

A STUDY ON EFFECTIVENESS OF MOTIVATIONAL INCENTIVES ON EMPLOYEE PERFORMANCE AT K7 COMPUTING PVT LTD

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

**TONY. J
Register No 39410219**



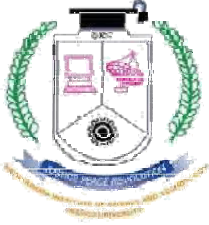
SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of TONY. J (39410219) who have done the Project work entitled “**A study on effectiveness of motivational incentives on employee performance at K7 Computing pvt ltd**” under my supervision from January 2021 to March 2021.

**Internal Guide
Dr. NITHYA. S**

**Dr. BHUVANESWARI G.
Dean – School of Business Administration**

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

15.02.2021

TO WHOM IT MAY CONCERN

This is to certify that Mr. Tony J, a student of Sathyabama Institute of Science and Technology, has successfully completed his internship with K7 Computing Pvt. Ltd. His internship tenure was from 23rd November 2020 to 11th February 2021. He has worked on the project "A study on effectiveness of motivational incentives on employee performance" in K7 computing private limited.

During the course of his internship, he has completed the assigned tasks successfully. He was hardworking and demonstrated good learning ability.

We wish him success in all his future endeavors.

K7 Computing Pvt Ltd

Mahendra Prasad D
Human Resource



DECLARATION

I **TONY. J, (39410219)** hereby declare that the Project Report entitled “**A study on effectiveness of motivational incentives on employee performance**” done by me under the guidance of Dr. Nithya. S at K7 Computing pvt ltd is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

TONY. J

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

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TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLE	ii
	LIST OF CHART	iii
1	INTRODUCTION	
	1.1 Introduction	1 – 3
	1.2 Industry profile	4 – 6
	1.3 Company profile	7 – 9
	1.4 Need for the Study	10
	1.5 Scope and Significance of Study	10
	1.6 Objectives of the Study	10
	1.7 Limitations of the Study	11
2	REVIEW OF LITERATURE	12 -16
3	RESEARCH METHODOLOGY	
	3.1 Research Design	17
	3.2 Sampling Technique	17
	3.3 Sources of Data	17
	3.4 Structure of Questionnaire	18
	3.5 Sample Size	18
	3.6 Period of Study	18
	3.7 Hypothesis/ Analytical Tools	18
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	19 – 37
	4.2 Correlation	38 – 39
	4.3 Anova test	40
	4.4 T – test	41 – 42
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	43 – 44
	5.2 Suggestions	45
	5.3 Conclusion	46
	REFERENCES	47 – 48
	APPENDIX – I (Questionnaire)	49 – 52
	APPENDIX – II (Article)	53 – 61

ABSTRACT

The present study was conducted on the Effectiveness of Motivational Incentives on Employee Performance. The main objective of the study was to find out level of motivational incentives and to analyze the impact of those incentives on the performance of employees.

The variables which were the focus of the study were level of job Satisfaction, level of performance, efficiency, organizational productivity, employees loyalty and professionalism. Employees of K7 computing pvt ltd were the target population. The sample size of the study was 121. The research was based on convenient sampling technique. The data is collected using structured questionnaire developed by the researcher, specifically for this study. A set of descriptive statistics including pie charts and frequency tables were used to present the results of the study.

The study established the various ways employees were motivated including both monetary and non-monetary recognition based incentives. The results of the hypotheses indicated that motivational incentives had impact on employees performance. The study concluded that though incentives had impact on employees performance the employees were not satisfied with their incentives.

The study recommends that only monetary incentives were not enough. The capacity building programs should be initiated for the employees which will not only make their work challenging but will also increase commitment towards their organization.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Table showing respondents for Age of the employees	19
4.1.2	Table showing respondents for Gender	20
4.1.3	Table showing respondents for Educational details	21
4.1.4	Table showing respondents for Marital status	22
4.1.5	Table showing respondents for Employment status	23
4.1.6	Table showing respondents for Monthly income	24
4.1.7	Table showing respondents for Financial incentive increase work productivity	25
4.1.8	Table showing respondents for Incentive develop employee attitude towards organisation	26
4.1.9	Table showing respondents for Incentives are enough to motivate employees on achieving their target	27
4.1.10	Table showing respondents for incentives motivate employee on their day to day performance	28
4.1.11	Table showing respondents for employee receiving motivational incentive are effective and efficient in their functioning	29
4.1.12	Table showing respondents for motivational incentives boosts the confidence of the employees	30
4.1.13	Table showing respondents for employee who receive motivational incentive work greater than other employee	31
4.1.14	Table showing respondents for incentives play a major role in employee financial status	32
4.1.15	Table showing respondents for incentives motivates an individual to something in increase output or work harder	33
4.1.16	Table showing respondents for incentives will influence the performance of the employees	34
4.1.17	Table showing respondents for employee feel satisfied when they receive incentive on achieving their goal	35
4.1.18	Table showing respondents for employee doesn't require any other reward other than financial incentive	36
4.1.19	Table showing respondents for employees are rewarded fairly for the work they do	37
4.2.1	Table showing respondents for motivational incentives of K7 employees and their day to day performance.	38
4.3.1	Table showing respondents for marital status and satisfaction level of motivational incentives	40
4.4.1	Table showing respondents for gender and incentives for the work they do	41

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1.1	Chart showing respondents for Age of the employees	19
4.1.2	Chart showing respondents for Gender	20
4.1.3	Chart showing respondents for Educational details	21
4.1.4	Chart showing respondents for Marital status	22
4.1.5	Chart showing respondents for Employment status	23
4.1.6	Chart showing respondents for Monthly income	24
4.1.7	Chart showing respondents for Financial incentive increase work productivity	25
4.1.8	Chart showing respondents for Incentive develop employee attitude towards organisation	26
4.1.9	Chart showing respondents for Incentives are enough to motivate employees on achieving their target	27
4.1.10	Chart showing respondents for incentives motivate employee on their day to day performance	28
4.1.11	Chart showing respondents for employee receiving motivational incentive are effective and efficient in their functioning	29
4.1.12	Chart showing respondents for motivational incentives boosts the confidence of the employees	30
4.1.13	Chart showing respondents for employee who receive motivational incentive work greater than other employee	31
4.1.14	Chart showing respondents for incentives play a major role in employee financial status	32
4.1.15	Chart showing respondents for incentives motivates an individual to something in increase output or work harder	33
4.1.16	Chart showing respondents for incentives will influence the performance of the employees	34
4.1.17	Chart showing respondents for employee feel satisfied when they receive incentive on achieving their goal	35
4.1.18	Chart showing respondents for employee doesn't require any other reward other than financial incentive	36
4.1.19	Chart showing respondents for employees are rewarded fairly for the work they do	37

CHAPTER – 1

1. INTRODUCTION

1.1 INTRODUCTION

The success and promotion of a company or organization can be evaluated in terms and conditions of various things, such as well planning, better administrative system, system of working of employees, follow up rules and regulations, management of resources and many others. These are the some of the basic tips for the promotion of any company. But there are some other components must to be keeping in mind that is concern to human resource management. An organization is majorly depended upon the human resources available to it. Human resources are everything for any company /organization, although a company needs many other resources for its promotion and success but without human resources they are useless. It is the man who operates the machines and utilizes other resources for development. Every person has his own wants and desires, for that purpose he/she works to get fulfill them. It is not enough for an employee to be satisfied materially but non material aspects are as essential as material aspects, an employee need both to be fulfilled. Material means his salary, bonuses, allowances, job security and other facilities. While non-material aspect includes leaves, excellent working environment, good understanding among other fellow workers and top management, all these elements have much to do with motivation of employee. Employees play very important part in the daily operations of any organization especially where the markets are very competitive and have ever-changing environment which is supported by majority of the theorists. The fate of an organization is usually determined by its employees so it sounds logical to understand how employees can be motivated. As far as the employee's motivation is concerned, employee motivational incentive programs have been found to be the most commonly adopted technique among organizations. The purpose of the program is to reward productive performance, reinforce positive behaviour and stir interest in employee Performance and how it could it could be enhanced is central to the concern of industries and organizations, therefore many organizational scientists are very much interested in different schemes and techniques related to performance and its growth incentives are one of those

techniques used in workplaces to stimulate employees in order to get desired performance. Money is considered to be the universal motivator although other financial and non-financial incentives and benefits create a very special relationship between organization and employees. Employees perform certain tasks to fulfill goals in exchange of money and other incentives packages. Some types of incentive plans are available in industries in which bonuses, conveyance allowance, medical allowance, increase salary, monthly leaves, promotion, recognition are included. These incentives encourage the employees and hence productivity enhances by affecting the performance, efficiency, satisfaction, responsibility, effectiveness and commitment of employees.

