

A STUDY ON WORKING PROFESSIONAL PERCEPTION TOWARDS THE INFLUENCE OF ORGANISATIONAL INCENTIVES IN MOTIVATING EMPLOYEES

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

By

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SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS

ADMINISTRATION

SATHYABAMA UNIVERSITY

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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **M.ISHWARYA (38280045)** who carried out the project entitled "**A STUDY ON WORKING PROFESSTIONAL PERCEPTION TOWARDS THE INFLUENCE OF ORGANISATIONAL INCENTIVES IN MOTIVATING EMPLOYEES**" under our supervision from 6th January 2021 to 6th March 2021.

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Submitted for Viva voce Examination held on_____

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DECLARATION

I. M ISHWARYA hereby declare that the Project Report entitled “**A STUDY ON WORKING PROFESSTIONAL PERCEPTION TOWARDS THE INFLUENCE OF ORGANISATIONAL INCENTIVES IN MOTIVATING EMPLOYEES**” Sholinganallur Chennai. done by me under the guidance of **DR.KUMARASAMY**. Internal and External at, CHENNAI is submitted in partial fulfilment of the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

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ABSTRACT

The Above mentioned objectives were achieved using stratified sampling and simple random sampling to select respondents. A sample size of 150 respondents was taken basing on the proportion of 50% on each stratum depending on their respective samples. The appropriate design which was used to collect data was descriptive research design because it describes both qualitatively and quantitatively.

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CHAPTER 1

1.1 INTRODUCTION

Introduction

One of the major problems facing most employers in both public and private sector is how to motivate their employees in order to improve performance. Economics is largely based on the assumption that monetary incentives improve performance. It is generally believed that effect of monetary incentives is unambiguously positive a large monetary incentive improves employee performance. The issue of employee performance cannot be over emphasized. The general believed is that employees will not perform to the best of their ability unless they are motivated to do so. Various researchers have come up with various ways to motivate people at work. However, because human beings are different from one another in terms of needs, culture, religion etc. so does what motivate them also varies. Some employees are motivated by financial and other incentives and some nonfinancial incentives. Recent studies have shown that a combination of financial and non-financial incentives can motivates employee to perform well on their job. Managers continuously seek for ways to create a motivating environment where employees will work at their optional levels to achieve the organizational objectives. Work place motivators include both monetary and non-monetary incentives. Monetary incentives can be diverse while having a similar effect on associates. The purpose of monetary incentives is to reward employees for excellent job performance through money. Research shows that desired monetary incentives differ for employees based on career stage and generation. Since human resource is the most valuable resource of any organization, it must activate, train, develop and above all motivate in order to achieve individual and organizational goals.

1.1.1 Incentive is an act or promise for greater action. It is also called as a stimulus to greater action. Incentives are something which are given in addition to wagers. It means additional remuneration or benefit to an employee in recognition of achievement or better work. Incentives provide a spur or zeal in the employees for better performance. It is a natural thing that nobody acts without a purpose behind. Therefore, a hope for a reward is a powerful incentive to motivate employees. Besides monetary incentive, there are some other stimuli which can drive a person to better. This will include job satisfaction, job security, job promotion, and pride for accomplishment. Therefore, incentives really can sometimes work to accomplish the goals of a concern. The need of incentives can be many

1. To increase productivity,
2. To drive or arouse a stimulus work,
3. To enhance commitment in work performance,
4. To psychologically satisfy a person which leads to job satisfaction,
5. To shape the behaviour or outlook of subordinate towards work,
6. To inculcate zeal and enthusiasm towards work,
7. To get the maximum of their capabilities so that they are exploited and utilized maximally

1.1.2 INCENTIVE SHOULD BE MOTIVATE TO THE EMPOLYEE

Motivation is the word derived from the word 'motive' which means needs, desires, wants or drives within the individuals. It is the process of stimulating people to actions to accomplish the goals. In the work goal context the psychological factors stimulating the people's behaviour can be

- desire for money
- success
- recognition
- job-satisfaction
- team work, etc

One of the most important functions of management is to create willingness amongst the employees to perform in the best of their ability . therefore role of a leader is to arouse interest in performance of employees in their jobs. The process of motivation consists of three stages:-

1. A felt need or drive
2. A stimulus in which needs have to be aroused
3. When needs are satisfied, the satisfaction or accomplishment of goals.

Motivation refers to the process that accounts for your employees' intensity, direction and persistence of effort in achieving the organization's goals.

The components of motivation can be:

- **Intensity** – This involves how hard your employees work in achieving favorable job-performance outcomes.
- **Direction**– This relates to the quality of effort undertaken by your employees. By quality we mean, the consistency of an employees' efforts with the organizational goals.
- **Persistence** – This means how long your employees are able to maintain the effort

1.1.3 How to Motivate Employees?

1. Focus on Intrinsic Rewards Over Extrinsic Incentives

An editorial cartoon published in the wall street journal in the year 1995 depicted a manager speaking to an employee. The image read:

“What do you mean money isn't everything. This is a bank!”

This is a common behaviour that you as a manager come across from few of your employees at workplace. There is an explanation to such kind of behaviour. It's called cognitive evaluation theory. Accordingly, if a manager allocates extrinsic rewards for an employee's work effort that was previously intrinsically rewarding, it tends to decrease overall motivation. By extrinsic rewards, we mean tangible

incentives such as increased pay, attractive bonus or high status. And intrinsic rewards refer to intangible factors like challenging job, achievement at work, job recognition, job responsibility etc.

This is to say that employees who pursue goals consistent with their interests perform better and are happy doing their work. That's so because the process of striving to achieve such goals is fun. This is in contrast to the one where employees pursue goals for extrinsic reasons. The likelihood of such employees to perform is comparatively less. Moreover, they are not happy even if they achieve the set goals. It's because such goals are less meaningful to them.

So, as a manager, you need to make the work interesting, provide recognition and support employee growth and development.

As far as designing work is concerned, you can describe any job in five core dimensions:

- **Skill Variety** – the degree to which a job requires your employee to perform a variety of activities so he can use different skills.
- **Task Identity** – the degree to which a job requires your employees to complete the whole piece of work all by themselves.
- **Task Significance** – the degree to which a job has a substantial effect on your employees' life.
- **Autonomy** – the degree to which a job gives freedom to the employees in their work.
- **Feedback** – the degree to which a job requires feedback.

After describing a job, you can calculate the requirement of employee motivation for a particular work through Motivational Potential Score (MPS). Thus:

$$\text{MPS} = (\text{Skill Variety} + \text{Task Identity} + \text{Task Significance})/3 \times \text{Autonomy} \times \text{Feedback}$$

Then, you can also undertake employee recognition programmes. Such programmes play a considerable role in maintaining employee involvement and employee motivation. These programs can involve organizing events to reward hard work or just personally thanking your employees.

2. Set Specific and Challenging Goals

Set Specific Goals Rather Than Generic Goals

Say for instance, you run a corporate forex advisory firm. And as a manager, you ask your employees to sell more number of forex software licences each month in order

to increase the revenue of the firm. Such a generalized goal make it difficult for your employees to fathom how many licences they need to sell every month to achieve the sales target. This is because they have no idea what is the exact amount of sales that your firm is aiming for every month.

Instead, you should tell your employees the exact sales target for a given month, say five hundred thousand rupees. This way, your employees would know the number of licences that they need to sell in order to achieve the monthly sales target. Hence, it is advised to provide a specific goal rather than just providing an abstract thing to accomplish.

Give Regular Feedback

Provide feedback for a given work as it can enhance the motivation of your employees to a significant level. This is because feedback helps your employees identify the inconsistencies between what they did and what they were supposed to do.

Set Challenging Goals

Challenging goals push people to work even better. This is because difficult goals focus the attention of your employees only on the work at hand. It keeps the distractions away from your employees and energize them to work harder. Moreover, the journey of striving for difficult goals lead employees to discover strategies that help them perform the tasks effectively.

3. Help Employees To Achieve High Levels of Self-Efficacy

An individual's belief or faith that he or she is capable to perform a task can be termed as self-efficacy. Employees with high levels of self efficacy work harder to achieve challenging goals. Additionally, such employees are likely to respond to negative feedback with much effort and encouragement. Therefore, self-efficacy boosts motivation instantly.

So, as a manager, you can strive to increase the self-efficacy of your employees in the following 4 ways:

1. Make your employees apprise with their past performance accomplishments. Such past performance success experiences tend to enhance self-efficacy beliefs among the employees. Whereas, the past failures have been shown to decrease self-efficacy.
2. Undertake social comparison of your employees. This involves observing the performance of one or more individuals. It includes noting their performance and then using this information to form judgments about your employees' performance.
3. Convince your employees through verbal persuasion. This involves verbally communicating your employees that they have the required skill sets to perform a given task.

1.1.4 EMPLOYEE ATTENTION

= Anything that can attract an employee attention and motivate them to work can be called as incentive. An incentive aims at improving the overall performance of an organization

= The incentive is a positive motivation influence on a person that helps improve his performance

= The incentive can be financial and non-financial. Both types of incentive play an important role under the conditions

* Example

Monetary incentives, Non monetary incentives, Long term incentive, Short term incentive, Positive incentive, Negative incentive

1.1.5 MONETARY INCENTIVES

- Monetary **incentives** reward **workers** for performance and productivity through money
- An incentive may motivate you, offering your employees rewards encourages them to work hard and grow. People like to feel appreciated and recognized for good work, and incentives are one way to show them that good work garners rewards
- MONETARY FACTORS: SALARY, WAGES, BONUS, FINANCIAL INCENTIVES, PROMOTION, PROFIT SHARING.

