

## **Impact of Employees Motivational Factors towards SIPCOT Industrial Units in Tamilnadu**

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### **Abstract**

Employee motivation is defined as a force that propels people toward achieving industry-specific goals and objectives. It is currently one of the hottest topics in industry, as everyone wants to get the most out of their financial and human resources. The main goal of this research is to find out what types of elements influence employee motivation in SIPCOT and to see how motivation influences employee performance. Using an interview schedule, data was obtained from 150 employees in the aluminium, pharmaceutical, and textile industries. The influence of employee motivation on employee performance is investigated using descriptive analysis, Chi-square and ANOVA test in this study. Employee motivation and performance have a considerable and favourable link, according to the findings of this study. In addition, intrinsic incentives are found to have a considerable beneficial association with employee performance and motivation. Employee perceptions of training efficacy have a negative link with motivation, according to this study. It's also clear from their comments that they were given training courses, but that they didn't use them in their daily job because they thought they were ineffective.

**Keywords:** Employee Motivation, Employee Performance, Training Effectiveness.

### **Introduction**

Motivating individuals is the only way to encourage them to like working hard. People today must comprehend why they are working so hard. Every employee in a company is driven in a different manner. "Employee motivation is a reflection of the degree of enthusiasm, devotion, and creativity that a company's people bring to their tasks," says one definition of employee motivation. In the workplace, a manager's role is to get things done with the help of people. To do this, the manager must be able to encourage his or her workforce. But saying it is easier than doing it! The practise and philosophy of motivation are tough problems that cross multiple fields. Despite much basic and practical study, the issue of motivation remains a mystery. Despite extensive study, both

basic and applied, the issue of motivation is not well understood and is frequently misapplied. To comprehend motivation, one must first comprehend human nature. Therein is the issue! Human nature may be both basic and complicated at the same time. Good employee motivation in the workplace, and hence effective management and leadership, require an awareness and comprehension of this study.

Employee motivation is critical for companies since they require physical, financial, and human resources to achieve their objectives. Human resources can be used to their greatest potential only if they are motivated. This may be accomplished through increasing employee willingness to work. This will assist the company in getting the most out of its resources. It leads to increased production, lower operating costs, and improved overall efficiency.

### **Employee Performance**

What an employee does and does not do is considered in his or her performance. Employee performance is measured by output quality and quantity, attendance at work, accommodating and helpful behaviour, and output timeliness. Individual performance cannot be validated, according to the findings of a research done by on individual performance. Similarly, he claims that if employee performance is obvious, firms can utilise direct bonuses and prizes based on individual success. Firms put forth a lot of effort to satisfy customers, but they don't put as much work into gratifying employees. However, customers will not be satisfied unless and until staff are satisfied. Because if employees are happy, they will perform more work, and as a result, consumers will be happy. Employee performance is impacted by motivation because if people are driven, they will put in more effort in their work, resulting in improved performance.

### **Employee Perceived Training Effectiveness**

Management of the organisation requires training of its members in order to fulfil the company's goals efficiently and effectively. Employees benefit from training in a variety of ways, including keeping up with the fast-changing trends and environment of the dynamic globalised world, reducing anxiety and irritation caused by job overload or pressure, and improving abilities to handle work successfully.

Employee motivation and dedication to the sector are affected directly or indirectly by training procedures. In this study, training is defined as "a structured intervention aiming to improve the determinants of individual work performance." According to a survey, training is one of the most essential parts of HR applications that has a direct impact on employee performance. Employees' knowledge is increased and updated through training, which leads to improved performance. Employee training is a valuable asset because if employees are competent, the company's performance will improve and deliver long-term advantages in comparison to its competitors.

### **Objectives of the Study**

1. To assess the impact of employee motivation on workplace performance in SIPCOT.
2. To determine the methods utilised to motivate SIPCOT employees.

### Research Methodology

This method of research is descriptive research, which entails describing and explaining a specific explanation. The purpose of descriptive research is to describe the current condition rather than to make judgements or interpretations about it. The current situation involves confirming the hypothesis that describes the current condition.

### Sample Size

The population for present study is the Aluminium, Pharma and Textile industries. A total of 150 people were requested to participate in the schedule filling. Proportionate stratified random sampling is used in this investigation. This sampling is concerned with getting and collecting information and data from the study's sample or unit that is readily available in SIPCOT.

### Socio Economic Profile of the Employees

The socio and economic profile of the employee were analyzed in terms of age, gender, marital status, nature of job, education, experience, income and nature of family and is presented in Table 1.01.

