

**A STUDY ON IMPACT OF MOTIVATIONAL FACTORS ON EMPLOYEE  
PERFORMANCE AT PASUPALA FOODS PVT., LTD., ANANTAPUR**

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**ABSTRACT:**

Effective employee performance plays a pivotal role in propelling organizational achievements, underscoring the significance of comprehending the catalysts that drive optimal employee output. This document offers an all-encompassing exploration of existing scholarly works pertaining to the influence of motivational elements on employee performance. The research endeavour seeks to amalgamate established studies to yield a deeper understanding of the intricate interplay between motivational determinants and the eventual outcomes on employee performance.

This research endeavour immerses itself in the distinct milieu of Pasupala Foods private Ltd., unfurling an exploration into the profound repercussions of motivational catalysts on employee efficacy within the enterprise. The significance of employee performance takes centre stage as an axle upon which the company's triumph rotates, accentuating the imperative to apprehend the distinct variables that kindle optimal performance in this singular organizational backdrop.

Motivational triggers can be classified into intrinsic and extrinsic categories, both exerting an impact on employee performance. Intrinsic elements encapsulate dimensions like contentment derived from work, the sense of purpose in tasks, and chances for honing skills. In contrast, extrinsic factors encompass remuneration, acknowledgment, and avenues for professional progression. The interweaving of these factors fosters a kinetic motivational milieu, which subsequently influences employee involvement and dedication to their responsibilities. Furthermore, the examination delves into an array of motivational frameworks, encompassing Maslow's hierarchical prerequisites, Herzberg's dual-component hypothesis, Self-Determination Theory, and similar paradigms. This inquiry seeks to unveil the intrinsic psychological machinery propelling employee drive. The outcomes derived from this investigation furnish a distinct comprehension of the exclusive interplay between motivational constituents and employee efficiency within the precincts of Pasupala Foods private Ltd. This, in turn, holds the potential to elevate comprehensive employee performance and bolster the overall effectiveness of the establishment. Consequently, this study presents an invaluable asset for both Pasupala Foods private Ltd. and akin enterprises, furnishing them with guidance to tailor strategies that cultivate a workforce that is not only motivated but also attains remarkable levels of accomplishment.

**KEY WORDS:** Employee Performance, Pasupala Foods, Motivational Factors.

**INTRODUCTION:**

Motivation stands as the cornerstone within any organization, irrespective of its public or private nature. The triumph of an organization hinges significantly upon motivation's influence. At its core, the term "motivation" derives from the concept of "motive" (Asensio-Cuesta, 2012), encompassing the wants, desires, and needs of individuals. Employee motivation, the process of guiding staff members, involves the provision of bonuses, accolades, and incentives, all geared towards achieving the organization's overarching objectives.

Motivation's paramount significance resonates in its contribution to outcome-focused organizational management, facilitating the establishment of well-defined objectives coupled with effective communication strategies. Regarding employee performance, Koontz et al. (1990) assert that it hinges on the degree to which employees proficiently and proficiently pursue the company's overall goals and objectives. They further emphasize that an employee's performance assessment could

encompass factors such as absenteeism levels, the volume and Caliber of reports produced, and punctuality in commencing and completing duties.

**DEFINITION:**

Motivation involves endeavouring to sway others to align with your intentions by presenting the prospect of rewards.

**NEED OF THE STUDY:**

Employees are not motivated solely by money and employee behaviour is linked to their attitude. Any institution faces the challenges of the retention, a high cost of recruitment, training, rising competition by government and high rate of technological growth. Also, from the perspective of employees, they feel de- and overworked. At this context, there is a requirement to invigorate employee's motivational factors, perception and their impact on employee performance.

**SCOPE OF THE STUDY:**

The investigation focuses on the impact of motivation on the performance of employees, probing the correlation connecting motivation and employee performance of MATHA PASUPALA FOODS PVT LTD, Anantapur branch only.