1.1.6 NON MONETARY INCENTIVES:

Non-monetary incentives are presented for exceptional job performance or attainment of special goals that add value to the company such as achievement of sales goals, completing professional [training](#), certifications and conducting successful research programs etc.

They don't have a consistent form and are specifically tailored according to the needs of the employees. This implies that the management or the business owner has to take several considerations into account before handing them out like employee age, career-stage and proximity to retirement from job etc. This has to be managed by the human resource ([HR](#)) department that should conduct a comprehensive evaluation program to match employee preference.

Motivational non-incentive rewards do not involve cash but are replaced with opportunities and benefits like vehicle [provision](#) and allowances, healthcare benefits, [life insurance](#), and provision of electronic gadgets. This shows that non-monetary incentives also have basic monetary value and are also worthwhile. Research has also proven that employees further appreciate when given a choice in these allowances.

Companies are now witnessing a new incentivizing trend by using tangible rewards that are known to have multiple positive effects on the business. This is due to the simple reason that employees tend to appreciate tangible gifts more because it empowers them to show it off in their circle. There are many examples of such gifts like gift cards, tickets, gadgets, branded apparel, watches etc. and the possibilities are just limitless. Employees feel that the boss is being thoughtful and kind and view them in a favorable light.

This insight can be leveraged to the company's benefit. If the employee is photographed with the incentive showing his accomplishment and the picture is displayed publicly, it will not only be a reminder for him but will boost the spirits of all other employees. The incentive can also be advertised during the [recruitment](#) stage for [marketing](#).

1.1.7 LONG TERM INCENTIVES:

A long-term incentive, as the name suggests, is a vehicle that has an extended time horizon (generally greater than one year) and that can be a strategic compensation vehicle to promote long-term retention and alignment with company goals. LTI can be a win-win for all participants:

For employers, LTI present an opportunity to reward the achievement long-term plans, promoting buy-in to corporate performance.

- For employees, LTI can be a reward for outstanding performance and are a vehicle for capital accumulation.
- For shareholders, LTI are a vehicle that aligns employees with the performance of shares (for market-based equity vehicles) and the long-

term vision of the company. When employees become shareholders themselves, they have incentive to increase company value as the performance of the shares directly affects their own compensation.

1.1.8 Short-term Incentives

Short time incentives are those additions to base pay provided to employees within the current operating year. They are also called variable pay as they depending on certain events or performance.

1.1.9 POSTIVE INCENTIVE:

Positive incentives generally have an optimistic attitude behind and they are generally given to satisfy the psychological requirements of employees. For example-promotion, praise, recognition, perks and allowances, etc. It is positive by nature. Negative incentives are those whose purpose is to correct the mistakes or defaults of employees.

1.1.10 NEGATIVE INCENTIVE:

Negative incentives are those whose purpose is to correct the mistakes or defaults of employees. The purpose is to rectify mistakes in order to get effective results. Negative incentive is generally resorted to when positive incentive does not works and a psychological set back has to be given to employees.

INDUSTRIAL PROFILE



India's IT Services industry was born in Mumbai in 1967 with the creation of Tata Consultancy Services who in 1977 partnered with Burroughs which began India's export of IT services. The first software export zone, SEEPZ – the precursor to the modern-day IT park – was established in Mumbai in 1973.

COMPANY PROFILE

1.2.1 Tata Consultancy Services

Founded in 1968, by these prominent names Tata Sons and F C Kohli.

An Indian multinational company which is into IT and consulting services and is headquartered in Mumbai, Maharashtra. It is an expansion of the TATA Group and they have the unique way of providing service to the clients which deal with a combination of tech as well as business intelligence. They are experts and market leaders in innovation and is one of the world's most innovative companies according to Forbes rank list.



TATA CONSULTANCY SERVICES

Tata Consultancy Services (TCS) is an Indian multinational company that specializes in information technology (IT) services and consulting, headquartered in Mumbai, Maharashtra, India. and has its largest workforce based in Chennai, Tamil Nadu, India. As of February 2021 TCS is largest company in the IT sector in the world by Market capitalisation of \$169.2 billion. It is a subsidiary of the Tata Group and operates in 149 locations across 46 countries.

TCS is the second largest Indian company by market capitalisation. Tata consultancy services is now placed among the most valuable IT services brands worldwide. In 2015, TCS was ranked 64th overall in the Forbes World's Most Innovative Companies ranking, making it both the highest-ranked IT services company and the top Indian company. As of 2018, it is ranked eleventh on the Fortune India 500 list. In April 2018, TCS became the first Indian IT company to reach \$100 billion in market capitalisation, and second Indian company ever (after Reliance Industries achieved it in 2007) after its market capitalisation stood at ₹6,79,332.81 crore (\$102.6 billion) on the Bombay Stock Exchange.

In 2016–2017, Parent company Tata Sons owned 72.05% of TCS; and more than 70% of Tata Sons' dividends were generated by TCS. In March 2018, Tata Sons decided to sell stocks of TCS worth \$1.25 billion in a bulk deal.

CHAPTER 2

REVIEW OF LITERATURE

Author links open overlay panel Noemi Herranz Zarzoso Grande

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The first one is the literature on goal setting.

Goal setting cognitive theory based on the premise that the source of motivation is the desire and intention to reach a goal, the aim of a task that a person consciously desires to achieve or

lock and lathem 2002 In achievement environments, such as higher education, task goal setting is a function of many variables, including skills and outcome expectations.

Zimmerman 2005 outcome expectation can be defined as a belief about the success of a given task, differentiating it from the highly correlated concept of self-efficacy expectation, which is the belief about the personal capability to execute the behavior needed to produce the desired outcome. Both of them are key for students' motivation: if a student does not consider himself capable or has low outcome expectations, his motivation decreases and he does not make the effort needed to succeed.

Bandura 2006 developed a guide for constructing scales to measure perceived academic self-efficacy, it is not possible to get an incentive-compatible elicitation of self-efficacy scales. However, outcome expectations can be elicited using betting on outcomes as an incentive-compatible method. Specifically, when students bet on their outcome in a particular task, they take responsibility and ownership for their own goal.

Elliot and fryer 2008 pointed out, such self-chosen goal setting is empowering and proactive, creating commitment and acceptance.

Royer 2015 concluded that giving the option to subjects to choose their own goal "acts as an internal commitment device meant to overcome problems of self-control"

Falk and knell 2004: presented a social comparison model where people choose their own reference standards in order to accomplish goals of self-enhancement and self-improvement. The model's prediction about people tending to compare themselves to similar others was confirmed through a questionnaire where students only received a small show-up fee.

Sackett 2014: presented a questionnaire where marathoners were either asked or not asked to provide a time goal prior to their race. They found that the mere fact of asking runners (without potential financial reward) about their goals prior to the race improved performance among experienced but not novice marathoners.

Clark 2016 Analyse the effect of self-chosen goals based on course performance and a specific task (completing online practice exams). They found that course goals had no significant impact on the performance of college students but, in contrast, task-based goals had a large positive effect on the level of task completion. However, students' extrinsic motivation in these two field experiments could be critically undermined because students were not financially rewarded when they met their self-chosen goals.

Goer 2012 By means of a natural field experiment where workers were hired to re-organize a library, these authors presented the workers with an incentives' contract that combined self-chosen goals and monetary rewards in such a way that all of them preferred to set themselves a non-trivial goal. They found that self-imposed goals could work even in the absence of corresponding monetary incentive.

Kaur 2010 tested whether workers demand self-disciplining devices. They found that a fraction of workers voluntarily agreed to incur in a monetary loss when falling short of a self-chosen production goal.

Dalton 2015 proposed a simple model of self-chosen goals and tested its predictions in the laboratory, finding that only men confirmed their model's predictions: they exerted greater effort under the self-chosen goal contract system than under a piece-rate contract.

Van lent 2016 analyse the effect of setting a goal and increasing its ambitiousness using mentor-student meetings. They found out that treatment group students performed better as compared to students in the control group. Nevertheless, students who were challenged to set a higher goal performed significantly worse than comparable students in the goal treatment. Contrary to we ask students to formulate their own goal and bet on it without any external influence, rewarding them financially. Theoretically in our experiment, students' self-chosen goals must generate more effective incentives than those given by a third party because students set their goals based on their capabilities and knowledge, creating their own individual motivation.

Scott Imberman (2015) The motivating concept underlying workers incentives is to foster employees to put in more effort to improve organisations performance. Motivation is one of the factors influencing the work attitude of any establishment.

Kalimullah(2010) to learn how to motivate employees to execute assigned duties and responsibilities in the organisation is the objective of work motivation. The describes motivation as a set of courses concerned with a kind of strength that boosts performance and directs towards accomplishing some definite targets.