**Table 1.01**  
**Socio Economic Factors**

Profile of the Employees		No. of Employees	Percentage
Age	21 to 30 Years	14	9.33
	31 to 40 years	72	48.00
	41 to 50 years	47	31.33
	Above 50 years	17	11.33
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Gender	Male	126	84.00
	Female	24	16.00
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Marital status	Married	83	55.33
	Unmarried	67	44.67
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Employee Nature of Job	Chief/Senior Mangers	9	6.00
	Assistant Managers	23	15.33
	Shift Supervisor and Workers	118	78.67
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Education	Up to SSLC	5	3.33
	HSC	18	12.00
	ITI/Diploma	30	20.00
	Graduate and Post Graduate	63	42.00
	Engineering and Others	34	7.08
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Year of Service	Up to 7 years	36	24.00
	7 to 15 years	82	54.67

	16 to 25 years	23	15.33
	Above 25 years	9	6.00
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Average Monthly Salary	Up to Rs.15,000	26	17.33
	Rs.15,001 to Rs.20,000	67	44.67
	Rs.20,001 to Rs.30,000	35	23.33
	Above Rs.35,000	22	14.67
	<b>Total</b>	<b>150</b>	<b>100.00</b>
Nature of Family	Nuclear	70	46.67
	Joint family	80	53.33
	<b>Total</b>	<b>150</b>	<b>100.00</b>

Source:Primary Data

The Table 1.01 infers that 48.00 percent of the respondents are in the age category of 31 to 40 years age group. This category of the employees is predominant age group. Among the age group of 41 to 50 years constitute 31.33 percent and above 50 years constitute 11.33 percent and 21 to 30 years constitute 9.33 percent of the total of 150respondents.

Majority of the employees are male and it constitutes 84 percent and only 16 percent are female employees in the industries.

The marital status of married constitutes 55.33 percent and unmarried constitute 44.67 percent employees in the industries.

About 78.67 percent of the respondents are shift supervisor, followed by 15.33 percent assistant manager cadre and 6 percent are top level category of employees in the study

A highest of 42.00 percent of the employee education is Graduate and Post Graduate level, followed by 20 percent, ITI/Diploma level, 12 percent are Higher Secondary level, 7.08 percent are Engineering and Others and 3.33 percent are upto SSLC qualification.

The number of years of service is 54.67 percent of the employees are having 7 to 15 years of service; 24 percent of the employees are having up to 7 years of service, 15.33 percent of the employees are having 16 to 25 years of service and only 6 percent of the employees are having 25 years of service in the industry.

The income category represents 44.67 percent are in the income range of Rs.15,001 to Rs.20,000, 23.33 percent are in the income range of Rs.20,001 to Rs.30,000, 17.33 percent are in the income range of Rs.15000 and 14.67 percent are income range of above Rs. 35,000 as monthly salary.

The important family system of the respondents is joint family which constitutes 53.33 percent of the total respondents and rest of them are in the nuclear family system 46.67 percent.

**Table 1.02**  
**Motivational Factors**

S. No.	Variables	SA	A	N	DA	SDA	Total	Mean
1.	I am sufficiently motivated to deliver excellent results	64	50	14	18	4	150	2.68
		42.67	33.33	9.33	12.00	2.67	100.00	

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2.	Employees have the opportunity to communicate creative ideas to me	57	59	15	12	7	150	2.65
		38.00	39.33	10.00	8.00	4.67	100.00	
3.	I enjoy the challenge of achieving the aim / goal that has been set for me	40	73	12	15	10	150	2.52
		26.67	48.67	8.00	10.00	6.67	100.00	
4.	Workplace excellence is emphasised by management	21	91	12	19	7	150	2.44
		14.00	60.67	8.00	12.67	4.67	100.00	

Source: Primary Data

Table 1.02 shows that out of 150 respondents 42.67 percent of the employees strongly agree and 33.33 percent of the employees agree with motivation in the organisation is enough for good performance. The employees of 38.00 percent strongly agree and 39.33 percent agree with employees to convey creative ideas for the development of the organisation. The employees of 26.67 percent and 48.67 percent strongly agree and agree respectively with challenge in accomplishing my target and excellent at the work place. The employees of 14 percent and 60.67 percent strongly agree and agree respectively with workplace excellence is emphasised by management. It is concluded that the employee are agree with employee are sufficiently motivated to deliver excellent results while workplace excellence is emphasised by management is to need to be improve for employee good performance.

**Table 1.03**  
**Employee Performance**

S. No.	Variables	SA	A	N	DA	SDA	Total	Mean
1.	Industry has a well-functioning performance assessment system	69	62	5	2	12	150	4.16
		46.00	41.33	3.33	1.33	8.00	100.00	
2.	The results of the performance evaluation are reviewed with the appraisers, and suggestions are made to improve our performance in the future	62	69	4	9	6	150	4.15
		41.33	46.00	2.67	6.00	4.00	100.00	
3.	Individual or team performance is strongly influenced by the appraisal system	65	67	4	4	10	150	4.15
		43.33	44.67	2.67	2.67	6.67	100.00	
4.	The appraisal method has considerably aided me in	70	61	7	6	6	150	4.22
		46.67	40.67	4.67	4.00	4.00	100.00	

growing and developing my profession								
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**Source:** Primary Data

Table 1.03 indicates that out of 150 respondents 46 percent strongly agree and 41.33 percent agree with performance appraisal system in the organisation. About 41.33 percent strongly agree and 46.00 percent agree with the performance evaluation are reviewed with the appraisers and suggestions are made to improve our performance in the future. The employees of 43.33 percent strongly agree and 44.67 percent agree with individual or team performance is strongly influenced by the appraisal system. The employees of 46.67 percent strongly agree and 40.67 percent agree with appraisal method has considerably aided me in growing and developing my profession. It is concluded that appraisal considerably help to growing and developing profession has a strong impact on the performance.