**OBJECTIVES OF THE STUDY:**

- To identify the motivational factors of employees at PASUPALA FOOD PVT LTD.
- To know the employee perception on motivational factors at PASUPALA FOODS PVT LTD.
- To study the impact of motivational factors on employee performance.

**SOURCE OF DATA:**

This study is completely based on both Primary and Secondary data of MATHA PASUPALA FOODS PVT LTD.

- The primary data is collected using questionnaires.
- The secondary data is collected through literature published in journals, articles, magazines and websites.

**HYPOTHESIS:**

H0: There is no impact of motivational factors on employee performance.

H1: There is an impact of motivational factors on employee performance.

**TOOLS AND TECHNIQUES: TOOLS:**

- Averages and percentages
- Bar Charts
- Graphs
- histograms

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- Correlation
- Multiple Regression

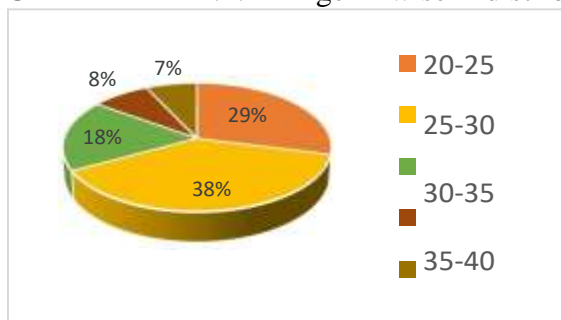
**LIMITATIONS OF THE STUDY**

- This study will be limited to a single organisation at PASUPALA FOOD PRODUCTS PVT LTD.
- The process of collection the questionnaire proved to be challenging because some respondents failed to complete the questionnaire on time.
- This study is limited to time period of 45 days only.

**TABLE 4.1. Age wise distribution of employees**

Age	No. of respondents	percentage
20-25	35	29%
25-30	45	38%
30-35	22	18%
35-40	10	8%
above 40	8	7%
total	120	100%

**GRAPH 4.1. Age wise distribution of employees**



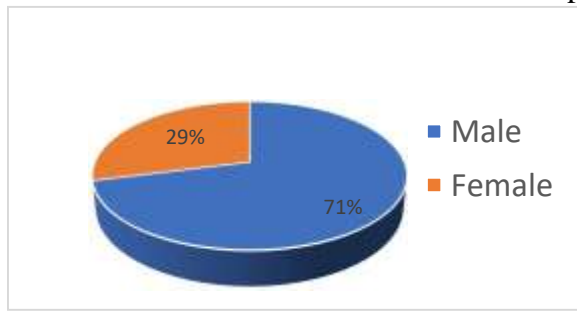
**INTERPRETATION:**

Based on the above chart it shows that 29% were aged 20-25, 38% were aged 25-30, 18% were aged 30-35, 8% were 35-40 and 7% were aged above 40 years old.

**TABLE 4.2. Gender wise distribution of employees**

Gender	No. of responses	Percentage
Male	85	71%
Female	35	29%
Total	120	100%

**GRAPH 4.2. Gender wise distribution of employees**



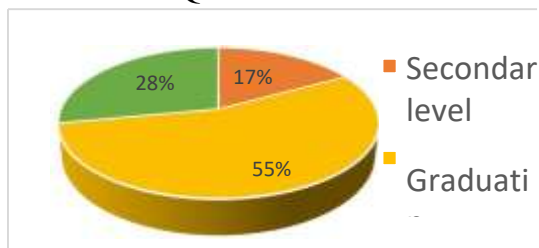
**INTERPRETATION:**

From the above chart it is observed that there are more male employees (71%) than female employees (29%) it shows that there is a gender disparity in the company.

