WORK MOTIVATION INFLUENCING JOB PERFORMANCE OF EMPLOYEES WORKING IN SELECT IT COMPANIES

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ABSTRACT

The purpose of this study is to evaluate the role of demographics on work motivation influencing job performance of employees working in select IT companies. Coimbatore is well known for the cotton mills in previous years, but at present, after the raise of Information Technology sector in India, the city is growing as one of the prominent IT hubs in South India. According to Economic Times 2015 report, Coimbatore is the second largest city with fastest urbanization in Tamil Nadu. Coimbatore has over 25,000 industries contributing to the economic growth of the city. Coimbatore, now has Coimbatore Hi-Tech Infrastructure Ltd(CHIL) and Tidel Park as two major economic zones contributing highest revenue to the city and the state. Many IT and BPO companies have boomed attracting many graduates form around the nation. Objective of the study is to evaluate the role of demographics on work motivation of employees working in select IT companies.

Keywords: Demographics, work motivation, job performance, IT companies.

INTRODUCTION

WORK MOTIVATION

Work motivation is an important element in determining employees' productivity and efficiency. It can be defined as a management process of influencing behavior based on the knowledge of what make people think. Therefore, it is necessary that strong and effective motivation at various levels must be more comprehensible in order to satisfy employees and make them committed to their jobs. Today, it is even more critical for employers to find ways of gaining full commitment from their employees because of undefined and unstable business background brought by the contemporary global economic problem. Thus, the important issue for business and society is to understand what motivates employees to commit to their job. On the other hand, to avert from being fired, employees must be willing to contribute flexible work effort which is voluntary that above and beyond of what is simply required or normally expected. However, knowledge and understanding of what motivates employees are still very much flawed. Even though existing work motivation concepts throw down some points on this subject, in Locke, E, A. and G.P Latham, 2004. argued that they all have restrictions. The considered Demographic factors of work motivation are Age, Gender, Experience , Marital status, Monthly income, Educational qualification.

JOB PERFORMANCE

Job performance is defined as the total expected value to the organization of the discrete behavioral episodes that an individual carries out over a standard period of time. A second important idea is that the property

of behavior to which performance refers is its *expected value* to the organization. Thus, the performance construct by this definition is a variable that distinguishes between sets of behaviors carried out by different individuals and between sets of behaviors carried out by the same individual at different times.

STATEMENT OF THE PROBLEM

The organizations should stay successful in order to meet the global competition. The increasing competition among various IT companies has lead to improving the performance of each company. It is also important for the company to understand the factors that influence the commitment of the employees and job performance as the outcome. The city is fast growing in software production. So, importance has to be given in identifying the areas of weakness and threats, so that it helps in the development of the company. The ineffective areas can be identified which act as a roadmap for future changes.

The present study is an attempt in analyzing the employees job performance of IT companies based on work motivation as the influencing factor. A satisfied employee can be more productivity for an organization for which a motivating industry can expect higher level of commitment from their resources. To make their more productive and committed it is inevitable for the organization to keep their work force up-to date on all aspects to achieve job performance and success of the IT companies.

LITERATURE REVIEW

According to **Asim, (2013)** the outcomes of the study accomplished on the association between motivation and job satisfaction of employees having 135,000 respondents from different groupings and countries, organizations implementing various motivation programs involving three constructs as camaraderie, equity and achievement were considered to be more effective than organizations that had no or twice as many 'enthusiastic' employee (of total 45%). Findings reveals the effect of employee motivation on employee performance in which it was concluded that if employees are more motivated then their performance will increase.

Muogbo U.S., (2013), The study investigates the Impact of Employee Motivation on Organisational Performance of selected manufacturing firms in Anambra State. 103 respondents selected from 17 manufacturing firms across the three senatorial zones of Anambra State. The population of the study was 120 workers of selected manufacturing firms in Anambra State. The study used descriptive statistics (frequencies, mean, and percentages) to answer three research questions posed for the study. The Spearman Rank Correlation Coefficient was used to test the three hypotheses that guided the study. The result obtained from the analysis showed that there existed relationship between employee motivation and the organizational performance. The study reveals that extrinsic motivation given to workers in an organization has a significant influence on the workers performance. This is in line with equity theory which emphasizes that fairness in the remuneration package tends to produce higher performance from workers. The researcher recommends that all firms should adopt extrinsic rewards in their

various firms to increase productivity. On the bases of these findings, employers are continually challenged to develop pay policies and procedures that will enable them to attract, motivate, retain and satisfy their employees. The researcher therefore suggest that more research should be conducted on the relationship and influence of rewards on workers performance using many private and public organizations which will be a handy tool that could be used to provide solutions to individual conflict that has resulted from poor reward system.

