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1.1 INTRODUCTION

In the present competitive business environment, organizations increasingly recognize that human resources are among their most valuable assets. The success and growth of an organization largely depend upon how effectively employees are motivated to perform their duties and responsibilities. Employee motivation is not limited only to financial rewards; rather, it is influenced by a combination of both monetary and non-monetary factors that together affect employee behaviour, job satisfaction, commitment, and overall performance. Organizations that focus on employee motivation are more likely to achieve higher productivity, improved efficiency, better customer satisfaction, and long-term organizational success. Motivated employees generally show greater dedication towards their work and actively contribute towards achieving organizational goals. In modern organizations, employee motivation has become an important managerial function because motivated employees help improve organizational performance, maintain workplace discipline, and create a positive organizational culture. Organizations that provide effective motivational support are also able to improve employee engagement, employee retention, and overall organizational stability.

Monetary factors such as salary, incentives, bonuses, commission, allowances, and other financial rewards provide immediate satisfaction to employees and act as strong external motivators. These financial benefits encourage employees to improve their performance, achieve organizational targets, and remain committed toward their work responsibilities. Attractive salary packages, performance-based incentives, bonuses, and other financial benefits encourage employees to work more efficiently and contribute positively toward organizational growth. Financial rewards also help organizations attract skilled employees and maintain employee loyalty within the organization. At the same time, non-monetary factors such as recognition, appreciation, career growth opportunities, training and development programmes, supportive leadership, positive work environment, and organizational culture also play a significant role in influencing employee motivation. These non-financial factors contribute toward long-term employee satisfaction, morale, loyalty, and organizational commitment. Effective motivational practices also help organizations improve employee morale, strengthen teamwork, reduce absenteeism, minimize employee turnover, and create a positive organizational climate. Motivated employees are more likely to maintain discipline, show greater responsibility toward their

work, and adapt more effectively to organizational changes. Proper motivational practices also encourage innovation, improve communication between management and employees, enhance cooperation among departments, and support better decision-making within the organization. Employees who feel motivated are more likely to show higher involvement in their work, maintain better relationships with management and co-workers, and contribute positively toward organizational growth and customer satisfaction. Motivated employees also contribute towards improved service quality, better customer relations, and increased organizational competitiveness. Therefore, organizations that maintain a proper balance between monetary and non-monetary motivational practices are more likely to achieve improved productivity, employee retention, operational efficiency, organizational stability, and overall organizational effectiveness.

1.2 STATEMENT OF THE PROBLEM

Employee motivation is an important factor that directly influences employee performance, commitment, job satisfaction, and organizational productivity. In the automobile dealership sector, employees are expected to provide quality customer service, achieve sales targets, handle customer queries efficiently, and maintain positive relationships with customers. In order to perform these responsibilities effectively, employees require proper motivation, organizational support, and a positive working environment.

At Amana Toyota (VPK Motors Pvt. Ltd.), employees are motivated through various monetary and non-monetary factors such as salary, incentives, bonus, recognition, job security, career growth opportunities, training and development, and working environment. However, employees may not be motivated equally by the same motivational factors. While some employees may give greater importance to financial rewards, others may value recognition, career growth opportunities, supportive leadership, job satisfaction, and a positive working environment.

Hence, an attempt has been made to study the role of monetary and non-monetary factors in employee motivation at Amana Toyota (VPK Motors Pvt. Ltd.) and to understand how these motivational factors influence employee satisfaction, performance, and commitment within the organization.

1.3 SIGNIFICANCE AND SCOPE OF THE STUDY

The present study is significant for Amana Toyota (VPK Motors Pvt. Ltd.) because it helps the organization understand the importance of monetary and non-monetary motivational factors in improving employee performance, job satisfaction, and commitment. The study helps management identify the motivational practices that are more effective in improving employee morale and workplace productivity. The study is also beneficial for employees because improved motivational practices can contribute toward better job satisfaction, career growth opportunities, recognition, workplace support, and financial security. The findings of the study may help improve employee welfare measures and motivational practices within the organization. The study is useful for the management in understanding employee expectations and improving the existing motivational strategies followed within the organization. It may also help management take suitable decisions related to employee motivation, satisfaction, and retention.

The present study focuses on the role of monetary and non-monetary factors in employee motivation at Amana Toyota (VPK Motors Pvt. Ltd.). The study covers motivational factors such as salary, incentives, bonus, recognition, training and development, job security, career growth opportunities, supportive leadership, working environment, teamwork, and employee satisfaction. The study also examines employee opinions regarding the motivational practices followed within the organization and their influence on employee performance and workplace satisfaction.

1.4 OBJECTIVES OF THE STUDY

- To study the level of employee motivation at Amana Toyota (VPK Motors Pvt. Ltd.).
- To examine the role of monetary factors such as salary, incentives, bonus, and allowances on employee motivation.
- To analyse the role of non-monetary factors such as recognition, training and development, job security, career growth opportunities, and work environment on employee motivation.
- To identify the relationship between salary and employee motivation.
- To examine the relationship between career growth opportunities and employee motivation.