

IMPACT OF MOTIVATION ON EMPLOYEES : DOES IT IMPROVE EMPLOYEES PERFORMANCE ? AN ANALYSIS TOWARDS IT EMPLOYEES WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT:

The word motivation plays an important role in employees job performance and it is considered as a mantra for organization's success. Most of the core and IT industries are following the motivation concept for improving their production and services as well as increasing the value of their company name and goodwill. Employees who are working in high and medium scale industries will get high level of motivation and on the otherhand employees working in low scale industries will get only low level of motivation, so the motivation given by the managers or other executives is should be favour to the employees. This study tell us the relationship between motivation and employee performance with the help of some employees who act as a respondents for this study.

Keywords: Motivation, Employees, performance, Analysis, Chennai city.

1. INTRODUCTION:

The word motivation has comes from the term "motive" and it relates to wants, needs, impulses and drives within a person. Motivation is the process of stimulating people to get the maximum work, innovative ideas and other things which relates to an organization development. According to S.P.Robbins, " Motivation is the willingness to exert high levels of effort toward organisational goals, conditioned by the effort and ability to satisfy some individual need ". If the managers in a company often motivates the employees in every time will make the employees mind that they have good perspective towards the company. Hence they can work effectively for their companies to achieve the objectives.

2. STATEMENT OF THE PROBLEM:

Now a days IT industries are playing a major role in india and it is drastically increasing in every state. Peoples with computer knowledge are working at several IT companies. Most of the IT companies are focusing on motivating the employees but now the question is it really works on employees or not. This research is pertaining to find out the relationship between employee motivation and employee performance.

3. REVIEW OF LITERATURE:

- ✓ Levis Petiho Numbu, Upasak Bose (Feb 2019) explains motivation is the reason that propels a certain behavior in a person. Organizations spend large sums of finance and resources yearly on employee performance evaluation as it has become an explanatory component of the overall organization. In his study he found that financial incentives are really motivate the employees by comparing with non financial incentives.
- ✓ According to Jacqueline Aziri offering incentives to human resources is vital in improving organizational productivity. Hence, the organization ought to leverage the plethora of incentive schemes and strategies as an option of boosting productivity motivation does plays an important role in motivation of the employees and they are satisfied with the motivational programs that takes place in the organization and they want more such programs. Most of the employees are in favour of monetary rewards as they think they it will provide them with better motivation.
- ✓ Ms. Supriya Mahajan explains motivation does plays an important role in motivation of the employees and they are satisfied with the motivational programs that takes place in the organization and they want more such programs. Most of the employees are in favour of monetary rewards as they think they it will provide them with better motivation. The companies should try their best to increase the productivity of employees by motivating the employees because motivation can do great wonders if used effectively.

4. OBJECTIVES OF THE STUDY:

- ❖ To find out if there is any difference between gender and motivation.
- ❖ To find out which one really motivates the employees financial or non-financial.
- ❖ To find out that employees will feel happy when they are motivated.
- ❖ To find out employees will perform better at work if they receive the type of motivation they wish.
- ❖ To find out does the motivation can increase employees performance.
- ❖ To find out that the employees are still on this job because of the motivation.
- ❖ To find out if there is any relationship between motivation and employees performance.
- ❖ To find out if there is any relationship between motivation and employee turnover.

5. RESEARCH METHODOLOGY

5.1 Research design

Descriptive research design is selected for this study.

5.2 Methods of data collection

Primary data

The primary data was collected through questionnaire from chennai city. The questionnaire was pre-designed and pretested administered.

Secondary data

Secondary data means data that are already available. It was collected through various publications of books, magazines and journals.

5.3 Sample size

The sample sizes of 550 respondents were selected from the respondents of chennai city.

5.4 Sampling technique

The study has been undertaken by survey method and the sampling technique and procedure is unrestricted, non- probability sampling.