In fact the whole thrust of incentive plans is to build the sort of highly trained, empowered, self-governing and flexible work force that companies today need as a competitive advantage. Employees desire appreciation and other monetary and non-monetary incentives in exchange for a job done well. This trend is becoming more popular as businesses explore ways to motivate employees. In any organization, workers need something to keep them at work. Most of the times the salary of the employee works as a stimulus though to keep him or her working constantly for an organization other incentive packages and programs are also necessary. An employee must be motivated to work for a company, if not then that employee's quality of work or all work in general will deteriorate so it is necessary and compulsory need of today's competitive era to provide different desired incentives and benefits to employees to keep their goal-directed performance on track. Therefore, incentives can really work to accomplish the goals of an organization.

Some of the needs for incentives for an organisation are:

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 and avoid.
5. To shape the behaviour or outlook of subordinate towards work increasing efficiency.

6. To inculcate zeal and enthusiasm towards work.
7. To get the maximum of their capabilities so that they are exploited and utilized maximally to achieve their personal goals as well as organizational goals.

1.2 INDUSRTY PROFILE

Information technology (IT) industry has played a key role in putting India on the global map. IT industry has been one of the most significant growth contributors for the economy. The industry has played a significant role in transforming India's image from a slow moving bureaucratic economy to a land of innovative entrepreneurs and a global player in providing world class technology solutions and business services. The industry has helped world transform from a rural and agriculture-based economy to a knowledge based economy. Information Technology has made possible information access at gigabit speeds. It has made tremendous impact on the lives of millions of people who are poor, marginalized and living in rural and far flung topographies. Internet has made revolutionary changes with possibilities of e-government measures like e-health, e-education, e-agriculture, etc. Today, whether its filing Income Tax returns or applying for passports online or railway e-ticketing, it just need few clicks of the mouse. IT potential is on a steady march towards global competitiveness, improving defense capabilities and meeting up energy and environmental challenges amongst others. IT-ITeS sector in India, with the main focus on increasing technology adoption, and developing new delivery platforms, has aggregated revenues of USD 191 billion in FY2020, while generating direct employment for over 3 million people. Out of 191 billion, export revenues (including Hardware) has reached USD 59.4 billion in FY2020 while domestic revenues (including Hardware) of about USD 28.8 billion.



While the underlying theme of 2010 was that of steady recovery from recession, thanks to the accelerated recovery in emerging markets, worldwide spending in IT products and services increased significantly in 2011. India's growth has reflected new demand for IT goods and services, with a major surge in the use of private and public cloud and mobile computing on a variety of devices and through a range of new software applications. High inflow of FDI in the IT sector is expected to continue in coming years. The inflow of huge volumes of FDI in the IT industry has not only boosted the industry but the entire economy in recent years. Foreign direct investment (FDI) inflow rose by more than 100 per cent in 2019, up from US\$ 2.21 billion a year ago, according to the latest data released by the Department of Industrial Policy and Promotion (DIPP). This is the highest monthly inflow in 39 months. Foreign technology induction is also encouraged both through FDI and through foreign technology collaboration agreements. India welcomes investors in Information Technology sector. Greater transparency in policies and procedures has made India an investor friendly platform.

To support Research & development in the country and promoting Start ups focussed on technology and innovation, a weighted deduction of 150% of expenditure incurred on inhouse R&D is introduced under the Income Tax Ac. In addition to the existing scheme for funding various R&D projects have been funded through new scheme like Support International Patent Protection in Electronics & IT (SIP-EIT), Multiplier Grants Scheme (MGS).

The government has initiated the setting up of an Open Technology Center through NIC aimed at giving effective direction to the country on Open Technology in the areas of Open Source Solutions, (OSS), Open Standard, Open Processes, Open Hardware specifications and Open Course-ware. This initiative will act as a National Knowledge facility providing synergy to the overall components of Open Technology globally.

Cyber security and quality management are few key areas of concern in today's information age. To overcome such concerns in today's global IT scenario, an increasing number of ITBPO companies in India have gradually started to emphasize on quality to adopt global standards such as ISO 9001 (for Quality Management) and ISO 27000 (for Information Security). Today, centers based in

India account for the largest number of quality certifications achieved by any single country.

India is now one of the biggest IT capitals in the modern world and has presence of all the major players in the world IT sector. HCL, Wipro, Infosys and TCS are few of the household names of IT companies in India.

Globalization has had a profound impact in shaping the Indian Information Technology industry. Over the years, verticals like manufacturing, telecom, insurance, banking, finance and lately the retail, have been the growth drivers for this sector. But it is very fast getting clear that the future growth of IT and IT enabled services will be fuelled by the verticals of climate change, mobile applications, healthcare, energy efficiency and sustainable energy. The near future of IT industry sees a significant rise in share of technology spend as more and more service providers both Indian and global target new segments and provide low cost, flexible solutions to customers.

However, to achieve this growth, the sector has to continue to re-invent itself and strive for that extra mile, through new business models, global delivery, partnerships and transformation. A collaborative effort from all stakeholders will be needed to ensure future growth of IT-ITeS sector. We will need to rise up to the new challenges and put in dedicated efforts toward providing more and more of end-to-end solutions to the clients to keep the momentum going.

1.3 COMPANY PROFILE

COMPANY NAME: K7 Computing pvt ltd

K7 computing pvt ltd is one of the earliest and most accomplished IT security companies protecting more than 25 million clients worldwide against threats to their IT environment. K7 computing is recognized as a leader in providing safe and secure computing experience for home users as well as enterprise users across various industries.



After Jayaraman “Keseven” Kesavardhanan founded the organization in 1991, he developed a team of the brightest and most forward-thinking technologists to continue building world-class products. The extensive scope of technological advancements has enabled us to introduce cyber protection solutions that continue to garner international awards and certifications. K7 protect clients in over 100 countries and continue to cherish our deep-rooted culture of helping each and every client achieve maximum protection against cyber-crimes.

J Kesavardhanan or Keseven as he is generally known is involved in the antivirus field for more than 25 years. In 1991, at the age of 22, he established K7 Computing and wrote his first antivirus program. In 1993 he entered into a strategic relationship with USA based Cyber media, producers of three of the top-

selling products in the competitive US market, PC911, First-Aid for Windows and later First-Aid for Windows 95. McAfee subsequently bought cyber media, Keseven worked on several projects with them.

With a good history of creating reliable products, Keseven began to develop antivirus products for the highly competitive Japanese market in 2002. Now, more than 24 million users trust K7 Virus Security to protect them, and they have made it the leading consumer brand, out-competing all the established global brands in the world's second-largest software market. Consistency, persistence and a single-minded vision in creating world-class security products have been the hallmarks of Keseven.

K7 Threat Control Lab comprises expert engineers and researchers who work around the clock to detect any new malware, spyware, viruses, or any other cyber-threats; this safeguarding provides every client constant protection against Internet-based threats that could otherwise compromise the security of their systems or individual information

Flagship products K7 Total Security and K7 Enterprise Security are being used to protect clients on almost every continent, and inside some of the most securely protected and defended organizations in the world. Our client base covers home users, local and central governments, the financial sector, manufacturing, telecommunications, utilities, retail, healthcare, education, technology, and a range of other sectors operating in Europe, the United States, and Asia.

K7 Computing believes that great talent should be guided by wise guardians. We are led by a team of experts who combine skill and experience with passion and energy to provide calm and competent direction to the organisation. The handpicked team embody the capability, character, and stewardship that are required to represent K7 Computing both within the company and to the outside world. Their managerial, technical, and financial acumen make them well equipped to implement our philosophy of providing simple solutions to safeguard against the growing complexity and challenges in the cybersecurity space.

