

Impact of Motivational Factors on Productivity and Efficiency of Workers in A Motor Industry Using Agile Manufacturing Techniques

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Abstract:

The mechanism that starts, directs, and sustains goal-oriented behaviour is known as motivation. It is what motivates you to take action, whether it's drinking a drink of water to quench your thirst or reading a book to learn something new.

The motor industry competes fiercely in a market where businesses are always looking for ways to perform better and gain an advantage. The ability of an organization to meet consumer requests, deliver goods on time, and retain profitability are all directly impacted by productivity and efficiency. Organizations can discover solutions to improve performance and achieve a competitive edge by understanding the impact of motivating factors on productivity and efficiency.

Individual motivation is a key aspect in the success of an organization, so it is necessary to research the different factors that motivate employees and how they can be improved for the benefit of both the individual and the business. In this project, the elements that influence employee motivation are identified, and the relationship between organizational effectiveness and employee motivation is inferred by rationally analyzing each motivational factor.

It is of utmost importance and significance to research how motivational variables affect productivity and efficiency in the automotive sector. The motor industry competes fiercely in a market where businesses are always looking for ways to perform better and gain an advantage. Organizations may develop ways to improve performance, raise employee engagement, and promote job satisfaction by studying the impact of motivating factors on productivity and efficiency.

Keywords: Motivation, Employee Performance, Reward & Recognition

INTRODUCTION:

Goal-oriented behaviours are started, guided, and maintained by a process called motivation. Whether you get a drink of water to quench your thirst or read a book to learn something new, it is what motivates you to take action.

The motor industry plays a vital role in our economy, encompassing various sectors such as automobile manufacturing, parts production, sales, and after-sales services. It is an industry known for its fast-paced

nature, technological advancements, and intense competition.

In the motor industry, productivity and efficiency are crucial for achieving success. Companies strive to maximize output, minimize costs, deliver high-quality products, and satisfy customer demands. Motivating workers is a key factor in achieving these objectives.

The objectives of this paper are as follows:-

- To identify the elements that boosts employees motivation.
- To inspect the impact of employees motivation on organizational effectiveness.
- To investigate the connection between organizational success and employee motivation

Literature Review:

1. Training and development, motivation and employee performance, rewards and recognition, delegation of authority (power), motivation and employee performance, and consideration of the same as measurement factors are some of the simple yet effective techniques that Connie Bao (2015) investigated. She also carries out a study in which she distributes a per-designed questionnaire to 100 employees and evaluates the responses. In the end, she discovers that there is a large and positive correlation between these measurement variables and the employees' motivation levels. The research produced by this report's findings demonstrates unequivocally that motivation is a crucial element in enhancing and maintaining employee performance, which has a beneficial impact on business performance.
2. Similar to this, Dr. Obiefuna Okafor (2014) focuses on Maslow's Theory of Hierarchical Needs and Vroom's Expectancy Theory in his assessment of Nnewi manufacturing enterprises. A questionnaire is given to his 400 participants, and their answers are statistically evaluated using a 4-point Likert scale and mathematically evaluated using the Friedman test. It was discovered that the personnel lacked motivation. The researcher deduces from his data that the organization places a high priority on the impact of employee motivation on production. The management of the manufacturing companies in Nnewi should make every effort to develop effective and inspiring motivational strategies in order to keep up with the current dynamic rate of business trends.
3. Hasheem Zameer (2014), on the other hand, utilizes a more theoretical approach to connect employee performance with motivation. He applies motivational theories including Herzberg's Two-Factor Theory, Maslow's Hierarchy of Needs, and Alderfer's Three Party Hierarchies of Needs. According to Maslow's hierarchy of needs, if an organization meets its employees' basic needs as well as their needs for safety, belonging, self-esteem, and self-actualization, then their performance would naturally improve. And in accordance with Alderfer's three-party hierarchy of requirements, if an organization meets its employees' demands for growth, relatedness, and existence, then overall employee performance will improve. He asserts that if top management focuses on employee motivation, this will encourage an improvement in staff performance and, ultimately, in the organization's performance.

Methodology:

- The information needed to create a questionnaire is gathered through the study of literature, journal articles, books, and the internet.
- Based on the identified dimensions, questions were constructed regarding various motivational elements.