Kennedy 2014 These explanations show that to achieve positive goal, employees must be adequately active and their objective clearly stated. Organisational growth, rest on identification factor analysis that ascertains the success of the organization, The study on motivational factors affecting professional conduct in the workplace

Nzulma 2014 evinced that poor professional conduct has been put forward as a precursor to low morale and is said to lead to poor work performance. The low state of the spirits of a person or group as exhibited by confidence, cheerfulness, discipline, and willingness to perform assigned tasks emanate from lack of motivation and failure by Employers to address employee needs, drives and capabilities Financial incentives have focused on the payment mechanisms for workers, rather than benefit packages and wage structures which have not received sufficient attention, despite their potential importance in the context of employee motivation.

Franco Bennett 2002 dimensions of non-financial incentives for motivation are also needed. The argument about merits of monetary incentive and non-monetary incentives is often swayed in the direction of monetary incentives.

Okafor 2014 financial incentives are preferred by the junior staff, because they perceived non-financial incentives as not a motivational technique. Consequently, they may not be effective if they are the only method used in the public sector Although not denying the strength of financial incentives per se, their limited ability to resolve complex problems in areas have seen support from complementary non-financial incentives Okafor, et al, (2014 The assumption of the research, based on literature review and researcher's knowledge of employees, is that employees consider monetary and non- monetary incentives to be more effective in enhancing employee's effective delivery. For instance, female Police workers who have different pre-determined values and 2052 Owusu Ernest K. beliefs consider different set of incentives to be important than do male Police workers.

Muhammad 2011 performance represents the realistic result that organisations are able to measure objectively, and achieving targeted results within defined inputs is said to be efficiency. the motivation approach has helped to improve efficiency and employee motivation and their collective capabilities enhances employee performance. These lead to maximum productivity, but how best to get employees committed to their work in accomplishing organisational goal

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY:

- The purpose of this research was to identify Employees perception towards influence of the organizational incentives in motivating employee
- To find out the experience of Employees incentives in work place
- Need to identify their opinion and suggestions of a supermarket.

Objective for the study

3.2.1 PRIMARY OBJECTIVES

- To study on working professional perception towards the influence of incentives

3.2.2 SECONDARY OBJECTIVES

- To identify Employees want and satisfy their work towards their incentives
- It should be adequate to motivate each Employees
- It should to easy and understand & simple to operate so that employees can calculate their own earnings

To know the employees satisfaction and motivate though the incentives in work place

3.3 RESEARCH DESIGN

3.3.1 DESCRIPTIVE RESEARCH DESIGN

The research design undertaken for the study is descriptive one. The methodology involved in this design is mostly qualitative. It includes surveys through questionnaire.

3.4 SOURCE OF DATA

The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.

3.4.1 PRIMARY DATA

Questionnaire given to 155 respondents.

3.4.2 SECONDARY DATA

Websites and online journals .Published reports & Review of literature from published articles.

3.5 STRUCTURE AND QUESTIONNAIRE

Questionnaire are divided into two sections. First part was designed to know the general information about customers and the second part contained the Respondents opinion about customers experience.

3.6 SAMPLING TECHNIQUE

3.6.1 CONVENIENCE SAMPLING METHOD

A convenience sampling method is one of the main types of non- probability sampling methods. A convenience sampling is made up of people who are easy to reach.

3.7 PERIOD OF STUDY

The duration of study is from December 2020 to March 2021 which is four months of study

3.8 ANALYTICAL TOOLS

Percentage of analysis

CHAPTER 4

DATA ANALYSIS & INTERPRETATION:

4:1 PERCENTAGE ANALYSIS

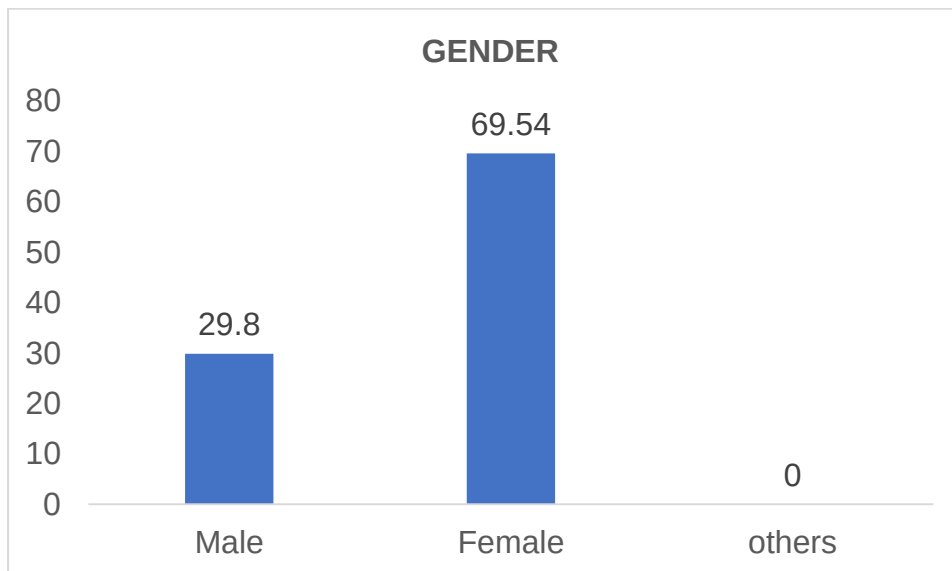
TABLE 4.1.1 GENDER OF THE RESPONDENTS

S NO	Particulars	No of responses	Percentage
1	Male	45	29.80
2	Female	105	69.54
3	others	0	0.00
TOTAL		150	100

SOURCE: Primary data

4.1.1 FIGURE DIAGRAM

GENDER



INTERPRETATION

From the above table it is interpreted that the number of responses in male 29.80%, in female is 60.54% and others are 0%

INFERENCE

Majority (69.54%) of the responses are from female.

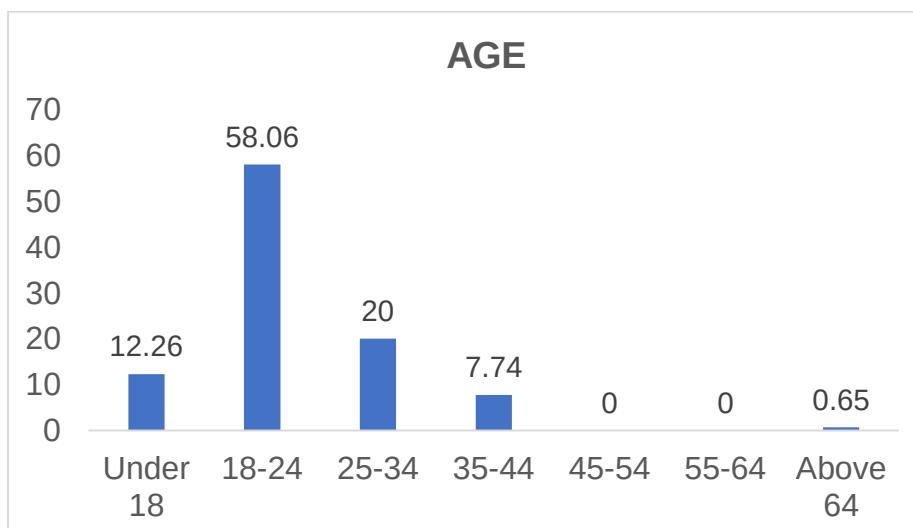
TABLE 4.1.2 AGE OF THE RESPONDANTS

S NO	Particulars	No of responses	Percentages
1	Under 18	19	12.26
2	18-24	90	58.06
3	25-34	31	20.00
4	35-44	12	7.74
5	45-54	0	0.00
6	55-64	0	0.00
7	Above 64	1	0.65
TOTAL		150	100

SOURCE: PRIMARY DATA

4.1.2 FIGURE DIAGRAM

AGE



INTERPRETATION

From the above table it is interpreted that the number of respondents between under 18 age of respondents are 12.26 between 18 to 24 age of respondents are 58.06 between 25 to 34 age of respondents are 20.00 between 35 to 44 age of

respondents are 7.74 between 45 to 54 age of respondents are 0.00 between 55 to 64 age of respondents are 0.00 and the above 64 age of respondents are 0.65

INFERENCE

Majority (58.06) age of respondents are from 18 to 24.

