0	

Chart 4.21



Interpretation:

From the above table and graph it is inferred that, 31.50% of the respondents agree that prestige as the motivational factor, 14% disagree the motivational factor, 29.50% of them were neutral, 10.50% of the respondents strongly agree and 14.50% of them strongly disagree the prestige as motivational factor.

Inference:

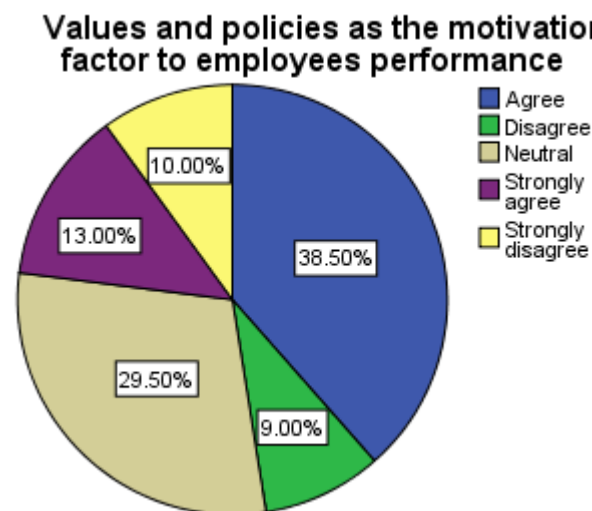
Majority (31.50%) of the respondents agree that prestige as the motivational factor.

Table 4.22

Values and policies as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	77	38.5	38.5	38.5
Disagree	18	9.0	9.0	47.5
Neutral	59	29.5	29.5	77.0
Valid Strongly agree	26	13.0	13.0	90.0
Strongly disagree	20	10.0	10.0	100.0
Total	200	100.0	100.0	

Chart 4.22



Interpretation:

From the above table and graph it is inferred that, 38.50% of the respondents agree the values and policies as motivational factor, 9% disagree the factor, 29.50% of them were neutral, 13% of the respondents strongly agree and 10% of them strongly disagree the values and policies as motivational factor.

Inference:

Majority (38.50%) of the respondents agree the values and policies as motivational factor.

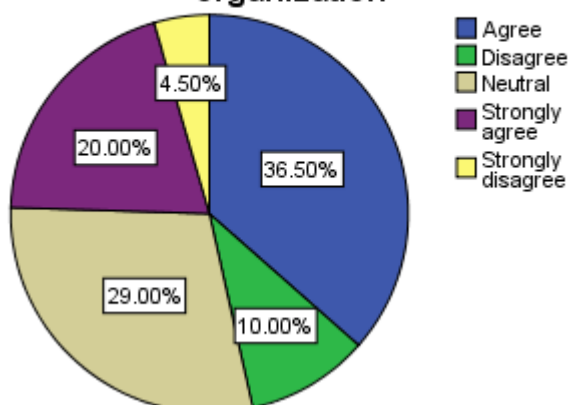
Table 4.23

Employees rating their performance on the basis of standard set by the organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	73	36.5	36.5	36.5
Disagree	20	10.0	10.0	46.5
Neutral	58	29.0	29.0	75.5
Valid Strongly agree	40	20.0	20.0	95.5
Strongly disagree	9	4.5	4.5	100.0
Total	200	100.0	100.0	

Chart 4.23

Employees rating their performance on the basis of standard set by the organization



Interpretation:

From the above table and graph it is inferred that, 36.50% of the respondents agree that employees rating their performance on the basis of standard set by the organization, 10% disagree the question, 29% of them were neutral, 20% of the respondents strongly agree and 4.50% of them strongly disagree the employee rating set by organization.

Inference:

Majority (36.50%) of the respondents agree that employees rating their performance on the basic of standard set by the organization.

Table 4.24

Recreational facility as the motivational factor to employees performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	70	35.0	35.0	35.0
Disagree	12	6.0	6.0	41.0
Neutral	65	32.5	32.5	73.5
Valid Strongly agree	27	13.5	13.5	87.0
Strongly disagree	26	13.0	13.0	100.0
Total	200	100.0	100.0	

Chart 4.24



Interpretation:

From the above table and graph it is inferred that, 35% of the respondents agree the recreational facility as motivational factor, 6% disagree the factor, 32.50% of them were neutral, 13.5% of the respondents strongly agree and 13% of them strongly disagree the recreational facility as motivational factor.

