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A Study on The Effectiveness of Employee Training and Development at Yamaha Motors at Tirunelveli District

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ABSTRACT:

The study examines the effectiveness of training and development programs at Yamaha Motors in Tirunelveli district, focusing on employee performance, job satisfaction, and productivity. Findings show that age and gender do not significantly influence training effectiveness, but employees generally report improved performance and satisfaction. Recommendations include personalized learning paths, frequent feedback, and aligning training with future skill demands. This research offers valuable insights for organizations seeking long-term growth. The research focuses on understanding how training initiatives contribute to enhancing employee skills, productivity, job satisfaction, and overall organizational performance. Primary data was collected through structured questionnaires and interviews with employees across various departments. The study also analyzes the methods, frequency, relevance, and outcomes of the training programs. Statistical tools were employed to interpret the data and draw meaningful conclusions. The findings reveal the extent to which training programs meet employee expectations and organizational goals. Based on the analysis, recommendations are provided to improve the efficiency and impact of training and development practices.

Keywords: Training and Development, Employee Performance, Job Satisfaction, Employee Productivity,

Introduction

In the evolving landscape of global business, employee training and development have emerged as pivotal strategies for organizational growth and competitiveness. Companies that prioritize continuous learning and skill enhancement are better equipped to adapt to market dynamics, technological advancements, and evolving customer expectations. Within this framework, Yamaha Motors, a prominent player in the automobile sector, exemplifies a strong commitment to employee capability building. This study focuses on evaluating the effectiveness of training and development initiatives implemented at Yamaha Motors in the Tirunelveli District. As the organization operates in a highly competitive and technologically advanced industry, it is imperative to ensure that its workforce is equipped with both technical and soft skills to maintain operational excellence and innovation. Effective training enhances employee performance, job satisfaction, and engagement, while strategic development initiatives support long-term career growth and leadership potential. The primary objective of this study is to assess the impact of Yamaha's training programs on employee performance, productivity, and satisfaction.

Industry Profile

Yamaha Motor Co., Ltd., established in 1953, is a global leader in manufacturing motorcycles, marine products, recreational vehicles, and industrial machinery. Known for its commitment to innovation, sustainability, and quality, Yamaha integrates advanced technologies like electronic fuel injection and lightweight materials into its products. With a strong global presence, the company operates manufacturing facilities worldwide and caters to a diverse market. Yamaha's focus on employee development through extensive training programs ensures a highly skilled workforce, contributing to both productivity and innovation. Additionally, the company emphasizes environmental responsibility, integrating eco-friendly technologies and contributing to social initiatives. Yamaha's dedication to quality, research, and community welfare positions it as a key player in shaping the future of the motorized product industry.

Research Problem

This study aims to understand the effectiveness of training and development programs at Yamaha Motors, Tirunelveli, by examining their impact on employee skills and performance. It also seeks to analyze how these programs vary in effectiveness based on key influencing factors and to identify the future training needs in line with evolving industry trends. The study further explores how well the current training initiatives align with employee expectations and organizational goals.

Objectives of the Study

1. To study the training and development programs at Yamaha Motors, Tirunelveli.
2. To Analyze how training improves employee skills and performance.
3. To Identify key factors that influence the success of training programs.
4. To explore future training needs based on industry trends.

Scope of the Study

This study focuses on evaluating the effectiveness of training and development programs at Yamaha Motors in Tirunelveli District. It examines how these programs enhance employee skills, job performance, and overall productivity. The study also assesses employee satisfaction with the training methods used and identifies any gaps or challenges in the current system. Furthermore, it explores the impact of training on employee retention and career growth. The findings will help Yamaha Motors improve its training strategies, ensuring better workforce development and business success. However, the study is limited to employees working in the Tirunelveli district and may not reflect the training effectiveness in other locations.

Limitations of the Study

The study focuses on evaluating the effectiveness of training and development programs at Yamaha Motors in Tirunelveli District. It examines how these programs contribute to enhancing employee skills, job performance, and overall productivity. The study assesses employee satisfaction with the training methods and techniques used. It identifies gaps or challenges present in the current training and development system. The research also explores the impact of training on employee retention and career growth. The findings aim to help Yamaha Motors improve its training strategies for better workforce development and overall business success.

Research Methodology

The present paper is ascertained to study the effectiveness of training and development programs and their impact on employee performance at Hameedha Autos, with reference to Yamaha Motors in Tirunelveli. Descriptive research design and simple random sampling were used. Statistical tools applied include descriptive statistics, chi-square tests, and correlation analysis

Primary data

Primary data will be collected through a structured questionnaire and interviews with the employees of Yamaha motors. The questionnaire will include multiple-choice, Likert scale, and open-ended questions to gather detailed insights.

Secondary Data

Secondary data will be gathered from company reports, market research studies, industry publications, and relevant academic literature to support the analysis.

Results and findings

1. FREQUENCY TABLES

Table 1: Relationship between Gender & Age group opinion about Yamaha motors employees

FREQUENCY TABLES			
STATISTICS			
		Age Group	Gender
N	Valid	30	30
	Missing	0	0
Mean		2.10	1.50
Median		2.00	1.00
Mode		2	1
Std. Deviation		.960	.572
Skewness		.542	.591
Std. Error of Skewness		.427	.427

Source: Primary data

Interpretation

The analysis of 30 responses shows a moderate age distribution with a slight positive skewness, with most respondents falling within the second age group. Gender distribution is relatively balanced, slightly skewed towards male respondents, with a mean value of 1.50 and a mode of 1. The skewness values are within acceptable limits, indicating a near-normal distribution. These demographic insights provide a solid foundation for further analysis on how age and gender may influence customer preferences or behavior patterns.