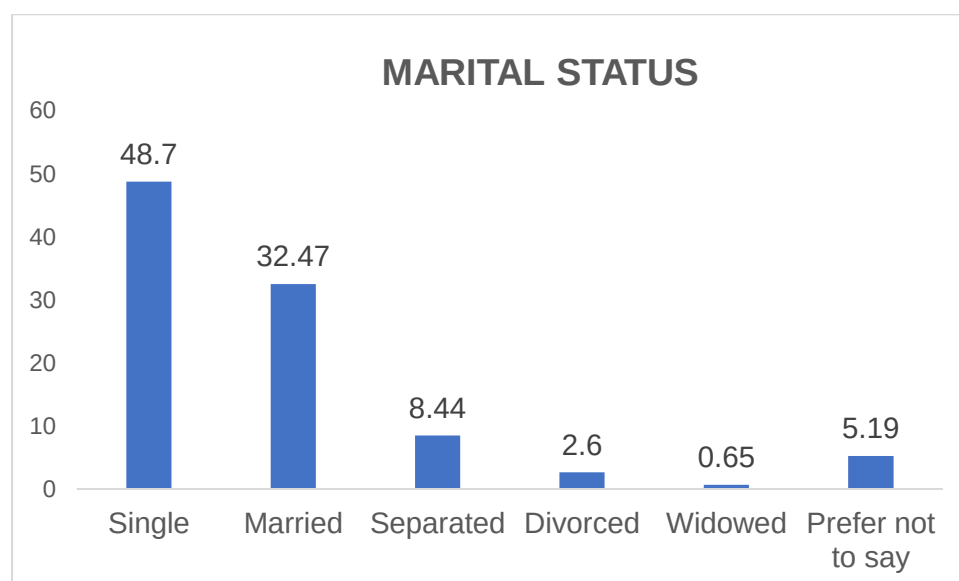
TABLE 4.1.3 MARITAL STATUS

S NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	Single	75	48.70
2	Married	50	32.47
3	Separated	13	8.44
4	Divorced	4	2.60
5	Widowed	1	0.65
6	Prefer not to say	8	5.19
TOTAL		150	100

SOURCE: PRIMARY DATA

4.1.3 FIGURE DIAGRAM

MARITAL STATUS



INTERPRETATION

From the above table it is interpreted that the number of respondents in single are 48.70, Married are 32.47, separated are 8.44, divorced persons are 2.60, widowed are 0.65, prefer not to say are 5.19.

INFERENCE

Majority (48.70) marital status respondents are from single.

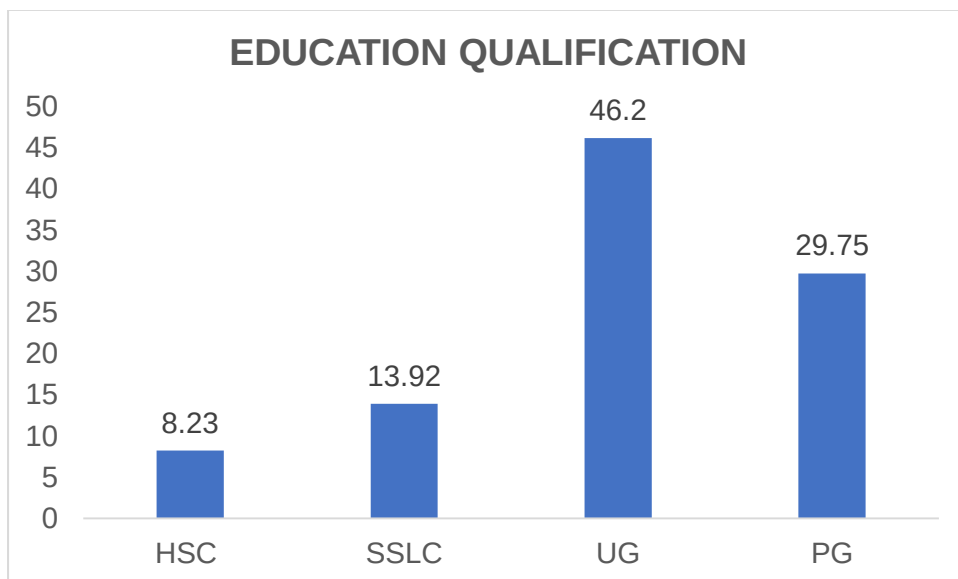
TABLE 4.1.4 EDUCATION QUALIFICATION

S NO	Particulars	No of responses	Percentage
1	HSC	13	8.23
2	SSLC	22	13.92
3	UG	73	46.20
4	PG	47	29.75
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.4 FIGURE DIAGRAM

EDUCATION QUALIFICATION



INTERPRETATION:

From the above table it is interpreted the number of respondents in HSC are 8.23, SSLC are 13.92, UG are 46.20, PG are 29.75.

INFERENCE:

Majority (46.20) education qualification respondents are from UG

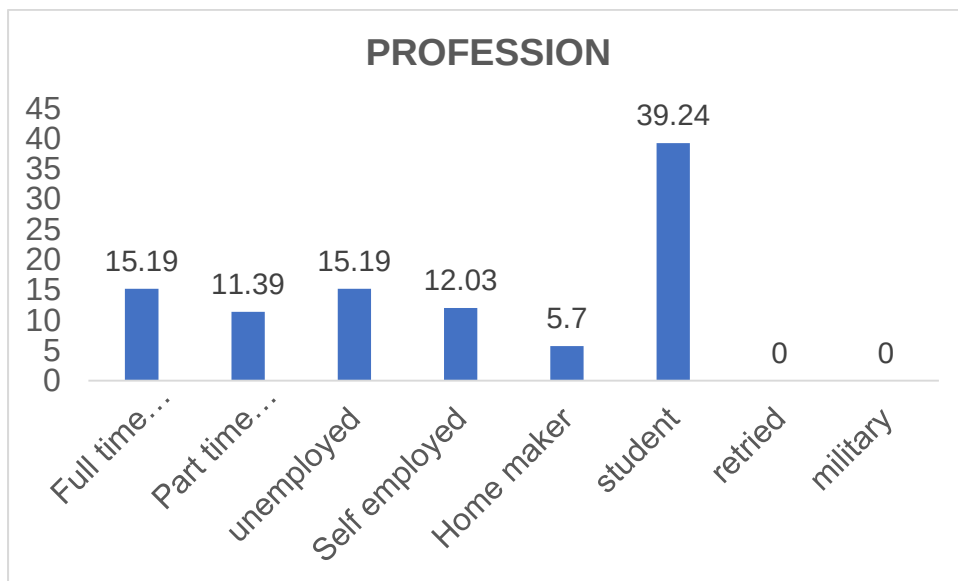
TABLE 4.1.5 PROFESSION

S NO	Particular	No of responses	percentages
1	Full time employment	24	15.19
2	Part time employment	18	11.39
3	unemployed	24	15.19
4	Self employed	19	12.03
5	Home maker	9	5.70
6	student	62	39.24
7	retried	0	0.00
8	military	0	0.00
TOTAL		150	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.5

PROFESSION



INTERPRETATION

From the above table it is interpreted the number of respondents in full time employment are 15.19, part time employment 11.39, unemployed are 15.19, self employed are 12.03, home maker 5.7, student are 39.24, retried are 0.00 and military are 0.00.

INFERENCE

Majority (39.24) profession respondents are student

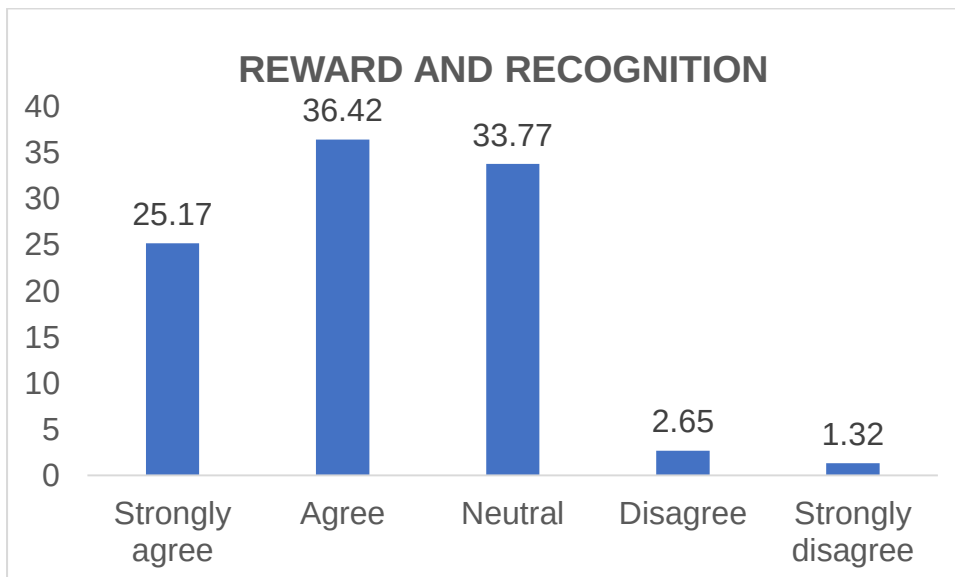
4.1.6 You know about reward and recognition programme in your organisation.

S.NO	Particulars	No of responses	Percentage
1	Strongly agree	38	25.17
2	Agree	55	36.42
3	Neutral	51	33.77
4	Disagree	4	2.65
5	Strongly disagree	2	1.32
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.6

You know about reward and recognition programme in your organisation.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 25.17, Agree respondents are 36.42, Neutral respondents are 33.77, disagree respondent are 2.65, strongly disagree respondents are 1.32.