Inference:

Majority (35%) of the respondents agree the recreational facility as motivational factor.

4.2 CHI-SQUARE ANALYSIS

To analyze about the various factors leading to motivation of employees.

Null Hypothesis (H0): There is no significant relationship between promotion as motivational factor and gender of the employees.

Alternative Hypothesis (H1): There is a significant relationship between promotion as motivational factor and gender of the employees.

Table 4.25

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.407 ^a	4	.006
Likelihood Ratio	15.214	4	.004
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.48.

Inference:

From the above table, the p- value is 0.006 which is <0.05 at 5% level of significant. Hence we reject null hypothesis (H0) and accept alternative hypothesis (H1), there is a significant relationship between promotion as motivational factor and gender of the employees.

To assess the relationship between the motivation and performance.

Null Hypothesis (H0): There is no significant relationship between decision making as motivational factor and Age of the employees.

Alternative Hypothesis (H1): There is a significant relationship between decision making as motivational factor and Age of the employees.

Table 4.26

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.779 ^a	12	.385
Likelihood Ratio	16.260	12	.180
N of Valid Cases	200		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .92.

Inference:

From the above table, the p- value is 0.385 which is >0.05 at 5% level of significant. Hence we accept null hypothesis (H₀) and reject alternative hypothesis (H₁), so there is no significant relationship between decision making as motivational factor and Age of the employees.

4.3 CORRELATION ANALYSIS

To suggest strategies to enhance the motivation level.

Null Hypothesis (H₀): There is no significant relationship between Compensation as motivational factor and Age of the employees.

Alternative Hypothesis (H₁): There is a significant relationship between compensation as motivational factor and Age of the employees.

Table 4.27

Correlations			
		Age	Compensation
Age	Pearson Correlation	1	.142
	Sig. (2-tailed)		.139
	N	200	200
Compensation	Pearson Correlation	.142	1
	Sig. (2-tailed)	.139	
	N	200	200

Table 4.28

Correlations				
			Age	Compensation
Spearman's rho	Age	Correlation Coefficient	1.000	.113
		Sig. (2-tailed)	.	.238
		N	200	200
	Compensation	Correlation Coefficient	.113	1.000
		Sig. (2-tailed)	.238	.
		N	200	200

Inference:

From the above table, the Pearson correlation value is 0.142. A positive value, so there is a significant relationship between Compensation as motivational factor and Age of the employees.

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- 76% of the respondents are between the age of 21 – 30 years.
- 50.50 % of the Respondents are Female.
- 78 % of the respondents were graduate.
- 67.50% of the respondents were unmarried.
- 46% of the respondents agree that salary as motivational factor.
- 46% of the respondents agree that Increment as motivational factor.
- 51% of the respondents agree that working condition as motivational factor.
- 46.50% of the respondents agree that flexible time as motivational factor.
- 46.15% of the respondents strongly agree the salary as motivational factor.
- 32.50% of the respondents agree that appreciation for work performed as motivational factor.
- 37% of the respondents agree that opportunity for advancement as motivational factor.
- 37.50% of the respondents agree that relation with superior as motivational factor.
- 41% of them were neutral the relation with peers as motivational factor.
- 38.00% of the respondents agree that recognition as motivational factor.
- 37% of the respondents agree that as decision making authority as motivational factor.
- 40% of the respondents agree that management style as motivational factor.
- 40% of the respondents agree that as career growth opportunity as motivational factor.
- 39.5% of the respondents agree that as Job security as motivational factor.
- 37.50% of the respondents agree that compensation as motivational factor.
- 41.5% of the respondents agree that learning opportunity as motivational factor.
- 31.50% of the respondents agree that prestige as the motivational factor.
- 38.50% of the respondents agree the values and policies as motivational factor.

- 36.50% of the respondents agree that employees rating their performance on the basis of standard set by the organization.
- 35% of the respondents agree the recreational facility as motivational factor.

