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## A STUDY ON EMPLOYEE MOTIVATION AND IT'S IMPACT ON ORGANOZATIONAL SUCCESS

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### ABSTRACT

This study aims to analyze the motivational strategies implemented in organizations and their impact on employee engagement and efficiency. The current research is done to identify the factors that direct relations between motivational levels and job satisfaction. Through a comprehensive examination, this research seeks to identify effective motivation strategies and provide practical recommendations for enhancing organizational performance. By understanding employee needs and motivation factors organizations can tailor strategies foster a conducive work environment , Ultimately leading to improve productivity and overall organizational success.

**KEYWORDS:** Employee Motivation , Strategies, Organizational performance, Productivity

## INTRODUCTION

Motivation is a complex psychological phenomenon that drives individuals efforts to take action in their efforts , and strive to achieve their goals. It is an internal force that influence behaviour, direction ,intensity and persistence of efforts. Motivation can stem from various sources, including biological needs , emotional desires , social influences and cognitive factors. It plays a crucial role in human behaviour guiding people to pursue their ambitions and overcome challenges.

“Employee Motivation” is the psychological force that determines the direction of a person’s behaviour in an organization, their level of effort and their level of persistence in the face of obstacles. It is the internal and external factors that stimulate employees to engage in work activities , strive for excellence and achieve organizational goals. Motivation influences the level of efforts, persistence and creativity that employee bring to their roles directly impacting productivity , job satisfaction and overall performance. It can be fueled by various sources, such as personal aspirations , financial incentives recognition career advancement opportunities and a positive work environment .Effective leadership plays a crucial role fostering employee motivation by workplace culture setting clear goals providing constructive feedback and recognizing individual contributions. There are two primary types of employee motivation. They are

- Intrinsic
- Extrinsic
- Intrinsic employee motivation:

Intrinsic employee motivation arises from internal satisfaction and personal fulfilment leading individuals to engage in activities purely for the joy satisfaction they bring.

- Extrinsic employee motivation :

In extrinsic employee motivation is driven by external rewards or consequences, such as financial incentives recognition or avoiding punishment.

## **REVIEW OF LITERATURE**

1. Esmaji et al. (2015): Identified that the factors motivate employees as human resources in local government serve as a basis for increasing the service quality. He found that the salary of workers, professional advancement and opportunity for promotion appear to be among the most important factors of motivation . The other important factors that the study revealed are work conditions , as well as the evaluation and the objective assessment of performance measurement .
2. Kumar &Reddy (2018) examined job satisfaction in cement industries in India and found that financial incentives , workplace safety , and career development programs significantly impact employee motivation.
3. Rao & Gupta (2020)explored employee engagement in cement firms and reported that non-monitory benefits like recognition and work life balance improve and retention.
4. Sharma (2022) found that skills development programs enhance motivation among cement industry workers, leading to higher job satisfaction and performance.

## OBJECTIVES OF THE STUDY

To identify the strategies used for employee motivation of organizational success

To understand the relationship motivation and organizational success

To analyze how an employee motivation affects productivity and efficiency

To understand the impact of employee engagement on performance

## IMPORTANCE OF THE STUDY

The study of employee motivation is crucial because it directly influences workplace morale, productivity and organizational success.

- 1. Enhanced Employee engagement:** Employee motivation help organization design effective strategies to boost employee engagement, job satisfaction and overall well being.
- 2. Increased Productivity:** Motivated employees are more productive, efficient and committed to achieving organizational goals ultimately driving business success.
- 3. Better decision making :** Strong employee motivation organization can make informed decisions about talent management , leadership development and overall organizational culture
- 4. Improved Employee Turnover:** Motivated employees are more likely to stay within an organization, reducing the employee turnover rates and associated costs.
- 5. Enhanced Organizational Success:** By fostering a culture of motivation and engagement organization can create a positive work environment that support employees well-being and drives business success.

## **FACTORS INFLUENCE**

- A permanent job is the most critical motivator especially for temporary employees as well as employees who are working on a daily wage basis.
- A respectful and inclusive culture enhances job satisfaction and productivity.
- Flexible work arrangements reduce stress and allowing employees to be more focused and productive.
- Personal growth and development opportunities for learning and skills enhancement contribute to employee motivation.
- Attractive compensation packages reduce employee turnover by increasing loyalty and commitment.
- Non- monetary benefits like health insurance, paid leaves and flexible work schedules boost engagement.
- Giving promotion and professional development may result employee work better than they normally do.
- Employee motivation is influenced by a complex interaction of intrinsic and extrinsic factors like leadership styles, organizational culture, social dynamics and job design.

