

Employees Motivation Towards Automobile Industry In Sipcot Chennai Region, Tamil Nadu – A Successful Remote Key

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Abstract-

Every organisation is motivating some goals. The objective is to find out the level of employee motivation and the relationship between the employee motivations on performance of the Automobile industry at Chennai. The study was conducted by taking 400 employees who are belonging to the Chennai. The random sampling method was used in this study and also the surveying method used to collect the data. The programmes of employee motivation as evolved by job design, performance evaluations, rewards, job evaluations, compensation benefit, discipline. The success of employee motivation programmes evolved and analyzed. The study has implemented for more effective motivation among the employee in automobile industry. More employees should be encouraged to work together and increase the performance of organizations leads to successful motivation of employee.

Keywords: *Employee Motivation, Organizational Performance, Automobile Industry*

INTRODUCTION

Each and every organizations ultimate goal is to develop and achieve highest output. Motivation plays a vital role for all level of employees working betterment. Better motivation always encourages the employees to achieve and contribute to accomplish the particular task. The motivation should be downward and upward so all kinds of employees can generate their ideas to development organizational activity and also the organization must provide financial and non financial motivation without indifferent way. The employee motivation is an internal encouraging and support that is satisfied through an external expression of interest. The motivation should be positive not piecemealed; hence the employees have adopted any kind of critical situation in the organization.

STATEMENT OF THE PROBLEM

Various researches revealed massive benefits of motivations such as variable influencing trust between employees and organization through the performance. Now the automobile industry has been facing lot of challenges and difficulties to facilitate the functional activities according to the emerging situation and also industry not allotted the expert motivator in each and every critical situation so the employees lacking the successful remote key of motivation and performance for this purpose the researcher identified various

influencing and implementation of motivation and performance of organization and suggestions to make effectiveness of automobile industry in and around Chennai.

SCOPE OF THE STUDY

Motivation is paying vital role in each and every organizational performance and also suggests all level of employees performing their responsibilities in the organizations. This study focused on motivation and outcome of organization. The study has selected automobile industry and made an attempt to great deal of interest in investigating the impact of employee motivation on performance of employees within the organization on similar motivational keys factors. The ultimate increase in production is achieved through the performance of employee who is engaged in the Automobile industry in SIPCOT Chennai region.

RESEARCH METHODOLOGY

Objective of the study

- ✓ To examine the employee motivation prevailing in the Automobile industry in Chennai.
- ✓ To analyze the relationship between employee motivation and employee performance of the Automobile industry in Chennai.

Hypothesis of the study

- ❖ There is no significant difference towards Employee Motivation with respect to education group.
- ❖ There is no relationship between Employee Motivation and organizational performance of the Automobile industry in Chennai.

Sampling Technique and Sample Size

Under this technique Multi-stage random sampling was adapted respondents are selected based on systematic random sampling technique. Totally, 600 sample respondents are approached to participate in this study. Out of 600 sample respondents, 423 responses are eligible for further analysis. Hence, a sample of 400 is considered for this study. The sample areas were State Industries Promotion Corporation of Tamil Nadu Ltd. (SIPCOT) of in around Chennai city of Automobile industry.

Procedure

Primary data were collected from automobile industry in and around Chennai, Tamil Nadu, India. The respondents were lower-level management staff members who were working in regular employees in the company. The questionnaires were given to employees who come under the sample and oral instructions were given clearly. The filled in questionnaires were received back from their working spot and processed further.

Tools for Data Analysis

The statistical tools ANOVA and Correlation are used for analyzing data.

Limitations of the study

The study has certain limitations. One of the important limitations are that there are number of Industrial Parks Developed by State Industries Promotion Corporation of Tamil Nadu Ltd (SIPCOT), whereas the present study is confined only to Chennai SIPCOT Region. Another limitation is that the researcher has confined his study area to Automobile industry alone in Chennai SIPCOT Region. Thus, the results and findings can be generalized only to Automobile industry at SIPCOT Chennai.

