

Research Article**An Analysis of Employee Motivation and Its Impact on Employee Satisfaction at JK Tyres, Mysore****Dr. Sreene Naik R**

Associate Professor of Economics, Government First Grade College, Nanjangud

Corresponding Author: Dr. Sreene Naik R.**Abstract**

The Rubber business on the planet made its start in 1887. India is the fourth most noteworthy maker of fundamental elastic and the third most noteworthy customer of the polymer. To the degree utilization of standard and assembled adaptable together is concerned, the nation has the fourth position. However, flexible thing make began in India, in the year 1920, the industry has been regularly internal orchestrated, thinking about the essentials of the immense neighborhood grandstand. JK Organization has been a forerunner in the economic and social advancement of India. It always aimed at creating job opportunities for a multitude of countrymen and to provide high quality products. JK Organization is an association of industrial and commercial companies and charitable trusts. Its member companies, employing nearly 50,000 persons are engaged in the manufacture of a variety of products and in diverse fields of commerce. Majority of 64% of the respondents opined that, the salary provided by the organization is competitive. From the study it is very clear that, Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd. Mysore.

Keywords: Employee Motivation, Employee Satisfaction, Organization.**1. Introduction**

The Rubber business on the planet made its start in 1887. It was a delayed consequence of the progression of the treatment of vulcanization by Charles Goodyear. The progression of the business, at any rate got a decent lift by century end, when John Boyd Dunlop winning regarding production of vulcanized adaptable tires into inflatable pneumatic tires. Beginning now and into the not so distant the tire business has kept being a fundamental section of adaptable industry all finished world.

The Rubber business is one of the bits of the Indian economy. India is the fourth most noteworthy maker of fundamental elastic and the third most noteworthy customer of the polymer. To the degree utilization of standard and assembled adaptable together is concerned, the nation has the fourth position. However, flexible thing make began in India, in the year 1920, the industry has been regularly internal orchestrated, thinking about the essentials of the immense neighborhood grandstand.

Greater use is by means of vehicle tires and barrels creating associations like: MRF, Balakrishna Ind , Apollo tires, CEAT, JK Tires and India, TVS Srichakra ,Goodyear Modi elastic, PTL Enterprises , Govind Rubber ,Krypton, Tirupati Tires.

JK Organization has been a forerunner in the economic and social advancement of India. It always aimed at creating job opportunities for a multitude of countrymen and to provide high quality products. It has striven to make India self-reliant by pioneering the production of a

number of industrial and consumer products, by adopting the latest technology as well as developing its own know-how. It has also undertaken industrial ventures in several other countries.

2. Objectives of the Study

1. To understand the employees perception about existing employee motivation practices and its impact on employee satisfaction at JK Tyres Ltd.,.
2. To suggest suitable suggestions for improvement of job satisfaction among JK Tyres Ltd, Employees based on the findings.

3. Hypotheses of the Study

The following null and alternative hypotheses have been set on the basis of the objectives:

1. **H₀:** Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd.
H₁: Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd.

4. Significance of the Study

This study benefits two primary groups. The first group it benefits is managers in the company. With the knowledge of what motivates employees, managers can better determine what drives employees to do their best work. They can use this information to get more value out of the people they hire and already employ by using effective motivational strategies other than monetary incentives. Employees can use this information to determine what helps motivate them as well as understand what motivates their peers. If there is a greater level of understanding and cohesion between employees and managers, the company as a whole will prosper.

5. Research Methodology

The study is descriptive in nature and at present it explain how the factors of employee motivation and its impact on employee satisfaction in JK Tyres Ltd. The study considered the population as employees of JK Tyres Ltd. in which samples looked to be employees of the JK Tyres Ltd and sampling techniques adopted based on non-probability sampling and the samples picked out based on convenience sampling.

