

A STUDY ON EMPLOYEE MOTIVATION ON HERO MOTOCORP - HYDERABAD

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ABSTRACT

Employees are the heart of any organization. For any organization to operate smoothly and without any interruption, employee cooperation cannot be replaced with anything else. It is of utmost importance that the employees of an organization not only have a good relationship with the top management, but also, they maintain a healthy and professional relationship with their coworkers. The following study is self-conducted research on how motivational tools impact the performance of employee for betterment. The study also focused on de-motivation factors affecting employee performance negatively. A sample of individuals was selected and was interviewed with self-administrated questionnaire to obtain primary data. The data were analyzed using descriptive statistical analysis methods. The results obtained indicate that if employees are positively motivated, it improves both their effectiveness and efficiency drastically for achieving organizational goals.

Key Words: - Employee Motivation, Importance, Performance.

1. INTRODUCTION

It has been broadly defined as the "psychological forces that determine the direction of a person's behavior in an organization, a person's level of effort and a person's level of persistence". Also, "Motivation can be thought of as the willingness to expend energy to achieve a goal or a reward. Motivation at work has been defined as 'the sum of the processes that influence the arousal, direction, and maintenance of behaviors relevant to work settings.'" Motivated employees are essential to the success of an organization as motivated employees are generally more productive at the work place.

Motivation is the impulse that an individual has in a job or activity to reaching an end goal. There are multiple theories of how best to motivate workers, but all agree that a well-motivated work force means a more productive work force. Human Resource Management (HRM) is a management function that helps organizations to recruit, select, train, and develop members in an organization. Only human resource management is obviously one function which is concerned with peoples dimension in organization.

1.1 NEED OF THE STUDY:

Addressing the needs for employee motivation at Hero MotoCorp involves ensuring competitive compensation and benefits, such as salaries, health insurance, and bonuses, along with providing career development opportunities through training programs, clear career paths, and mentorship. Emphasizing work-life balance with flexible work hours, remote work options, and generous leave policies is crucial. Recognition and reward systems, including performance recognition, incentive programs, and formal awards, are essential for motivating employees. Creating a healthy work environment with safe, clean workspaces, mental health support, and team-building activities fosters collaboration. Effective communication through transparent channels, regular feedback sessions, and involving employees in decision-making enhances engagement.

1.2 SCOPE OF THE STUDY:

The study on employee motivation at Hero MotoCorp will be conducted across multiple locations, including the main manufacturing plants in Gurgaon, Dharuhera, and Haridwar, as well as corporate offices in New Delhi. The timeframe for this study spans six months, from August 2024 to January 2025, allowing for comprehensive data collection and analysis. The functional scope will cover a diverse range of departments, encompassing production workers, middle management, and administrative staff, ensuring a holistic understanding of motivational factors across different employee categories within the organization.

1.3 OBJECTIVE OF THE STUDY

1. To study the important factors which are needed to motivate the employees.
2. To study the effect of monetary and non-monetary benefits provided by the organization on the employee's performance
3. To study the effect of job promotions on employees.
4. To learn the employee's satisfaction on the interpersonal relationship exists in the organization.
5. To provide the practical suggestion for the improvement of organization's performance.

2. REVIEW OF LITERATURE

Maslow's Hierarchy of Needs (1943): Abraham Maslow's theory posits that human motivation is driven by a hierarchy of needs, starting from physiological needs to self-actualization. In the context of Hero MotoCorp, meeting basic needs (fair wages, safe working conditions) is foundational before higher-level needs (recognition, career development) can be addressed.

Herzberg's Two-Factor Theory (1959): Frederick Herzberg's model distinguishes between hygiene factors (salary, company policies) that prevent dissatisfaction and motivators (recognition, responsibility) that drive satisfaction and motivation. This theory suggests that Hero MotoCorp should not only provide adequate compensation but also focus on enhancing job enrichment and employee recognition.

Vroom's Expectancy Theory (1964): Victor Vroom's theory emphasizes the role of expectancy, instrumentality, and valence in motivating employees. For Hero MotoCorp, this means ensuring that employees believe their efforts will lead to desired performance and rewards, thereby aligning individual goals with organizational objectives.

employees believe their efforts will lead to desired performance and rewards, thereby aligning individual goals with organizational objectives.

3. RESEARCH METHODOLOGY

The basic principle in the research has been adopted in the overall methodology. The following methodology has been used for meeting the requirements,

3.1 Sources of data:

Primary Data: To get first-hand accounts, researchers have people answer questionnaires consisting of 16 questions. The surveys were selected because they are convenient to use. The honesty of respondents can be relied upon by researchers. Participants are told of the importance of the study and asked to provide honest answers.

Secondary Data: The data that is already written and has gone through prior statistical analysis. This data can be collected from various data banks, internet downloads, business articles, business periodicals, annual reports of the company.

3.2 Sample Technique: Simple Random Sampling Method

3.3 Sample Size: 50

3.4 LIMITATIONS OF THE STUDY

- The study may involve a limited number of participants, which might not fully represent the entire workforce of Hero MotoCorp.
- Certain groups may be overrepresented or underrepresented, leading to sampling bias.