K7 Security products have been certified by AV-TEST GmbH, an independent research institute for IT security from Germany, since 2011. K7 Security's product

has been rated the Top Product 3 times in a row, scoring high in parameters of Protection, Performance, and Usability.

K7 Computing offers a professionally-motivating and enriching work culture. It ensures that every employee is provided with all required resources and information to grow as a key contributor towards the K7 Mission. K7 has strategically structured engineering teams that collaborate to facilitate free and open discussions, build ideas, and transform them into market-ready products. This also helps to build organization-wide knowledge and competencies.

K7's primary focus has always been Customer Satisfaction and delight. At K7, each member is committed to help the organization build trust with all customers and ensure their digital safety and security. Besides active focus on each employee's professional growth, K7 also acknowledges and honours the importance of work-life balance. K7 also encourages its employees to participate in community activities to serve the society.

Vision of K7 Computing

To acquire and maintain a global leadership position in the cyber security domain.

Mission of K7 Computing

Ensure everyday digital life is safe and peaceful. Enable and empower users with simple solutions to safeguard.

Principles of K7 Computing

1. Keep it simple
2. Keep it efficient
3. Put Quality above Quantity
4. Be passionate, Learn Non-Stop.

1.4 NEED FOR THE STUDY

1. To understand the extent to which incentives are provided by K7 Computing pvt ltd to their employees.
2. To know the different type of incentive provided by the organisation to the employees.
3. To study how the incentives are used in a organisation to elevate the performance of the employees.
4. To learn how the incentives provided to the employees help to motivate them.
5. To offer useful suggestions for improving the motivational incentives structured questionnaire is prepared and presented to the employees to ascertain suggestions from them. Such suggestions are presented to the company in order to overcome the drawback and pitfalls.

1.5 SCOPE AND SIGNIFICANCE OF THE STUDY

1. In the course of study, it examines primarily the effect of Motivational incentives on employee performance.
2. To help the company know the various type of incentive methods adopted by the companies.
3. To reveal overall effectiveness of motivational incentives so that the company can identify the drawbacks and suitable change brought on this present research.

1.6 OBJECTIVES OF STUDY

The major aim of the study is to examine the impact of motivational incentives on employee performance. Other specific objectives of the study include :

PRIMARY OBJECTIVE

1. To Analysis about the Impact of motivational incentives on employee performance.

SECONDARY OBJECTIVE

1. To examine the relationship between motivational incentives and employee day to day performance.
2. To identify the satisfaction level of employees on their motivational incentives.
3. To identify whether employees are given incentives fairly for the work they do.

1.7 LIMITATIONS OF THE STUDY

1. Only 121 employees are chosen which is a small number to represent the whole of the population.
2. Some respondents might have not answered the question correctly because of the busy schedule. They tend to hurry up the survey, which inhibits proper collection of data.
3. The employees hesitate disclosing the true fact in order to secure their job.
4. There is no measure to check out whether the information provided by employee is correct or not.

CHAPTER - 2

2. Review of literature

Compelling evidences have been found in the literature about the significance of the relationship between compensation & reward and the employee behavior and organizational performance.

- Pritchard et al, (1988) study indicated that group-level feedback increased productivity an average of 50% over baseline, group goal setting increased productivity 75% over baseline, and group incentives increased productivity 76% over baseline.. In addition, work attitudes such as job satisfaction, turnover intentions, and morale were better after the interventions.
- Jenkins et al, (1990) studied whether financial incentives were related to quality and quantity of performance or not. Results showed that financial incentives were not related to the quality of performance rather it had a correlation with quantity of performance.
- Bonner et al (2000) findings suggested that the type of task being performed and the type of incentive scheme being employed affected the efficacy of financial incentives and therefore influenced the design of management accounting and control systems.
- Stajkovic & Luthans (2001) showed that the money intervention based on the O.B. Model outperformed routine pay for performance (performance increase = 37% vs. 11%) and also had stronger effects on performance than social recognition (24%) and performance feedback (20%).
- Condly et al (2003) studies 600 studies which revealed that the overall average effect of all incentive programs in all work settings and on all work tasks were a 22% gain in performance.
- Milne (2007) research results revealed that reward and recognition programs had positive effects on motivation, performance and interest within an organization.
- Weibel et al (2009) study demonstrated (a) that motivation was the key influence on the effect of performance related pay on performance, and (b) that pay for performance was generally more costly as it appeared to have hidden costs of rewards.

- Nawab & Bhatti (2011) conducted research on influence of employee compensation on organizational commitment and job. In their research attention was drawn on the role of each component of financial & non-financial reward towards organizational commitment, which they can implement and increase their practices to maximize the employees contribution and production. They also revealed in their research study that organizational setups in Pakistan normally focus on increasing the productivity without paying attention toward compensation and its significance. After highlighting the drawback they suggested to concentrate over different compensation plans to increase or decrease the size of both financial and non-financial rewards to achieve the desired result from work force.
- Hameed & et al (2013) conducted their research on impact of motivators on employees' performance. They developed a model explaining the association between incentive motivators, organization-based self-esteem and employee performance in private banking sector of Pakistan. The outcomes revealed positive and significant impact of incentive motivators and organization based self-esteem on employees' performance.
- Khan & et al (2013) investigated different factors determining intrinsic and extrinsic rewards in the light of Herzberg's two factor theory and their impact on banking employees' job satisfaction and job performance and endeavors to influence overall performance of the commercial banks of Pakistan. The study revealed that both intrinsic and extrinsic rewards had significant impact on employees' performance.
- Hameed & et al (2014) studied the impact of compensation on employee performance in private banking sector of Pakistan. It was revealed in the study's results that Compensation had progressive impact on employee performance. It was proved from correlation analysis that indirect compensations (non-monetary) had weak relationship to performance whereas monetary compensations had significant and positive impact on employee performance.
- Gichuru (2015) paper showed relationship between motivational incentives and employee performance. The study highlighted that motivation improved

level of efficiency of employees where the level of a subordinate or an employee did not only depend upon his qualifications and abilities. The findings further suggested that motivational incentives affected employee performance in an organization in various ways as increased output, boosting employee morale, improved participation and improved employee relations.

- Hartman, Kurtzand and Moser (1994) state that incentives are one technique by which employee carry out scheme (payment or programme) is any compensation that has been designed to recognize some specific accomplishment on the part of an employee. It is expected that the prospect of the incentive payment will trigger the desired employee's productivity behaviour in the employee.
- Robbins (2006) explains that work motivation is as follows: "Motivation is the process that accounts for individuals' intensity, direction, a persistence of effort toward attaining a goal". From Robbins's explanation of this motivation, it can be seen that motivation is defined as a process that participates in determining the intensity, direction and perseverance of individuals in their efforts to achieve a goal. Although general motivation is related to efforts in many directions, Robbins narrows the focus on organizational goals to show that In addition, Robbins (2006) adds an explanation related to work motivation that supports the previous definition, as follows: "The willingness to exert high level of effort toward organizational goal, conditioned by the ability to satisfy some individuals need." Whereas, Winardi (2007) explained, "Motivation is a potential force that exists within a person that can be developed by themselves or with the help of others who can influence the results of their performance through monetary and non-monetary rewards which depend on the situation and conditions faced by the related person".
- Wasito (2014) explains the influence of material incentives on motivation has a significant influence, where the higher the incentive given the company, the higher the motivation of his work. Material incentives are one of the company's financial compensations beyond the basic salary that employees receive on their performance. The Company believes that the

system of compensation in general and the material incentive system, in particular, affects the motivation of employees in doing their work.

