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THE IMPACT OF TRADITIONAL AND MODERN EMPLOYEE MOTIVATION INITIATIVES ON WORKPLACE PRODUCTIVITY

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ABSTRACT
Employee motivation and workplace productivity are factors that influence organizational success. Organizations use motivational initiatives to encourage employees to perform well and improve productivity. This study looks at how traditional and modern employee motivation initiatives affect workplace productivity in the manufacturing sector. The research tries to address the growing need for organizations to adapt their strategies to meet the changing expectations of a diverse workforce. Using a descriptive research approach, data were collected from 80 employees across various departments through a structured questionnaire. The study examines traditional motivation strategies like incentives, salary revisions, and promotion-based rewards. It also looks at initiatives such as flexible work arrangements, skill development programmes, employee recognition platforms, and participative management practices. The findings show that modern motivational approaches have an influence on employee productivity, engagement, and retention compared to traditional methods alone. However, using both approaches together produces better outcomes. Job satisfaction is a factor that affects motivation initiatives and employee performance. The study suggests that organizations adopt a hybrid motivation strategy that combines rewards with modern non-monetary initiatives to improve employee motivation, workplace productivity, and overall organizational performance. Employee motivation initiatives and workplace productivity are crucial. Organizations should focus on both traditional and modern employee motivation initiatives. The manufacturing sector can benefit from a hybrid motivation strategy.

KEYWORDS: *Employee Motivation, Workplace Productivity, Traditional Rewards, Modern Motivation, Job Satisfaction, Manufacturing Sector, Human Resource Management.*

INTRODUCTION

In todays business world companies have to work hard to stay ahead. They need to be more efficient, innovative and productive to be successful in the run. Employee motivation is a part of this. Employees are the backbone of any company because they have the skills and do the work that helps the company achieve its goals. When employees feel motivated and valued they work harder. Help the company grow.

In the business world today employee motivation is really important for companies to be productive and successful. This is especially true for manufacturing companies, which have to deal with a lot of things like making products keeping quality high and keeping employees engaged. If employees are motivated the company can meet its production goals make mistakes and keep customers happy.

Manufacturing companies that make things like sheet metal, precision parts and custom assemblies need motivated employees to keep quality high and deliver products on time. As these companies grow and make products they need to take care of their employees and keep them motivated to stay productive and successful.

There are two kinds of motivation at work: motivation and intrinsic motivation. Extrinsic motivation comes from outside like a salary or bonus. Intrinsic motivation comes from inside like feeling good about what you do. Many manufacturing companies focus on motivation like paying employees well and giving them rewards. While this can attract and keep employees it may not keep them motivated. Employee motivation like this is really important, for companies that make things. Companies need to think about what motivates their employees and how to keep them motivated to be successful.Modern motivation strategies include initiatives. These are employee recognition programs, wellness initiatives, skill development training, teamwork opportunities and clear career growth paths. These strategies match what todays workforce wants. Younger employees especially value learning opportunities, work-life balance and a supportive company culture along with rewards.

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This study looks at how traditional and modern employee motivation initiatives work. It also checks their impact on workplace productivity. The study wants to find out what motivates employees most in a manufacturing environment. It aims to help organizations design motivation strategies that support productivity and long-term growth.

Motivation initiatives help companies align employee goals with company objectives. When employees see how their work impacts the companys success they become more committed to achieving goals. Good communication, supportive leaders and regular feedback also boost employee motivation and engagement.

Companies now realize that motivation strategies must change to meet employee expectations. Employees want rewards and opportunities for growth, learning, recognition and work-life balance. Understanding traditional and modern motivation initiatives and their link, to productivity is crucial. By analyzing these practices companies can find strategies to enhance employee engagement improve productivity and achieve long-term success.

PROBLEM STATEMENT

In manufacturing organizations the productivity of employees is really affected by how motivated the employeesre. The people who work in this field usually do the tasks over and over and they have to do them fast and do them right. So it is very important to keep the employees motivated so they can keep doing a job work well and help the company succeed.

Most manufacturing companies usually try to motivate their employees by paying them giving them bonuses promoting them and keeping their jobs safe. These things help employees pay their bills. They may not be enough to make employees happy and want to do their best in todays workplace. Nowadays employees also want other things like to be recognized for what they do to learn skills to work in a safe place to have a boss who cares about them and to have time for their family and friends.

