



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON EMPLOYEE MOTIVATION IN IT FIRMS CONCERNING COIMBATORE CITY

Ms. K. Bhuvaneshwari, PhD (Commerce) Scholar, VET Institute of Arts and Science
(Co-education) College, Thindal, Erode

Dr. R. Nagalakshmi, Associate Professor Department of Commerce VET Institute of Arts and Science (Co-education) College, Thindal, Erode

ABSTRACT:

Information technology (IT) organizations' performance and long-term viability are significantly influenced by the motivation of their workforce. This study aims to investigate the factors that influence employee motivation in IT companies located in Coimbatore. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews, to provide comprehensive insights. The quantitative component involves distributing structured surveys to employees of several IT companies located in Coimbatore. These surveys assess a wide range of motivational factors, including opportunities for career growth, job satisfaction, work-life balance, recognition, and extrinsic and internal variables. Regression analysis is one of the statistical analytic approaches that will be used in this study to identify the most important predictors of employee motivation.

Index Terms: internal and external variables, work-life balance, employee motivation, job satisfaction, and recognition.

INTRODUCTION: Thankfully, you can encourage employee motivation in your business. Apart from the conventional instruments available to all businesses, such as salary raises and promotions, corporations can also utilize personalized rewards for their staff members. A few of these include offering chances for professional development, permitting schedule flexibility, and initiating recognition initiatives. Motivation among employees can be a key factor in the success of a firm. However, many firms still struggle to retain their team members motivated, and for good reason. Each person has a distinct set of motivators that they respond to, so if you invest

in the incorrect ones, your company's budget will be wasted. Since preferences change over time, it's quite likely that the things that currently interest your workforce will change in the years to come.

Importance of motivation:

Motivation is crucial because driven employees are always looking for new and more efficient ways to finish projects. This statement is useful for manufacturing workers as well as business strategists. When people actively seek new techniques, they usually find them. Supervisors need to motivate employees to look for more effective ways to finish their work. Understanding the nature of motivation is helpful in this case.

Advantages of motivation:

- 1) An increased level of performance.
- 2) How to monitor and manage employee attrition
- 3) Motivate employees to welcome change.
- 4) Development of artistic skills

II. SCOPE OF THE STUDY:

This study helps determine the level of motivation demonstrated by workers in the IT industry. It also helps in the search for useful information, which is done to identify problems and conduct analyses to come up with solutions.

III. OBJECTIVES OF THE STUDY:

- The key to assessing someone's level of motivation is to learn about their needs for motivation and to comprehend the organizational environment.
- To determine the nature of the employee-supervisor relationship

IV. RESEARCH METHODOLOGY:

Research is a thorough analysis or evaluation of any field of study, especially when it involves the hunt for new data. Research travels from the familiar to the unfamiliar. The research process consists of a few selected components that are all essentially interrelated. The facts and data will be acquired and analyzed using scientific tools and procedures to arrive at a logical conclusion. Research methodology gives the researcher the tools and tactics required to refute explanations, rationalizations, and descriptions of various research techniques. In this section, the researcher looks into the motivation of workers in the IT sector in the Coimbatore district. The most important part of every scientific investigation is the research design. It gives conclusions drawn from the collected data a strong basis. The research design of the study is descriptive. The information was gathered from primary and secondary sources. The researcher employed a simple random sample strategy for the study. The

researcher selected 100 samples from the total group of 780 individuals who were identified. After the researcher collected data through the questionnaire, the data was entered into a master coding sheet and totaled thereafter. Chi-square and basic percentage approaches were used to analyze the collected data.

V. STUDY LIMITATIONS:

It is hard to accurately enhance our desires because they are boundless. When asked to list their objectives and areas for development, staff members only provided a limited response. Time constraints were one of the biggest challenges in conducting this inquiry.

VI. REVIEW OF RELATED LITERATURE:

Rose Mol (2004) carried out a study on motivation using Maslow's Hierarchy of Needs. The research design used for this study is mostly descriptive. Its objective is to explain the motivation of Elgi Electric and Industries Ltd.'s workers. The researchers selected 100 participants for the study from the ELGI Coimbatore units. There are twenty-five items on the questionnaire. A five-point rating system was used to assign ratings. The scales used are strongly disagree, agree, disagree, don't know, and highly agree. The study concludes that a range of motivating factors contributes to the employee's level of motivation within the company. The bulk of them contain interesting ideas that might come in handy later on.