5.2 SUGGESTIONS

Following are the some of the suggestions to the company based on the findings and conclusion of this study on employee motivation and its impact on employee's performance for the purpose of increasing the performance of the employees in organisation.

- Promote internal employees rather than external recruitment.
- Encourage open end communication.
- The other variables such as rewards, incentives, empowerment etc. can also be used to evaluate employee performance.
- In order to have more accurate results, the subject matter should be more dispersed and should cover wide area.
- Motivation is one of the basic factors in employee working process. So the managers in the company have to encourage employees and try to enhance motivational techniques to motivate them towards tasks.
- Attitude plays a vital role in the establishment of employee's character and their working process. So the manager's attitude should be friendly and unbiased with everyone.
- Working habits made a great impact on employee working process. So employee should be allowed to select the way to working.

5.3 LIMITATIONS OF THE STUDY:

- Employees are not ready to disclose the actual problem faced by them so it lacks reliability and accuracy.
- It is not assured that the responses from all the respondents are true as some of them may like to tell the incorrect information

5.4 CONCLUSION

Various aspects of the organization related to employee motivation such as salary, increments, promotion, recognition etc. were studied as part of project.

The study was conducted to understand the various motivational factors implemented in organisation in order to motivate the employees. The most important objective of the study were to analyze about the various factors leading to motivation of employees and to assess the relationship between the motivation and performance at the company. Hence the major findings of the study are the motivational factor such as salary, increment, promotion, recognition, appreciation as a significant relation on the employee's performance at organisation

Overall the study was very helpful. It helped in understanding various employees' motivational factors aspects of the organization. It enhanced my knowledge about work culture and style of an organization and gave me practical exposure to the theoretical aspects learned.

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ANNEXURE – I

QUESTIONNAIRE

1. Name

2. Age

a) Below 20 b) 21-30 c) 31-40 d) above 40

3. Gender

a) Male b) Female

4. Educational Qualification

a) Below 10th b) SSLC c) HSC d) ITI/ Diploma
e) Graduate f) Others

5. Marital Status

a) Married b) Unmarried

6. Salary as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

7. Increment as the motivational factor to employees performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

8. Working Condition as the motivational factor to employees performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

9. Flexible time as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

10. Promotion as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

11. Appreciation for the work performed as the motivational factor to employees performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

12. Opportunity for advancement as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

13. Relation with superior as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

14. Relation with peers as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

15. Recognition as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

16. Decision making authority as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

17. Management style as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

18. Career growth opportunity as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

19. Job Security as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

20. Compensation as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

21. Learning Opportunity as the motivational factor to employees performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

22. Prestige as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

23. Values and policies as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

24. Employees rating their performance on the basis of standard set by the organization?

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

25. Recreational facility as the motivational factor to employee's performance

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly disagree

STRATEGIES ADOPTED TO MOTIVATE THE EMPLOYEES FOR EFFECTIVE PERFORMANCE WITH REFERENCE TO PPG ASIAN PAINTS PVT LTD, CHENNAI

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I. ABSTRACT:

Motivation is defined as all internal and an external driving force that makes the individual to perform an activity, What determines the limits and forms of activity and which give it its activities oriented towards achieving certain goals. Employees motivates allows management to meet the company's goal and the motivated employees can also lead to increased productivity and allow an organization to achieve higher level of outputs. This study takes place in PPG Asian Paints Pvt Ltd. The study is to analyze about various factors leading to motivation of employees and to assess the relationship between the motivation and performance.

KEY WORDS:

Employees Performance, Strategies, Motivation of Employee, Goal oriented, Employee Relationship.

II. INTRODUCTION:

Motivation is defined as all internal and an external driving force that makes the individual to perform an activity, what determines the limits and forms of activity and which give it its activities oriented towards achieving certain goals. The question is whether the motivation really has an influence on people's performance at work. Research shows that indeed there is a relationship between motivation and performance. Managers looking for ways to motivate employees because they claim that motivation can lead to some positive results for a company.