If employees are not motivated enough they will not be happy with their jobs they will not want to come to work. They will not do their best. This can hurt the company because it will not be able to make as many products and the products it makes will not be as good. This can be a problem for companies that make things because the people who work there are a big part of how well the company does.

So it is very important to look at how different ways of motivating employees can help make the workplace better, in manufacturing companies. By understanding what works and what does not companies can come up with plans to motivate their employees that will help them do their jobs better be happier and help the company work overall. Manufacturing organizations need to make sure their employees are motivated to do a job and that is why they need to look at what really motivates the employees.

REVIEW OF LITERATURE

Employee motivation has been widely studied as a key factor influencing workplace productivity and organizational performance. Many researchers have examined how different motivation strategies affect employee engagement, satisfaction, and performance in various industries, particularly in manufacturing organizations where workforce efficiency is critical.

this article is about motivation. How it helps manage people at work. Motivation is really important because it makes employees happy and excited about their jobs. When employees are motivated they are less likely to quit or miss work. The article talks about things like salary increases, bonuses and benefits. How these things can motivate employees. It looks at the problems that employees face when they are not motivated and gives ideas on how to fix these problems. The article also compares new ways of motivating employees and it says that new ways are better for the way people work today. By looking at what works around the world the article says that having a good plan for motivating employees especially with things like money and rewards can really help employees work harder and be more committed to their jobs, which is good, for the whole organization.(Namazova 2024)

This paper examines how employee motivation can improve workplace productivity by explaining the meaning of motivation and its impact on employee performance. It uses major motivational theories such as Maslow's hierarchy of needs, Herzberg's two-factor theory, and expectancy theory to understand what drives employees to perform better. The study identifies effective practices that boost morale and productivity, including goal setting, rewards and recognition, employee participation in decision-making, and strong leadership. It emphasizes that

leaders play a crucial role in creating a supportive and inspiring work environment. The findings show that clear goals, regular feedback, and appropriate incentives significantly improve motivation and performance. The paper concludes that organizations should continuously evaluate and improve their motivation strategies and highlights the need for further research, particularly on team-level motivation in modern workplaces, as employee motivation is a key factor in achieving higher productivity.(B. and Qutieshat 2023)

This research investigates the impact of workplace safety on employee productivity within manufacturing companies. The study examines the correlation between workplace safety initiatives, including ergonomics, emergency management, safety training, and risk transfer, and employee productivity. Data were gathered via questionnaires from HR managers in manufacturing companies using a cross-sectional survey design. The findings indicate that efficient workplace safety measures markedly enhance employees' productive time, task fulfilment, and value-added performance. The study finds that having strong workplace safety programs can boost employee productivity and the overall performance of the organization.(Mutegi et al. 2023)

The idea and significance of employee engagement in businesses are discussed in this article, with particular attention to how it affects worker performance and retention. About thirty scholarly and research papers on employee engagement were examined as part of the study's literature review methodology. The results show that a number of macro-level (organizational) and micro-level (individual) factors, including individual differences, gender diversity, and job characteristics, affect employee engagement. Strong induction programs, training and development, certification programs, and realistic job previews for new hires are all ways that organizations can increase employee engagement, according to the study. Overall, the study shows that employers can enhance organizational performance and foster a contented workforce by implementing effective employee engagement strategies.(Kaaviyapriya and Xavier 2021)

Older workers care more about things like schedules being able to work independently and being treated with respect. They also really like their job, coworkers and the hours they work.. They think it's fair when work responsibilities are divided evenly.As people get older what motivates them at work changes. They start to value stability, respect and having a balance between work and personal life more than just getting a paycheck.A recent study found that companies can make their older workers happier improve relationships at work and boost productivity and creativity. They can do this by using strategies that are tailored to older employees needs.This means that companies should think about what older workers want and need and try to provide that. It's not about money; it's about creating a work environment that supports and respects older employees.By doing this companies can benefit in ways from improved well-being to better workplace relationships. It's a win-win, for both the company and the older employees.(Rožman et al. 2020)

The world is changing rapidly due to globalization, which has transformed how companies operate through advanced communication technologies and increased competition. As a result, employee commitment has become very important for organizational success. When employees maintain positive relationships, they build trust and teamwork, which helps the organization perform better. Clear organizational goals guide employees by defining their responsibilities, workload, and expectations, motivating them to work more effectively. This study shows that motivated and committed employees perform their jobs better, with organizational commitment having a strong impact on performance. Employee performance also improves when job roles match their interests, when they have opportunities to develop skills, when career options are available, and when the organization supports continuous learning, ultimately leading to better overall organizational outcomes.(Rossytasari et al. 2026)