The data collected for the study is mainly through the distribution of questionnaire; to be precise the data collected for study was both primary and secondary sources. **Primary data** is the information collected for the first time; there are several methods in which the data is compiled. In this project it was obtained by mean of questionnaires. Questionnaire was prepared and distributed to the employees. **Secondary data** needed for conducting research work were collected from company websites, library and search engine

The statistical tools like Percentage Method, Weighted Average Method and Chi-square test etc., were carried out using a software called SPSS.

6. Limitations of the Study

This questionnaire was revised several times before finalization. During those revisions, some questions and some answer choices were removed in order to make the questionnaire as short as possible while still providing worthwhile data. The quality of the data collected will still be sufficient for our study, but perhaps not as specific as a lengthier questionnaire could provide.

Because the questionnaire was distributed to only one place of work, the data is not expected to reflect an incredibly wide range of perspectives. To apply results to a greater population, a larger, more random sample would need to be taken.

7. Data Analysis and Interpretation

Table 1: Salary provide in the organisation is very competitive

Particulars	No. of Respondents	Percentage
Strongly agree	64	64
Agree	30	30
Neither agree Nor Disagree	6	6
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 1 makes it crystal clear that there were 64% respondents who strongly agree, 30% of respondents who agree, 6% of respondents who disagree. Thus, it is clear that highest number of respondents are strongly agree. Majority of them feel that the salary provided by the organization is competitive.

Table 2: Incentive plans are implemented to motivate the employees

Particulars	No. of Respondents	Percentage
Strongly agree	8	8
Agree	28	28
Neither agree Nor Disagree	64	64
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 2 makes it clear that there were 8% respondents who strongly agree, 28% of respondents who agree and 64% of respondents who neither agree or nor disagree. Thus, highest number of respondents are neither agree Nor Disagree. It shows Incentive plans are implemented to motivate the employees.

Table 3: Support from management motivate to perform better

Particulars	No. of Respondents	Percentage
Strongly agree	76	76
Agree	12	24
Neither agree Nor Disagree	-	-
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 3 shows that there were 76% respondents who strongly agree and , 24% of respondents who agree This shows that the Support from management motivate me to perform better.

Table 4: You are feeling that your work is valued and appreciated

Particulars	No. of Respondents	Percentage
Strongly agree	36	36
Agree	58	58
Neither agree Nor Disagree	6	6
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 4 makes it crystal clear that there were 36% respondents who strongly agree, 58% of respondents who agree and 6% of respondents who neither agree or nor disagree, Most of the respondents are Agree. This tells us the feeling that your work is valued and appreciated in the organization.

Table 5: Award and recognition keeps to motivated

Particulars	No. of Respondents	Percentage
Strongly agree	82	82
Agree	18	18
Neither agree Nor Disagree	-	-
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 5 makes it crystal clear that there were 82% respondents who strongly agree and 18% of respondents who agree. Majority of the respondents are strongly Agree. From this we analyze that the Award and recognition keeps the employee motivated.

Table 6: Does your organisation provide flexible work timings?

Particulars	No. of Respondents	Percentage
Strongly agree	4	4
Agree	24	24
Neither agree Nor Disagree	56	56
Disagree	16	16
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 6 shows that there were 4% respondents who strongly agree, 24% of respondents who agree, 56% of respondents who neither agree or nor disagree and 16% respondents are disagree. Majority of the respondents are neither agree Nor Disagree. This tells us the majority of them could not tell about organisation provide flexible work timings.

Table 7: Training provide me strength to perform better and keeps me motivated

Particulars	No. of Respondents	Percentage
Strongly agree	52	52
Agree	38	38
Neither agree Nor Disagree	10	10
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 7 makes it crystal clear that there were 52% respondents who strongly agree, 38% of respondents who agree and 10% of respondents who neither agree or nor disagree, Majority of the respondents strongly agrees that the Training provide to them.