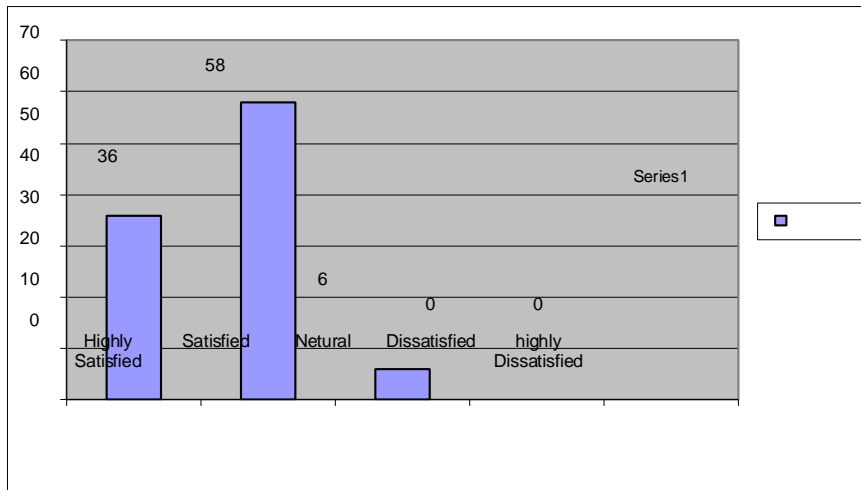
- Reliance on self-reported data through surveys and interviews can be subject to social desirability bias.
- Achieving a high response rate can be challenging, limiting the generalizability of the findings.

4. DATA ANALYSIS AND INTERPRETATION:

Response about the support from the HR department

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36
2	Satisfied	29	58
3	Neutral	3	6
4	Dissatisfied	0	0
5	Highly satisfied	0	0
	Total	50	100

Table(4.1)



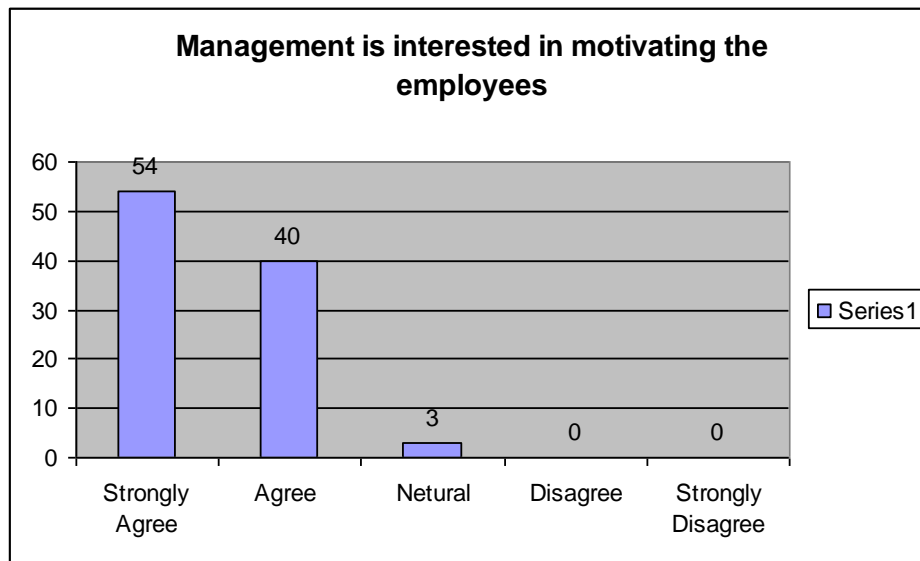
INTERPRETATION

The table shows that 58% of the respondents are satisfied with the support they are getting from the HR department.

4.2. Management is interested in motivating the employees

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	27	54
2	Agree	20	40
3	Neutral	3	6
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	50	100

Table(4.2)



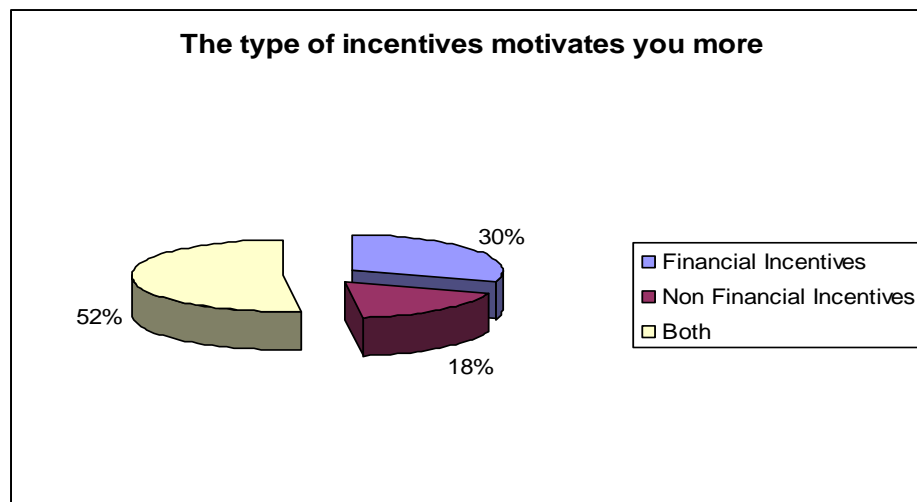
INTERPRETATION

The table shows that 54% of the respondents are strongly agreeing that the management is interested in motivating the employees.

4.3. The type of incentives motivates you more

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Financial Incentives	15	30
2	Non financial Incentives	9	18
3	Both	26	52
	Total	50	100

Table(4.3)