2. CORRELATIONS

Table:2 Relationship between Age group & Training Opinion about the employee of Yamaha motors

CORRELATIONS			
		Age Group	Do you feel your skills have improved after training?
Age Group	Pearson Correlation	1	.096
	Sig. (2-tailed)		.616
	N	30	30
Do you feel your skills have improved after training?	Pearson Correlation	.096	1
	Sig. (2-tailed)	.616	
	N	30	30

Source: Primary data

Interpretation

- ☐ The Pearson correlation coefficient of 0.096 indicates a very weak positive correlation between age group and the perception of skill improvement after training.
- ☐ The p-value of 0.616 is greater than 0.05, which means the result is not statistically significant.
- ☐ This implies that we fail to reject the null hypothesis. There is no significant relationship between age group and the perception that skills have improved after training.

Hypotheses

- ☐ **Null Hypothesis (H₀):** There is no significant correlation between age group and perceived improvement in skills after training.
- ☐ **Alternative Hypothesis (H₁):** There is a significant correlation between age group and perceived improvement in skills after training.

Table:2.1 Gender and Job Performance in Post training

Effect of training on Job performance			
		Effect of training on Job performance	Gender
Effect of training on Job Performance	Pearson Correlation	1	-.114
	Sig. (2-tailed)		.550
	N	30	30
Gender	Pearson Correlation	-.114	1
	Sig. (2-tailed)	.550	
	N	30	30

Source: Primary data

Interpretation

- ☐ The Pearson correlation coefficient is -0.114, which indicates a very weak negative correlation between gender and job performance improvement after training.
- ☐ The p-value (Sig. 2-tailed) is 0.550, which is greater than 0.05, meaning the result is not statistically significant.
- ☐ The sample size (N) is 30, which is relatively small for detecting weak effects.

Hypotheses

- ☐ **Null Hypothesis (H₀):** There is **no significant correlation** between gender and job performance improvement after training.
- ☐ **Alternative Hypothesis (H₁):** There is **a significant correlation** between gender and job performance improvement after training

3. Chi-Square Tests

Table 3.1 Estimating the impact of training on all gender and evaluating the Performance

Estimating the impact of training on all gender and evaluating the Performance			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.433 ^a	6	.753
Likelihood Ratio	3.491	6	.745
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	30		

a. 11 cells (91.7%) have expected count less than 5. The minimum expected count is .10.

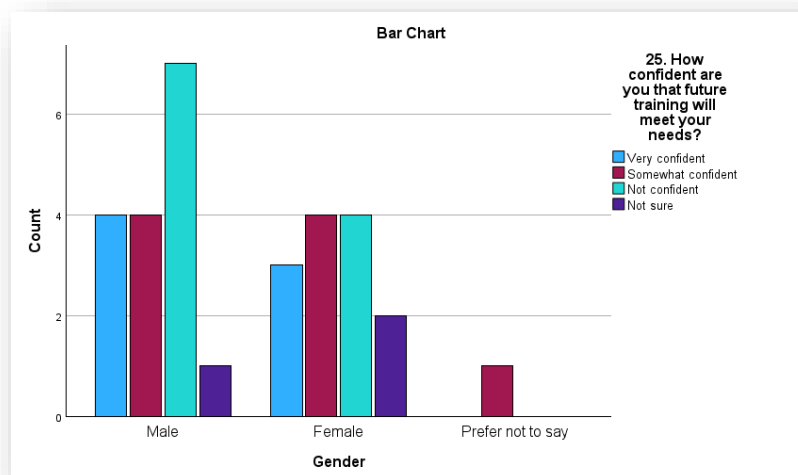
Source: Primary data

Interpretation

- ☐ Pearson Chi-Square Significance Value ($p = 0.753$):
- ☐ Since $p > 0.05$, we fail to reject the null hypothesis.
- ☐ This means that there is no statistically significant association between the two categorical variables.
- ☐ Likelihood Ratio ($p = 0.745$): Supports the same conclusion.
- ☐ Linear-by-Linear Association ($p = 1.000$): Suggests there is absolutely no linear trend between the variables.

Hypotheses

- ☐ **Null Hypothesis (H₀):** There is **no significant association** between the two categorical variables (they are independent).
- ☐ **Alternative Hypothesis (H₁):** There is a **significant association** between the two categorical variables (they are not independent).



FINDINGS

- Majority of respondents are young (57.1%) and balanced (55.2%).
- Majority are employed (50.5%) or students (34.3%).
- Smaller proportions of business owners (12.4%) and retired individuals (2.9%).
- Majority (85.7%) are low to middle-income, suggesting a price-sensitive market.
- Only 14.3% represent the higher-income group, indicating a niche for premium products.
- Chi-square test showed no significant association between categorical variables, indicating statistical independence.
- No significant correlation between age and perception of product standards.
- Survey instrument reliability confirmed with a Cronbach's Alpha value of 0.951.

SUGGESTION

It is suggested that Yamaha Motors, Tirunelveli, should focus on developing training and development programs that cater specifically to the needs of a predominantly young and price-sensitive workforce, which includes a significant portion of students and early-career employees. Since there is no significant correlation between age and perception of product standards, training content should emphasize consistent quality standards across all age groups. Additionally, given the statistical independence among categorical variables, personalized training approaches may be more effective than one-size-fits-all programs. The high reliability of the survey instrument (Cronbach's Alpha of 0.951) supports the validity of these insights for decision-making in refining future training strategies

Conclusion

The study on Yamaha Motors' employee training and development in Tirunelveli District reveals that training programs significantly improve employee performance, skill development, and job satisfaction. Employees find these sessions relevant and beneficial, leading to increased productivity and improved workplace morale. However, improvements include frequent feedback, personalized training modules, and post-training evaluation mechanisms to enhance the return on investment and employee commitment.

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