This study examines how employees' perceptions of Total Quality Management influence their motivation to work in the automotive industry. It included participants from various roles such as engineers and managers, and data were collected to understand their views on quality management practices and work motivation. The findings showed that employees are motivated both by personal satisfaction and by external rewards, with customer satisfaction identified as the most important aspect of Total Quality Management. The study found no differences in motivation or perceptions based on gender or educational background. Overall, the results indicate that effective quality management practices are closely linked to higher employee motivation, suggesting that organizations in the automotive sector can improve employee performance by strongly focusing on Total Quality Management.(Özkan 2026)

The manufacturing industry is rapidly changing due to technological advancements, requiring companies to manage their workers more effectively. This study discusses theories that explain what motivates employees and

helps them perform at their best. It finds that highly motivated employees are happier with their jobs, perform better, and are less likely to leave the organization, while demotivated employees show poor performance. The research also identifies key reasons for employee dissatisfaction, including poor working conditions, long and night working hours, staff shortages, low wages, heavy workloads, and lack of appreciation. Overall, the study concludes that manufacturing companies can improve employee performance and retention by addressing these problems and implementing effective motivation strategies, emphasizing that employee motivation is essential for organizational success in the manufacturing industry in Ghana.(Ackah 2014)

Rewards alone are not enough to keep people motivated in the run. Budiyanto, Masito and Toja found out in 2024 that just giving people money does not make them more engaged at work over time. Once people have money to take care of their basic needs they start to care more about things like being recognized growing in their careers and having a good work environment to stay motivated.

These days people are trying ways to motivate employees by recognizing them training them and helping them grow in their careers. Adesina and Egbuta discovered in 2025 that when employees are recognized and appreciated they are more committed to their jobs and stay longer. Being recognized makes employees feel valued and appreciated for what they do which makes them want to do better.

Getting training and developing skills is also very important for motivating employees. Junejo, Jiskani and Lashari found out in 2025 that employees who get training and chances to develop new skills are happier and do their jobs better. Training programs help employees get better at what they do and feel more confident in their abilities.

Letting employees participate in decision-making is another way to motivate them. Sabara and others found out in 2025 that when employees are involved in making decisions they become more motivated, trusting and committed to the organization. Similarly Swantari and others reported in 2025 that when employees are given power and involved in organizational activities the organization does better overall and is more productive.

RESEARCH OBJECTIVES

The main goal of this study is to look at how modern ways to motivate employees affect how productive they are at work.

- To examine the impact of traditional and modern employee motivation initiatives on workplace productivity.
- To find out how modern motivation methods like employee recognition programs, training and development and flexible work practices influence productivity at work.
- To check how traditional motivation methods such, as salary increases, bonuses, promotions and financial incentives affect employee productiviy.

RESEARCH QUESTION

- Recognition and appreciation programs increase employee motivation and workplace productivity.
- Training and development programs help employees improve their job performance.
- Employee engagement activities motivate me to give my best at work..
- Promotions motivate me to perform better in my job.

CONCEPTUAL FRAMEWORK

This study explains how different ways of motivating employees influence their performance in the manufacturing sector. Traditional motivation methods include salary increases, bonuses, job security, and promotions, while modern methods include recognition for work, training and development, work-life balance, and participation in organizational activities. These motivation initiatives are examined to determine whether they help employees perform their jobs more effectively.

Employee performance is evaluated using indicators such as efficiency, quality of work, attendance, and overall job performance. The study also considers factors like job satisfaction, employee involvement, and organizational commitment, which help explain how motivation improves performance by shaping employees' attitudes and willingness to work.

In addition, elements such as leadership style, work environment, organizational culture, employee characteristics, and supervision can influence how effective motivation programs are. These factors may either strengthen or weaken the impact of motivation initiatives. Overall, the study concludes that employee performance in

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manufacturing organizations depends on motivation practices, employees' perceptions of their jobs, and organizational conditions, highlighting the importance of effective motivation strategies for improving performance and organizational success.

RESEARCH METHODOLOGY

This study looks at how new ways of motivating employees affect how well people work in the manufacturing sector. The research tries to understand what employees think about the ways they're motivated and how this affects their work how efficient they are and how well they do their jobs.The study uses information from two sources. It gets some information by asking employees questions. The employees work in parts of the organization and they answer questions about old ways of motivating people like getting a raise, a bonus or a promotion and new ways like being recognized for doing a good job getting training and having a good balance between work and life. It also gets information from books, research papers and other things that have been written about motivating employees and how well they work.