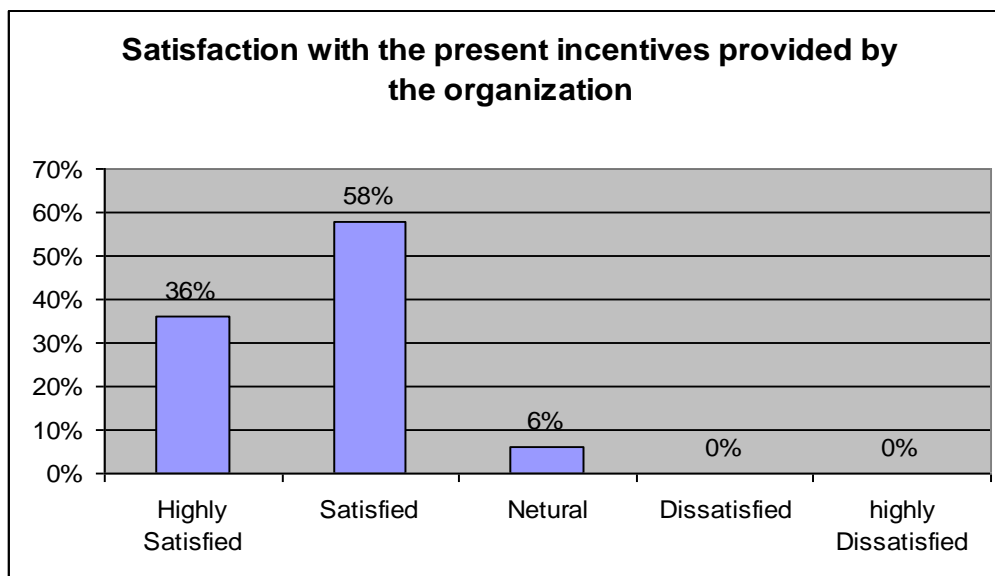
INTERPRETATION

The table shows that 52% of the respondents are expressing that both financial and non financial incentives will equally motivate them.

4.4. Satisfaction with the Present Incentives Scheme

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	18	36
2	Satisfied	29	58
3	Neutral	3	6
4	Dissatisfied	0	0
5	Highly dissatisfied	0	0
	Total	50	100

Table(4.4)



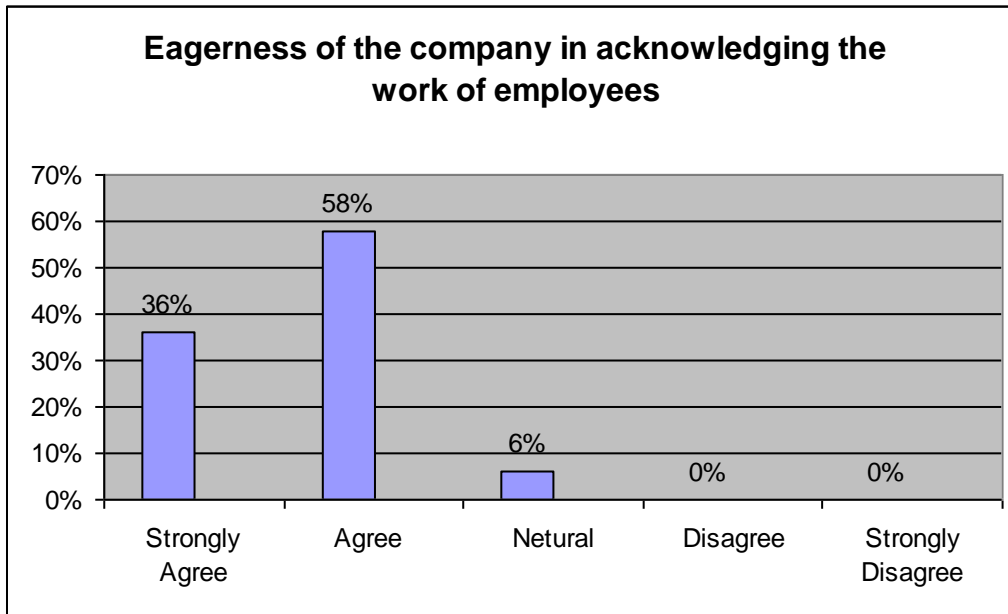
INTERPRETATION

The table shows that 58% of the respondents are satisfied with the present incentive scheme of the organization.

4.5. The company is eager in recognizing and acknowledging employee’s work

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	18	54
2	Agree	29	58
3	Neutral	3	6
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	50	100

Table(4.5)



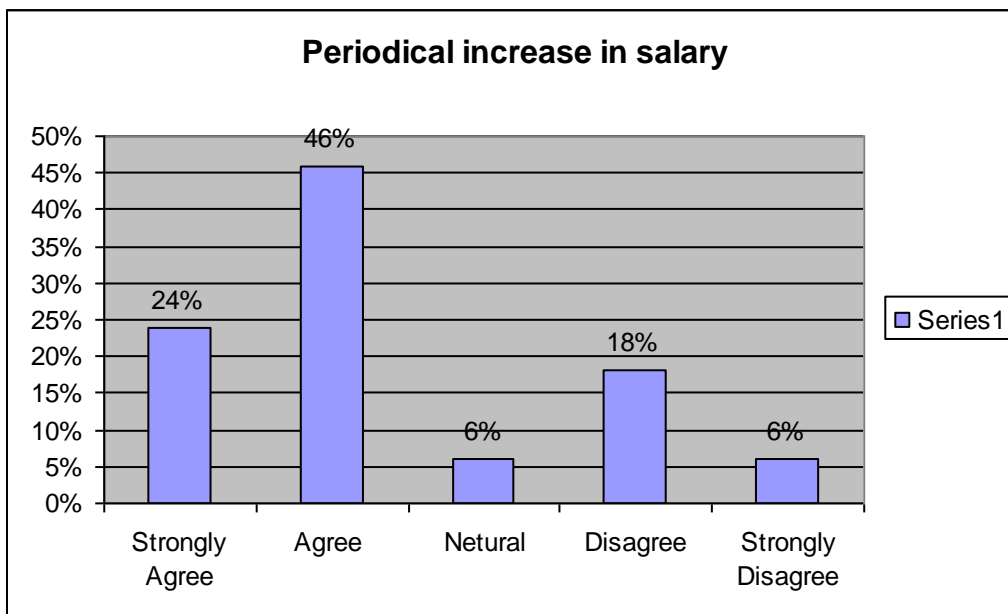
INTERPRETATION

From the study, 58% of employees agreed that the company is eager in recognizing and acknowledging their work, 36% strongly agreed and only 6% showed neutral response.

