

Motivation among Select IT Employees in Coimbatore

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I. MOTIVATION – MEANING AND DEFINITION

The term “motive” is derived from the Latin word , “mover” which means to move. All types of motivations have this property in common. They all move the organism. Motivation is mainly psychological. Motivation in an organisation is the willingness of an employee to respond to the organizational requirements. Motivation is the willingness to exert high levels of effort towards organizational goals conditioned by the efforts and ability to satisfy some individual need.

Importance of motivation

Motivated employees are always looking for better ways to do a job. This statement can apply to corporate strategists & to production workers. When people actively seek new ways of doing things, they usually find them. It is the responsibility of managers to make employees look for better ways of doing their jobs. An understanding of the nature of motivation is helpful in this context.

Advantages of Motivation

- 1) High performance level.
- 2) How employee turn over and observation
- 3) Make employees to accept changes.
- 4) Development of creative talents

II. SCOPE OF THE STUDY

The study helps in recognizing the motivation level of employee working in the IT sector. It also helps the research to get practical knowledge, which is studied to identify a problem & to find a solution by analyzing.

III. OBJECTIVES OF THE STUDY

- 1) To study the motivational needs of employees and to understand the organization environment major factor determining the motivational levels of the employees.
- 2) To find out the relationship of employee with supervisors

IV. RESEARCH METHODOLOGY

Research is a careful investigation or equity especially through search for new facts in any branch of

knowledge. Research is a movement from the known to the unknown. The research process consists of the number of selected steps, which are essentially inter-dependent. The collection of facts and information will be followed by processing using scientific technique and tools to arrive at a reasonable conclusion. Research methodology prepares the investigator to adopt techniques and tools to neutralize the description, explanation and justification of various methods of continuing research. In this section the researcher attempts to study the Employees Motivation in It Sector in Coimbatore District. The most important part of the scientific research is the research design. It offers a firm basis for drawing conclusion from data collected. The research design used in the study is descriptive in nature. The main source of data collection is from the Employees of IT industries in Tidel Park, Coimbatore. The data were collected from both primary and secondary sources. The researcher adopted simple random sampling technique for the study. The investigator collected the data from the employees directly with the help of HR Managers of the concerned firms of Tidal Park in Coimbatore. Total population identified was 780 from which the researcher selected 100 samples from the universe. After collecting the data, through the questionnaire the researcher transferred the data into coding master sheet and tabulated later. The collected data have been analysed with the help of Simple Percentage Method and Chi-Square Test.

V. LIMITATIONS OF THE STUDY

As human wants are unlimited their attitude it cannot be increased accurately. The response from the employees to identify their ambition and growth requirement was limited. Lack of time was one of the major limitations for conducting this study.

VI. LITERATURE REVIEW

V. Adhimoolam (2006), studied “A Study on Employees’ Attitude towards Motivational Schemes Offered by Coimbatore Pump Engineering”, the company has a total population of 500 employees. It is difficult to meet every employee, the researcher adopted a stratified random sampling technique to select a sample size of 100 employees. It was concluded that some people are more effective and efficient in accomplishing the assigned tasks, than others. It is a matter of common experience that individual effort and performance is attributable to an extent to which a person

feels motivated to expand mental and physical efforts to accomplish the given tasks.

Lijo Varghese (2005), studied “a study on employee motivational needs with special reference to apollo tyres ltd, kalamassery”. In this section the researching attempts to study the Employees Motivational Needs in Apollo Tyres Ltd., Kalamassery. Total population was 780. Out of the total population the researcher collected 100 samples from the universe. The researcher adopted simple random sampling technique for the study. The investigator collected the data from the employees directly with the help of Personnel Manager. The study concludes that the employees are very much satisfied in their needs. The company is doing well in motivating the employee morale and is maintaining a steady position. However changes can be made regarding the increase in wages. Friendly working atmosphere can also be developed with the co-operation of the supervisors and other few alterations.

Rose Mol, (2004), studied “A Study On Motivation Based On Maslow’s Hierarchy Of Needs”. The research design used for this study is descriptive in nature. It aims at describing motivation among laborers in Elgi Electric and Industries Ltd. Researcher selected altogether 100 respondents for the study that is from the units of ELGI, Coimbatore. There are 25 items in the questionnaire. It was evaluated on 5-point scale. The scales used are strongly agree, agree, don’t know, disagree and strongly disagree. The study concludes that the motivational level of the employees existing in the organization with the help of various factors of motivation that has influenced them. Most of them have bright ideas, which may turn out to be very practical in times to come.

VII. RESULT AND DISCUSSION

Based on the data collection, an analysis have been done by using the data and presentation have been done in the form of tables and charts by fully narrating and interpreting the gathered information. The interpretation of the findings of this research study often results into hypothesis for experimental research and as such interpretation is involved in the transition from exploratory to experimental research. Hence hypothesis were also being done using the statistical tools like Chi Square Test. A detailed presentation of the findings of the study were also derived to contribute valuable suggestions and conclusion to the company for further fine tuning their existing strategies and increasing their standards.

TABLE NO.1 SHOWING THE AGE OF THE RESPONDENTS

Age groups	No. of respondents	Percentage of respondents
Below 30	0	0
30 – 40	18	18
40 – 50	44	44

Above 50	38	38
Total	100	100

From the above table it is inferred that 44 percent of the respondents belong to the age between 40 to 50 years, whereas 38 percent of the respondents are above 50 years of age and the remaining 18 percent of the respondents are between 30 and 40 years of age.