**TABLE 4.3. Qualification wise distribution of employees**

Particulars	No. of Respondents	Percentage (%)
Secondary level	20	17%
Graduation	66	55%
Post graduation	34	28%
Total	120	100

**GRAPH 4.3. Qualification wise distribution of employees**



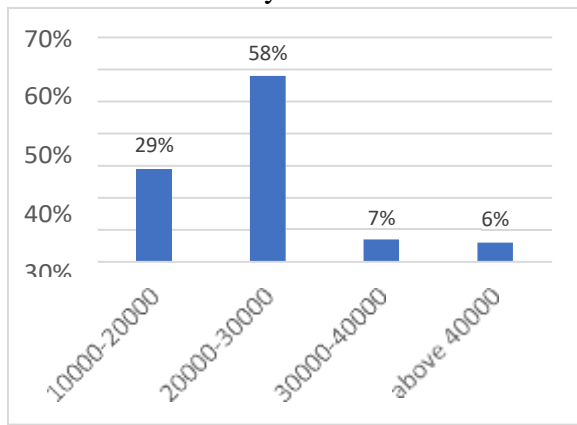
**INTERPRETATION:**

Based on the above chart it shows that 16.6% were secondary level, 55% were graduated remaining 28.3% were post graduated.

**TABLE 4.4. Monthly income wise distribution of employees**

particulars	No. of respondents	percentage
10000-20000	35	29%
20000-30000	70	58%
30000-40000	8	7%
Above 40000	7	6%
Total	120	100%

**GRAPH 4.4 Monthly income wise distribution of employees**



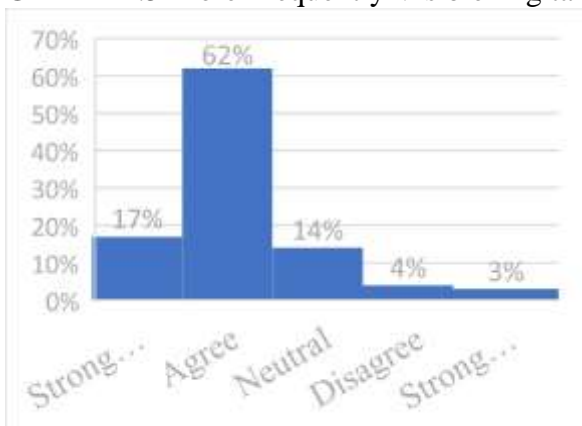
**INTERPRETATION:**

From the above graph 29% of the respondents are having an income range of 10000-20000 per month, 58% of the respondents are having an income range of 20000-30000 per month, 7% of the respondents are having an income range of 30000-40000 per month and remain 6% of the respondents are having income above 40000 per month.

**TABLE 4.5 Top management is interested in motivating the employees**

particulars	No. of respondents	percentage
Strongly agree	20	17%
Agree	75	62%
Neutral	16	14%
Disagree	5	4%
Strongly disagree	4	3%
Total	120	100%

**GRAPH 4.5 More Frequently Visible Digital Marketing Advertisement Tool to you**



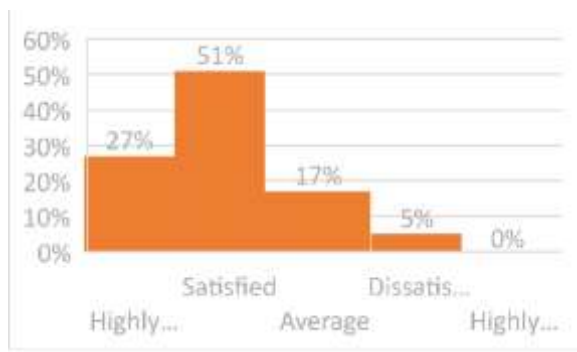
**INTERPRETATION:**

From the above graph it shows that 79% of employees are agree the statement, 14% of employees are neutral and remaining 7% of employees are disagree the statement of “Top management is interested in motivating the employees.

