

A Study on Employee Motivation With Reference To Aston Dietech Private Limited

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Abstract- *This study was attempted on the theme “Employee Motivation” at Aston Dietech Private Limited. Employee motivation is the level of commitment, drive, and creativity that your team brings with them to work every day. Employee Motivation means the drive or inspiration that an individual has to perform at work. It’s what makes a person want to get up in the morning and be excited to go to work. When employees are motivated, they’re more likely to be productive, creative, and engaged in their job. This study was conducted to analyse the factors influencing employee motivation and the impact of employee motivation on the satisfaction of employees. The study also concentrates on the role of reward and recognition system on employee motivation. Descriptive research method is used in this study. The sampling technique used in this study is simple random sampling. The sample size is 209. Structured questionnaire is used for collecting primary data. Secondary data is collected from various sources such as research papers, books, articles, etc.,. The collected data is analyzed through percentage analysis, ANOVA, regression, chi-square and correlation.*

Emotional factors. As such motivation is a complex force that can also be influenced by External factors.

COMPANY PROFILE:

ASTON DIETECH was established in 2019 as a Family oriented concern, have an experience of 15 years in HPDC & GDC – Design and Dies Manufacturing, also a brainchild of four technocrats who are capable of manufacturing globally competent – dies – catering to meet the Customer Requirements. A team of highly qualified and capable cross functional, professionals, dedicated to ensure excellence in all the process and achieve the customer’s quality objectives and requirements. Continuous investment in infrastructure is maintained for smart working, resulting in total customer satisfaction. The company is having 20+ years of technical experts capable to meet the customer’s requirement from the stage of designing to till the delivery of the tooling’s and components to customers, catering various fields of applications like Automobile, Industrial, Telecommunication, Aerospace, Defense, Power etc., and of course needless to mention after sales - service with required back up spare parts.

I. INTRODUCTION

Employee motivation is the level of commitment, drive, and creativity that your team brings with them to work every day. Employee Motivation means the drive or inspiration that an individual has to perform at work. It’s what makes a person want to get up in the morning and be excited to go to work. When employees are motivated, they’re more likely to be productive, creative, and engaged in their job. Employee Motivation is influenced by a variety of factors. These include recognition, growth opportunities and a positive work environment. By understanding and promoting such factors, a better workplace culture is created. This, in turn, improves overall job satisfaction for employees. Employee motivation, i.e. methods for motivating employees, is an intrinsic and enthusiasm about and drive to accomplish Activities related to work. Motivation is an employee’s intrinsic enthusiasm about and drive to accomplish Activities related to work. Motivation is that internal drive that causes an individual to decide To take action. An individual’s motivation is influenced by biological, intellectual, social, and

NEED OF THE STUDY:

Employee motivation is critical for enhancing organizational performance, increasing employee retention, and improving job satisfaction. Motivated employees are more productive, engaged, and loyal, which reduces turnover and associated costs. Understanding how leadership, work environment, and tailored motivation strategies impact employee morale can help create a positive workplace culture. This study will also address how motivation influences the productivity of employees. Ultimately, the findings will help organizations improve employee well-being, reduce burnout, and gain a competitive advantage, while contributing valuable knowledge to the field of organizational behaviour.

OBJECTIVES OF THE STUDY:

- To Understand the Factors Influencing Employee Motivation.
- To Explore the Role of Work Environment in Motivating Employees.
- To study the impact of employee motivation on job satisfaction.
- To Explore the Role of Rewards and Recognition System on employee motivation.

II. LITERATURE REVIEW

Syahrul Mubarak Yamang et al (2025) in their study examined the influence of work motivation on employee productivity and the influence of workload on employee productivity and the simultaneously effect of work motivation and workload on employee productivity. The research employed a quantitative methodology with a survey approach. Data were collected through research instruments designed by the researchers, including instruments for work motivation, workload and employee productivity. The results indicate that work motivation has a positive effect on employee productivity, work does not have a significant positive effect on employee productivity. Also the work motivation and workload, when considered simultaneously, have a positive effect on employee productivity.

Ros Lina et al (2025) in their study stated that work motivation significantly impacts employee performance, aligning with motivation theories such as Maslow's hierarchy of needs and Herberg's two-factor theory. However, work creativity does not have a significant effect on employee performance. This suggests that the routine and administrative tasks at BPS Papua may not require creativity. These findings suggest that BPS Papua's management should focus on developing programs that enhance work motivation through training, fair incentives, and a supportive work environment. Further research is recommended to explore other factors that may influence employee performance and extend the study the different sectors and regions to test the consistency of these findings.