Table 8: Work environment is very professional, which makes me more committed to work

Particulars	No. of Respondents	Percentage
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Strongly agree	56	56
Agree	38	38
Neither agree Nor Disagree	6	6
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 8 makes it crystal clear that there were 56% respondents who strongly agree, 38% of respondents who agree and 6% of respondents who neither agree or nor disagree. Majority of the respondents strongly agrees that the environment is very professional, which makes them more committed to work.

Table 9: Fair promotional opportunities keeps me motivated

Particulars	No. of Respondents	Percentage
Strongly agree	42	42
Agree	52	52
Neither agree Nor Disagree	6	6
Disagree	-	-
Strongly disagree	-	-
TOTAL	100	100

Source: Field Survey

Table 9 makes that 42% respondents who strongly agree, 52% of respondents who agree and 6% of respondents who neither agree or nor disagree. Majority of the respondents agrees that there is a Fair promotional opportunities keeps them motivated in the organization.

8. Testing of Hypotheses

The following hypotheses have been tested here; they are as follows;

Hypothesis Testing 01

H₀: Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd.

H₂: Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd.

To test this hypothesis, the study has considered 04 important variables like Training, Promotion, Award/Recognition and Appreciation as personal factors. And they have tested by using chi-square non-parametric test for primary data which is nominal in nature. The result of the test has shown in the table given below.

Chi-Square Test

Test Statistics				
	Training	Promotion	Award Recognition	Appreciation
Chi-Square	13.720 ^a	17.560 ^a	20.480 ^b	20.440 ^a
df	2	2	1	2
Asymp. Sig.	.001	.000	.000	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.				
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.				

From the above results it is very clear that, the study has assumed that Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd. To test

this hypothesis some of the important variables like Training, Promotion, Award and Appreciation are considered and statistically tested by using chi-square test. Finally, the assumption of the study has proved with their respective chi-square values which shown in the above table and all the variables are statistically significant at 1 percent level.

So, the hypothesis (H_1) Employee motivational practices have positive impact on employee job satisfaction at JK Tyres Ltd has been accepted and the null hypothesis (H_0) has been rejected.

9. Major Findings

The study has found out several findings from the primary data analysis related to the present issue. The major findings of the study are as follows;

- 1) Majority of 64% of the respondents opined that, the salary provided by the organization is competitive.
- 2) Majority of 76% of the respondents have agreed that, the support from management motivate them to perform better in the organisation.
- 3) The study clearly identified that, majority of 88% of the respondents have agreed about the support from their supervisor in the organization.
- 4) Majority of the respondents opined that, the Peer support make employees happy and motivated.
- 5) It is very clear in the study that, majority of 94% of the respondents has opined that the work of the employee is valued and appreciated in the organization.
- 6) Majority of 82% of the respondents opined that the award and recognition keeps the employee motivated in the organization.
- 7) Majority of the respondents in the organization disagreed with the availability of better insurance policy.
- 8) Majority of the respondents in the organization agreed about not providing better leave policy.
- 9) Most of the respondents haven't agreed about their job satisfaction.
- 10) Majority of the respondents haven't agreed about flexible work timings.

10. Policy Implications

On the basis of the findings of the study identified by the primary data analysis, the present study makes some important policy implications. Such major policy implications are mentioned below.

1. The organization should be provided bonus facilities to the workers which improves the income level of the employee. Consequently, the efficiency of the employee will be increased.
2. The organization should be implemented the incentive plans which helps to motivate the employees towards the work.
3. The organisation should be provided better insurance and health policies to their employee. It influence positively on the work efficiency of the employee in the organisation.
4. The employee of the organization always thinks about the security of their job. Hence, the Organization should provide security to their jobs.
5. Offering maternal benefits helps to retain the women employees in the company.
6. The working hour of the employees is one of the major issues in any of the companies. Hence, proper time period should be fixed in order to decline the stress of the employees which is also improving the health condition of the employee.
7. The companies should adopt new and flexible policies in order to secure welfare of the employees.

8. Innovative production, advertising and marketing techniques helps the organization to give a healthy competition in any of the business.

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