MOTIVATION

Greenberg and Baron (2003) defined motivation as: "The set of processes that arouse, direct, and maintain human behaviour towards attaining some goal". According to Greenberg and Baron, definition of motivation could be divided into three main parts. The first part looks at arousal that deals with the drive, or energy behind individual action. People turn to be guided by their interest in making a good impression on others, doing interesting work and being successful in what they do. The second part referring to the choice people make and the direction their behaviour takes. The last part deals with maintaining behaviour clearly defining how long people have to persist at attempting to meet their goals. Halepota (2005) defines motivation as "a person's active participation and commitment to achieve the prescribed results". Halepota further presents that the concept of motivation is abstract because different strategies produce different results at different times and there is no single strategy that can produce guaranteed favourable results all the times." Basing on the conceptual definitions above, employee motivation is seen as the inner drive or push that leads to a certain human action or inaction in a given time period given specific prevailing conditions. It is a force that considers an individual inner drive in the pursuit of pushing people to do something in return. The process of motivation usually starts with someone recognizing an unsatisfied need. Then a goal is established to be reached and that way to satisfy the need. Rewards and incentives can be established for people to better accomplish the given goal. The social context will also affect the motivation level. This context consists of organizational values and culture but it also includes leaderships and management as well as the influence of the group or team in which a person works. Therefore in order for the Bank of Tanzania to have a pool of motivated work force it needs to create an environment in which higher levels of motivation are maintained.

EMPLOYEE PERFORMANCE

Employee performance plays an important role for organizational performance. Employee performance is originally what an employee does or does not do. Performance of employees could include: quantity of output, quality of output, timeliness of output, presence at work and cooperativeness (Gungor, 2011). Macky and Johnson (2000) pointed that improved individual employee performance could improve organizational performance as well. They pointed out that, employee performance could be defined as the record of outcomes achieved, for each job function, during a specified period of time. If viewed in this way, performance is represented as a distribution of outcomes achieved, and performance could be measured by using a variety of parameters which describe an employee's pattern of performance over time.

CHAPTER – 3

3. RESEARCH METHODOLOGY

RESEARCH PROBLEM

To study on effectiveness of motivational incentive on employee performance at K7 computing pvt ltd.

3.1 RESEARCH DESIGN

The research design that was used for the study is descriptive study design. A descriptive study collects data in order to answer questions about current status of the subject. The researcher believed that a descriptive research design was appropriate for this study because this study was concerned with finding out what are the factors that influence the employee performance on the motivational incentives.

3.2 SAMPLING TECHNIQUE

Simple random sampling - Simple random sampling is a subset of individuals chosen from a larger set of population. Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process.

3.3 SOURCE OF DATA

After identification and defining the research problem and determining specific information required solving the problem, the researcher task is to look the type and source of data which may yield the desired result. Data sources are of two types through which data is collected. Data source may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the research first hand. It is collected for the first through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are

questionnaire, observation, interview, consumer panels etc. The primary sources used for this study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already availed in published or unpublished form. When the needed information is collected from the census of population available in library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodical, journal, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

3.4 STRUCTURE OF QUESTIONNAIRE

A questionnaire consists of number of questions printed or typed in a definite order on a form or set of forms. The respondents have to answer the question on their own. The questionnaire should be comparative.

3.5 SAMPLE SIZE

Sample is a group of subjects that are selected from the general population and are considered as a representative of the real population for the specific study. For the current research 121 samples were collected out of 400 employees.

3.6 PERIOD OF STUDY

The period of study is three months.

3.7 ANALYTICAL TOOLS

The data collected from the employees during the survey are analysed using various tools. Some of the statistical tools applied in the study are

1. Correlation
2. Anova test
3. T - test

CHAPTER – 4

4. DATA ANALYSIS AND INTERPRETATION

The collected data were edited, coded and tabulated for the purpose of analysis.

4.1 PERCENTAGE ANALYSIS

TABLE NO 4.1.1 - AGE OF THE EMPLOYEES

Age group	Frequency	Percentage
20 – 30	84	69.4
31 – 40	30	24.8
41 – 50	7	5.8
50 and above	0	0
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from 100% of respondents 69.4% of the employees belong to age group 20 – 30 years, 24.8% of the employees belong to the age group 31 – 40 years, 5.8% of the employees belong to the age group 41 – 50 years.

Age group
121 responses

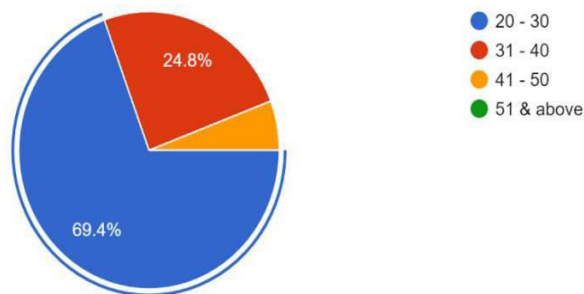


CHART NO 4.1.1 - AGE OF THE EMPLOYEES

TABLE NO 4.1.2 - GENDER

Gender	Frequency	Percentage
Male	94	77.7
Female	27	22.3
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% of the employees 77.7% are Male and 22.3% employees are Female.

Gender
121 responses

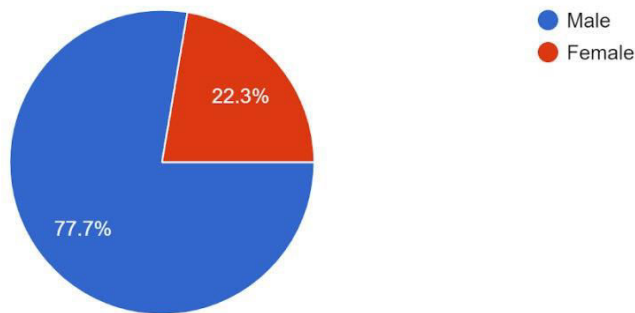


CHART NO 4.1.2 - GENDER

TABLE 4.1.3 - EDUCATIONAL DETAILS

Educational details	Frequency	Percentage
High school graduate	6	5
Associate degree	1	0.8
Bachelor's degree	83	68.6
Master's degree	29	24
Professional degree	2	1.7
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% of the respondents 68.6% have studied bachelor's degree, 24% have studied Master's degree, 5% are a high school graduate, 0.8% have done a associate degree and 1.7% have done a professional degree.

Educational Details
121 responses

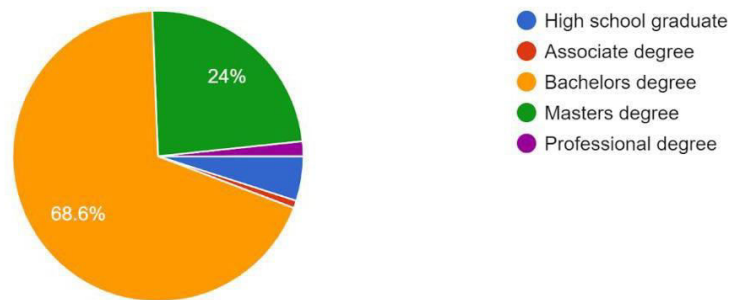


CHART 4.1.3 - EDUCATIONAL DETAILS

TABLE 4.1.4 - MARITAL STATUS

Marital status	Frequency	Percentage
Single	81	66.9
Married	40	33.1
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that 66.9% of the employees are single and 33.1% of the employees are Married.

Marital Status
121 responses

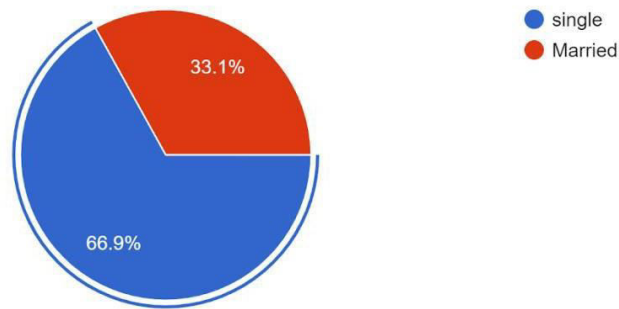


CHART 4.1.4 - MARITAL STATUS

TABLE 4.1.5 - EMPLOYMENT STATUS

Employment status	Frequency	Percentage
Employed for wages	93	76.9
Self employed	10	8.3
Student	13	10.7
Trainee	5	4.1
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% respondents 76.9% are employed for wages, 8.3% are self employed, 10.7% are students and 4.1% are trainee.