In 2006, Adhimoolam carried out research. An Examination of How Employees View Motivational Plans Powered by Coimbatore Pump Engineering, the company has 500 employees overall. The researcher used a stratified random sampling technique to select a sample size of 100 employees because it is difficult to meet every employee. It was found that certain people are more effective and productive than others at finishing the duties assigned to them. It is common knowledge that an individual's drive to put in more mental and physical effort to finish tasks is closely correlated with their degree of performance and effort.

VII. RESULT AND DISCUSSION:

The data was used to conduct an analysis based on the data collection, and the results were presented in tables and figures with a detailed narrative and interpretation. Interpreting the study's results, which typically result in ideas for additional research, is the first step in switching from exploratory to experimental research. As a result, hypothesis testing also involved the use of statistical techniques like the Chi-Square Test. To provide the company with enlightening suggestions and a conclusion that would assist them in further enhancing their present strategies and raising the bar, a comprehensive summary of the study's findings was also generated.

Table No. 1: INDICATING THE RESPONDENTS' AGE:

Age groups	No.of Respondance	Percentage of Respondance
Below 30	0	0
30-40	18	18
40-50	44	44
Above 50	38	38
Total	100	100

Based on the preceding table, it can be deduced that 44% of respondents are between the ages of 40 and 50, 38% are above 50, and the remaining 18% are between the ages of 30 and 40.

Table No. 2: INDICATING THE RESPONDENTS' GENDER

Gender	No. of Respondents	Percentage of Respondents
Male	36	36
Female	64	64
Total	100	100

Based on the above table, it can be deduced that 64% of respondents are female and 36% of respondents are male.

Table No. 3: THE RESPONDENTS' EDUCATIONAL QUALIFICATION

Educational Qualification	No. of respondents	Percentage of Respondents
S.S.L.C	14	14
H.Sc.	2	2
UG & PG	78	78
Others	6	6
Total	100	100

Based on the above table, it can be inferred that the majority of respondents (78%) are undergrads or postgraduates, while 14% are qualified up to the SSLC, 6% fall into another category, and the remaining 2% are higher secondary.

Table No. 4: DISPLAYING THE RESPONDENTS' MARITAL STATUS

Marital Status	No. of respondents	Percentage of Respondents
Married	98	98
Unmarried	2	2
Total	100	100

It is evident from the preceding table that 98% of respondents are married, with only 2% of respondents not being married.

Table No. 5: DISPLAYING THE RESPONDENTS' EXPERIENCE

Job experience	No. of respondents	Percentage of Respondents
Below 5	4	4
10-20	30	30
5-10	10	10
Above 20	56	56
Total	100	100

As can be seen from the above table, 56% of the respondents have more than 20 years of experience, followed by 30% who have between 10 and 20 years of experience, 10% who have between 5 and 10 years of experience, and the remaining 4% who have less than 5 years of experience.

Table No. 6: Present Salary and Living Comfort Options of the Respondents

Opinion	No. of respondents	Percentage of Respondents
Strongly agree	4	4
Agree	66	66
Don't know	2	2
Disagree	26	26
Strongly disagree	2	2
Total	100	100

According to Table 6, the majority of respondents (66%) believe that the current salary offered by the company is sufficient for them to live comfortably. In contrast, 26% disagree, 4% strongly agree, and the remaining 2% believe they do not know and strongly disagree.

Table No. 7: INDICATING THE RESPONDENTS' VIEWS OF THEIR CURRENT SALARY AND THE OUTPUT THE MANAGEMENT EXPECTS

Opinion	No. of respondents	Percentage of Respondents
Strongly agree	6	6
Agree	66	66
Don't know	20	20
Disagree	0	0
Strongly disagree	8	8
Total	100	100

The information in Table 7 above indicates that the majority of respondents (66%) believe that the output that management expects them to produce is equal to their current salary, while 20% are unsure, 8% strongly disagree, and 6% strongly agree.

Table No. 8: CONTAINS RESPONDENTS' OPINIONS ON THE NECESSITY OF THE TRAINING PROGRAM.

Opinion	No. of respondents	Percentage of Respondents
Strongly agree	54	54
Agree	38	38
Don't know	6	6
Disagree	2	2
Strongly disagree	0	0
Total	100	100

Based on Table 4.17 above, it can be deduced that 54% of respondents strongly believe that a training program is essential for their professional development, compared to 38% who agree, 6% who are unsure, and 2% who disagree.