Kallimullah et al., (2010) conducted a study in which he examined the relationship between rewards and employees motivation in commercial banks in Pakistan. The study focused on four types of rewards of which one was recognition which he tested through Pearson correlation. The results showed that recognition correlates significantly (0.65) with employee work motivation. In another empirical study by **Reena et al., (2009)** measures the impact of reward and recognition on job satisfaction and motivation. 220 questionnaires were distributed and filled by employees of different sectors. The result showed that there exists significant (r=0.13, p<0.001) direct and positive relation between recognition and employee work motivation.

METHODOLOGY

Data Collection and Sources of Data

Both Primary and Secondary data are used for the study. The Primary data is a data which is collected for the first time by the researcher. The objective of the study has been accomplished with the help of primary data collected from 510 employees working in select IT companies through a structured questionnaire. Secondary data are the data which already exist in the form of previous researches, official statistics, articles in journals, web information etc., are also used in this study.

- **Primary Data:**

The major source of the data used to carry out the analysis is primary data. The first step in the collection of primary data is to identify the employees of the IT companies in Coimbatore. The total number of employees sampled consists of 510 from the total population of the companies selected for the study in Coimbatore. The selection of samples plays a vital role for the researcher to carry out a reliable analysis.

- **Secondary Data:**

The sources of secondary data includes the publications and reports of IT sector in India, various other unpublished reports of the organizations, unpublished research reports, doctoral thesis of various institutions, Books, Journals, articles, etc.

TABLE 1

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS WORKING IN IT COMPANIES IN COIMBATORE

S.No.	Demographics	Respondents(510)	Percentage(100%)
1.	**Age**		
	21 to 30 years	150	29.4
	31 to 40 years	192	37.6
	41 to 50 years	108	21.2
	Above 50 years	60	11.8
2.	**Gender**		
	Male	240	47.1
	Female	270	52.9
3.	**Marital status**		
	Married	307	60.2
	Unmarried	203	39.8
4.	**Educational Qualification**		
	UG / PG (Arts and Science)	210	41.2
	Technical (ITI / Diploma / Engineering)	218	42.7
	Professionals	31	6.1
	Others	51	10.0
5.	**Monthly Income**		
	Below 30000	198	38.8
	Rs.30001 to 50000	193	37.8
	More than Rs.50000	119	23.3

ANALYSIS RESULTS

The independent variables chosen for the study were type of gender, age, marital status, educational qualification and monthly income. The data thus collected were arranged in simple tabular form suitable statistical tools were employed to analyze the data.

Demographic Variables

From the above table it is clear that Majority (70.52%) of the respondents are male and 29.48% of the respondents are female. Majority (37.6%) of the respondents belong to the age between 31 and 40 years, while 11.8% of the respondents belong to the age above 50 years and while 29.4% of the respondents belong to the age between 21 and 30 years and the remaining 21.2% of the respondents belong to the age between 41-50years. Most (60.2%) of the respondents are married and 39.8% of the respondents are unmarried. 41.2% of the respondents are qualified with UG / PG (Arts and Science), 42.7% of the respondents are qualified with Technical (ITI / Diploma / Engineering), 6.1% of the respondents are qualified with professionals and 10.0% of the respondents are others. Maximum (38.8%) of the respondents are having income below 30000, 37.8% of the respondents income is from Rs.20000 to 30000, 24.45% of the respondents monthly income is below Rs. 30001 to 50000 and the remaining 23.3% of the respondents monthly income is above Rs.50000.

CONCLUSION

The present study was aimed at determining the influence of demographic characteristics on workers' performance in IT companies. The demographics such as age, gender, educational qualification, marital status, income, etc. are taken as demographic factors on work motivation influencing job performance of employees working in select IT companies. Research showed that the salary is most important motivator for work. It can be concluded that without the motivation there is no successful organization of the work pro-cess. Technical conditions of work and inter personal relationships, resolved housing issues, personal income and the very principle of distribution play a role in encouraging work. It can be concluded that workers with personal motivation for the work are achieving better performance. Also, according to the positive relationship between demographic characteristics and workers' performance, it is necessary to consider the priority of job cadres, family type, marital status and also researches should be done to study the personality traits and its influence on optimal workers' performance level.

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