4.6. Periodical increase in salary

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	12	24
2	Agree	23	46
3	Neutral	3	6
4	Disagree	9	18
5	Strongly Disagree	3	6
	Total	50	100

Table(4.6)



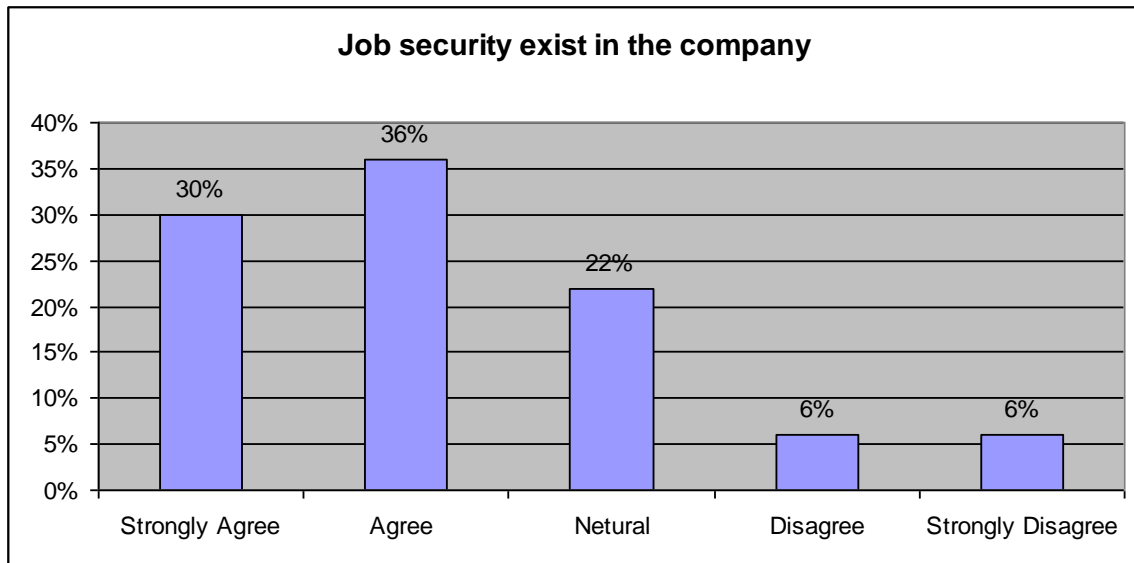
INTERPRETATION

The table shows 46% of employees agree that there is a periodical increase in the salary.

4.7. Job Security existing in the company.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	15	30
2	Agree	18	36
3	Neutral	11	22
4	Disagree	3	6
5	Strongly Disagree	3	6
	Total	50	100

Table(4.7)



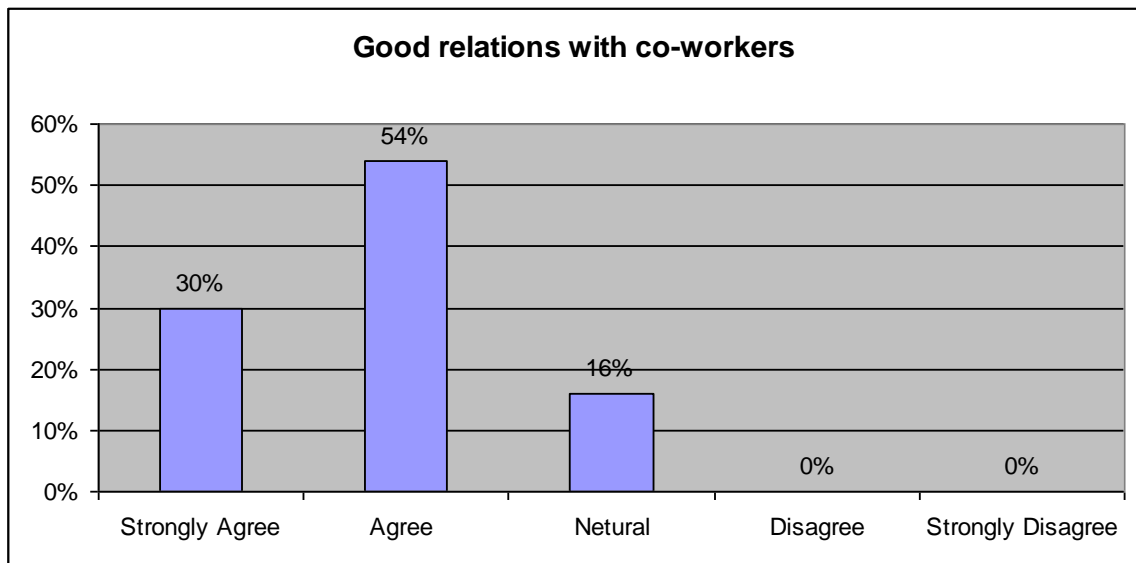
INTERPRETATION

The table shows 35% of employees agree with good job security exist in the company

4.8. Good relations with the co-workers.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	15	30
2	Agree	27	54
3	Neutral	8	16
4	Disagree	0	0
5	Strongly Disagree	0	0
	Total	50	100

Table(4.8)