INDUSTRY PROFILE-

The Indian Paint Industry is today worth over INR 62,000 crores (USD 8 billion), and is the fastest-growing major paint economy the world over, with a consistent double-digit growth over the last 2 decades. It has over 3,000 paint manufacturers, with nearly all global majors present in the country. Paint India also represents the interests of the Printing Inks, Construction Chemicals and Adhesives-Sealants segments from a sourcing and manufacturing viewpoint. The raw materials, production equipment and supply channels have a significant overlap, and none of these segments have dedicated world-class events for themselves. Similarly, large and important industry segments like Pigments, Resins, Plastic Master

batches and Composites also find valuable sourcing avenues at the show, extending the benefits and customer engagement on offer. The domestic paint industry is estimated to be a Rs 500 billion industry with the decorative paint category constituting almost 75% of the market

COMPANY PROFILE-

PPG Asian Paints Pvt Ltd is a 50:50 joint venture between PPG Inc of USA, world's leading coatings company, and Asian Paints Ltd, India's largest producer of paints and coatings. Incorporated on February 1997, PPG Asian Paints offers a better value through closely tailoring its offerings to customer requirements and providing superior service.

PRODUCT PROFILE- Automotive Oem Coatings, Automotive Refinish, Industrial Coatings, Marine Coatings, Packaging Coatings

III. REVIEW OF LITERATURE:

Haritha et al [2021] analyze the research design that has been used for the study is descriptive research design. The data has been collected through structured questionnaire. The type of sampling technique used for the study is stratified random sampling. Analysis and interpretation has been done using the statistical tools like percentage analysis, weighted average method, chi-square test and data are presented through tables and charts.

Syed Aulia et al [2020] proposed to study motivation of employees in Bank-Sohar International- Muscat Oman and its impact on their job satisfaction. The current research is done to identify the factors that has direct relations between motivational levels and job satisfaction. Descriptive research design used in this research, Non-probability convenience method of sampling used for collecting primary data from the respondent employees of the organization. Likert's 5 pint scale was used to measure the satisfaction of employees in relation with their motivational levels pertaining to their current job.

Habibur Rahman et al [2019] analyze the severe problem in motivating and creating job satisfaction for the workers working in the organization. To create program and policies to motivate and develop job satisfaction among workers in the organization. Most of the researchers on motivation and job satisfaction have concluded with positive findings for Performance efficiency. The study will find out the factor that increase performance workers in the working environment. For the purpose of the study, a sample of selected bank is considered and information collected from different individual. The data were analyzed using simple percentages and mean scores while hypothesis developed were tested accordingly.

Datuk Dr Mahamad Zubir bin Seeht Saad [2018] proposed the key factor to boost up the function of an organization. In the globalization phase, every company needs to sustain in the fierce competitive market. Employees are main factors to manifest the business goals into reality. Therefore, in today's world every organization tries to manage their human resource department to keep their employees motivated. In that context some of the management theories have been practicing by them. Business function or their performance in the market can be evaluated by assess the level of motivation of employees.

Rahbi, Khalid & Khan (2017) studied the impact of different leadership styles on employee motivation in the healthcare industry of Abu Dhabi. Faced with challenges like high expectations of patients and high cost of treatment, a motivated workforce is critical for this industry. The study shows that, while transformational,

authentic, and servant leadership styles motivate the employees, transactional leadership style demotivates them.

IV. OBJECTIVE OF THE STUDY:

- To analyze about the various factors leading to motivation of employees.
- To assess the relationship between the motivation and performance.
- To examine the problems associated with workers motivational strategies.
- To suggest strategies to enhance the motivation level.

V. METHODOLOGY:

RESEARCH DESIGN

Research design is a detailed outline of how an investigation will take place. It will typically include how data will be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

SOURCE OF DATA

Primary data

Data collected through with the help of questionnaire, each question in the questionnaire must satisfy the objective of the study.

Secondary data

Secondary data are those which have been collected by some other persons for his purpose and published secondary data collected through journals and annual report of the company.

SAMPLING DESIGN:

Convenience sampling is adopted to collect data from the respondents. A Convenience sampling method is one of the main type of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. The approach, where only a few units of population under study are considered for analysis is called sampling method. The sampling method adopted for the study is convenience sampling under non-probability sampling.

STATISTICAL TOOL:

PERCENTAGES-

Percentage is appropriate when it is important to know hoe many of the participants gave a particular answer. Percentages are used in making comparison between two or more series of data. Percentage are used to describe relationships, it is expressed as, $\text{Percentage} = (\text{no of employees} / \text{Total no of employees}) * 100$.