**TABLE 4.6.** Level of satisfaction with the working culture of the organisation

Particulars	No. of Respondents	Percentage
Highly satisfied	32	27%
Satisfied	62	51%
Neutral	20	17%
Dissatisfied	6	5%
Highly dissatisfied	0	0
Total	120	100%

**GRAPH 4.6.** In Social media marketing which type of advertisements will attract you more



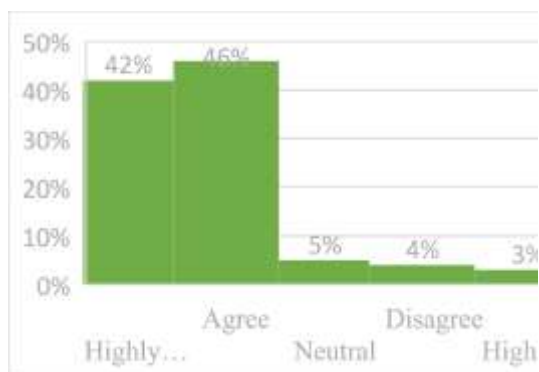
**INTERPRETATION:**

From the above graph shows that level of satisfaction with working culture of the organisation in that ,78% of employees are satisfied,17% of employees are average and remaining 5% of employees are dissatisfied with working culture of the organisation.

**TABLE 4.7.** Incentives and other benefits will influence the employee performance

Particulars	No. of Respondents	Percentage
Highly satisfied	50	42%
Satisfied	55	46%
Neutral	6	5%
Dissatisfied	5	4%
Highly dissatisfied	4	3%
Total	120	100%

**GRAPH 4.7. Incentives and other benefits will influence the employee performance**



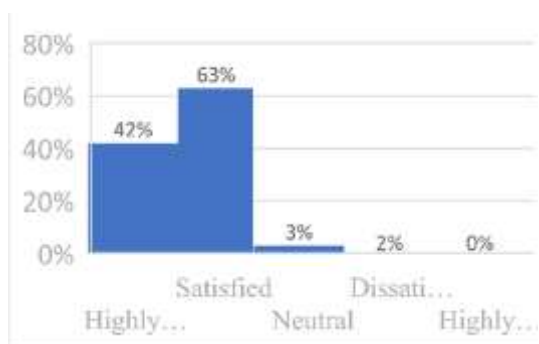
**INTERPRETATION:**

Based on the above graph it is shown that 88% of employees agree incentives and other benefits will influence the employee performance, 5% of employees are neutral and remaining 7% of employees are highly disagree the statement.

**TABLE 4.8. Employee satisfaction with incentives provided by the organisation**

Particulars	No. of Respondents	Percentage
Highly satisfied	30	25%
Satisfied	80	67%
Neutral	5	4%
Dissatisfied	5	4%
Highly dissatisfied	0	0%
Total	120	100%

**GRAPH 4.8. Employee satisfaction with incentives provided by the organisation**



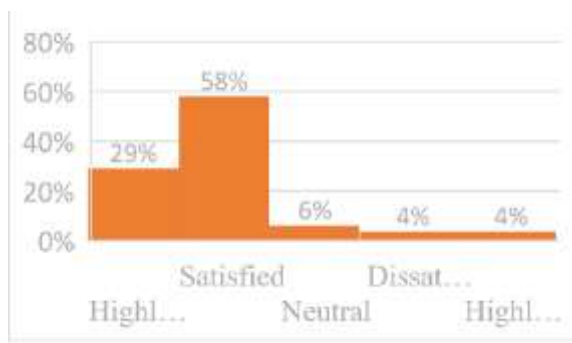
**INTERPRETATION:**

From the above graph it is observed that the level of satisfaction of employees with incentives provided by the organisation is that 93% of respondents are satisfied with incentives, 4% of respondents are neutral and remaining 3% of employees are dissatisfied with incentives provided by the organisation.