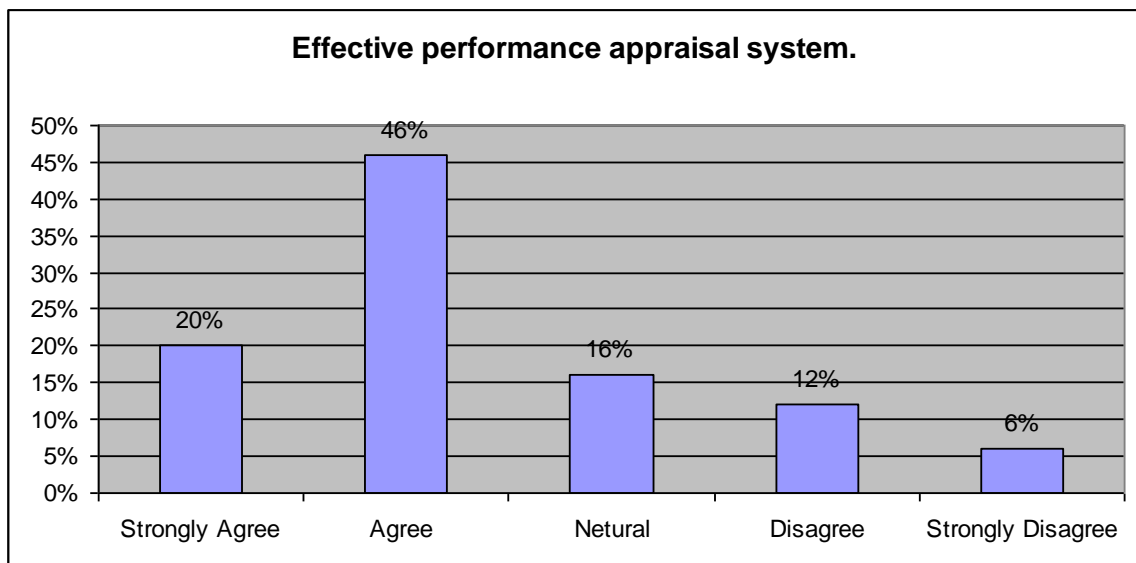
INTERPRETATION

The table shows 54% of the respondents agree that they have good relations with co-worker.

4.9. Effective performance appraisal system.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	10	20
2	Agree	23	46
3	Neutral	8	16
4	Disagree	6	12
5	Strongly Disagree	3	6
	Total	50	100

Table(4.9)



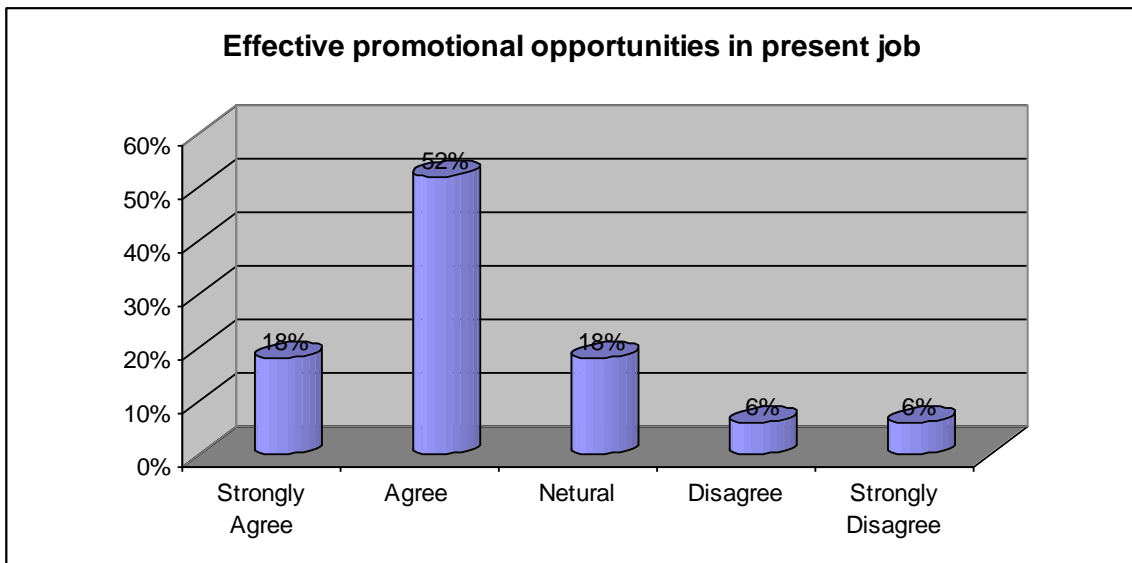
INTERPRETATION

The table shows 46% of the respondents agree to effective performance appraisal system existing in the company.

4.10. Effective promotional opportunities in present job,

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	9	18
2	Agree	26	52
3	Neutral	9	18
4	Disagree	3	6
5	Strongly Disagree	3	6
	Total	50	100

Table(4.10)



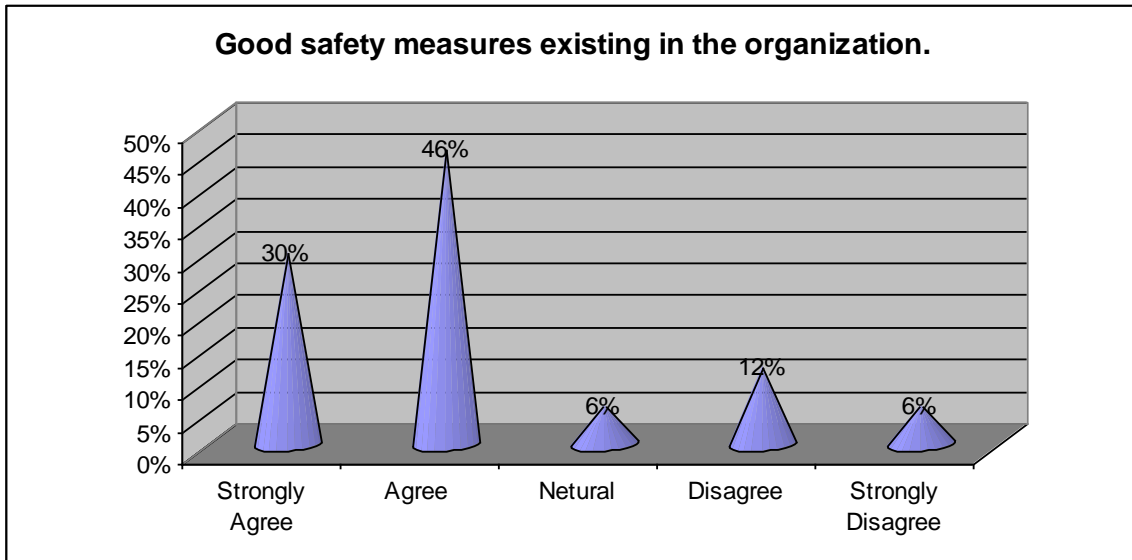
INTERPRETATION

The table shows 52% of the respondents agree with effective promotional opportunities in their present job.