Employment Status
121 responses

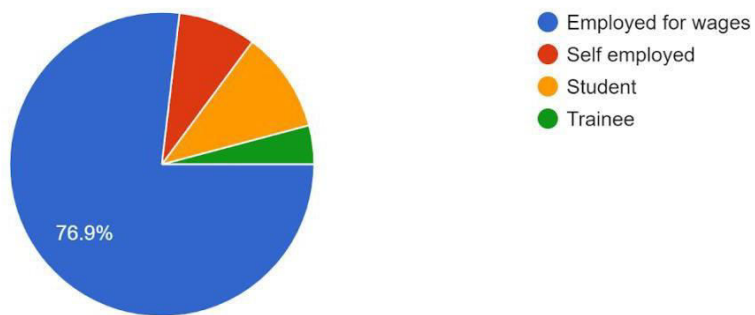


CHART 4.1.5 - EMPLOYMENT STATUS

TABLE 4.1.6 - MONTHLY INCOME

Monthly Income	Frequency	Percentage
10000-20000	31	25.6
20001-30000	38	31.4
30001-40000	45	37.2
40001-50000	4	3.3
Above 50000	3	2.5
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% respondents 37.2% of the employees earn 30001-40000 per month, 31.4% of the employees earn 20001-30000 per month, 25.6% of the employees earn 10000-20000 per month, 3.3% earn 40001-50000 per month, 2.5% of the employees earn above 50000.

please select your monthly income gross
121 responses

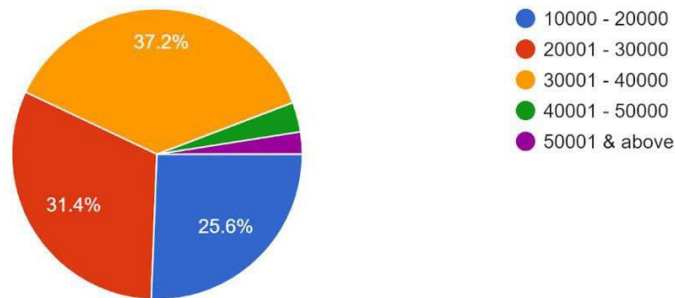


CHART 4.1.6 - MONTHLY INCOME

TABLE 4.1.7 - FINANCIAL INCENTIVE INCREASE EMPLOYEE WORK

PRODUCTIVITY

Factors	Frequency	Percentage
Strongly Agree	40	33.1
Agree	67	55.4
Strongly disagree	3.3	4
Disagree	5	4.1
Neither agree nor disagree	5	4.1
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% of the employees 55.4% have agreed, 33.1% have strongly agreed, 4.1% have agreed, 4% have strongly disagreed, 4.1% have neither agreed nor disagreed.

Financial incentive increases employee work productivity
121 responses

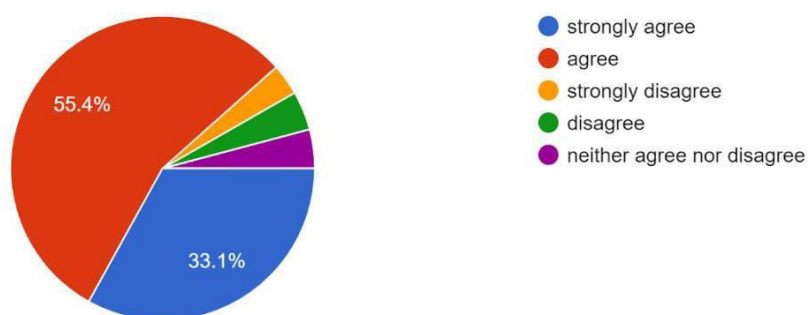


CHART 4.1.7 - FINANCIAL INCENTIVE INCREASE EMPLOYEE WORK

PRODUCTIVITY

TABLE 4.1.8 - INCENTIVES DEVELOP EMPLOYEE ATTITUDE TOWARDS ORGANISATION

Factors	Frequency	Percentage
Strongly Agree	35	28.9
Agree	54	44.6
Strongly disagree	8	6.6
Disagree	20	16.5
Neither agree nor disagree	4	3.3
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% respondents 44.6% have agreed, 28.9% strongly agreed, 16.5% have disagreed, 6.6% have strongly disagreed, 3.3% have neither agreed nor disagreed.

incentives develop employee attitude towards organisation
121 responses

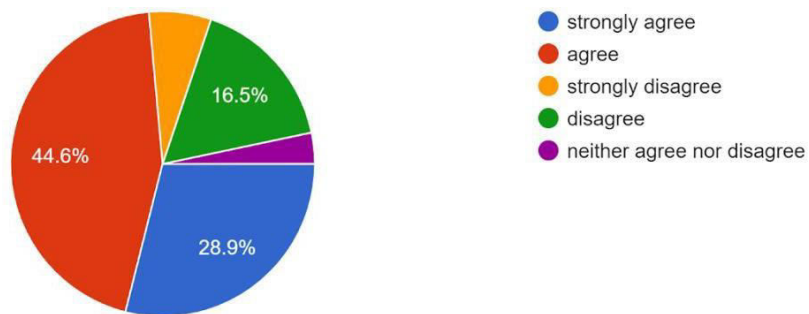


CHART 4.1.8 - INCENTIVES DEVELOP EMPLOYEE ATTITUDE TOWARDS ORGANISATION

TABLE 4.1.9 - INCENTIVES ARE ENOUGH TO MOTIVATE EMPLOYEES ON ACHIEVING THEIR TARGET

Factors	Frequency	Percentage
Strongly Agree	19	15.7
Agree	65	53.7
Strongly disagree	12	9.9
Disagree	18	14.9
Neither agree nor disagree	7	5.8
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% respondents 53.7% have agreed, 15.7 have strongly agreed, 14.9 have strongly disagreed, 9.9 have strongly disagreed, 5.8 have neither agreed nor disagreed.

Incentives are enough to motivate employees on achieving their target
121 responses

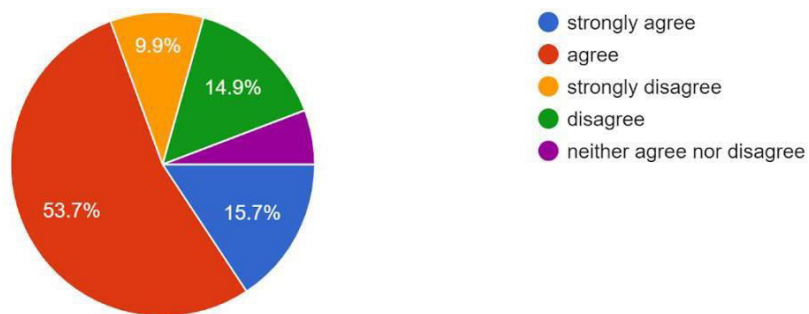


CHART 4.1.9 - INCENTIVES ARE ENOUGH TO MOTIVATE EMPLOYEES ON ACHIEVING THEIR TARGET

TABLE 4.1.10 - INCENTIVES MOTIVATES EMPLOYEES ON THEIR DAY TO DAY PERFORMANCE

Factors	Frequency	Percentage
Strongly Agree	41	33.9
Agree	44	36.4
Strongly disagree	8	6.6
Disagree	16	13.2
Neither agree nor disagree	12	9.9
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is interpreted that from the 100% respondents 33.9% have strongly agreed, 36.4% have agreed, 6.6% have strongly disagreed, 13.2% have disagreed, 9.9% have neither agreed nor disagreed.