TABLE 4.9. Promotion opportunities in the organisation

Particulars	No. of Respondents	Percentage
Highly satisfied	35	29%
Satisfied	70	58%
Neutral	7	6%
Dissatisfied	5	4%
Highly dissatisfied	3	3%
Total	120	100%

GRAPH 4.9. Promotion opportunities in the organisation



**INTERPRETATION:**

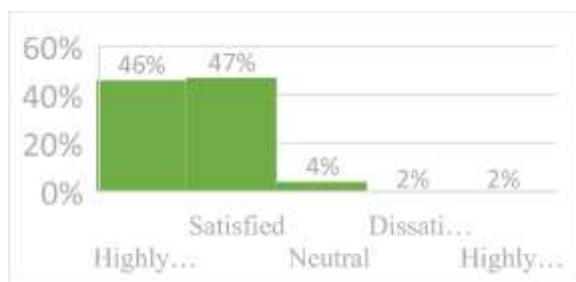
From the above graph shows that, the 87% of employees are satisfied with promotion opportunities, 6% of employees are neutral and remaining 7% of employees are dissatisfied with promotion opportunities in the organisation.

TABLE 4.10. Salary structure

Particulars	No. of Respondents	Percentage
Highly satisfied	55	46%
Satisfied	56	47%
Neutral	5	4%
Dissatisfied	2	2%
Highly dissatisfied	2	2%
Total	120	100%



GRAPH 4.10. Salary structure



**INTERPRETATION:**

From the above graph shows that, the 93% of employees are satisfied with salary structure in the particular organisation, 4% of employees are neutral and remaining 4% of employees are dissatisfied with the salary structure in the organisation.

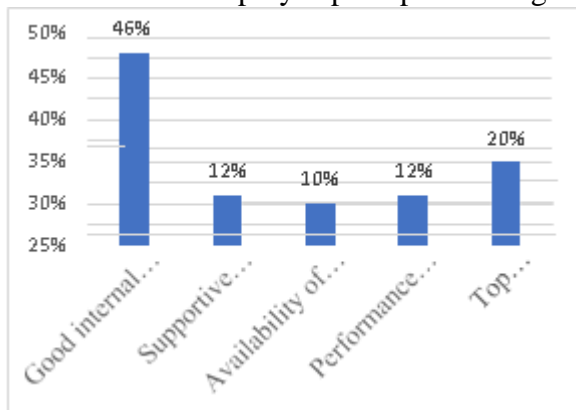
TABLE 4.11. Employee perception of a good/healthy organisation climate

Particulars	No. of Respondents	Percentage
Good internal communication	55	46%
Supportive organisational culture	15	12%
Availability of professional development opportunities	12	10%
Performance based evaluation	14	12%
Top management's regard for employee's growth	24	20%
Total	120	100%

The above graph it is observed that employee perception of good/healthy organisation climate , 46% of employees perception is towards good internal communication ,12% of employees perception is towards supportive organisational culture , 10% of employees perception is towards availability of professional development opportunities , 12 % of employees perception is towards performance based evaluation and remaining 20% of employees perception is towards top management's regard for employee's growth.

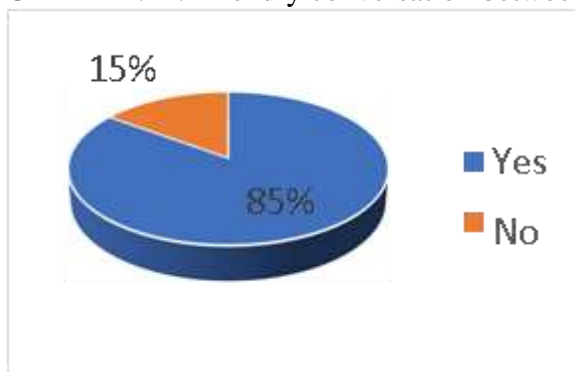
TABLE 4.12.: Friendly conversation between top level and bottom level management

GRAPH 4.11. Employee perception of a good/healthy organisation climate



INTERPRETATION:

GRAPH 4.12. Friendly conversation between top level and bottom level management



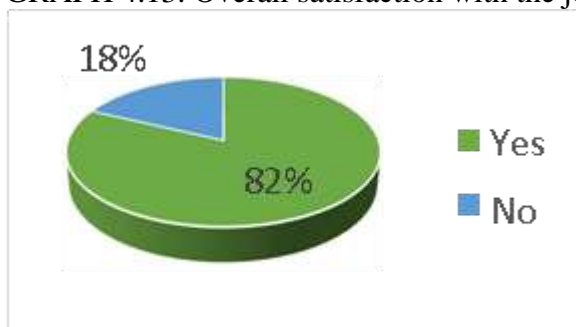
INTERPRETATION:

From the above chart it is observed that 85% of employees are maintains conversation between top- and low-level management and remaining 15% of employees are not aware of it.

TABLE 4.13. Overall satisfaction with the job

Particulars	No. of Respondents	Percentage
Yes	102	85%
No	18	15%
Total	120	100%

GRAPH 4.13. Overall satisfaction with the job



**INTERPRETATION:**

From the above chart shows that, 82% of employees are satisfied with their job and remaining 18% of employees are not satisfied with their job in the organisation.

**MULTIPLE REGRESSION HYPOTHESIS TESTING:**

**Descriptive Statistics**

	Mean	Std. Deviation	N
performance	1.8167	.95251	120
incentives	1.6417	.61897	120
promotion	1.9333	.88625	120
salary	1.6667	.78144	120

**Correlations**

		performance	incentives	promotion	salary
Pearson Correlation	performance	1.000	.885	.931	.933
	incentives	.885	1.000	.799	.915
	promotion	.931	.799	1.000	.866
	salary	.933	.915	.866	1.000

**INTERPRETATION:**

From the above table it is clear that, performance and performance have perfect correlation (1.000), performance has also perfectly correlated with incentives (0.885), promotion (0.931) and salary (0.933). incentives have perfectly correlated with incentive (1.000), performance (0.885) and salary (0.915). incentives have highly correlated with promotion (0.799). promotions and promotions have perfectly correlated with promotions (1.000) and performance (0.931) and salary (0.866) are also perfectly correlated with promotions. Incentives (0.799) has highly correlated with promotion. Salary has perfectly correlated with salary (1.000) and also perfectly correlated with performance (0.933), incentives (0.915) and promotion (0.866).

**Model Summary<sup>a</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.968 <sup>a</sup>	0.936	0.935	0.2	0.936	570.18	3	116	0

a. Predictors: (Constant), salary, promotion, incentives  
 b. Dependent Variable: performance

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1 (Constant)	-.350	.067		-5.260	.000	-.482	-.218						
incentives	.266	.089	.173	2.982	.003	.089	.443	.885	.267	.070	.163	6.151	
promotion	.523	.050	.487	10.416	.000	.424	.623	.931	.695	.244	.251	3.991	
salary	.431	.085	.354	5.069	.000	.263	.599	.933	.426	.119	.113	8.882	

The "R Square," constituting the coefficient of determination, encapsulates the ratio of the variance within the dependent variable (employee performance) that can be comprehended through the predictor variables. In this scenario, approximately 93.6% of the variations exhibited within employee performance can be attributed to the influence of the predictors.

#### EVALUATING EACH OF THE INDEPENDENT VARIABLES

This element illustrates the individual input of the independent variables in forecasting the dependent variable. This valuable insight is retrievable within the output section titled Coefficients, specifically under the Standardized Coefficients, denoted by the column marked Beta.

#### EVALUATING THE MODEL

Within the Model Summary section, the R Square parameter delineates the extent to which the fluctuations in the dependent variable (employee performance) find elucidation within the model framework. This model encompasses the elements of incentives, promotion opportunities, and salary structure. In this instance, the recorded value stands at .936. When translated into a percentage, this signifies that the model, encompassing incentives, promotion opportunities, and salary structure, effectively unravels 93.6% of the variations in employee performance.

In this ensemble of predictors, the factor of promotion opportunities within the organization stands out with a distinctive impact on employee performance, amounting to 48.7%. Subsequently, the salary structure emerges as another influential determinant, contributing significantly to employee performance at a rate of 35.4% (as per the standardized Beta value).