INFERENCE

Majority (36.42) reward and recognition respondents are agree

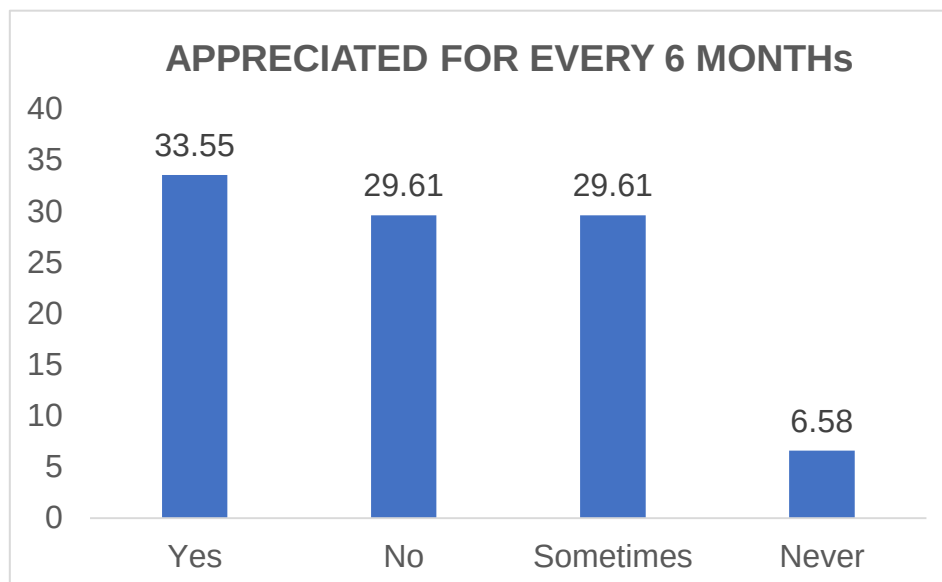
4.1.7 Are you being appreciated for evary 6 month

S.NO	particular	No of responses	percentages
1	Yes	51	33.55
2	No	45	29.61
3	Sometimes	45	29.61
4	Never	10	6.58
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.7

Are you being appreciated for every 6 months



INTERPRETATION

From the above table it is interpreted the number of respondents in Yes respondents are 33.55, No respondents are 29.61, Sometimes respondents are 29.61, Never respondents are 6.58.

INFERENCE

Majority (33.55) appreciated for 6month response are Yes

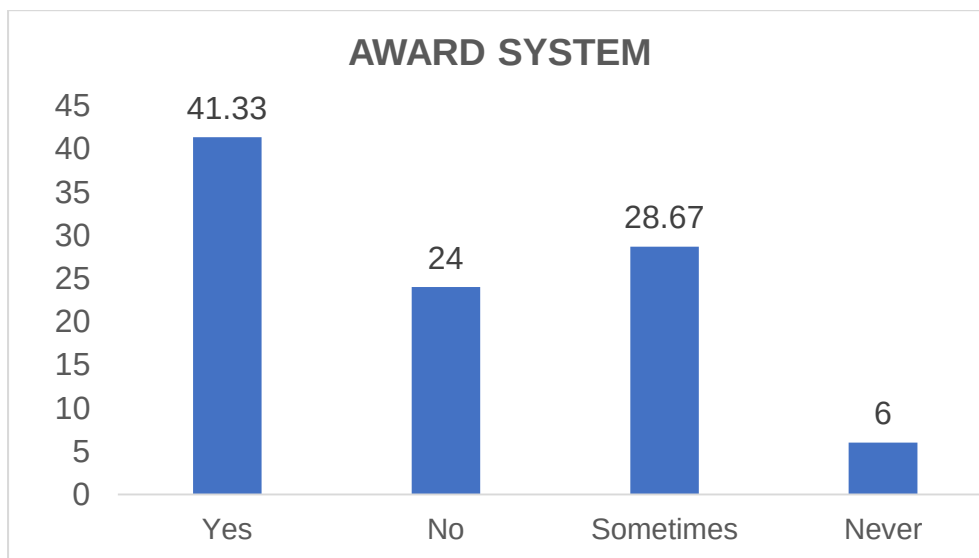
4.1.8 Is the award system of your organisation bring followed genuinely

S NO	Particulars	No of responses	percentage
1	Yes	62	41.33
2	No	36	24.00
3	Sometimes	43	28.67
4	Never	9	6.00
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.8

Is the award system of your organisation bring followed genuinely.



INTERPRETATION

From the above table it is interpreted the number of respondents in Yes respondents are 41.33, No respondents are 24, Sometimes respondents are 28.67, Never respondents are 6.

INFERENCE

Majority (41.33) award system respondents are Yes

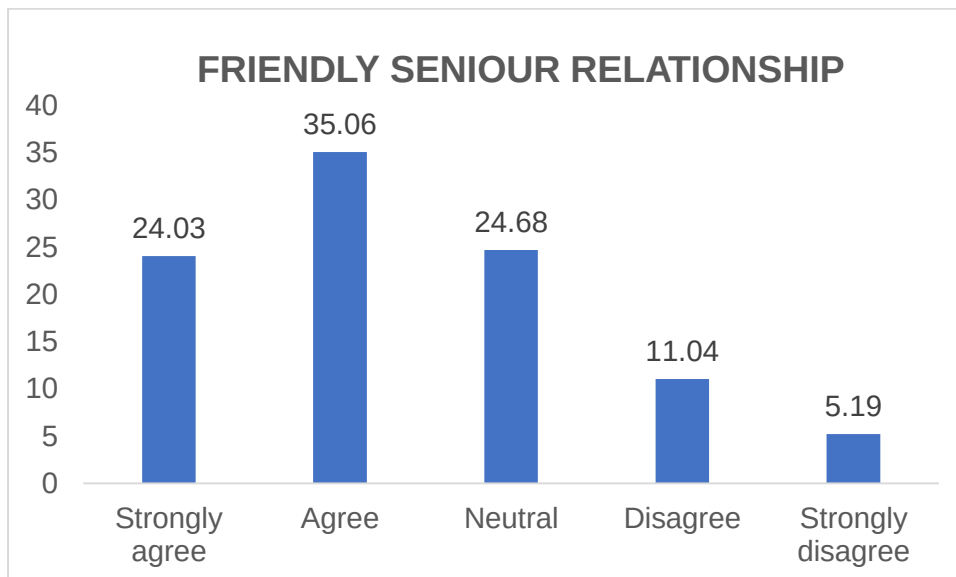
4.1.9 Spending special time with senior relationship team outside plant is motivating .

S NO	Particulars	No of responses	Percentages
1	Strongly agree	37	24.03
2	Agree	54	35.06
3	Neutral	38	24.68
4	Disagree	17	11.04
5	Strongly disagree	8	5.19
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.9

Spending special time with senior relationship team outside plant is motivating.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 24.03, Agree respondents are 35.06, Neutral respondents are 24.68, disagree respondent are 11.04, strongly disagree respondents are 5.19.

INFERENCE

Majority (35.06) friendly senior relationship respondents are Agree.

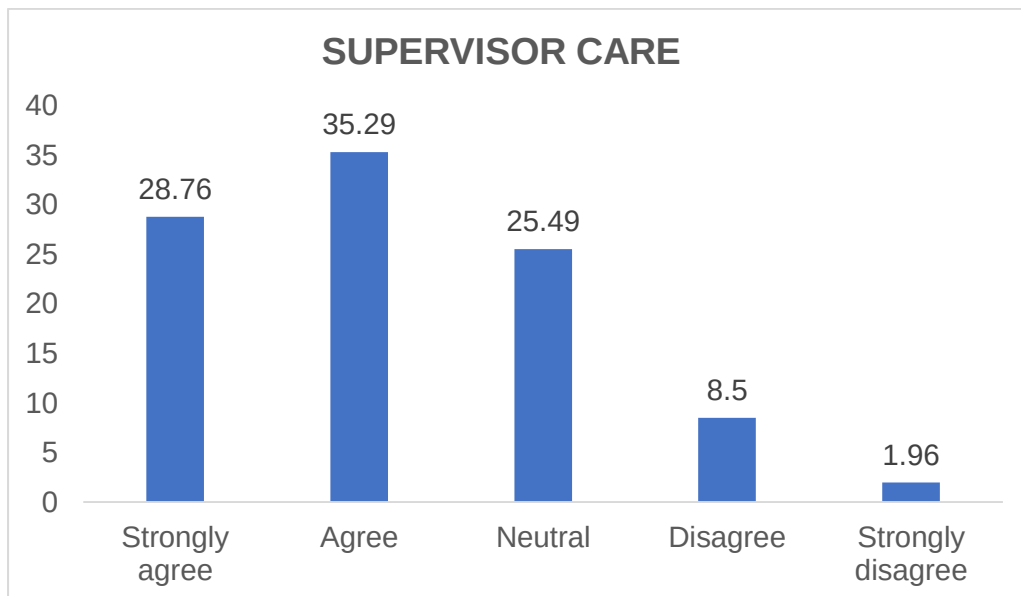
4.1.10 My supervisor cares about me as a team member.

S NO	Particulars	No of responses	percentages
1	Strongly agree	44	28.76
2	Agree	54	35.29
3	Neutral	39	25.49
4	Disagree	13	8.50
5	Strongly disagree	3	1.96
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.10

My supervisor cares about me as a team member.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 28.76, Agree respondents are 35.29, Neutral respondents are 25.49, disagree respondent are 8.5, strongly disagree respondents are 1.96.

INFERENCE

Majority (35.29) supervisor care respondents are Agree.