5.5 Tools and techniques used

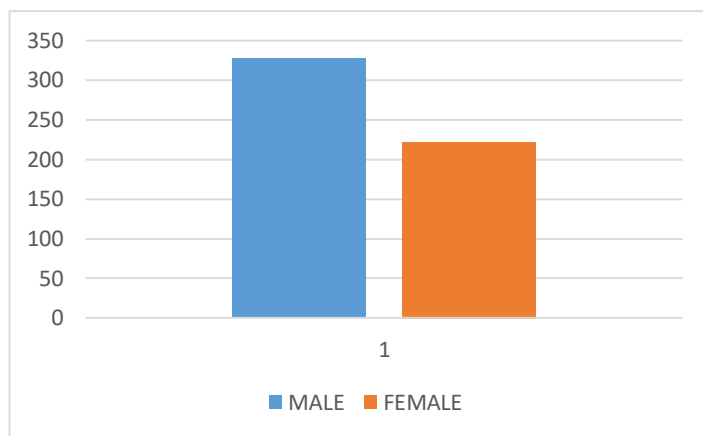
The data collected from respondents were edited, analyzed and presented in the form of tables by using chisquare test.

6. DATA ANALYSIS AND INTERPRETATION

In this study the findings and conclusions are basically drawn from the questionnaires, which were filled by the respondents and 550 samples are taken from chennai city for analysing and interpreting the results.

Figure 1.0

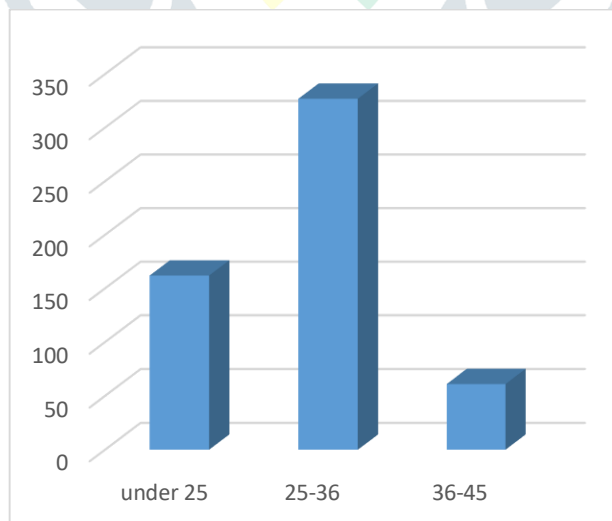
Gender



The above graph the male 328 respondents and female 222 respondents are taken as sample. Total 550 samples was taken.

Figure 1.1

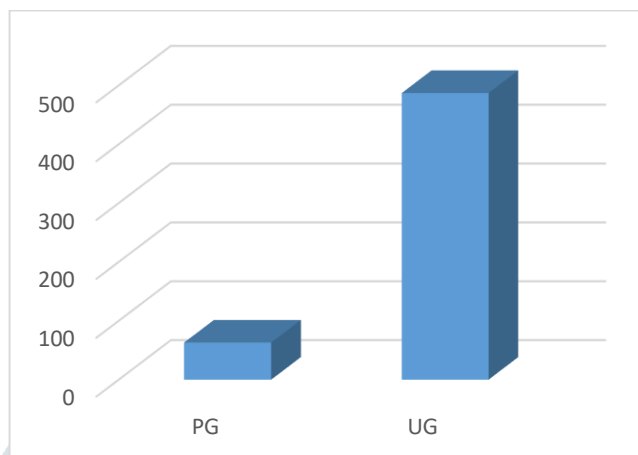
Age



The above figure 1.1 represents there are 162 respondents in under 25, 327 respondents are in age 25-36 and 61 respondents are in age 36-45.

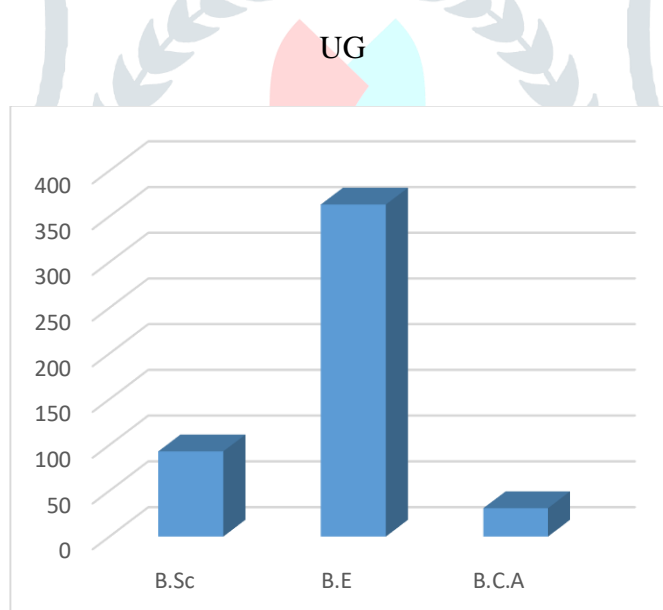
Figure 1.2

Education



From the above figure 1.2 it is cleared that there are 63 respondents done PG and 487 respondents have UG.