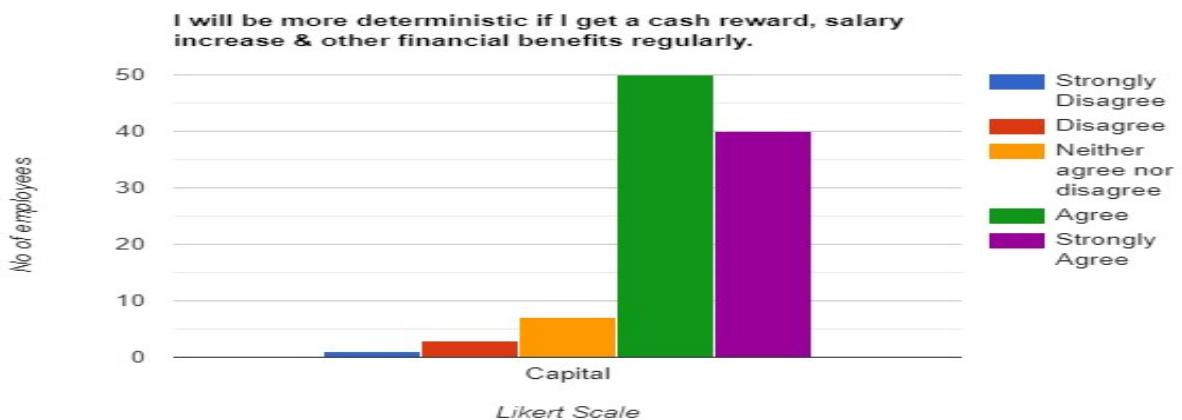
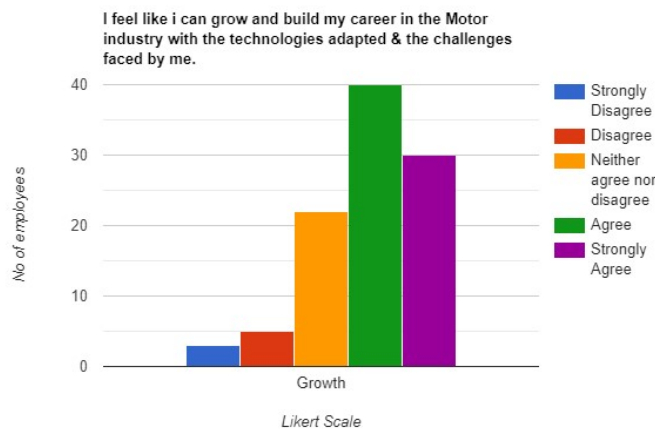
- A study with a sample size of was conducted at the industry.
- Through a standardized questionnaire, information about the various motivational variables was collected from the organization's employees.
- The survey included questions about growth, capital benefits, and non-capital benefits, among other variables.
- We'll evaluate the responses on a five point Likert scale, from strongly disagree to strongly agree.

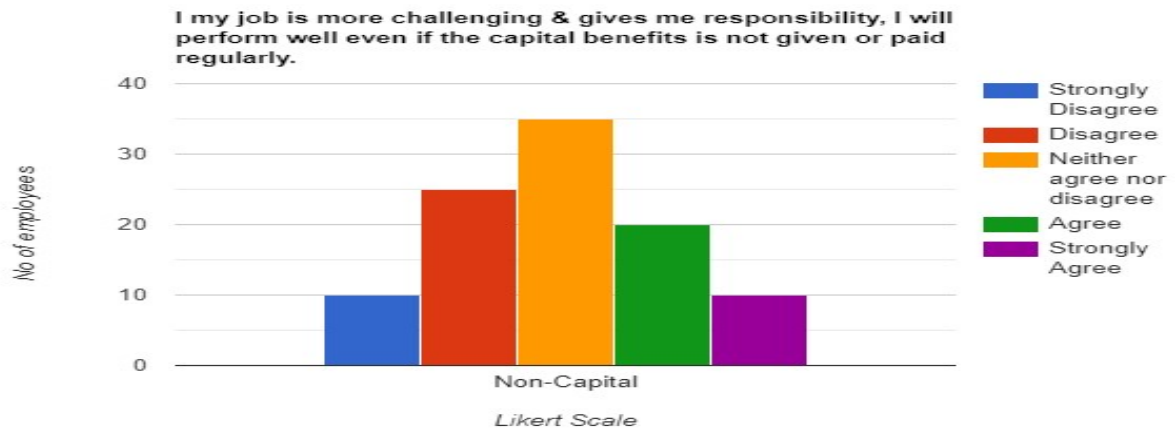
Factors:

Based on the literature review, we identified 3 motivational factors. The responses will be collected from the employees based on these motivational factors:

1. Growth
2. Capital Benefits
3. Non-Capital Benefits

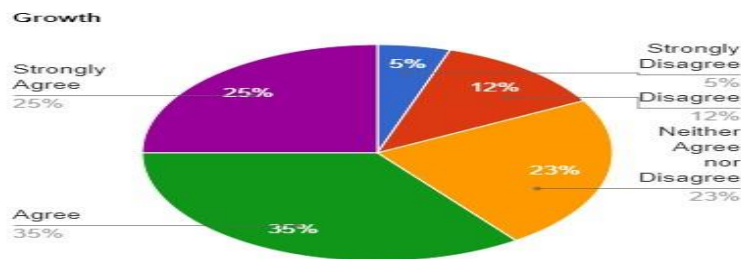
Here in the graph we have shown some of the responses given by the employees based on the motivational factors:





Stats of the responses given by the employees:

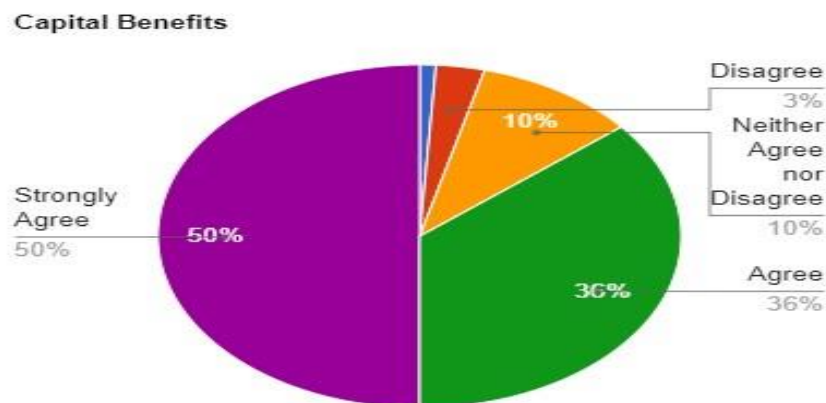
Growth:



Based on the responses,

- 25% of respondents strongly agree that their growth prospects in the organization are adequate
- 35% of respondents agree that their growth prospects in the Motor industry are adequate.
- 23% of respondents neither agree nor disagree that growth prospects in the organization are adequate.

Capital Benefits:

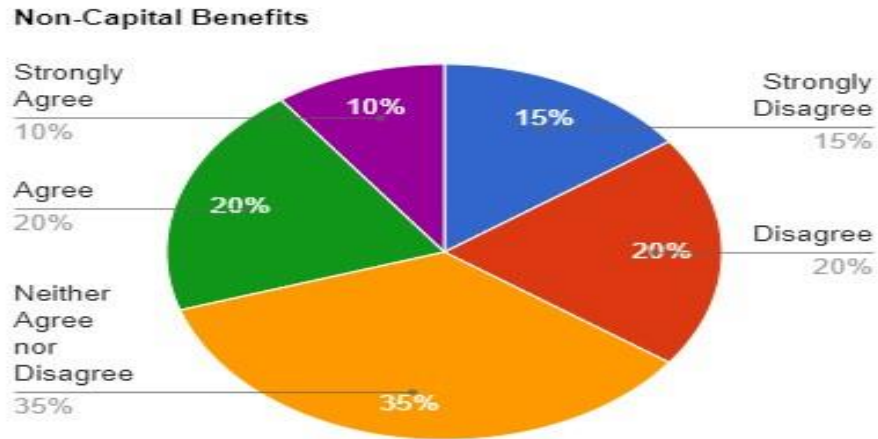


Based on the responses,

- 50% of respondents strongly agree that Capital benefits given by the Motor organization are adequate.

- 30% of respondents agree that Capital benefits given by the Motor organization are adequate.
- 10% of respondents neither agree nor disagree that Capital benefits given by the Motor organization are adequate.

Non-Capital Benefits:



Based on the responses,

- 20% of the respondents disagreed that non-monetary benefits provided by the organization were adequate.
- 4% of the respondents disagreed that non-monetary benefits provided by the organization were adequate.
- 47% of the respondents neither agreed nor disagreed that non-monetary benefits provided by the organization were adequate.

Conclusion:

By analyzing we got to know that the most important & impacting motivational factor on the organization was Capital Benefits & the second was Growth & the least impacting was Non-Capital Benefits.

The results of the data analyses provide support for the importance of factors influencing for the employee motivation in Motor manufacturing industry and the various motivating factors were listed. Each motivation factor (independent variable) was treated with several different questions and all data was analyzed. The overall mean of each motivation factor was used to analyze and identify the most effective motivating factor

In the mean value analysis, Non-Capital benefits have been identified as the factor that employees are least satisfied with their organization. Growth as second and Capital benefits are the factors that employees are currently satisfied with their organizations.

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