4.11. Good safety measures existing in the organization.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	15	30
2	Agree	23	46
3	Neutral	3	6
4	Disagree	6	12
5	Strongly Disagree	3	6
	Total	50	100

Table(4.11)



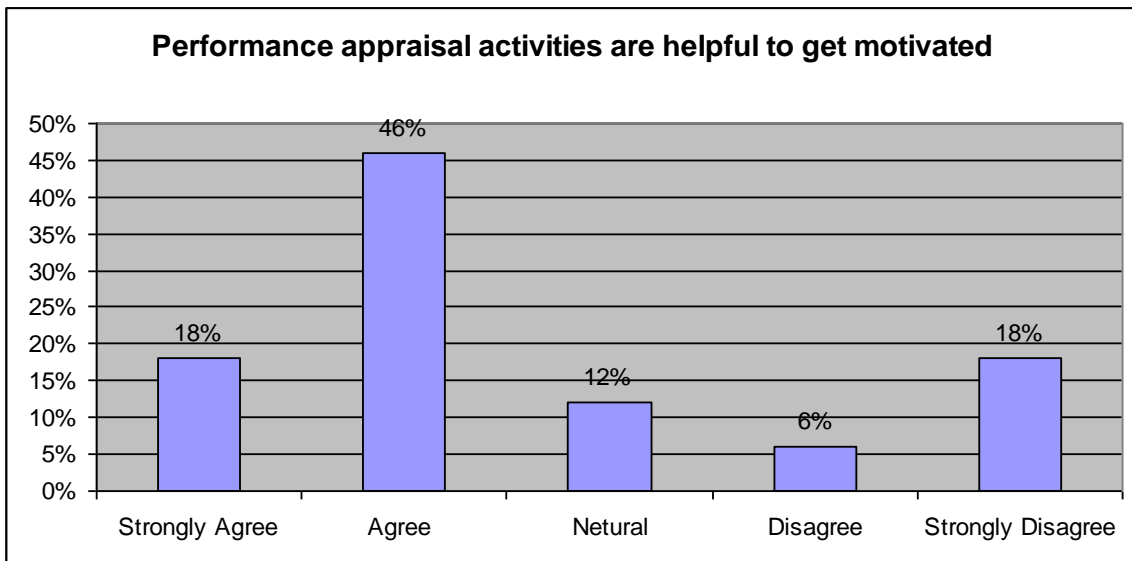
INTERPRETATION

The table shows 46% of the respondents agree that there is a good safety measure existing in the company.

4.12. Performance appraisal activities are helpful to get motivated.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	9	18
2	Agree	23	46
3	Neutral	6	12
4	Disagree	3	3
5	Strongly Disagree	9	18
	Total	50	100

Table(4.12)



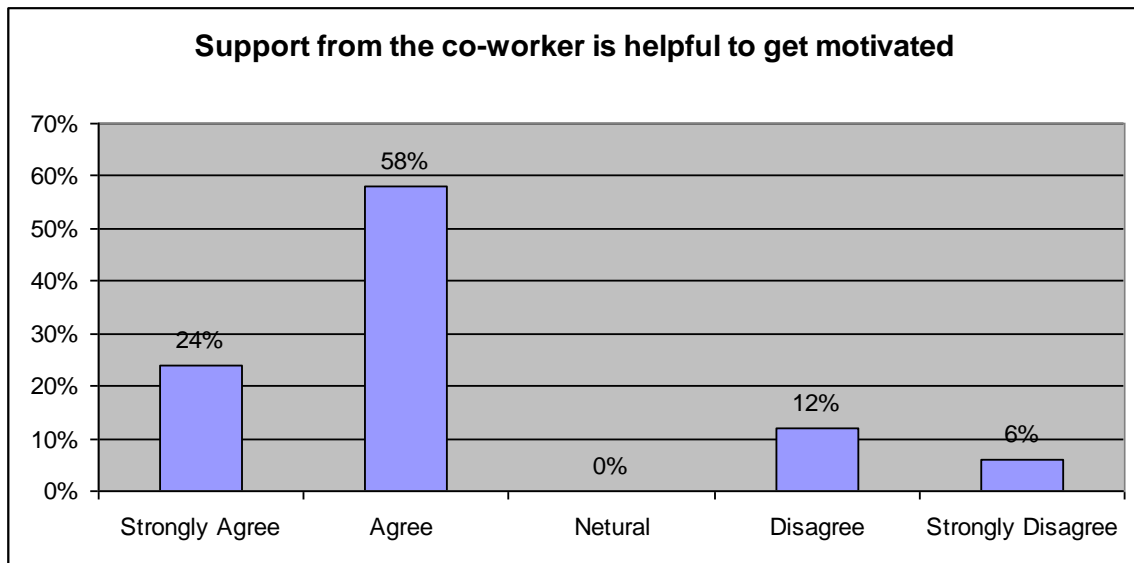
INTERPRETATION

The table shows 46% of the respondents agree that the performance appraisal activities are helpful to get motivated.