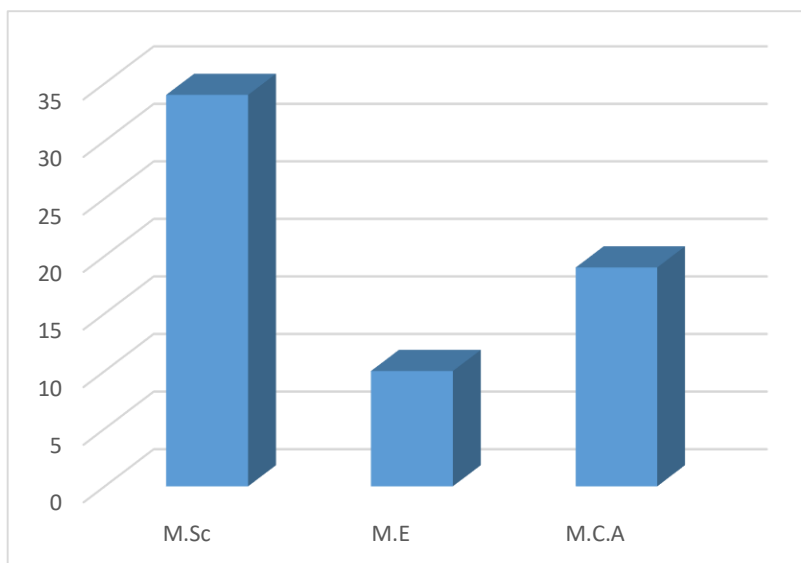
Figure 1.3



From the above figure 1.3 it is cleared that there are 93 respondents done BSc then 363 respondents done B.E and 31 respondents done B.C.A.

Figure 1.4

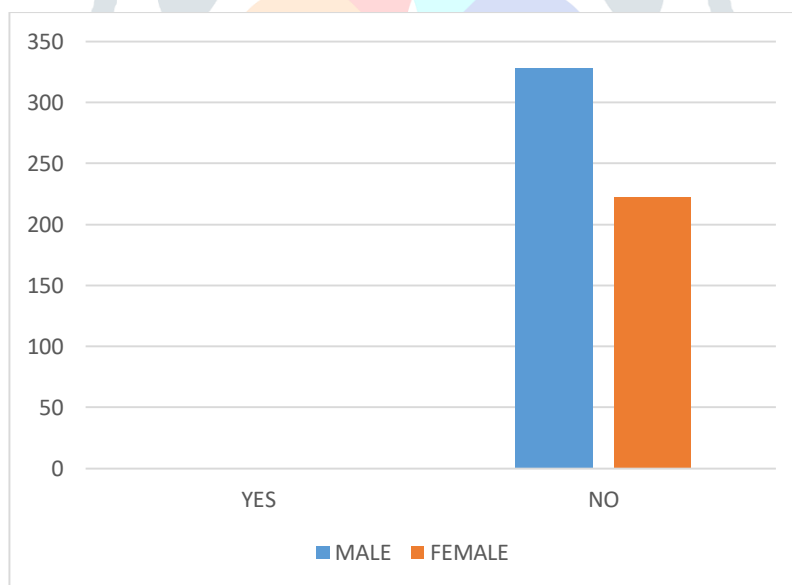
PG



From the above figure 1.4 it is cleared that there are 34 respondents done M.Sc then 10 respondents done M.E and 19 respondents done M.C.A.

Is there any difference between Gender and motivation?