Muhammad Nabeel Siddiqui (2024) stated that work motivation and well-being demonstrated significant positive impacts on employee performance. Employee engagement positively mediated the relationship between well-being and performance, although its direct effect was not statistically significant. Predictive relevance and reliability metrics confirmed the robustness of the findings, with all constructs meeting validity thresholds. The study highlights the synergistic effects of motivation, well-being, and engagement

on employee performance. Organisations should prioritize strategies that enhance these factors to achieve sustained productivity and employee retention. Future research should adopt longitudinal designs and extend to diverse industries for broader generalizability.

RESEARCH METHODOLOGY:

A research methodology outlines the methods and processes employed to gather and analyze information related to a particular research topic.

DATA COLLECTION:

Primary Data: Primary data is collected from employees. This research was done with the help of questionnaire that proved to be effective in data collecting the relevant information.

Secondary Data: Secondary data is collected from journals, articles and secondary data is also collected from various website.

SAMPLING TECHNIQUE :

In this study probability sampling was used. The type of probability sampling used here in this study is "simple random sampling", where the samples are drawn by generating random members.

SAMPLE SIZE:

210 samples were collected from the employees of Aston Dietech Private Ltd.

TOOLS FOR ANALYSIS:

- Percentage analysis
- Chi square
- Correlation

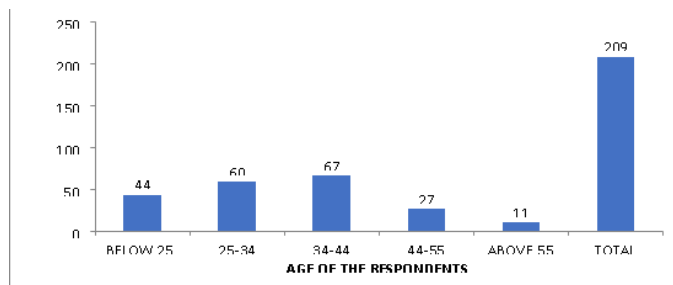
III. DATA ANALYSIS AND DATA INTERPRETATION**1. SHOWING AGE OF THE RESPONDENT**

S.NO	AGE OF THE RESPONDENTS	NO. OF RESPONDENTS	% OF THE RESPONDENTS
1	BELOW 25	44	21%

2	25-34	60	28.70%
3	34-44	67	32.10%
	44-55	27	12.90%
5	ABOVE 55	11	5.30%
	TOTAL	209	100%

INTERPRETATION:

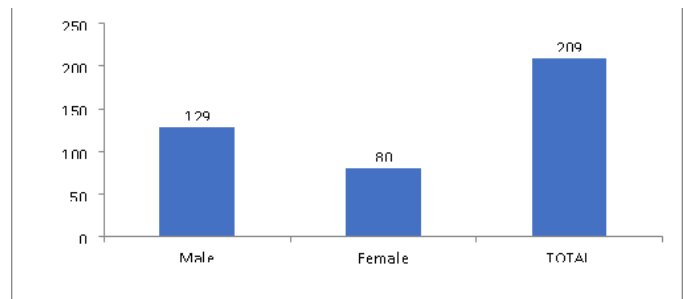
From the above table it is interpreted that 32.10% of the respondents belongs to the age category of 35 - 44, 28.70% of the respondents belongs to the age category of 25 - 34, 21% of the respondents are below 25 years old, 12.90% of the respondents belong to the age category of 44 - 55 and 5.30% of the respondents belong to the age category above 55.

**CHART SHOWING AGE OF THE RESPONDENT****2.SHOWING GENDER OF THE RESPONDENTS**

S.NO	GENDER OF THE RESPONDENTS	NO. OF RESPONDENTS	% OF THE RESPONDENTS
1	Male	129	62%
2	Female	80	38%
	TOTAL	209	100%

INTERPRETATION:

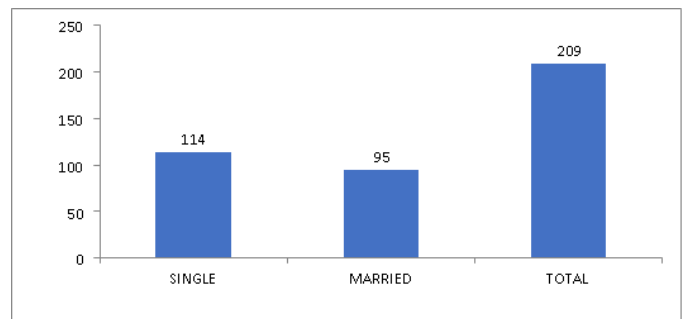
From the above table, it is observed that 62% of the respondents are Male and 38% of the respondents are Female.

**CHART SHOWING GENDER OF THE RESPONDENTS****3. SHOWING MARITAL STATUS OF THE RESPONDENT**

S.N	MARTIAL STATUS OF THE RESPONDENTS	NO OF RESPONDENTS	% OF RESPONDENTS
1	SINGLE	114	54.50%
2	MARRIED	95	45.50%
	TOTAL	209	100%

INTERPRETATION:

From the above table, it is observed that 54.50% of the respondents are single and 45.50% of the respondents are married.