Table No. 9: DISPLAYING THE RESPONDENTS' EASY AND QUICK ASSESSMENT OF PROMOTION TO HIGHER LEVEL

Opinion	No. of respondents	Percentage of Respondents
Strongly agree	8	8
Agree	14	14
Don't know	2	2
Disagree	70	70
Strongly disagree	6	6
Total	100	100

The aforementioned Table 4.13 makes it evident that the majority of respondents (70%) disagree that it is simple and quick for workers in their category to be promoted to a higher level, while 14% agree, 8% strongly agree, 6% strongly disagree, and the remaining 2% have no opinion.

Table No. 10: THE RESPONDENTS' VIEWS ON THE NEED FOR EDUCATIONAL QUALIFICATION TO ACHIEVED GROWTH

Opinion	No. of respondents	Percentage of Respondents
Not-Required	18	18
Required	82	82
Total	100	100

Table 10 above makes it clear that 82% of respondents believed that education was necessary for a company to grow, while the other 18% said it wasn't.

Table No. 11: RESPONSES' VIEWS THAT THE PRESENT QUALIFICATIONS ARE ADEQUATE FOR THEIR GROWTH AND PROMOTION

Opinion	No. of respondents	Percentage of Respondents
Growth	58	58
Promotion	42	42
Total	100	100

According to the above data, 58% of respondents believed that their current level of qualification was sufficient for their promotion, while 42% believed that their current level of qualification would help them advance.

Table No. 12: CONNECTION BETWEEN EDUCATIONAL QUALIFICATION REQUIREMENT AND SUFFICIENCY FOR GROWTH AND PROMOTION

Requirement of Educational Qualifications for Growth	Sufficiency for growth and promotion		Total
	Growth	Promotion	
Not-Required	11	7	18
Required	47	35	82
Total	58	42	100

H₀: Null Hypothesis

There is no significant relationship between the requirement of educational qualification and the sufficiency for growth and promotion.

H₁: Alternative Hypothesis

There is a significant relationship between the requirement of educational qualification and the sufficiency for growth and promotion.

$$\chi^2 = \frac{(O - E)}{E} = 0.0872$$

$$\begin{aligned} \text{Degree of Freedom} &= (c-1) (r-1) \\ &= (2-1) (2-1) \\ &= 1 \times 1 \\ &= 1 \\ &= 3.841 \end{aligned}$$

The results of the chi-square test demonstrate that, at the 5% level, the computed chi-square value is smaller than the table chi-square value, suggesting that there is no meaningful correlation between the requirement for educational qualification for growth and promotion and the present qualification for growth and promotion. The resulting hypothesis is that the need for educational qualifications for growth and the existing qualifications for development and advancement have no meaningful link. The null hypothesis is so accepted.

VIII. RECOMMENDATIONS:

The data show that most respondents believe their occupations are good. On the other hand, a commensurate number of respondents expressed unfavorable sentiments, which management may examine and address by staff rotation. The management may choose to motivate employees through non-cash rewards including connection, gratitude, and recognition. The firm could improve employee motivation by streamlining and methodically improving its grievance-redressed procedures. Sustaining good ties with their subordinates and the HRD department head will enable management and staff to collaborate on ideas that may eventually enhance the favorable impression of the business. The development of human resources can help achieve this. Concerning the training program regarding the training initiatives, management may decide to take the necessary steps to provide employees with on-the-job training.

IX. CONCLUSION:

Employees are generally highly motivated in all areas that contribute to motivation, except a few that need to be significantly improved moving forward, like the requirements for on-the-job training, the grievance redressal procedure, and non-financial motivations, according to a study done at Coimbatore's IT Tidal Park.

REFERENCES

1. V.S.P. RAO, 'Human Resource Management', Sultan Chand & Sons, New Delhi (1999).
2. Filipo B. Edwin, Personnel Management," Tokyo, McGraw Hill International Edition (1984).
3. Ofelia Robescu, "The Effects of Motivation on Employee Performance in Organizations," "Valahian Journal of Economic Studies, 2016, page 7.
4. Danish Ahmed Siddiqui, "Impact of Motivation on Employee Performance in Pakistan," "Business Management and Strategy," Volume No. 10, 2020, ISSN 2157-6068, pages 1–22.
5. T. Navaneetha, K. Bhaskar, "A study on employee motivation at the workplace concerning BSL," International Journal of Engineering Technologies and Management Research, volume no. 5(5), 2018, pages 18–25.