10.incentives motivates employees on their day to day performance
121 responses

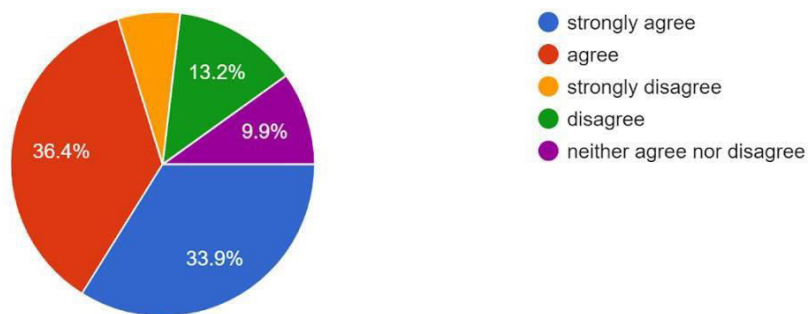


CHART 4.1.10 - INCENTIVES MOTIVATES EMPLOYEES ON THEIR DAY TO DAY PERFORMANCE

TABLE 4.1.11 - EMPLOYEES RECEIVING MOTIVATIONAL INCENTIVES ARE EFFECTIVE AND EFFICIENT IN THEIR FUNCTIONING

Factors	Frequency	Percentage
Strongly Agree	42	34.7
Agree	47	38.8
Strongly disagree	6	5
Disagree	15	12.4
Neither agree nor disagree	11	9.1
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 34.7% have strongly agreed, 38.8% have agreed, 5% have strongly disagreed, 12.4% have disagreed, 9.1% have neither agreed nor disagreed.

employees receiving motivational incentives are effective and efficient in their functioning
121 responses

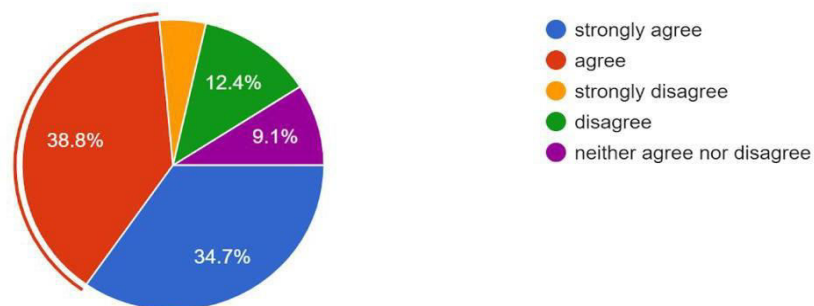


CHART 4.1.11 - EMPLOYEES RECEIVING MOTIVATIONAL INCENTIVES ARE EFFECTIVE AND EFFICIENT IN THEIR FUNCTIONING

TABLE 4.1.12 - MOTIVATIONAL INCENTIVES BOOSTS THE CONFIDENCE OF THE EMPLOYEES

Factors	Frequency	Percentage
Strongly Agree	36	29.8
Agree	51	42.1
Strongly disagree	9	7.4
Disagree	12	9.9
Neither agree nor disagree	13	10.7
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 29.8% have strongly agreed, 42.1% have agreed, 7.4% have strongly disagreed, 9.9% have disagreed, 10.7% have neither agreed nor disagreed.

motivational incentives boosts the confidence of the employees
121 responses

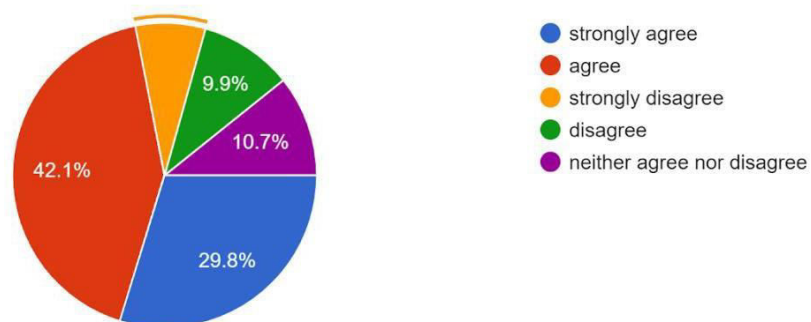


CHART 4.1.12 - MOTIVATIONAL INCENTIVES BOOSTS THE CONFIDENCE OF THE EMPLOYEES

**TABLE 4.1.13 - EMPLOYEES WHO RECEIVES MOTIVATIONAL INCENTIVES
WORKS GREATER THAN OTHER EMPLOYEES**

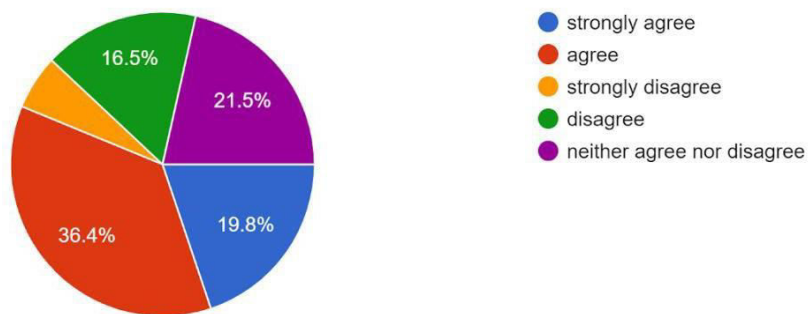
Factors	Frequency	Percentage
Strongly Agree	24	19.8
Agree	44	36.4
Strongly disagree	7	5.8
Disagree	20	16.5
Neither agree nor disagree	26	21.5
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 19.8% have strongly agreed, 36.4% have agreed, 5.8% have strongly disagreed, 16.5% have disagreed, 21.5% have neither agreed nor disagreed.

employees who receives motivational incentives works greater than other employees
121 responses



**CHART 4.1.13 - EMPLOYEES WHO RECEIVES MOTIVATIONAL INCENTIVES
WORKS GREATER THAN OTHER EMPLOYEES**

**TABLE 4.1.14 - INCENTIVES PLAY A MAJOR ROLE IN EMPLOYEES
FINANCIAL STATUS**

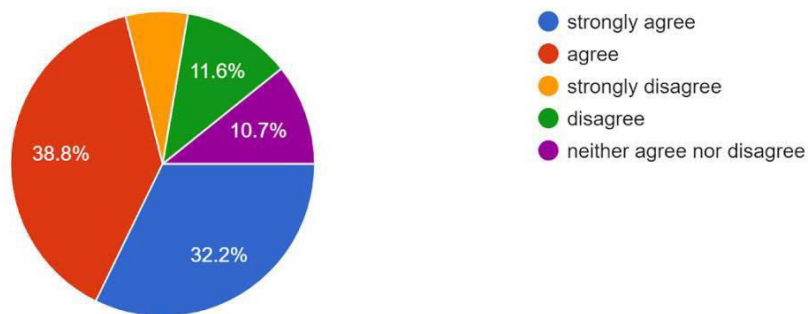
Factors	Frequency	Percentage
Strongly Agree	39	32.2
Agree	47	38.8
Strongly disagree	8	6.6
Disagree	14	11.6
Neither agree nor disagree	13	10.7
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 32.2% have strongly agreed, 38.8% have agreed, 6.6% have strongly disagreed, 11.6% have disagreed, 10.7% have neither agreed nor disagreed.

incentives play a major role in employees financial status
121 responses



**CHART 4.1.14 - INCENTIVES PLAY A MAJOR ROLE IN EMPLOYEES
FINANCIAL STATUS**

**TABLE 4.1.15 - INCENTIVES MOTIVATES AN INDIVIDUAL TO DO
SOMETHING IN INCREASE OUTPUT OR WORK HARDER**

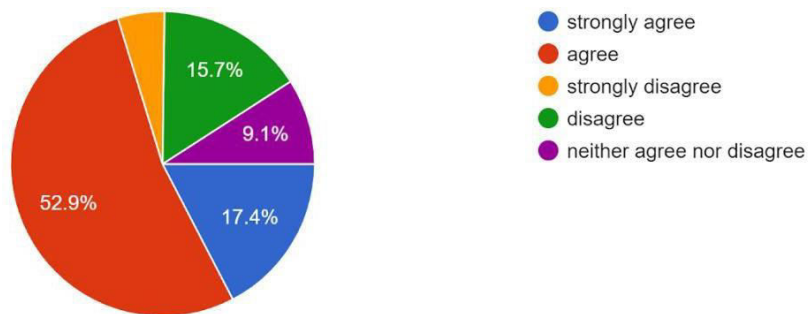
Factors	Frequency	Percentage
Strongly Agree	21	17.4
Agree	64	52.9
Strongly disagree	6	5
Disagree	19	15.7
Neither agree nor disagree	11	9.1
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 17.4% have strongly agreed, 52.9% have agreed, 5% have strongly disagreed, 15.7% have disagreed, 9.1% have neither agreed nor disagreed.