#### DECISION:

In this instance, given that the p- value affiliated with the F-statistic stands below the conventional threshold of significance at .05 (specifically,  $.000 < .05$ ), a conclusion can be drawn from both the anova table and model summary. In response, the null hypothesis can be discarded in favour of the alternative hypothesis. This outcome underscores the presence of compelling evidence, suggesting that the array of predictors comprising incentives, promotion opportunities, and salary structure, significantly influences the dependent variable—employee performance.

Henceforth, the null hypothesis can be confidently rejected, leading to the deduction that the predictors embedded within the regression model, namely incentives, promotion opportunities, and salary structure, exert a statistically meaningful impact on the dependent variable—employee performance.

#### FINDINGS:

- In this research, 29% were aged 20-25, 38% were aged 25-30, 18% were aged 30-35, 8% were 35-40 and 7% were aged above 40 years old. There are more male employees (71%) than female employees (29%) it shows that there is a gender disparity in the company.
- From this study ,17% were secondary level, 55% were graduated remaining 28% were post graduated. It is observed that 65% of the respondents are working from below 5 years. Whereas a smaller percentage (35%) of respondents are working from more than 5 years.
- From this research, 29% of the respondents are having an income range of 10000-20000 per month,58% of the respondents are having an income range of 20000-30000 per month,7% of the respondents are having an income range of 30000-40000 per month and remain 6% of the respondents are having income above 40000 per month.
- In this research, Level of satisfaction of the employee with the working culture of the organisation 78% of employees are satisfied. Motivational factors are present in organisation climate, most of the responses (21%) towards job satisfaction.
- Incentives and other benefits provided by the organisation will influence the employee performance, based on the result 88% of employees are highly agree.
- Employee satisfaction with incentives provided by the organisation 92% of employees are satisfied, Salary structure of the organisation based on the employee satisfaction 93% of employees are satisfied with the salary structure in the organisation and Promotion opportunities in the organisation provided to the employees, based on the data 82% of employees are Satisfied.
- it was observed that employee

perception of good/healthy organisation climate, majority of employees (46%) perception is towards good internal communication and 20% of employees' perception is towards top management's regard for employee's growth.

- The above graph shows that, which are the things that employee like best in workplace, in that 28% of employees are likes towards leadership style, 29% of employees are likes towards salary.
- Based on the research 85% of employees are maintains conversation between top- and low-level management and remaining 15% of employees are not aware of it.

#### **SUGGESTIONS:**

- The organization is tasked with upholding effective communication channels with its workforce and deploying strategies to enhance productivity within the realm of food manufacturing.
- Introduce consistent employee feedback surveys as a means of evaluating employee contentment, pinpointing avenues for enhancement, and capturing insights into employee preferences and apprehensions.
- Present tailored training initiatives, job rotations, and mentorship prospects to foster employees' professional advancement. By highlighting avenues for professional growth, the organization can elevate employee involvement and bolster staff retention.
- Elevate the prevailing incentive framework by infusing performance- driven incentives. Establish a framework wherein employees garner acknowledgment and rewards in correspondence to their individual and collaborative accomplishments. This approach holds the potential to escalate motivation, engagement, and overall organizational performance.

#### **CONCLUSION:**

The results indicate a positive correlation between elevated salaries, frequent promotions, and augmented incentives, all of which correspond to heightened performance levels. The confluence of these variables distinctly accounts for a substantial portion of the performance variability, underscored by the minimal standard error of the estimation.

Channel resources towards initiatives that foster professional development, bolstering employees' evolution and skill augmentation. This endeavour may encompass hosting seminars, training modules, and offering reimbursements for educational pursuits, thereby instigating a culture of continuous learning and professional growth. Establish clear pathways for career advancement, furnishing opportunities for the acquisition of novel competencies. This holistic approach amplifies job satisfaction and nurtures enduring loyalty towards the organization