TABLE NO.2 SHOWING THE GENDER OF THE RESPONDENTS

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

From the above table it is inferred that most (64 percent) of the respondents are female and the remaining 36 percent of the respondents are male.

TABLE NO.3 SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

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

From the above table it is understood that majority (78 percent) of the respondents are Under Graduates and Post Graduates whereas 14 percent of the respondents are qualified upto SSLC, 6 percent of the respondents comes under others category and the remaining 2 percent of the respondents are Higher Secondary Qualified.

TABLE NO.4 SHOWING THE MARITAL STATUS OF THE RESPONDENTS

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

From the above table is is clear that almost all (98 percent) of the respondents are married and only 2 percent of the respondents are not married.

TABLE NO.5 SHOWING THE EXPERIENCE OF THE RESPONDENTS

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

From the above table it is evident that more than half (56 percent) of the respondents are above 20 years experienced followed 30 percent of the respondents experienced between 10 and 20 years whereas 10 percent of the respondents are experienced from 5 to 10 years and the remaining 4 percent of the respondents are experienced below 5 years.

TABLE 6 SHOWING THE OPINION OF THE RESPONDENTS ABOUT THE PRESENT SALARY AND LIVING COMFORT

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

From the above table 6 it is clear that most (66 percent) of the respondents agree that the present salary provided by the company is sufficient for their comfortable living, whereas 26 percent of the respondents disagree, 4 percent strongly agree and the remaining 2 percent each opined do not know and strongly disagree respectively.

TABLE NO.7 SHOWING THE OPINION OF THE RESPONDENTS ABOUT THE PRESENT SALARY AND THE OUTPUT EXPECTED BY THE MANAGEMENT

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

From the above table 7 it is understood that most (66 percent) of the respondents agree that the output expected by the management is equivalent to their present salary, whereas 20 percent of the respondents do not have an idea, 8 percent of the respondents strongly disagree and the remaining 6 percent of the respondents strongly agree.

TABLE NO.8 SHOWING THE OPINION OF THE RESPONDENTS ABOUT THE NECESSITY FOR 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

From the above table 4.17 it is understood that more than half (54 percent) of the respondents strongly agree that the training program is necessary for their growth, whereas 38 percent agree, 6 percent of the respondents do not have an idea and the remaining 2 percent disagree.

TABLE NO.9 SHOWING THE ASSESSMENT ABOUT PROMOTION TO HIGHER LEVEL IS EASY AND QUICK FOR THE RESPONDENTS

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

From the above table 4.13 it is clear that majority (70 percent) of the respondents disagree that the promotion to higher level is easy and quick for workers category, whereas 14 percent of the respondents agree, 8 percent of the respondents strongly agree, while 6 percent strongly disagree and the remaining 2 percent of the respondents do not have an idea.

TABLE NO. 10 SHOWING THE OPINION OF THE RESPONDENTS ABOUT THE EDUCATIONAL QUALIFICATION TO ACHIEVE GROWTH

Opinion	No. of respondents	Percentage of respondents
Not-Required	18	18

Required	82	82
Total	100	100

From the above table 10 it is evident that majority (82 percent) of the respondents opined that to growth in the organization, education is required and the remaining 18 percent opined not required.

TABLE 11 SHOWING THE OPINION OF THE RESPONDENTS ABOUT THE PRESENT QUALIFICATION IS SUFFICIENT FOR THEIR GROWTH AND POMOTION

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

From the above table it is clear that more than half (58 percent) of the respondents opined that the present qualification of the respondents is sufficient for their promotion and the remaining 42 percent opined that their present qualification stands positive for their growth.

TABLE NO.12 SHOWING THE RELATIONSHIP BETWEEN THE REQUIREMENT OF EDUCATIONAL QUALIFICATION AND SUFFICIENCY FOR GROWTH AND PROMOTION

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

H_0 : Null Hypothesis

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

H_1 : Alternative Hypothesis

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

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

Degree of Freedom = (c-1) (r - 1)

$$= (2-1) (2-1)$$

$$= 1 \times 1$$

$$= 1$$

$$= 3.841$$

The result of the chi-square test reveals that the calculated chi-square value is less than the table chi-square value at 5% level and therefore, relationship between the requirement for educational qualification for growth and the present qualification for growth and promotion is not significant. Thus the hypothesis is that the relationship between the requirement for educational qualification for growth and the present qualification for growth and promotion does not hold good. Thus the null hypothesis is accepted.

VIII. SUGGESTIONS

The findings shows that most of the respondents feels that the nature of job they perform is good But, still a similar number of respondents have a negative feeling which may be considered by the management and take steps to make it interesting, through job rotation. The non financial motivators like affiliation, recognition and appreciation may be an order of the day by the management to motivate the employees. Grievance redressal procedures in the organization may be made systematic with a transparent procedure, to improve the motivation of the employees. By providing good relation between the employees and management with the help of human relation development will maintain good relation with their subordinates and head of the HRD department to play out strategies which may enhance the good opinion about the organization in the long run. Regarding the training programmes the management may take suitable steps to provide the employees with on-the job training.

IX. CONCLUSION

The study made at IT Tidal Park in Coimbatore has shown that generally, the employees are highly motivated in all the areas contributing towards the motivation except for a few factors like requirements of the on-the job training, grievance redressal procedure, non-financial motivations, etc. needs considerable improvement in future..

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