CHI-SQUARE TEST-

A chi-square test, also referred to as chi-square test , is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

AREA OF RESEARCH:

SAMPLE SIZE-

The data is collected from 200 respondents, who are employees of PPG Asian Paints Pvt Ltd.

PERIOD OF STUDY-

The period of study is from January 2023 to April 2023

HYPOTHESIS QUESTIONS:

CHI-SQUARE TEST-

Null Hypothesis (H0): There is no significant relationship between promotion as motivational factor and gender of the employees.

Alternative Hypothesis (H1): There is a significant relationship between promotion as motivational factor and gender of the employees.

LIMITATIONS OF THE STUDY:

- Employees are not ready to disclose the actual problem faced by them so it lacks reliability and accuracy.
- It is not assured that the responses from all the respondents are true as some of them may like to tell the incorrect information

VI. DATA ANALYSIS:

PERCENTAGE ANALYSIS:

Relation with peers as the motivational factor to employees performance				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	62	31.0	31.0
	Disagree	21	10.5	41.5
	Neutral	82	41.0	82.5
	Strongly agree	17	8.5	91.0
	Strongly disagree	18	9.0	100.0
	Total	200	100.0	

Interpretation:

From the above table and graph it is inferred that, 31% of the respondents agree that relation with peers as motivational 10.5% disagree the factor, 41% of them were neutral, 8.50% of the respondents strongly agree and 9% of them strongly disagree the relation with peers as motivational factor.

Inference:

Majority (41%) of the respondents agree that relation with peers as motivational factor.

CHI-SQUARE ANALYSIS

To analyze about the various factors leading to motivation of employees.

Null Hypothesis (H0): There is no significant relationship between promotion as motivational factor and gender of the employees.

Alternative Hypothesis (H1): There is a significant relationship between promotion as motivational factor and gender of the employees.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.407 ^a	4	.006
Likelihood Ratio	15.214	4	.004
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.48.

Inference:

From the above table, the p- value is 0.006 which is <0.05 at 5% level of significant. Hence we reject null hypothesis (H0) and accept alternative hypothesis (H1), there is a significant relationship between promotion as motivational factor and gender of the employees.

VII. SUMMARY OF FINDINGS:

- 76% of the respondents are between the age of 21 – 30 years.
- 50.50 % of the Respondents are Female.
- 78 % of the respondents were graduate.
- 67.50% of the respondents were unmarried.
- 46% of the respondents agree that salary as motivational factor.
- 46% of the respondents agree that Increment as motivational factor.
- 51% of the respondents agree that working condition as motivational factor.
- 46.50% of the respondents agree that flexible time as motivational factor.
- 46.15% of the respondents strongly agree the salary as motivational factor.
- 32.50% of the respondents agree that appreciation for work performed as motivational factor.
- 37% of the respondents agree that opportunity for advancement as motivational factor.
- 37.50% of the respondents agree that relation with superior as motivational factor.
- 41% of them were neutral the relation with peers as motivational factor.
- 38.00% of the respondents agree that recognition as motivational factor.
- 37% of the respondents agree that as decision making authority as motivational factor.

- 40% of the respondents agree that management style as motivational factor.
- 40% of the respondents agree that as career growth opportunity as motivational factor.
- 39.5% of the respondents agree that as Job security as motivational factor.
- 37.50% of the respondents agree that compensation as motivational factor.
- 41.5% of the respondents agree that learning opportunity as motivational factor.
- 31.50% of the respondents agree that prestige as the motivational factor.
- 38.50% of the respondents agree the values and policies as motivational factor.
- 36.50% of the respondents agree that employees rating their performance on the basis of standard set by the organization.
- 35% of the respondents agree the recreational facility as motivational factor.

VIII. CONCLUSION:

The study was conducted to understand the various motivational factors implemented in organisation in order to motivate the employees. The most important objective of the study were to analyze about the various factors leading to motivation of employees and to assess the relationship between the motivation and performance at the company. Hence the major findings of the study are the motivational factor such as salary, increment, promotion, recognition, appreciation as a significant relation on the employee's performance at organisation.

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