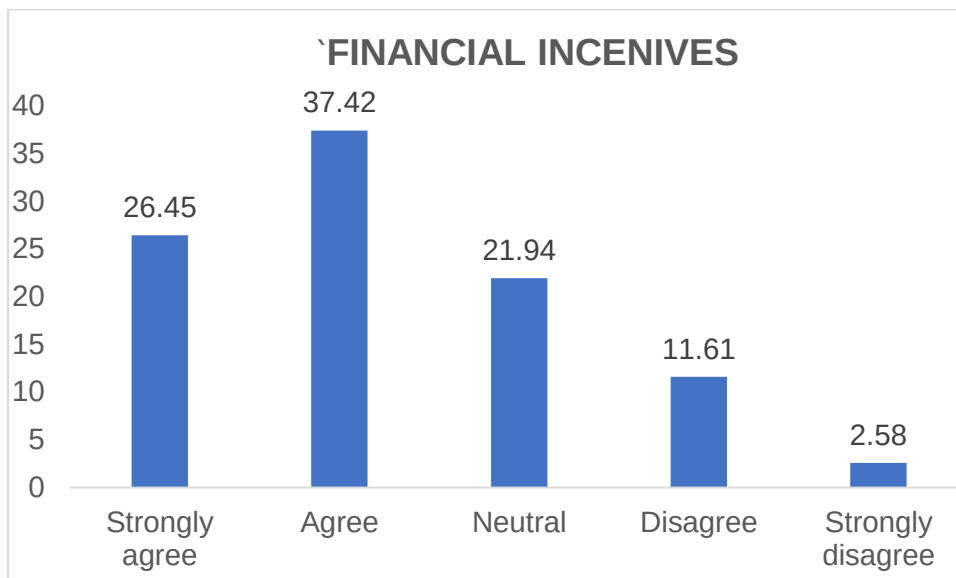
4.1.11 Financial incentives increase employees work productivity

S NO	Particulars	No of responses	percentages
1	Strongly agree	41	26.45
2	Agree	58	37.42
3	Neutral	34	21.94
4	Disagree	18	11.61
5	Strongly disagree	4	2.58
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.11

Financial incentives increase employees work productivity.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 26.45, Agree respondents are 37.42, Neutral respondents are 21.94, disagree respondent are 11.61, strongly disagree respondents are 2.58.

INFERENCE

Majority (37.42) financial incentives respondents are Agree.

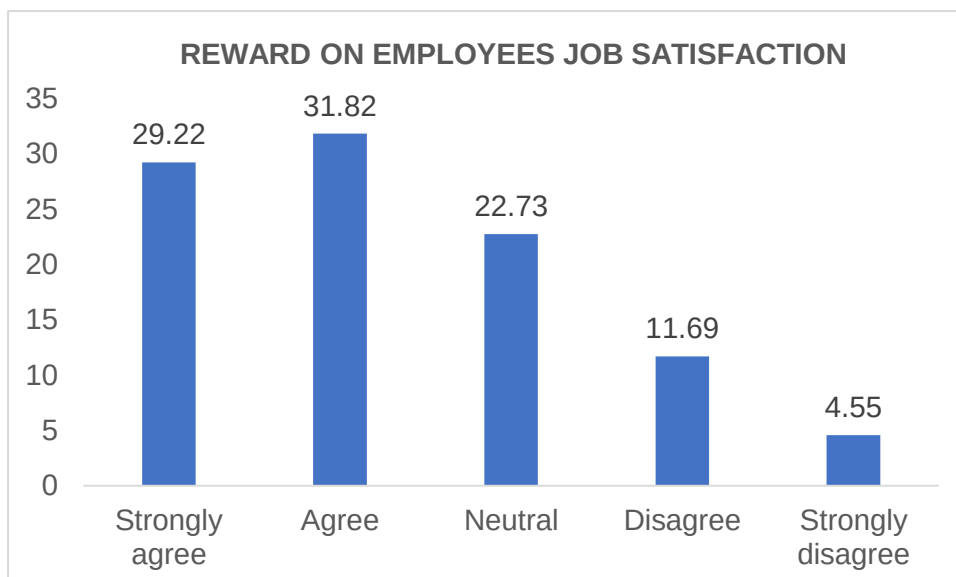
4.1.12 Incentives reward increases employees on job satisfaction

S NO	Particulars	No of responses	percentages
1	Strongly agree	45	29.22
2	Agree	49	31.82
3	Neutral	35	22.73
4	Disagree	18	11.69
5	Strongly disagree	7	4.55
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.12

Incentives reward increases employees on job satisfaction



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 29.22, Agree respondents are 31.82, Neutral respondents are 22.73, disagree respondent are 11.69, strongly disagree respondents are 4.55.

INFERENCE

Majority (31.82) reward on employees job satisfaction are agree.

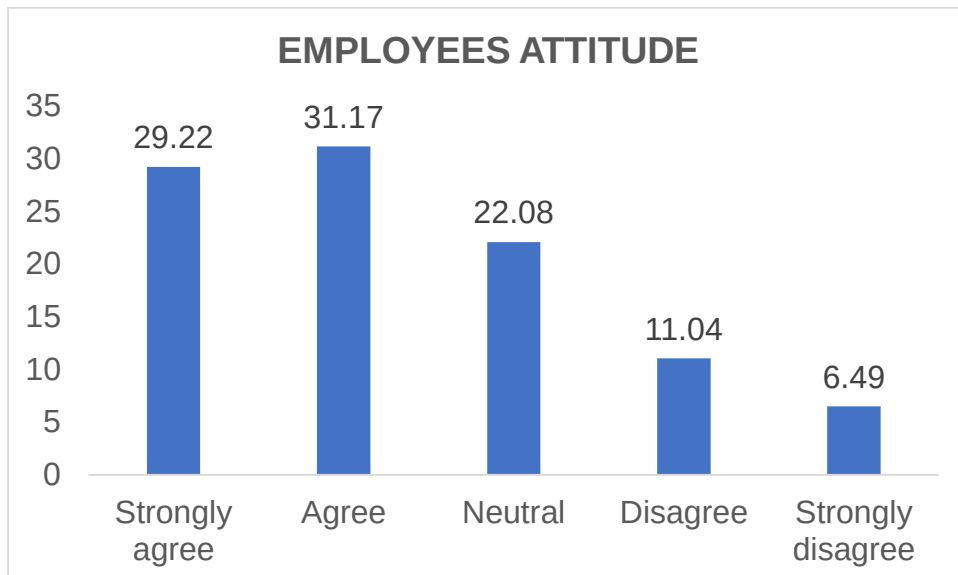
4.1.13 Incentive developed employees attitude towards organisation

S NO	Particulars	No of responses	Percentages
1	Strongly agree	45	29.22
2	Agree	48	31.17
3	Neutral	34	22.08
4	Disagree	17	11.04
5	Strongly disagree	10	6.49
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.13

Incentive developed employees attitude towards organisation.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 29.22, Agree respondents are 31.17, Neutral respondents are 22.08, disagree respondent are 11.04, strongly disagree respondents are 6.49.

INFERENCE

Majority (31.17) employees attitude respondents are Agree.

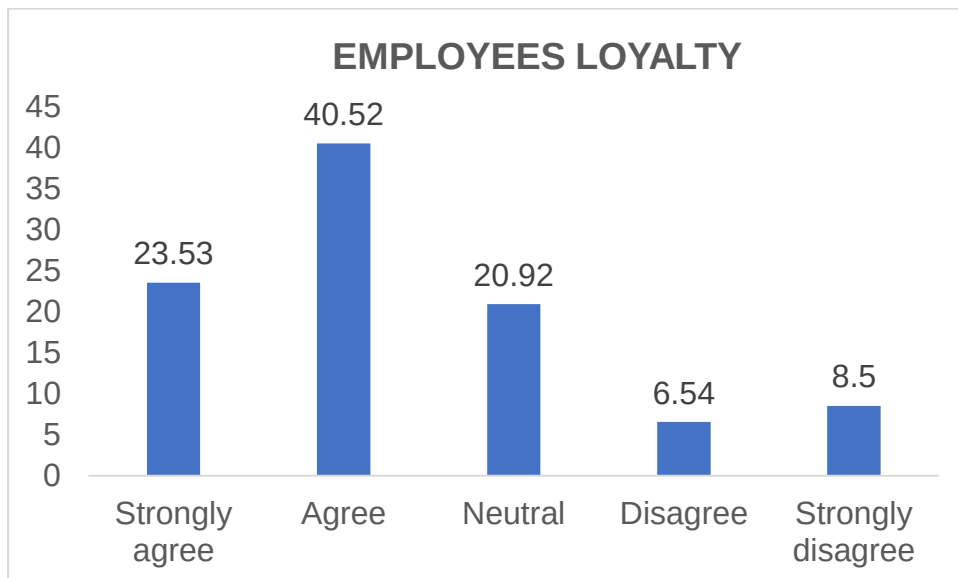
4.1.14 Incentives increase employees loyalty towards organisation

S .NO	Particulars	No of responses	percentages
1	Strongly agree	36	23.53
2	Agree	62	40.52
3	Neutral	32	20.92
4	Disagree	10	6.54
5	Strongly disagree	13	8.50
TOTAL		150	100

SOURCE PRIMARY DATA

FIGURE DIAGRAM 4.1.14

Incentives increase employees loyalty towards organisation.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 23.53, Agree respondents are 40.52, Neutral respondents are 20.92, disagree respondent are 6.54, strongly disagree respondents are 8.5.

INFERENCE

Majority (40.52) employees loyalty respondents are agree.