incentives motivates an individual to do something in increase output or work harder
121 responses



**CHART 4.1.15 - - INCENTIVES MOTIVATES AN INDIVIDUAL TO DO
SOMETHING IN INCREASE OUTPUT OR WORK HARDER**

TABLE 4.1.16 - INCENTIVES WILL INFLUENCE THE PERFORMANCE OF THE EMPLOYEE

Factors	Frequency	Percentage
Strongly Agree	28	23.1
Agree	31	25.6
Strongly disagree	9	7.4
Disagree	36	29.8
Neither agree nor disagree	17	14
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 23.1% have strongly agreed, 25.6% have agreed, 7.4% have strongly disagreed, 29.8% have disagreed, 14% have neither agreed nor disagreed.

incentives will influence the performance of the employee
121 responses

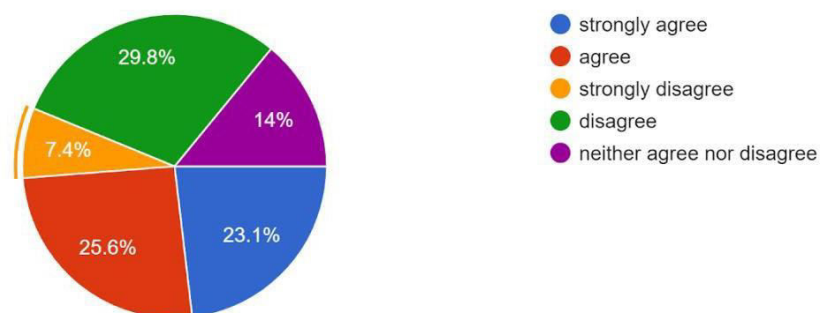


CHART 4.1.16 - INCENTIVES WILL INFLUENCE THE PERFORMANCE OF THE EMPLOYEE

TABLE 4.1.17 - EMPLOYEE FEEL SATISFIED WHEN THEY RECEIVE INCENTIVES ON ACHIEVING THEIR GOAL

Factors	Frequency	Percentage
Strongly Agree	22	18.2
Agree	53	43.8
Strongly disagree	5	4.1
Disagree	17	14
Neither agree nor disagree	24	19.8
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 18.2% have strongly agreed, 43.8% have agreed, 4.1% have strongly disagreed, 14% have disagreed, 19.8% have neither agreed nor disagreed.

employee feel satisfied when they receive incentives on achieving their goal
121 responses

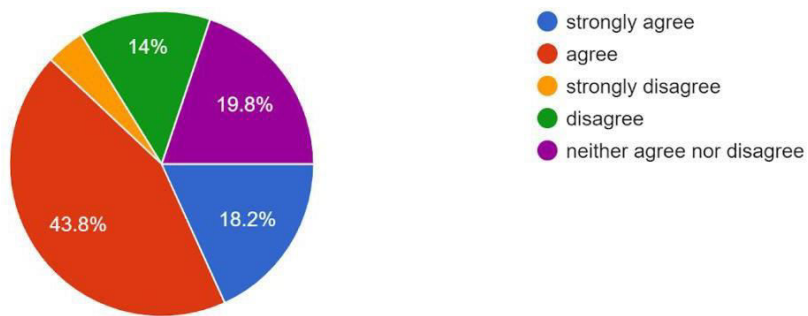


CHART 4.1.17 - - EMPLOYEE FEEL SATISFIED WHEN THEY RECEIVE INCENTIVES ON ACHIEVING THEIR GOAL

TABLE 4.1.18 - AN EMPLOYEE DOESN'T REQUIRE ANY OTHER REWARDS OTHER THAN FINANCIAL INCENTIVES

Factors	Frequency	Percentage
Strongly Agree	9	7.4
Agree	46	38
Strongly disagree	23	19
Disagree	22	18.2
Neither agree nor disagree	21	17.4
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 7.4% have strongly agreed, 38% have agreed, 19% have strongly disagreed, 18.2% have disagreed, 17.4% have neither agreed nor disagreed.

An employee doesn't require any other rewards other than financial incentives
121 responses

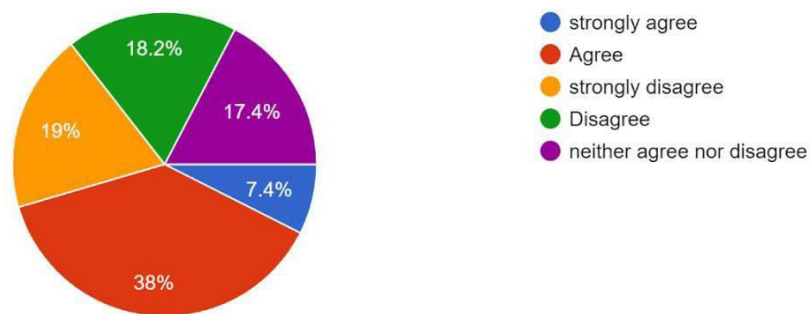


CHART 4.1.18 - AN EMPLOYEE DOESN'T REQUIRE ANY OTHER REWARDS OTHER THAN FINANCIAL INCENTIVES

TABLE 4.1.19 - EMPLOYEES ARE REWARDED FAIRLY FOR THE WORK THEY DO

Factors	Frequency	Percentage
Strongly Agree	9	7.4
Agree	33	27.3
Strongly disagree	30	24.8
Disagree	19	15.7
Neither agree nor disagree	30	24.8
Total	121	100

Source : Primary data

INTERPRETATION

From the above table it is strongly interpreted that from the 100% respondents 7.4% have strongly agreed, 27.3% have agreed, 24.8% have strongly disagreed, 15.7% have disagreed, 24.8% have neither agreed nor disagreed.

Employees are rewarded fairly for the work they do
121 responses

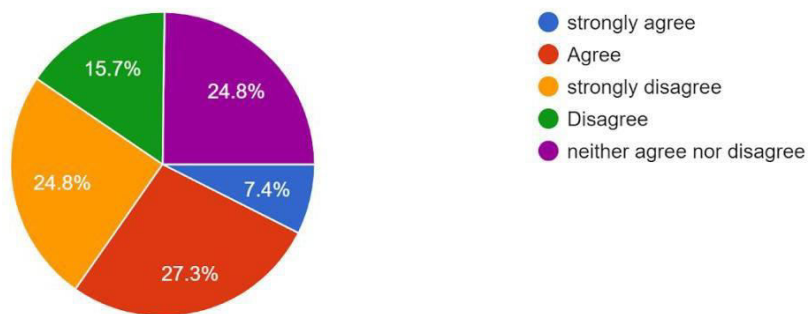


CHART 4.1.19 - EMPLOYEES ARE REWARDED FAIRLY FOR THE WORK THEY DO

4.2 CORRELATION

HYPOTHESIS:

H0: There is no significant relationship between motivational incentives of K7 employees and their day to day performance.

H1: There is significant relationship between motivational incentives of K7 employees and their day to day performance.

TABLE 4.2.1

TABLE SHOWING RESPONDENTS FOR EMPLOYEE RECEIVING MOTIVATIONAL INCENTIVE WORKS GREATER THAN OTHER EMPLOYEES VS MOTIVATIONAL INCENTIVE ON DAY TO DAY PERFORMANCE.

Correlations		Employees who receives motivational incentives works greater than other employees	Incentives motivates employees on their day to day performance
Employees who receives motivational incentives works greater than other employees	Pearson correlation	1	.642**
	Sig. (2-tailed)		.000
	N	121	121
Incentives motivates employees on their day to day performance	Pearson correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

From the above table it is observed that the p-value .000 is less than 0.05. Hence H_0 is rejected and H_1 is accepted. It is shown that there is a significant relationship between motivational incentives of K7 employees and their day to day performance.

4.3 ANOVA TEST

HYPOTHESIS:

H0: There is no significant difference between marital status of K7 employees in regard to their satisfaction level on their motivational incentives.

H1: There is significant difference between marital status of K7 employees in regard to their satisfaction level on their motivational incentives.