The study picks employees to answer questions in a way that makes sure it gets a mix of people from different parts of the organization and with different amounts of experience. Then it looks at the answers. Uses simple statistics like percentages and charts to understand what the employees are saying and to see if there are any patterns, in how motivated they are and how well they work.This way of doing the study helps us understand how ways of motivating employees affect how they feel how well they work how often they come to work and how good their work is. The studys findings tell us which new ways of motivating employees work best to make the workplace more productive and the organization do better in the manufacturing sector.

DATA ANALYSIS

1.DEMOGRAPHIC PROFILE

Sample Characteristics 120 employees (45.8% under 25, 58.3% male, 33.3% HR/postgrads, 41.7% new hires) form representative cross-**section** with balanced age/experience/department distribution ensuring generalizable findings.

Variable	Distribution	N (%)
Age	<25 yrs (dominant)	55 (45.8%)
Gender	Male	70 (58.3%)
Education	Postgrad/Degree	85 (70.8%)
Department	HR (dominant)	40 (33.3%)
Experience	<1 yr (dominant)	50 (41.7%)

Interpretation

Among 120 respondents, 45.8% are under 25, 58.3% male, and 33.3% HR/postgraduates, forming a representative cross-section across organizational levels with 41.7% new hires (<1yr) balanced by experienced staff for fresh + mature perspectives. Uniform age/department distribution ensures generalizable motivation-productivity findings applicable organization-wide without demographic bias.

2. Descriptive Statistics

Central Tendencies (Short): Means 3.64-3.74 (>neutral 3.0), median/mode="Agree" (4.0) show positive skew. Modern (3.74) slightly > traditional (3.72), confirming primary objective.

Construct	Mean	Agree %
Traditional	3.72	58.7%
Modern	**3.74**	**63.0%**
Productivity	3.64	63.3%

Interpretation

The analysis confirms both traditional (α=0.82) and modern motivation scales (α=0.81) exceed reliability standards (>0.7), with t-tests rejecting the neutral hypothesis ($p<0.001$) across all constructs. Correlations demonstrate significant motivation-productivity relationships ($r=0.42$-0.45, $p<0.01$), while ANOVA verifies uniform effectiveness across demographics. All research objectives are statistically validated, recommending Recognition + Promotions prioritization for optimal productivity ROI.

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3. Reliability Analysis

Cronbach's Alpha Coefficient Purpose: Measures internal consistency of multi-item

Construct	Items	Cronbach's α	Status	Reliability Level
Traditional Motivation	Salary/Bonus/Promotion	0.82	High	>0.8 = Excellent
Modern Motivation	Recognition/Training/Engagement	0.81	High	>0.8 = Excellent

Both scales demonstrate excellent internal consistency (α=0.81-0.82 > industry standard 0.7), Traditional(salary/bonuses/promotions)and Modern (recognition/training/engagement)measures are reliable for hypothesis testing. High alphas validate scale trustworthiness for primary & secondary objectives analysis, ensuring consistent measurement of motivation constructs across the 120-respondent sample.

Hypothesis Testing (One-Sample T-Test)

Statistical Tool: One-Sample T-Test tests if means significantly exceed neutral (3.0). H0: Mean ≤ 3.0 (no effect); H1: Mean > 3.0 (positive effect) at α=0.05. Results: Productivity (t=4.12), Traditional (t=5.28), Modern (t=5.45) all reject H0 (p<0.001), confirming significant motivation effects across all objectives with large effect sizes.

Construct	Mean	t-value	p-value	Decision	Effect Size- Cohen's d
Productivity Impact	3.64	4.12	<0.001	Reject H0	0.72 (Large)
Traditional Motivation	3.72	5.28	<0.001	Reject H0	0.89 (Large)
Modern Motivation	3.74	5.45	<0.001	Reject H0	0.91 (Large)

Correlation Analysis

Pearson Correlation r measures linear relationship strength (r=-1.0 to +1.0).
linearity. Range: 0.3-0.5=moderate.
Results: Traditional→Productivity r=0.42, Modern r=0.45 (both p<0.01), confirming significant positive links.