**Hypothesis**

*There is no association between motivational factors in the organisation and performance of the employees.*

**Table 1.04**  
**Chi-Square Tests for motivation and Industry has a Well-Functioning Performance Assessment System**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.896 <sup>a</sup>	16	.001
Likelihood Ratio	30.730	16	.015
Linear-by-Linear Association	9.160	1	.002
N of Valid Cases	150		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .11.			

**Source:** Computed from Primary Data

The calculated Pearson Chi-Square value of 38.896 is significant at five percent level. Hence, the stated hypothesis of “There is no association between motivational factors in the organisation and performance of the employees” is rejected. It is concluded that the motivational factors increase the employee performance through well function assessment in the organisation.

**Table 1.05**  
**Chi-Square Testsfor Motivation and Performance Evaluation Improve Our Performance In The Future**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.759 <sup>a</sup>	16	.002
Likelihood Ratio	28.412	16	.028
Linear-by-Linear Association	7.412	1	.006
N of Valid Cases	150		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .19.			

**Source:** Computed from Primary Data

The calculated Pearson Chi-Square value of 36.759 is significant at five percent level. Hence, the stated hypothesis of “There is no association between motivational factors in the organisation and performance of the employees” is rejected. It is concluded that the motivational factors increase the employee performance through performance evaluation improve our performance in the futureassessment in the organisation.

**Table 1.06**  
**Chi-Square Testsfor Motivation and Individual or Team Performance is Strongly Influenced the Appraisal System**

	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
Pearson Chi-Square	40.607 <sup>a</sup>	16	.001
Likelihood Ratio	32.615	16	.008
Linear-by-Linear Association	13.167	1	.000
N of Valid Cases	150		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .27.			

**Source:** Computed from Primary Data

The calculated Pearson Chi-Square value of 40.607 is significant at five percent level. Hence, the stated hypothesis of “There is no association between motivational factors in the organisation and performance of the employees” is rejected. It is concluded that the motivational factors increase the employee performance through individual or team performance is strongly influenced by the appraisal systemassessment in the organisation.

**Table 1.07**  
**Chi-Square Testsfor Motivation and Appraisal Method Aided to Growing and Developing the Profession**

	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
Pearson Chi-Square	32.448 <sup>a</sup>	16	.009
Likelihood Ratio	30.250	16	.017
Linear-by-Linear Association	7.575	1	.006
N of Valid Cases	150		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .19.			

**Source:** Computed from Primary Data

The calculated Pearson Chi-Square value of 32.448 is significant at five percent level. Hence, the stated hypothesis of “There is no association between motivational factors in the organisation and performance of the employees” is rejected. It is concluded that the motivational factors increase the employee performance through appraisal method has considerably aided me in growing and developing my profession in the organisation.

### **Suggestions**

The first thing that industry must realise is that motivation is a process that is most successful when it is ongoing, and this must be communicated to top and middle management. industry must

understand and clear any thoughts that may obstruct the motivation process, such as: money is the only thing that can motivate employees; fear can be used to achieve results; and, at the same time, SIPCOT industry must understand that increased job satisfaction does not imply increased job performance.

Aluminium, Pharma and Textile, according to some respondents, might be viable motivating influences, although respondents could not explicitly say that these forces had a direct impact on motivation. These three industries, according to respondents, have an influence on motivation because they improve the physical environment in which workers operate. The rationale offered was that improving the physical working environment improves employee well-being, emotions, and encouragement, which has an influence on motivation. Because they were uninterested in the physical surroundings, several of the respondents did not agree with this assertion.

### **Conclusion**

The goal of this study is to look at the link between employee motivation and performance, the relationship between intrinsic incentives and employee motivation and performance, and the relationship between employee perceived training efficacy and employee motivation. Tamil Nadu SIPCOT is an excellent location for employee motivation. Individuals working in B2B (business to business) segments stated that they were driven by the autonomy and freedom they were given at work, as well as the responsibility and position and duties they were given by management.

Employee motivation and performance, intrinsic reward, and employee perceived training efficacy are all key variables in this study. A series of multi-item instruments based on past empirical research were utilised to capture the dimensions of these variables. The essential data for the study was gathered from the employees of SIPCOT. According to their comments, they were given training courses, but they did not use them in their regular training because they thought they were ineffective. They were dissatisfied with the instruction they received from SIPCOT industrial units.

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