**CHART SHOWING MARITAL STATUS OF THE RESPONDENT****STATISTICAL TOOLS:**

CORRELATION ANALYSIS BETWEEN IMPACT OF COMFORTABLE WORK ENVIRONMENT ON EMPLOYEE MOTIVATION AND SATISFACTION OF EMPLOYEES WITH WORK ENVIRONMENT

NULL HYPOTHESIS (H0):

There is no significant inter-relationship between impact of comfortable work environment on employee motivation and satisfaction of employees with work environment.

ALTERNATE HYPOTHESIS (H1):

There is a significant inter-relationship between impact of comfortable work environment on employee motivation and satisfaction of employees with work environment.

TABLE SHOWING CORRELATION ANALYSIS BETWEEN IMPACT OF COMFORTABLE WORK ENVIRONMENT ON EMPLOYEE MOTIVATION AND SATISFACTION OF EMPLOYEES WITH WORK ENVIRONMENT

	kspace_m oti v	_with_the _wo
A_comfortable_physi Pearson Correlation	1.000	.286a
Sig. (2-tailed)		.000
N	209	209
How_1_are_you_wit Pearson Correlation	.286a	1.000
Sig. (2-tailed)	.000	
N	209	209

a. Significant at .05 leve

INTERPRETATION:

Since the p-value is 0.000, we reject null hypothesis and accept alternative hypothesis. Hence, there is significant inter-relationship between impact of comfortable work environment on employee motivation and satisfaction of employees with work environment.

RESULT:

There is significant inter-relationship between impact of comfortable work environment on employee motivation and satisfaction of employees with work environment.

CHI SQUARE TEST FOR ANALYSING THE ASSOCIATION BETWEEN DESIGNATION AND PRODUCTIVITY & MOTIVATION OF SATISFIED EMPLOYEES

NULL HYPOTHESIS (H0):

- There is no significant association between the designation and productivity & motivation of satisfied employees.

ALTERNATE HYPOTHESIS (H1):

- There is a significant association between the designation and productivity & motivation of satisfied employees.

TABLE SHOWING CHI SQUARE TEST FOR ANALYSING THE ASSOCIATION BETWEEN DESIGNATION AND PRODUCTIVITY & MOTIVATION OF SATISFIED EMPLOYEES

Designation

Value	Observed N	Expected N	Residual
Assistant	64	41.80	22.20
Manager	27	41.80	-14.80
Other	10	41.80	-31.80
Supervisor	62	41.80	20.20
Team lead	46	41.80	4.20
Total	209		

Employees tend to be more productive and motivated

Value	Observed N	Expected N	Residual
1.00	41	41.80	-.80
2.00	20	41.80	-21.80
3.00	78	41.80	36.20
4.00	49	41.80	7.20
5.00	21	41.80	-20.80
Total	209		

Test Statistics

	Chi-square	df	Asymp. Sig.
Designation	51.41	4	.000
employees_tend_to_	54.33	4	.000

INTERPRETATION:

Since the p-value is 0.000, which is less than the significance level of 0.05. Thus, we reject null hypothesis and accept alternative hypothesis. This means there is a significant association between the designation and productivity & motivation of satisfied employees.

RESULT:

- There is a significant association between the designation and productivity & motivation of satisfied employees.

IV. FINDINGS

- 32.10% of the respondents belongs to the age category of 35 – 44
- 62% of the respondents are Male
- 54.50% of the respondents are single
- 30.60% of the respondents are HSC
- 27.80% of the respondents are 7-10 years experienced
- 30.60% of the respondents are from marketing department
- 31% of the respondents are assistant manager

- 34.40% of the respondents has an income level between 25000-35000
- 31.10% of the respondents are neutral with the statement that clarity of job roles and responsibilities helps to keep employees motivated
- 33.50% of the respondents are neutral with the statement that opportunity for career advancement motivates employees to work harder
- 33.50% of the respondents are neutral with the statement that effective leadership is a major factor in motivating employees

V. SUGGESTION

- The organisation can improve and provide more financial benefits. Also, they can provide more monetary incentives.
- Reward and recognition system plays a vital role in motivating the employees. The organisation can ensure for a fair and unbiased reward and recognition system for motivating the employees
- The organisation should ensure for a clean, comfortable and safe work environment for having the employees motivated.
- Use of both monetary and non-monetary techniques helps in effective motivation of the employees.

VI. CONCLUSION

Employee motivation is a critical factor in achieving organizational success. Motivated employees are more productive, engaged, and committed to their work, which leads to improved performance and reduced turnover. By recognizing achievements, offering growth opportunities, ensuring fair compensation, supporting work-life balance, and fostering a positive workplace culture, organizations can create an environment where employees feel valued and inspired. Ultimately, investing in employee motivation not only enhances individual satisfaction but also drives the overall growth and sustainability of the organisation.

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