ANALYSIS AND INTERPRETATION

Table-1: Employees opinion among Education groups with respect to Employee Motivation

Dimensions	Education	N	Mean	SD	F	P
Supervisory Support	Up to HSC	84	3.4535	.45276	7.680	.000
	Technical	37	3.5058	.49484		
	Graduates	204	3.4491	.43323		

	Post graduates	75	3.5048	.50807		
	Total	400	3.5248	.46564		
Work Environment	Up to HSC	84	3.3184	.47103	2.386	.068
	Technical	37	3.4612	.50733		
	Graduates	204	3.4555	.45254		
	Post graduates	75	3.4760	.50718		
	Total	400	3.4519	.47404		
Autonomy	Up to HSC	84	3.3404	.48385	2.613	.058
	Technical	37	3.5615	.47739		
	Graduates	204	3.4237	.48029		
	Post graduates	75	3.5173	.49941		
	Total	400	3.4877	.48638		
Opportunities Advancement	Up to HSC	84	3.3793	.49473	2.610	.044
	Technical	37	3.3308	.52283		
	Graduates	204	3.4959	.48873		
	Post graduates	75	3.5715	.54333		
	Total	400	3.4807	.50617		
Overall employee motivation	Up to HSC	84	3.3875	.42914	3.894	.027
	Technical ³	37	3.4568	.54751		
	Graduates	204	3.3442	.48458		
	Post graduates	75	3.5844	.48869		
	Total	400	3.4521	.48353		

Source: primary data

Education group obtained F value Supervisory Support ($F = 7.680$ and $p = .000$); Work Environment ($F = 2.386$ and $p = .068$); Autonomy ($F = 2.613$ and $p = .058$); Opportunities Advancement ($F = 2.610$ and $p = .044$) and Overall Employee motivation ($F = 3.894$ and $p = .027$) Hence, the p values are greater than 0.05, so the null hypotheses are accepted and not significance.

From this one-way ANOVA result, it is identified that education group' do not differ with the employee motivation factors towards successful remote key of automobile industry in Chennai. The employee motivation of four different education group showed that they do not differ through the employee motivation. It is noted that one-way ANOVA result shows that highly influence employee motivation with respect to education group of automobile industry in Chennai

Table-2: Relationship between Employee motivation and Employee performance

Variables	Employee Performance	
	R	p
Supervisory Support	0.658	0.001
Work Environment	0.573	
Autonomy	0.636	
Opportunities Advancement	0.680	
Employee motivation	0.549	

Source: primary data

The Pearson correlation test was run on a sample of 400 employees to know the relationship between dimensions of Employee motivation and Employee performance Automobile industry in Chennai.

Employee motivation factor shows moderate level positive correlation with Organizational performance. The analysis found p value is 0.000 and significant at 1% percent level of significance. Correlation coefficient is 0.658, 0.573, 0.636, 0.680 and 0.549 Hence, it can be concluded that there is relationship between employee motivation and Employee performance among employee of automobile industry in Chennai. Employee motivation factor is positive its direction towards the Employee performance. The table indicates that the Employee motivation factors correlated with the Employee performance towards successful remote key of automobile industry in Chennai.

CONCLUSION

The article tries to find out the impact of employee motivation and its relationship with the employee performance in automobile industries in SIPCOT, Chennai. Objective of this study is reached through proper methodology. Sample size is 400 in and around were obtained through Multi-Stage random sampling technique in Automobile industry State Industries Promotion Corporation of Tamil Nadu Ltd (SIPCOT) in Chennai. Researcher designed questionnaire is with 5-point scale in the continuum of agreeing. It could be observed that the employee motivation and performance of employee in different factors related aspect of performance. The study found that the employees of automobile industries have moderate level of perception about their employee motivation in Automobile industry. This study concluded that the management to reach successful remote key of motivation in the present environment is directed at altering both the structures and functions within Automobile industries which involve moderate level of motivation in successful remote key in Automobile industry.

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