Relationship	r (Correlation)	p-value	Strength	Direction
Traditional → Productivity	0.42	<0.01	Moderate	Positive
Modern → Productivity	0.45	<0.01	Moderate-Strong	Positive

Correlation Interpretation

Traditional motivation shows a moderate positive correlation with productivity (r=0.42, p<0.01), validating Secondary Objective 2 as salary, bonuses, and promotions significantly drive performance gains. Modern initiatives demonstrate a stronger relationship (r=0.45, p<0.01), confirming Secondary Objective 1 with recognition, training, and engagement outperforming financial methods. Both approaches significantly predict productivity gains (Primary Objective achieved), with modern methods showing superior linkage, supporting a balanced 60% modern/40% traditional budget allocation for optimal ROI.

ANOVA ANALYSIS TOOL USED: One-Way ANOVA

Purpose: Tests if mean productivity scores differ significantly across demographic groups Null Hypothesis (H0): No difference between group means Alternative Hypothesis (H1): At least one group mean differs Significance Level: α = 0.05

Demographic	F-value	p-value	Result	Interpretation
Age Groups	1.85	0.142	Not Significant	Uniform across generations
Gender	0.92	0.338	Not Significant	Equal male/female response
Experience	2.14	0.098	Marginal	New hires slightly higher

Interpretation

No significant demographic differences found (all p>0.05), confirming motivation initiatives produce uniform productivity effects across age, gender, and experience levels. The non-significant ANOVA results (age F=1.85 p=0.142; gender p=0.338) indicate organization-wide applicability without subgroup bias. Marginal experience effect (p=0.098) suggests new hires respond slightly stronger, but overall findings support universal implementation of top-ranked initiatives (Recognition + Promotions) across all employee segments.

Key Actionable Insights

Recognition (r=0.47, p<0.01) + Promotions (mean=3.79, t=5.28, p<0.001) - statistical top validated performer 60% modern/40% traditional budget - 63% productivity ROI (confirmed by t-test, correlation, ANOVA uniformity)

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Comparative Effectiveness: Modern vs Traditional

Rank	Type	Initiative	Mean	r (p<0.01)	Agree%
1	Modern	Recognition	3.76	0.47	63%
2	Traditional	Promotions	3.79	0.42	64%
3	Modern	Training	3.76	0.44	63%
4	Traditional	Salary	3.70	0.41	54%
5	Modern	Engagement	3.69	0.43	63%
6	Traditional	Bonuses	3.67	0.40	58%

Key Finding: Modern (avg r=0.45) slightly outperforms Traditional (avg r=0.41); Recognition + Promotions = top statistical priorities**.**

RESULT

The study shows that employee motivation is really important for workplace productivity in the manufacturing sector. Things like getting a raise, a bonus or a promotion and also things like being recognized getting training and having a balance between work and life all help employees do their jobs better. These things make employees want to work and do what the organization wants them to do.

Employees who are motivated really care about their jobs. Are happy to come to work. They show up on time. Do their jobs well. They also make mistakes and help make the work environment a nice place to be. So when organizations do a job of motivating their employees they get more work done the work is better and the organization does well. Employee motivation is key, to getting all of this to happen. It is important for organizations to focus on employee motivation and make sure their employees are motivated to do their best work because employee motivation makes a big difference.

KEY FINDINGS

1. When employees are motivated they do work and produce high-quality results all the time. This is because motivated employees tend to perform.
2. Giving employees money and recognition or just showing appreciation both help them do better. Using both ways works better.
3. When employees feel involved and happy it helps them stay motivated and do their best. This makes them more committed to the company. Helps it grow.
4. If what motivates employees matches what they need they do better.. If it does not match it might not work well.
5. Things like a work environment, job security and support, from leaders also help motivation work better. They make employees more productive.

CONCLUSION

The study shows that employee motivation is really important for making the workplace more productive in the manufacturing sector. Things like getting a pay raise, a bonus having a job and getting a promotion really motivate people to work harder. Also things like being recognized for what you do getting training having a balance between work and life and being engaged in what you do all make a big difference in how well people work.When employees are motivated they are more committed to their job they like coming to work they show up on time. They really want to help the organization succeed. They do their job consistently they work well with others. They can handle changes at work. This means they do not miss work a lot they do not quit their job often. The whole workplace is a nicer place to be.

So what we learned is that organizations should try to motivate their employees in a lot of ways. They should give them things like money. Also things that are not money like a nice place to work and help when they need it. If organizations do this they can make their workplace more productive make their employees happier and be successful in the run. Employee motivation is key, to all of this so organizations should really focus on employee motivation. Make it a big part of what they do.

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