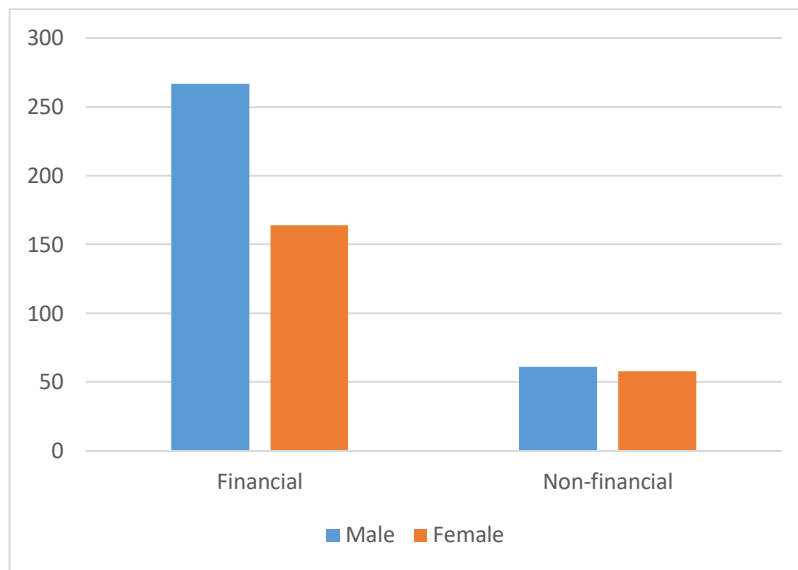
Figure 1.5



From the above figure 1.5 shows that Both the male and female employees are said that there is no relationship between gender and motivation.

Which one really motivates you?

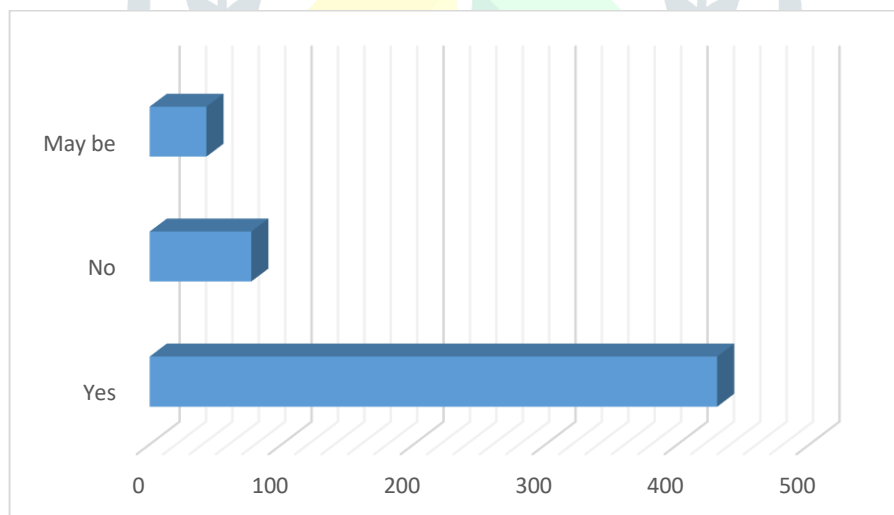
Figure 1.6



From the above figure 1.6 shows that the 78% of respondents out of 550 said financial technique only really motivate the employees.

Would you feel happy when you are motivated?

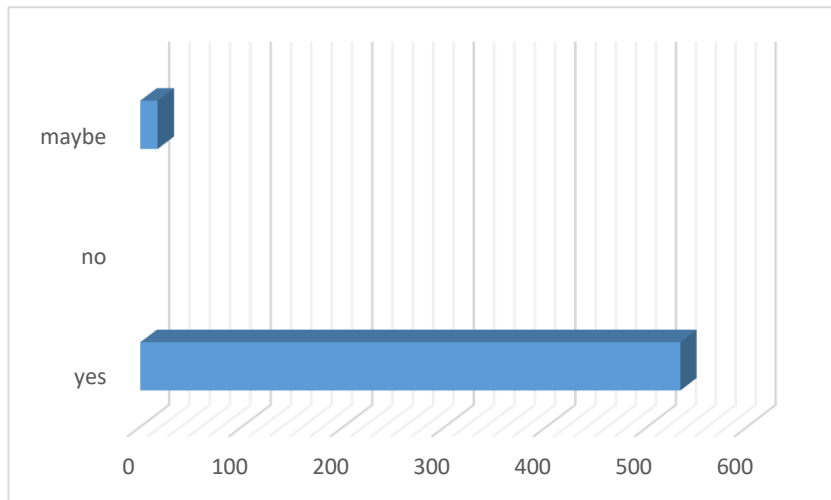
Figure 1.7



From the above figure 1.7 it is cleared that 430 respondents said yes then 77 respondents said no and 43 respondents said may be.