4.13. Support from the co-worker is helpful to get motivated

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	12	20
2	Agree	29	46
3	Neutral	0	0
4	Disagree	6	12
5	Strongly Disagree	3	6
	Total	50	100

Table(4.13)



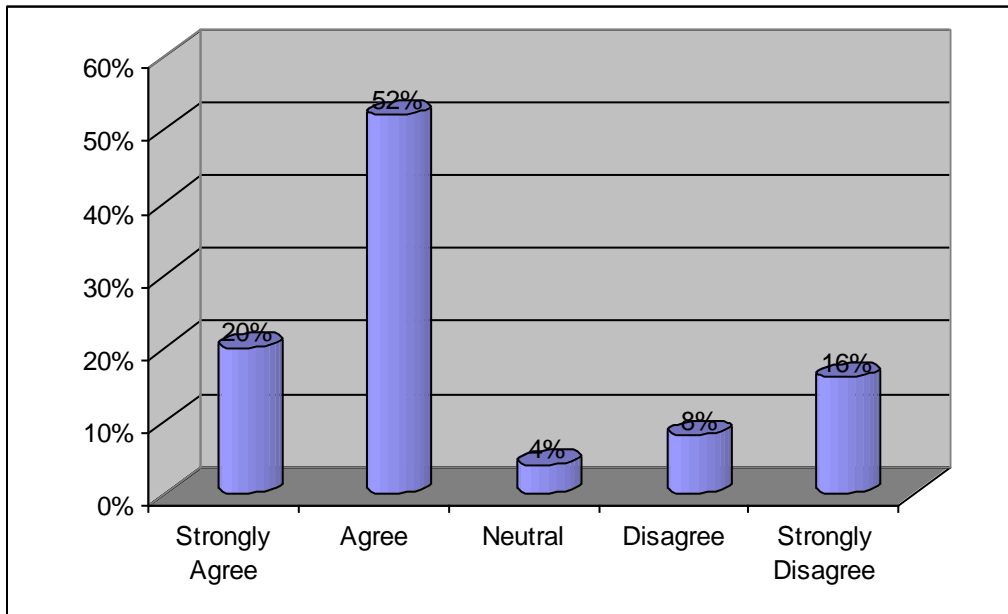
INTERPRETATION

The table shows 58% of the respondents agree that the support from the co-worker is helpful to get motivated.

4.14. Career development opportunities are helpful to get motivated

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	10	20
2	Agree	26	52
3	Neutral	2	4
4	Disagree	4	8
5	Strongly Disagree	8	16
	Total	50	100

Table(4.14)



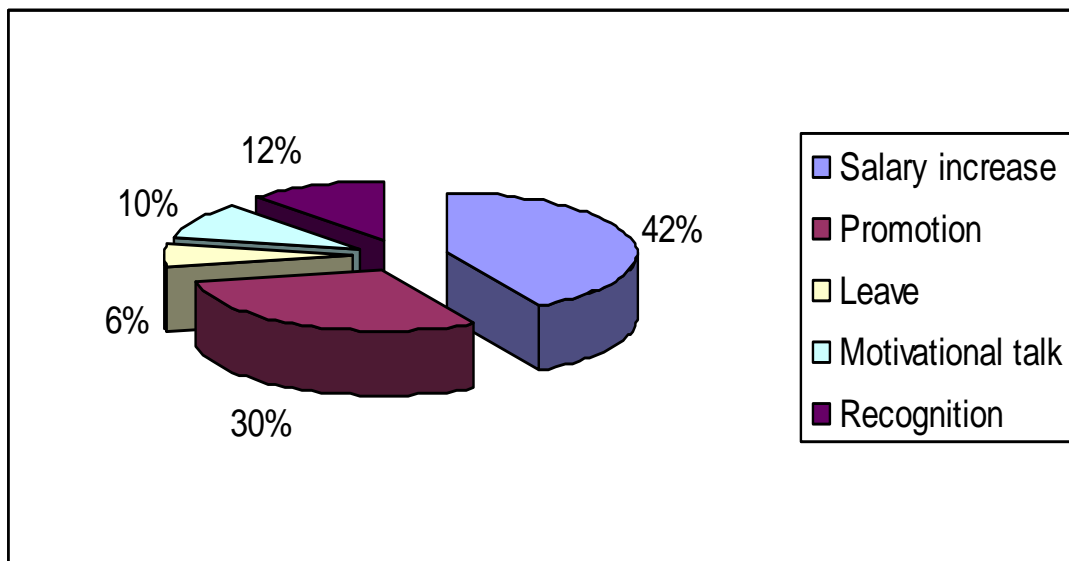
INTERPRETATION

The table shows 52% of the respondents agree that the career development opportunities are helpful to get motivated.

4.15. Factors which motivates you the most.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Salary increase	21	42
2	Promotion	15	30
3	Leave	3	6
4	Motivational talk	5	10
5	Recognition	6	12
	Total	50	100

Table(4.15)