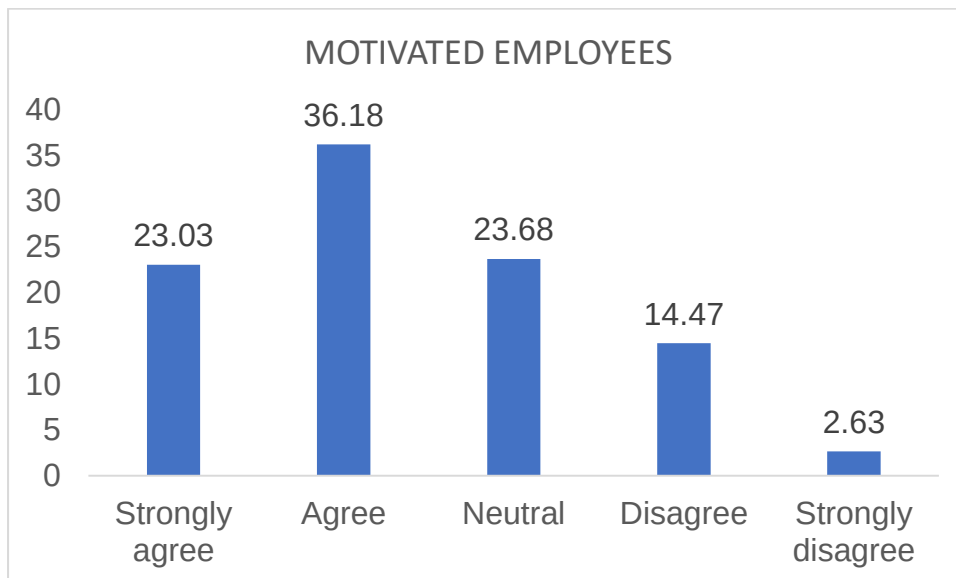
4.1.15 Motivated employees are real assets of any organization

S NO	Particulars	No of responses	percentages
1	Strongly agree	35	23.03
2	Agree	55	36.18
3	Neutral	36	23.68
4	Disagree	22	14.47
5	Strongly disagree	4	2.63
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.15 FIGURE DIAGRAM

Motivated employees are real assets of any organization



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 23.03, Agree respondents are 36.18, Neutral respondents are 23.68, disagree respondent are 14.47, strongly disagree respondents are 2.63.

INFERENCE

Majority (36.18) motivated employees respondents are agree

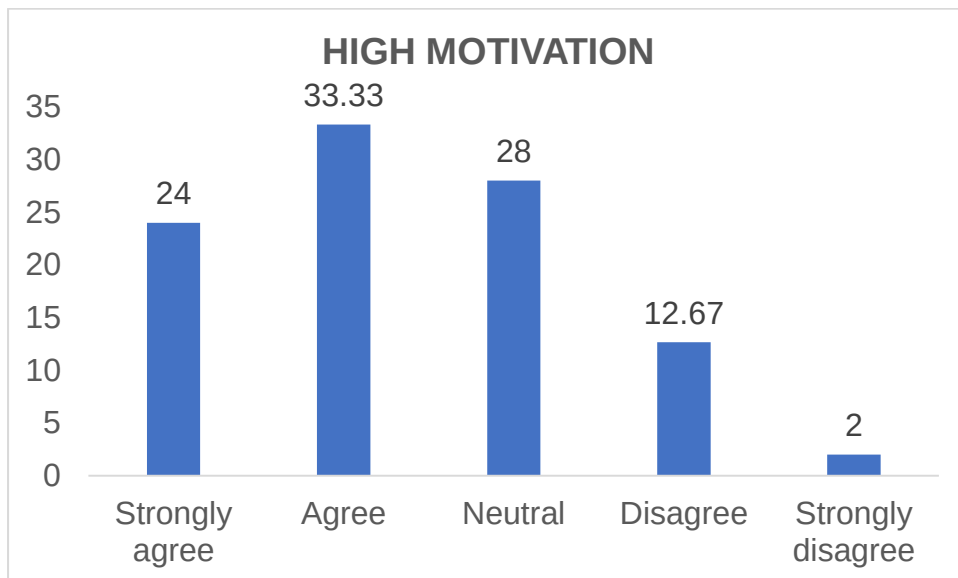
4.1.16 Relavent need satisfaction leads to high motivation

S.NO	Particulars	No of responses	percentages
1	Strongly agree	36	24.00
2	Agree	50	33.33
3	Neutral	42	28.00
4	Disagree	19	12.67
5	Strongly disagree	3	2.00
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.16 FIGURE DIAGRAM

Relavent need satisfaction leads to high motivation



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 24, Agree respondents are 33.33, Neutral respondents are 28, disagree respondent are 12.67, strongly disagree respondents are 2.

INFERENCE

Majority (33.33) high motivation respondents are agree

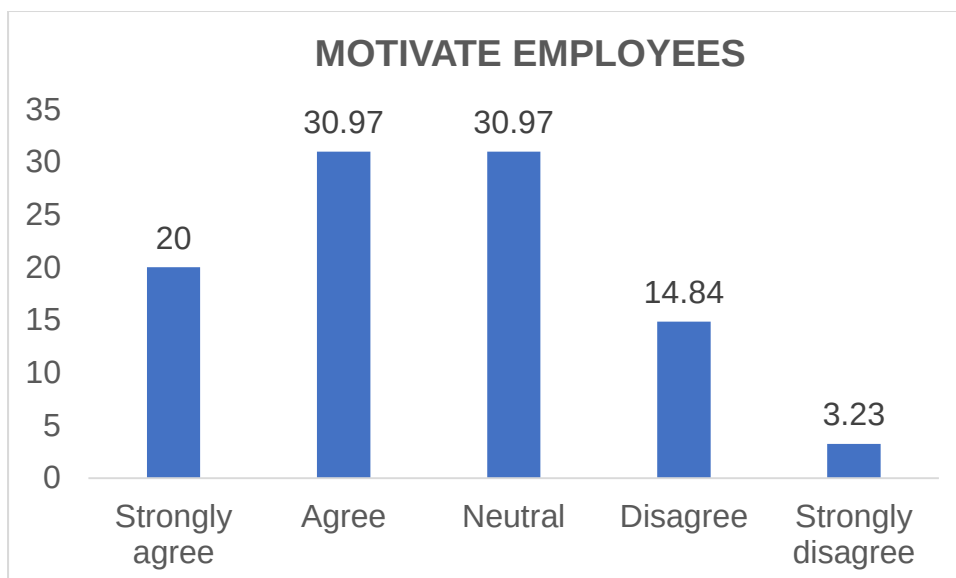
4.1.17 Is money enough to motivate employees.

S. NO	Particulars	No of responses	percentages
1	Strongly agree	31	20.00
2	Agree	48	30.97
3	Neutral	48	30.97
4	Disagree	23	14.84
5	Strongly disagree	5	3.23
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.17 FIGURE DIAGRAM

Is money enough to motivate employees



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 20, Agree respondents are 30.97, Neutral respondents are 30.97, disagree respondent are 14.84, strongly disagree respondents are 3.23.

INFERENCE

Majority (30.97) respondents motivated employees are from agree and neutral.

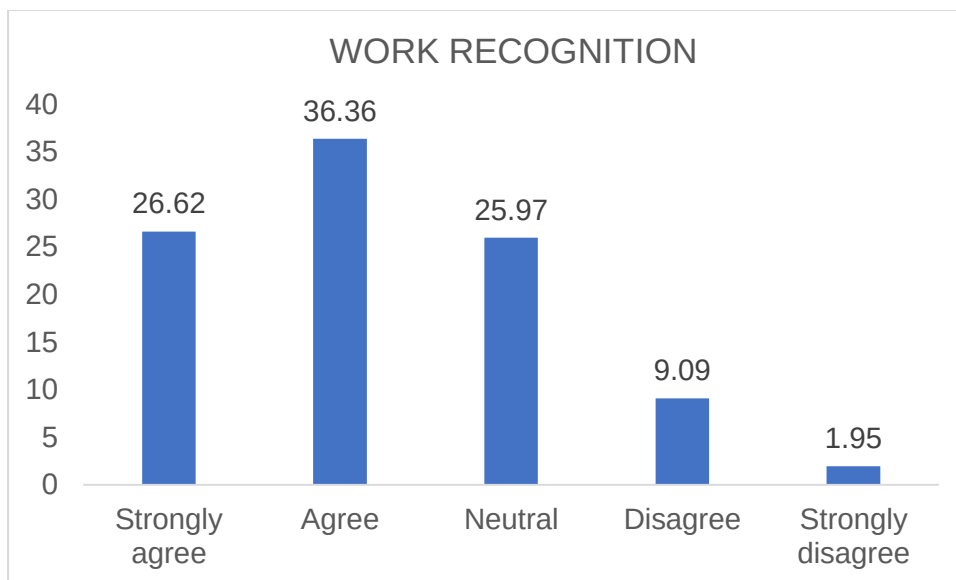
4.1.18 Work recognition & appreciated motivate Employees towards job.

S.NO	Particulars	No of responses	percentages
1	Strongly agree	41	26.62
2	Agree	56	36.36
3	Neutral	40	25.97
4	Disagree	14	9.09
5	Strongly disagree	3	1.95
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.18 FIGURE DIAGRAM

Work recognition & appreciated motivate Employees towards job.