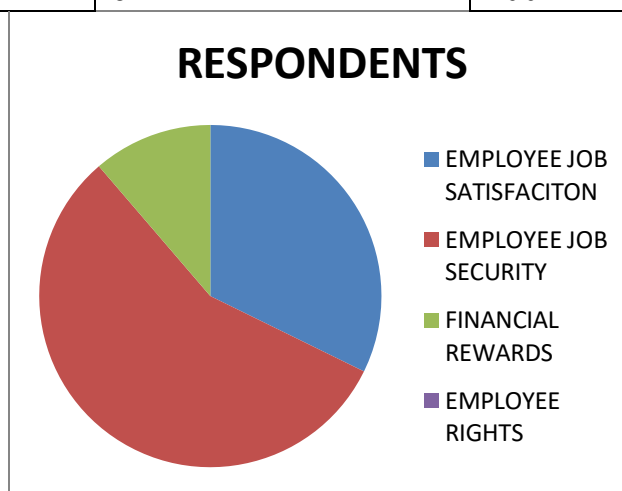
## RESEARCH METHODOLOGY

This study implements **descriptive research** approach to analyze the efficiency of employee motivation at Dalmia cement. A sample of 62 employees was selected from the dalmia utilizing **random sample technique**. Both primary and secondary data were gathered to ensure analysis. The primary data was obtained through a structured questionnaire. The secondary data was collected through past reports, articles, websites etc. Employees in an organization form different departments and sections participated in the survey. The collected data was analyzed using percentage method to have a conclusion about the employee motivation and it's impact on organizational success.

## DATA ANALYSIS

1. What is meant by employee motivation in your point of view?

| OPTIONS                   | RESPONDENTS | PERCENTAGE |
|---------------------------|-------------|------------|
| EMPLOYEE JOB SATISFACITON | 20          | 32.25%     |
| EMPLOYEE JOB SECURITY     | 35          | 56.45%     |
| FINANCIAL REWARDS         | 7           | 11.29%     |
| EMPLOYEE RIGHTS           | 0           | 0%         |
| TOTAL                     | 62          | 100%       |

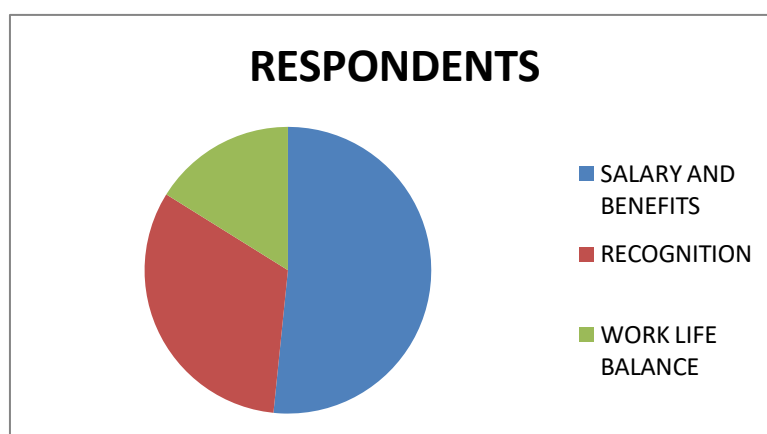


## INTERPRETATION

The chart shows that most of the employees understand employee motivation as employee job satisfaction, employee job security and remaining said that financial rewards .

2. As an employee what do you think motivates the employee most?

| OPTIONS             | RESPONDENTS | PERCENTAGE |
|---------------------|-------------|------------|
| SALARY AND BENEFITS | 32          | 51.16%     |
| RECOGNITION         | 20          | 32.25%     |
| WORK LIFE BALANCE   | 10          | 16.12%     |
| TOTAL               | 62          | 100%       |

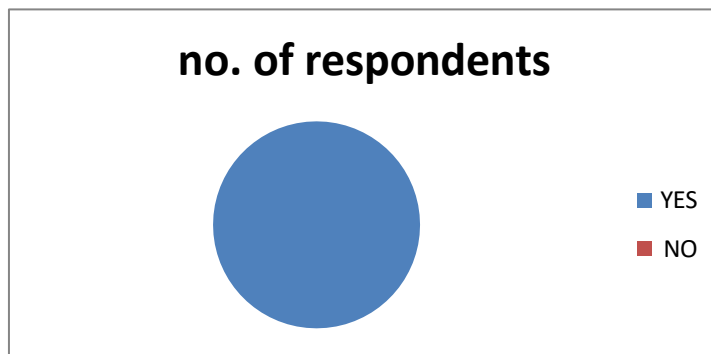


### INTERPRETATION

The chart show that 51.16% of employees are motivate through salary and benefits, 32.25% of employees recognition and remaining 16.12.are work life balance .

### 3. Does career development opportunities motivating you the most?

| OPTIONS | RESPONDENTS | PERCENTAGE |
|---------|-------------|------------|
| YES     | 62          | 100%       |
| NO      | 0           | 0%         |
| TOTAL   | 62          | 100%       |

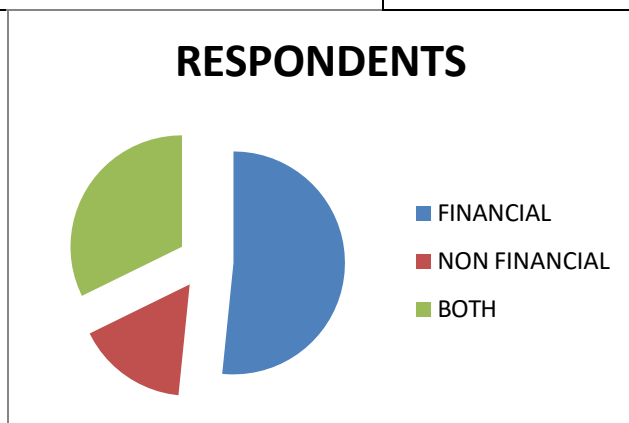


### INTERPRETATION

The chart indicates 100% of the employees says that career development opportunity motivate more.