Will you perform better at work if you receive the type of motivation you wish?

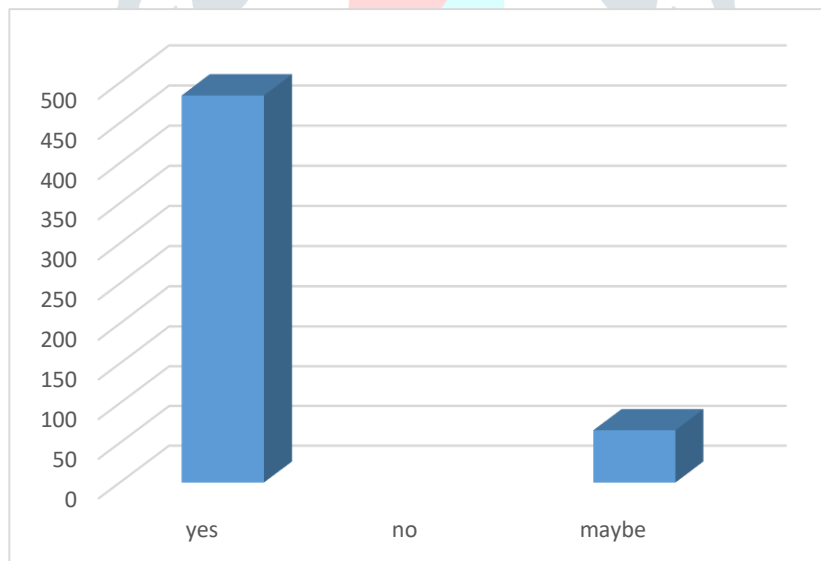
Figure 1.8



From the above figure 1.8 it is cleared that 533 respondents said yes and 17 respondents said maybe.

Is it true that motivating you can increase your performance?

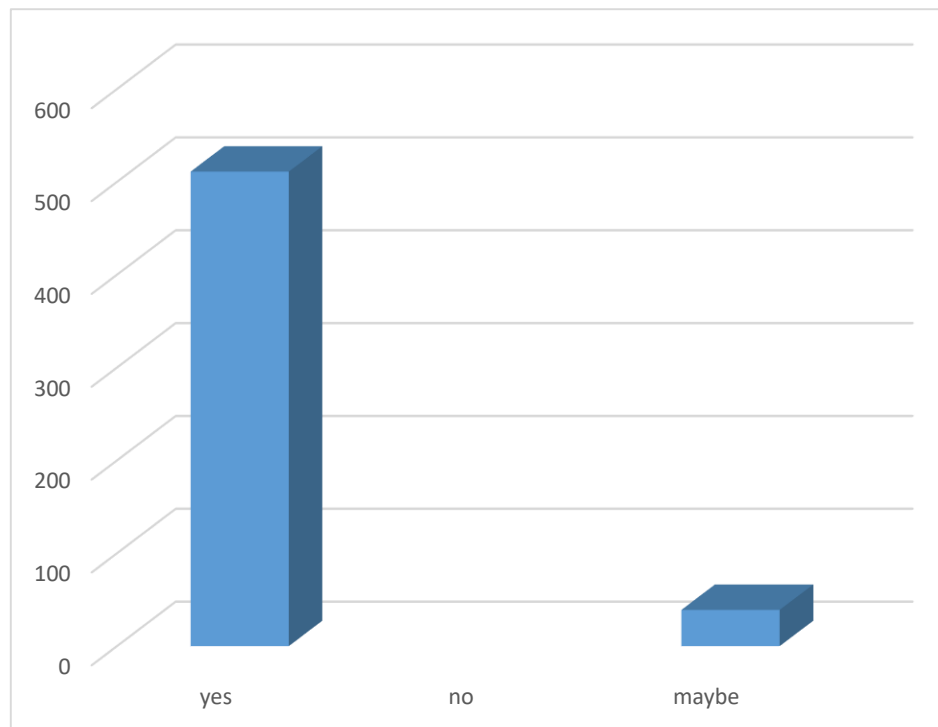
Figure 1.9



From the above figure 1.9 it is cleared that 484 respondents said yes and 66 respondents said maybe.