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 23.03, Agree respondents are 36.18, Neutral respondents are 23.68, disagree respondent are 14.47, strongly disagree respondents are 2.63.

INFERENCE

Majority (36.36) respondents work recognition are from agree

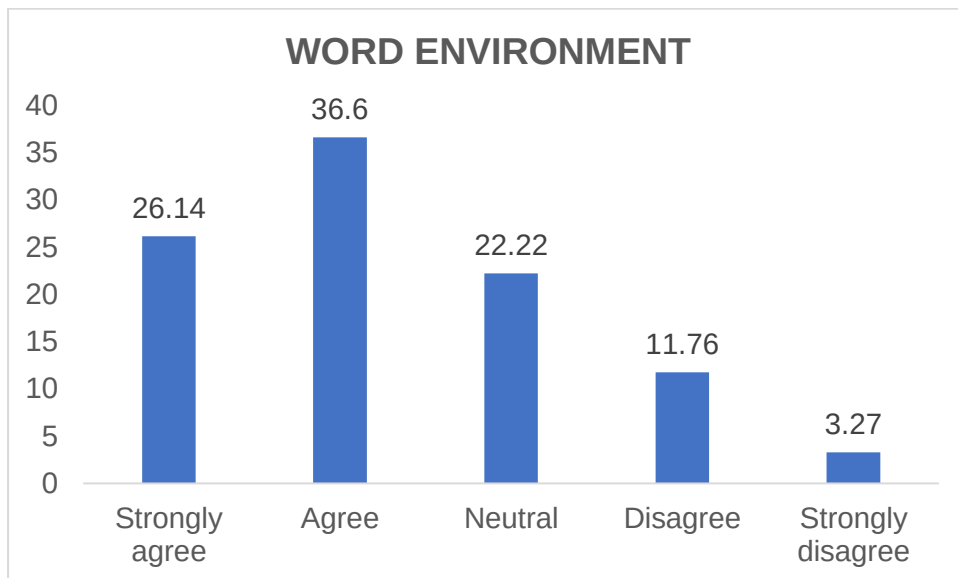
4.1.19 Word environment is also important motivation

S.NO	Particulars	No of responses	percentages
1	Strongly agree	40	26.14
2	Agree	56	36.60
3	Neutral	34	22.22
4	Disagree	18	11.76
5	Strongly disagree	5	3.27
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.19 FIGURE DIAGRAM

Word environment is also important motivation



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 26.14, Agree respondents are 36.6, Neutral respondents are 22.22, disagree respondent are 11.76, strongly disagree respondents

INFERENCE

Majority (36.6) respondents work environment are from agree.

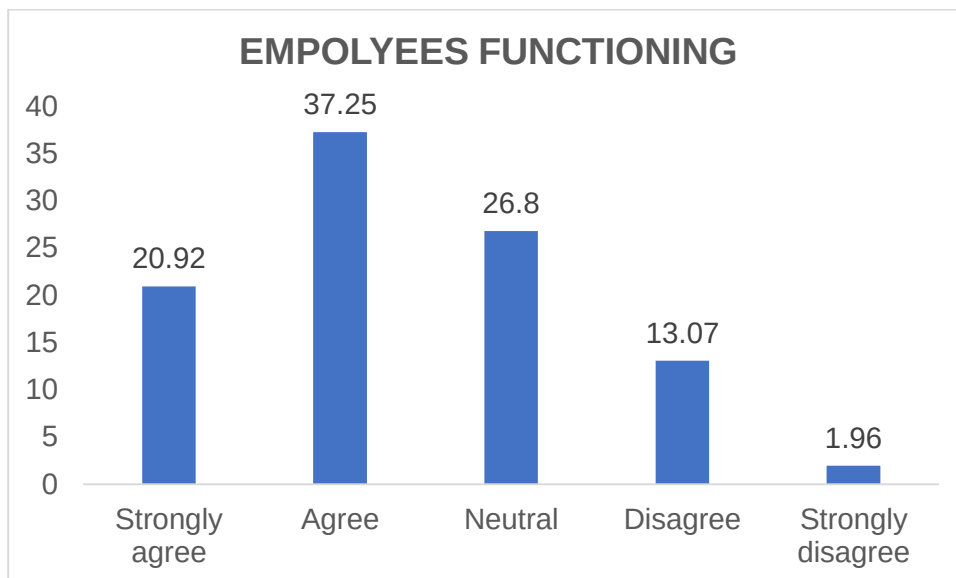
4.1.20 Motivated employees are effective in their functioning

S.NO	Particulars	No of responses	percentages
1	Strongly agree	32	20.92
2	Agree	57	37.25
3	Neutral	41	26.80
4	Disagree	20	13.07
5	Strongly disagree	3	1.96
TOTAL		150	100

SOURCE PRIMARY DATA

4.1.20 FIGURE DIAGRAM

Motivated employees are effective in their functioning



INTERPRETATION

From the above table it is interpreted the number of respondents in strongly agree respondents are 20.92, Agree respondents are 37.25, Neutral respondents are 26.8. disagree respondent are 13.07, strongly disagree respondents are 1.96.

INFERENCE

Majority (37.25) respondents employees functioning are from agree

CHAPTER 5

FINDINGS

1. Majority (69.54%) of the gender responses are from female.
2. Majority (58.06) age of respondents are from 18 to 24.
3. Majority (48.70) marital status respondents are from single.
4. Majority (46.20) education qualification respondents are from UG.
5. Majority (39.24) profession respondents are student.
6. Majority (36.42) reward and recognition respondents are Agree.
7. Majority (33.55) appreciated for 6month response are Yes.
8. Majority (41.33) award system respondents are Yes.
9. Majority (35.06) friendly senior relationship respondents are Agree.
10. Majority (35.29) supervisor care respondents are Agree.
11. Majority (37.42) financial incentives respondents are Agree.
12. Majority (31.82) reward on employees job satisfaction are agree.
13. Majority (31.17) employees attitude respondents are Agree.
14. Majority (40.52) employees loyalty respondents are agree.
15. Majority (36.18) motivated employees respondents are agree
16. Majority (33.33) high motivation respondents are agree
17. Majority (30.97) respondents motivated employees are from agree and neutral.
18. Majority (36.36) respondents work recognition are from agree
19. Majority (36.6) respondents work environment are from agree.
20. Majority (37.25) respondents employees functioning are from agree

SUGGESTIONS

Encourage you employees with incentives give some targets to achieve their ideal into incentives. work hard with job satisfaction in the outcome of incentives. keep on encourage employees with incentives. keep on motivate employees with incentives because It will be decided everything. Give bounce and how they delivery the works for that to give incentive and motivate through the hard base. Performance of all team work is must. motivation is good process to become successful in life. incentives helps employees to work effectively s their motivating tools. Increasing team work automatically increase productivity so incentives structure is high .encourage them ,even if they did any mistakes without scolding them try to encourage to do better.

CONCLUSION

The kind of incentive must be reasonably priced, transparent and appropriate to the firm . Apart from just rewarding for achieving the targeted goals, employers should steer towards assisting people enrich their work, which is true motivation. To be a true leader, one should be concerned about the plight or welfare of his/her employees, which should be consolidated with the interests of the organization at all times . It is wise to consult the staff before deciding on what form of incentive to introduce for best results. Nevertheless, incentives and rewards are effective when the working environment, compensation and management practices are at par with the expectation of the employees .

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1. Name : _____
2. Gender : 1) Male 2) Female
3. Martial Status : 1) Married 2) Unmarried
4. Age : 1) 18-20 2) 25-30 3) 30-50
5. Education : 1) HSC 2) SSC 3) U. G 4) P. G
6. Income : 1) Less than 50,000 2) Less than 1 Lakh 3) Less than 2 lakh
4) Less than 5 Lakh
7. Profession : 1) Employees 2) Businessman 3) student 4) others

1. you know about rewards and recognition programme in your organisation a) strongly disagree b) Neither agree nor disagree
C)strongly agree

2. Are you being appreciated for every 6 months? a) yes
b) no c) sometimes

3. Is the award system of your organisation bring followed genuinely?
a) yes b) no c) sometimes

4. Spending special time with senior leadership team outside the plant
is motivating ?a) strongly agree b)agree c) neutral d) disagree e)
strongly disagree

5. My supervisor cares about me as a team member ?
a) strongly agree b)agree c) neutral d) disagree e) strongly disagree

6.financial incentives increases employee work productivity.

a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

7.incentives rewards increases employee on job satisfaction.

a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

8.incentives developed employee attitude toward organization.

a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

9.Incentives increases employee loyalty towards organization.

a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

10.Motivated employees are real asset of any organisation. a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

11.Relavent need satisfaction leads to high motivation.

b)agree

c) neutral

d) disagree

e) strongly disagree

12. is money enough to motivate employee. a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

13.work recognition &appraised motivate employees towards job. a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

14.word environment is also important fir motivation.

_____ a) strongly agree

b)agree

c) neutral

d) disagree

e) strongly disagree

15. motivated employee are effective and efficient in their functioning.

a) strongly agree

b) agree

c) neutral

d) disagree

le) strongly disagree

16. Give your suggestions to improve our incentive methods to motivating employee
