



A STUDY ON MOTIVATION OF EMPLOYEES IN IT SECTOR

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Abstract: Motivation is the process of stimulating the employees to attain some designated goal of an organization. Motivation is the important factor which stirs up persons to give their best performance to achieve a certain goal. This study mainly focused on defining the motivation factors and concepts, identifying the most motivating factors. Furthermore, suggestions were given to increase the employee level of motivation. To gain an intense understanding of the research topic, different motivation methods and concepts were reviewed. The purpose of the study is to find how employees are motivated in the IT sector. A questionnaire was created based on a selected theoretical framework. Around 125 samples were collected and the analysis was done by using Statistical Package for Social Sciences (SPSS). In conclusion, the major motivating factors such as Pay and Benefits, Working conditions, Organization effectiveness and Leadership can help to keep employees in high level of motivation. From the analysis it is clearly mentioned there is an association between the promotional opportunities and praised and recognized for the work they do.

KEYWORDS: motivation, leadership, pays and benefits, employees in IT sector.

1.1 INTRODUCTION

The motivation of employee's plays one among the foremost vital roles in an organization's assertively contributes to its growth and prosperities.

Motivation directly links to individual performance that gain to organization performance and as a catalyzer for all individual employees working for a corporation to reinforce their working performance or to finish task in far better way than they typically do. Organization runs due to people working for it, and every person contributes toward achieving the last word goal of a corporation.

It is not an exaggeration to mention motivation is that the core to being successful. A motivated person is probably going to willingly put more effort into doing a task and an honest result's within expectations. When goals are achieved, it drives a sense of being satisfied and delight for the workers and creates a positive working attitude within the workplace.

2.1 REVIEW OF LITERATURE

T. NAVANEETHA, K. BHASKAR (2018), states that motivation is achieved through both extrinsic and intrinsic motivators. Without such motivators employees do not concentrate on the performance when they are at the workplace. Therefore, management should concentrate on providing better motivators in order to enhance productivity of the organization as well as to increase the profitability of the company which ultimately leads to better economic development of the country directly or indirectly.

OFELIA ROBESCU (2016), states that the society since ancient times faced with a weak involvement of human resources in organizations. Therefore motivating employees became today an important objective for organizations that want to remain viable on the market today. Motivation of human resources in the organization will bring extra performance to the manager that hopes to reach the organization's goals. All the time attempted to explain what motivates people to work. The answer to this question is important because it is obviously good to understand what influences people's behavior. However, isn't the only reason for the great interest in the subject of motivation? Managers looking for ways to motivate employees because they claim that motivation can lead to some positive results for a company. "Researchers have worked hard to find out which ones are the best motivators. The most frequent factors that are considered come from two categories: financial and nonfinancial incentives. Finally, there are opinions that do not focus on money at all. Instead they put interest and effort to analyze other reasons. The findings show the importance of leadership style and language used by leaders in increasing the performance of subordinates. Designing a job is a crucial motivation of employees".

STEPHEN A. FURLICH (2016), addresses employees' expectations of performance rewards and their motivation by understanding communication with their managers through the use of Expectancy Valence Theory. He focused on specific aspects of communication such as communication behaviors, expectations, communication interactions, and outcomes from the communication interactions. These areas of communication are also applied to general areas within the social sciences.

ISMAJLI ET AL. (2015), identified that the factors that motivate employees as human resources in local government serve as a basis for increasing the service quality. He found that salary of workers; professional advancement and opportunity for promotion appear to be among the most important factors of motivation. The other important factors that the study revealed are work conditions, as well as the evaluation and the objective assessment of performance measurement.

3.1 OBJECTIVE OF THE STUDY:

3.1.1 PRIMARY OBJECTIVE:

To know how the employees are motivated in organization.

3.1.2 SECONDARY OBJECTIVES:

- To find out the various factors leading to employee motivation in the organization.
- To know the satisfaction level of employees on working conditions and pay & Benefits followed by the organizations.
- To know the various ways used by the leaders to improve employee motivation.
- To analyze the organizational effectiveness on employee motivation

4.1 RESEARCH METHODOLOGY

4.1.1 Research design

Descriptive research design has been used in this study, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present.

4.1.2 Population & Sample size

The population is indefinite. Sample size is composed of 125 respondents. Convenient Sampling technique was employed. The respondent's belongs to the employees of IT sector.

4.1.3 Data

The research uses both Primary data & Secondary Data. Primary data was collected by survey through questionnaire and Secondary data from various literature reviews.

4.1.4 Tools used for analysis

- Chi-square
- Correlation
- ANOVA

5.1 Results

5.1.1 Demographic profile:

Factors	Frequency	Percentage
AGE	90	72
Below 30	31	24.8
31-40 years	3	2.4
41-50 years	1	0.8
Above 50 years		
Gender	62	49.6
Male	63	50.4
Female		
Marital status	49	39.2
Married	76	60.8
Unmarried		
Years of experience	74	59.2
Below 5 years		
5-10 years	38	30.4
10-15 years	12	9.6
Above 15 years	1	0.8

5.1.2 CHI SQUARE ANALYSIS

Null Hypothesis H₀: There is no association between marital status and being fairly evaluated on work.

Alternate Hypothesis H₁: There is association between marital status and being fairly evaluated on work.

Table 5.2.1: Table represents that there is no association between Marital status and I am fairly evaluated on my work.

CHI -SQUARE TEST			
	Value	df	Asymptotic significance (2- sided)
Pearson chi-square	4.962a	4	.291
Likelihood Ratio	5.250	4	.263
Linear-by-Linear Association	1.903	1	.168
N of valid cases		125	

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .39

INTERPRETATION:

Where 0.291 is higher than 0.05, therefore there is no association between marital status and being fairly evaluated on work.

6.1CORRELATION:

Table 6.1.1: Table represents that there is a relationship between promotional opportunities and Recognised and praised for my good performance.

CORRELATIONS			
		Promotional opportunities	Recognized and praised
Promotional opportunities	Pearson correlation	1	.404**
	Sig.(2-tailed)		.000
	N	125	125
Recognized and praised	Pearson correlation	.404**	1
	Sig.(2-tailed)	.000	
	N	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The value of correlation coefficient (r) is 0.404. Hence there is a high correlation between promotional opportunities and recognized and praised for work.

7.1 ANOVA

(Null Hypothesis) H₀: There is no statistically difference between the years of experience and level of satisfaction at workplace.

(Alternate Hypothesis) H₁: There is statistically difference between the years of experience and level of satisfaction at workplace.

7.1.1 Table: Table showing that there is no association between the years of experience and level of satisfaction at work.

ANOVA					
	Sum of squares	df	Mean square	F	sig.
Between groups	6.314	4	1.579	1.242	.297
Within groups	152.534	120	1.271		
Total	158.848	124			

INTERPRETATION

Significance level is 0.297, which is higher than 0.05 therefore, there is no statistically significant relationship between years of experience and level of satisfaction at work.

8.1 CONCLUSION

In conclusion, the motivation of employee's plays one among the foremost vital roles in an organization's assertively contributes to its growth and prosperities. Therefore, it's necessary for any employer to know what truly motivates the workers and the way to maximise the general job performance. From the findings it is clearly shown that giving respect in the working place, Satisfaction of salary, a clean and pleasant working conditions, and good communication with colleagues keeps employees more motivated. Leadership is another important thing which all the managers/leaders should listen to their employee opinions & suggestions. Give the employees a particular platform and time, to speak up any issues that they might be facing in their current job/organisation. Even listening to problems not related to work, but indirectly leading to low productivity Can help.

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