Do you think you are still on this job because of the motivation ?

Figure 2.0



From the above figure 2.0 it is cleared that 511 respondents said yes and 39 respondents said maybe.

7. CHISQUARE TEST

a) **To find out if there is any relationship between motivation and employees performance**

1. **Null hypothesis:**

H₀ :There is no relationship between motivation and employees performance.

2. **Alternate hypothesis:**

H₁: There is a relationship between motivation and employees performance.

3. **Level of significance:**

In this study the level of significance value is taken as, $\alpha = 95\%$.

4. Test statistics:

Observed frequency

Gender	yes	No	Total
Male	324	4	328
Female	222	0	222
Total	546	4	550

Expected frequency

Gender	yes	No	Total
Male	325.6	2.4	328
Female	220.4	1.6	222
Total	546	4	550

❖ $X = 0.09865514$

- If x value is less than α we have to reject the null hypothesis
- If x value is greater than α we have to accept the null hypothesis

5. RESULT:

Hence $x < \alpha$, we reject the null hypothesis at 5% level of significance and concluded that there is a relationship between motivation and employees performance.

b) To find out if there is a relationship between motivation and employee turnover

1. Null hypothesis:

H_0 : There is no relationship between motivation and employee turnover

2. Alternate hypothesis:

H_1 : There is a relationship between motivation and employee turnover

3. Level of significance:

In this study the level of significance value is taken as, $\alpha = 95\%$

4. Test statistics:**Observed frequency**

Gender	yes	No	Total
Male	264	64	328
Female	156	66	222
Total	420	130	550

Expected frequency

Gender	yes	No	Total
Male	250	78	328
Female	170	52	222
Total	420	130	550

X= 0.01

5. Result:

Hence $x < \alpha$, we reject the null hypothesis at 5% level of significance and concluded that there is a relationship between motivation and employees turnover.

8. FINDINGS:

- ✓ 100% of the respondents said there is no difference between Gender and motivation.
- ✓ 77% of the respondents said financial technique only really motivate the employees.
- ✓ 78% of the respondents said they would be happy if they are motivated in their organization.
- ✓ 97% of respondents said they will perform better at work if they receive the type of motivation they wish.
- ✓ 88% of the respondents said that motivation could improve the employee performance.
- ✓ The study shows that there is a relationship between motivation and employee performance.
- ✓ It also shows that there is a relationship between motivation and employee turnover.

9. SUGGESTIONS:

Based on the findings given above, the following suggestions are provided for the IT companies where employees from computer and IT background are work together to achieve the organisation objectives and goals as well as achieving their individual goals. Generally employees in IT companies are having more responsibility and as very talented persons, they apply their knowledge, skills, ability to improve the company's performance. so, they need positive motivation. If the manager continuously motivate the employees it enables them to work better.

10. CONCLUSION:

The above given facts and figures shows that motivational plays an important role in each and every employees life and they are satisfied with the motivational programs that takes place in the organization. It was concluded that motivating the employees is a best practice in an organization and it should be done continuously. Finally what Iam saying means motivation always has a positive impact on both employees and organization.

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Demographic profile of the respondents

Particulars	Options	No.of respondents	Percentage
a) Age	a..Under 25	263	48
	b. 26-35	239	43
	c. 36-45	48	9
	Total	550	100
b) Gender	a.Male	328	60
	b.Female	222	40
	Total	550	100
c) Education	a.UG	487	89
	b.PG	63	11
	Total	550	100
d) Salary	a. .20k-30k	163	30
	b. 30k-40k	287	52
	c. 40-50k	22	4
	d. above 50k	78	14
	Total	550	100
e) Work experience	a.Under 1 year	163	30
	b. 1-5year	287	52
	c. 5-10 year	76	14
	d.Above 10year	24	4
	Total	550	100