#### 4. Which type of incentives influence employee performance?

| OPTIONS       | RESPONDENTS | PERCENTAGE |
|---------------|-------------|------------|
| FINANCIAL     | 32          | 51.61%     |
| NON FINANCIAL | 10          | 16.12%     |
| BOTH          | 20          | 32.25%     |
| TOTAL         | 62          | 100%       |



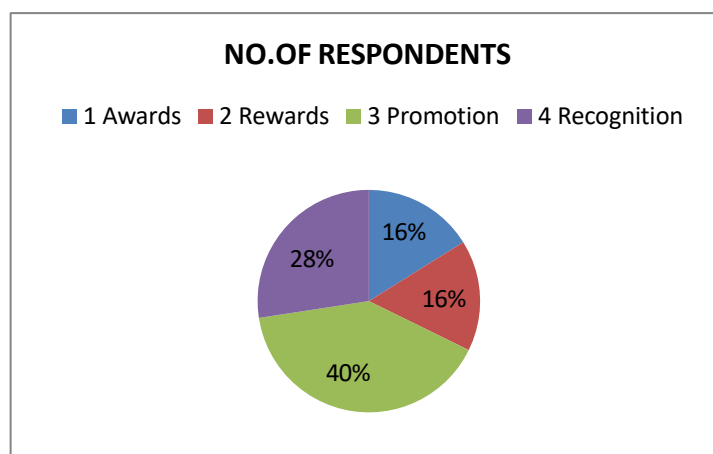
#### INTERPRETATION

The chart shows that most employees feel that financial incentives affects their performance some of the employees felt that both financial and non financial influence their performance and remaining are feel non financial .

## 5. Factors which increase the motivation level at workplace?

- a. Awards
- b. rewards
- c. Promotion
- d. Recognition

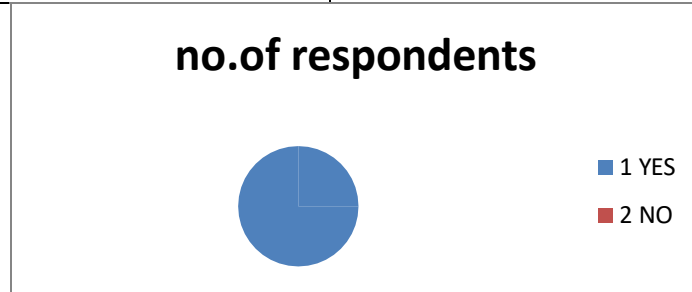
| S.NO | OPTIONS     | NO.OF RESPONDENTS | PERCENTAGE |
|------|-------------|-------------------|------------|
| 1    | Awards      | 10                | 16.12%     |
| 2    | Rewards     | 10                | 16.12%     |
| 3    | Promotion   | 25                | 40.32%     |
| 4    | Recognition | 17                | 27.74%     |
| 5    | Total       | 62                | 100%       |



**INTERPRETATION:** From the study, the above chart explain most of the employees said that promotion increases motivational factors and some of the employees says recognition and remaining are awards and rewards.

### 6. Can recognizing employees efforts improve their motivation and loyalty?

|       | RESPONDENTS | PERCENTAGE |
|-------|-------------|------------|
| YES   | 62          | 100%       |
| NO    | 0           | 0%         |
| TOTAL | 62          | 100%       |



### INTERPRETATION

This chart shows all the employees says that recognition improves employees motivation and loyalty.

## FINDINGS

- The most of the employees said that recognizing employee efforts improves their motivation and loyalty.
- 51% of the employees agree that financial incentives motivate them more than non financial incentives.
- 75% of the employees agree that very satisfied with the current motivational programs at workplace.
- Most of the employees think that salary and benefits motivate more and some of the employees said that recognition.

## SUGGETIONS

- Implement career development programs mentorship and clear promotion paths. Regularly review employee goals and provide resources for skills development.
- Provide employees with modern tools, equipment and technology to enhance productivity.
- Analyze employees performance before and after promotion to measure their impact on motivation and productivity.
- Recognize and reward employees for their hard work and achievements and implement employee appreciation programs, awards and public recognition.

## CONCLUSION

Employee motivation play a critical factor influencing productivity , job satisfaction and overall organizational success. A motivated workforce is more engaged , efficient and committed to achieving company goals. Organizations that invest in creating a positive work environment , offering growth opportunities recognizing achievements and maintaining open communications are better positioned to inspire and sustain high levels of

motivation .conversely neglecting employee needs can lead to decreased productivity, high turnover and a negative workplace culture . Therefore , strategic approach to employee motivation not only enhances individual performance but also drives organizational growth and success.

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