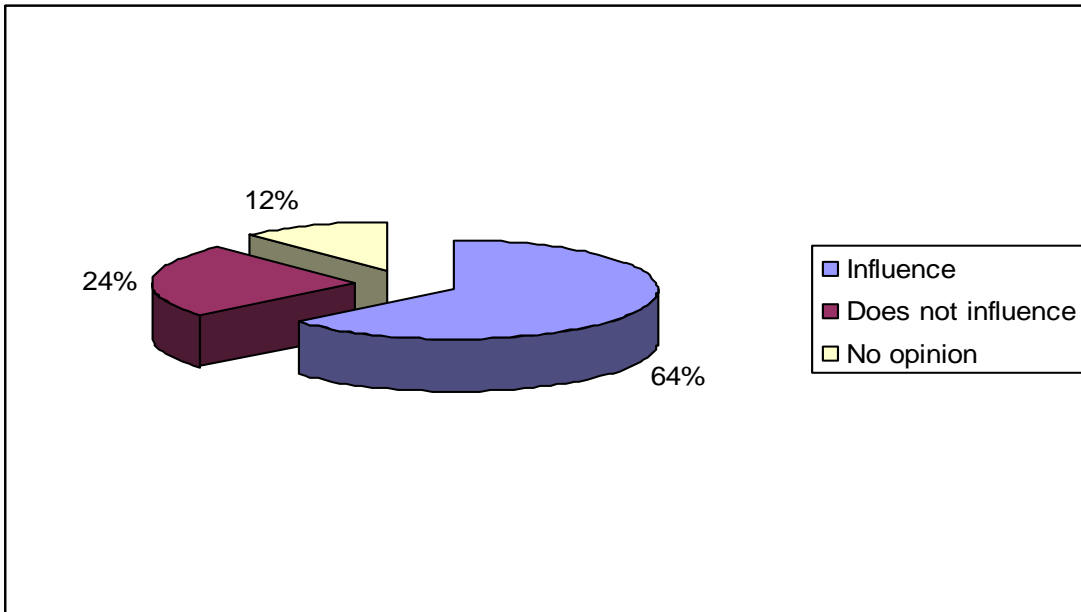
INTERPRETATION

The table shows that the 42% of the respondent is responding that increase in salary will motivate them the most.

4.16. Incentives and other benefits will influence your performance

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Influence	32	64
2	Does not influence	12	24
3	No opinion	6	12
	Total	50	100

Table(4.16)



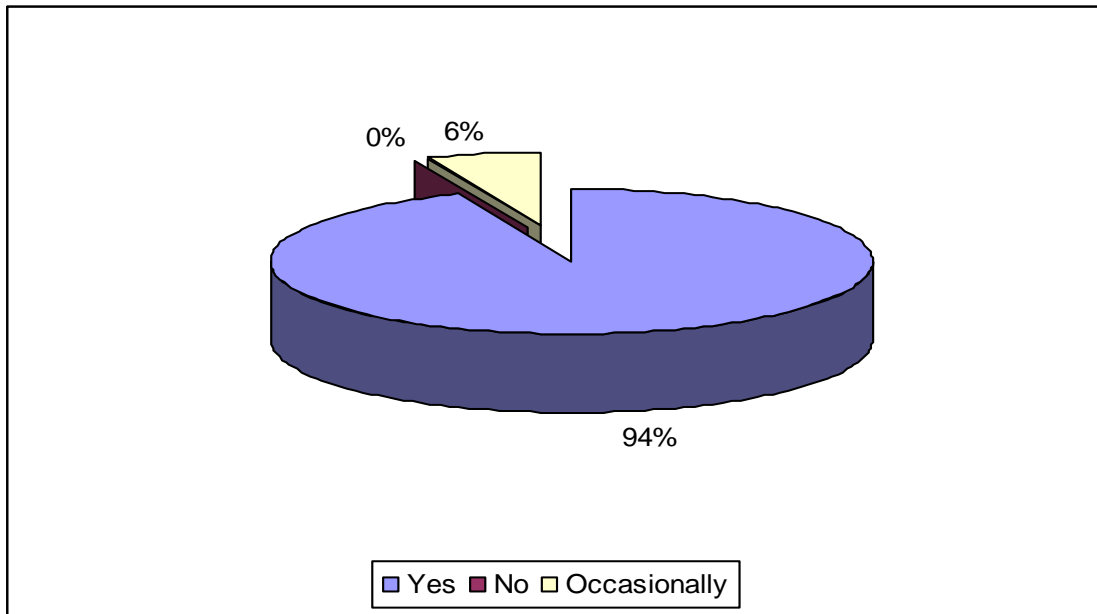
INTERPRETATION

The table shows 64% of the respondents responded that incentives and other benefits will influence their performance

4.17. Management involves you in decision making which are connected to your department.

SL NO	PARTICULAR	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes	47	94
2	No	0	0
3	Occasionally	3	6
	Total	50	100

Table(4.17)



INTERPRETATION

The table shows 94% of the respondents agree that they the Management involve them in decision making which are connected to your department.

5. FINDINGS:

1. HERO MOTOCORP PVT LTD has a well-defined organization structure.
2. There is a harmonious relationship existing in the organization between employees and management.
3. The employees are motivated by the management.
4. The employees are satisfied with the present incentive plan of the company.
5. Most of the workers agreed that the company is eager in recognizing and acknowledging their work.
6. The study reveals that there exists a good relationship amongst employees.
7. Majority of the employees agreed that there is job security to their present job.
8. The company is providing good safety measures for ensuring the employees safety.
9. From the study it is clear that most of employees agree to the fact that performance appraisal activities and support from the coworkers in helpful to get motivated.
10. The study reveals that increase in the salary will motivate the employees more.
11. The incentives and other benefits will influence the performance of the employees.

5.1 SUGGESTIONS:

1. Non-financial incentive plans should also be implemented; it can improve the productivity level of the employees.
2. Skills of the employees should be appreciated.
3. Better career development opportunities and training should be given to the employees for their improvement.
4. In HERO MOTOCORP PVT LTD every employee should be motivated in effective manner so that every employee will be satisfied.

CONCLUSION:

The performance appraisal activities really play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved from this

study in order to make the motivational programs more effective. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future. The suggestions of this report may help in this direction. In today's knowledge-based economy, people are being called on take on higher and more complex responsibilities. With increased responsibility, comes higher impact on the organization's success. Being able to identify the motivation needs for success in a position has become critical. As a result, thousands of organizations are viewing employee motivation as a strategy be managed and developed. There are various factors that influence motivational factor such as salary, working conditions, training interpersonal relations and job satisfaction. The findings of the study have reaffirmed that each one of these factors are important in contributing to motivation, but none of them can be said as being more important than the other. Motivation is the ultimate function of so many individual attitudes taken together. It is very complex, complicated and personal experience. A number of material and immaterial factors contribute

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