TABLE 4.3.1

TABLE SHOWING RESPONDENTS FOR MARITAL STATUS VS SATISFACTION LEVEL ON THEIR MOTIVATIONAL INCENTIVES

ANOVA

Marital status	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.952	4	.488	2.280	.065
Within Groups	24.825	116	.214		
Total	26.777	120			

INTERPRETATION

From the above chart it is observed that the significant level is 2.280 which is greater than 0.05 (table value). Hence H0 is accepted and H1 is rejected. So, there is no significant difference between marital status of K7 employees in regard to their satisfaction level on their motivational incentives.

4.4 T – TEST

HYPOTHESIS:

H0: There is no significant difference between gender of K7 employees in regard to the given incentives for the work they do.

H1: There is significant difference between gender of of K7 employees in regard to the given incentives for the work they do.

TABLE 4.4.1

TABLE SHOWING RESPONDENTS FOR GENDER VS INCENTIVES FOR THEIR WORK THEY DO

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Employees are rewarded fairly for the work they do	Male	94	3.18	1.303	.134
	Female	27	3.41	1.279	.246

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		
		Lower	Upper							
Employees are rewarded fairly for the work they do	Equal variances assumed	.037	.847	-.799	119	.426	-.227	.283	-.788	.335
	Equal variances not assumed			-.808	42.759	.424	-.227	.280	-.792	.339

INTERPRETATION

From the above chart it is observed that significant level is -0.799 which is lesser than 0.05 (table value). Hence H0 is rejected and H1 is accepted. Thus there is significant difference between gender of K7 employees in regard to given incentives for the work they do.

CHAPTER – 5

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- The study shows that majority of the respondents are aged between 20 – 30 (84 members).
- From the results we found that majority of the respondents are Male (94 members).
- From the study we found that majority of the respondents did a bachelor's degree (83 members).
- From the study it is found that majority of the employees are single.
- From the study it is found that majority of the employment status are Employed for wages (93 members).
- From the results we found that majority of the monthly income are ranged between 30001 – 40000 (45 members).
- From the study it is found that Majority of the employees 55.4% have agreed to the fact that Financial incentive increases employee work productivity.
- From the study it is found that Majority of the employees 44.6% have agreed to the fact that Incentive develop employee attitude towards organisation.
- From the study it is found that Majority of the employees 53.7% have agreed to the fact that Incentives are enough to motivate employees on achieving their target.
- From the study it is found that Majority of the employee 36.4% agree to the fact that Incentives motivates employees on their day to day performance.
- From the study it is found that Majority of the employees 38.8% have agreed to the fact that Employee receiving motivational incentive are effective and efficient in their functioning.
- From the study it is found that Majority of the employees 42.1% have agreed to the fact that Motivational incentives boost the confidence of the employees.

- From the study it is found that majority of the employees 36.4% have agreed to the fact that employees who receives motivational incentives works greater than other employees.
- From the study it is found that Majority of the employee 38.8% have agreed to the fact that incentive play a major role in employee financial status.
- From the study it is found that Majority of the employees 52.9% have agreed to the fact that Incentive motivates an individual to do something in increase output or work harder.
- From the study it is found that Majority of the employees 29.8% have disagreed to the fact that incentives will influence the performance of the employee.
- From the study it is found that Majority of the employees 38% have agreed to the fact that employee doesn't require any other rewards other than financial incentives.
- From the study it is found that Majority of the employees 27.3% have agreed to the fact that employees are rewarded fairly for the work they do.

5.2 SUGGESTIONS

- It is very important to extend this research and discover new facts because motivational incentives are very basic element of any job (the desire to receive something beneficial in exchange of one's effort). This research should be extended to other organizations.
- Incentives are there, although working hours are also long. So under the Factories Act, 1934 no adult employee, defined as a worker who has completed his or her 18th year of age, can be required or permitted to work in any establishment in excess of nine hours a day and 48 hours a week. Therefore employees working hours should be according to this act.
- Only financial incentives are not enough for the employees. Other than financial incentives the organisation can bring facilities like coupons, gifts, redeemable reward points etc.
- All employees should be treated equally in terms of incentives and other rewards.

5.3 CONCLUSION

This study was undertaken to know about the motivational incentive on employee performance at K7 computing pvt ltd. The survey has been conducted and analysis was conducted by input of respondents. Based on the study findings, it can be concluded that not all financial motivation rewards appeal to employees there are those employees who are motivated by inner factors like need for recognition, career development and control over people. However, majority of the employees were concerned about adequacy of Incentives and salaries to meet their basic needs. Consequently to a great extent it can be concluded that motivational incentives increased workers morale but in order to be able to comment wholly on impacts of incentives on their performance others further studies should be conducted. Despite there is a positive relation existed between the motivational incentives and performance of the employees.

The results show that the respondents have an even spread of opinions and there is no striking evidence as such to establish a sure relationship between Motivational incentive and Employee performance. It varies enormously from one individual to another and there may be numerous physical, cognitive and psychological factors behind each person's opinion. The data and suggestions put forth by this study can be successfully used by the company to revise their Incentive policies. It can also be used as an efficient reference for further studies and researches by researchers in the future.

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APPENDIX – I (Questionnaire)

- Name _____
- Age group
 1. 20 – 30
 2. 31 – 40
 3. 41 – 50
 4. 50 and above
- Gender
 1. Male
 2. Female
- Educational details
 1. High school graduate
 2. Associate degree
 3. Bachelor's degree
 4. Master's degree
 5. Professional degree
- Marital status
 1. Single
 2. Married
- Employment status
 1. Employed for wages
 2. Self employed
 3. Student
 4. Trainee
- Please select your monthly income gross
 1. 10000 – 20000
 2. 20001 – 30000
 3. 30001 – 40000
 4. 40001 – 50000
 5. 50000 & above

Note : Based on your knowledge and experience, please indicate your views about the impact of motivational incentive on employee performance.

- Financial incentive increases employee work productivity
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Incentives develop employee attitude towards organisation
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Incentives are enough to motivate employees on achieving their target
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Incentives motivate employees on their day to day performance
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Employee receiving motivational incentive are effective and efficient in their functioning
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Motivational incentive boosts the confidence of the employees
 1. Strongly agree

2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Employee who receive motivational incentive works greater than other employees
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
 - Incentives play a major role in employees financial status
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
 - Incentive motivates an individual to do something in increase output or work harder
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
 - Incentives will influence the performance of the employees
 1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
 - Employee feel satisfied when they receive incentives on achieving their goal
 1. Strongly agree
 2. Agree

3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- An employee doesn't require any other reward other than financial incentives
1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree
- Employees are rewarded fairly for the work they do
1. Strongly agree
 2. Agree
 3. Strongly disagree
 4. Disagree
 5. Neither agree nor disagree

APPENDIX II

ARTICLE - FULL PAPER

A STUDY ON EFFECTIVENESS OF MOTIVATIONAL INCENTIVES ON MOTIVATIONAL INCENTIVES ON EMPLOYEE PERFORMANCE AT K7 COMPUTING PVT LTD

Dr. NITHYA S., Assistant Professor, School of business administration, Sathyabama Institute of Science and Technology, Chennai

TONY. J, MBA Student, School of business administration, Sathyabama Institute of Science and Technology, Chennai

ABSTRACT - The present study was conducted on the Effectiveness of Motivational Incentives on Employee Performance. The main objective of the study was to find out level of motivational incentives and to analyze the impact of those incentives on the performance of employees. The study established the various ways employees were motivated including both monetary and non-monetary recognition based incentives. The study recommends that only monetary incentives were not enough. The capacity building programs should be initiated for the employees which will not only make their work challenging but will also increase commitment towards their organizations. The information from this study can be effectively utilized by companies to revise their employee policies as well as by other researchers for future studies.

KEY WORDS – Employee performance, Incentives, Financial, Motivation, Efficiency, Satisfaction, Cyber Security.

I. INTRODUCTION

Employees play very important part in the daily operations of any organization especially where the markets are very competitive and have ever-changing environment which is supported by majority of the theorists. The fate of an organization is usually determined by its employees so it sounds logical to understand how employees can be

motivated. As far as the employee's motivation is concerned, employee motivational incentive programs have been found to be the most commonly adopted technique among organizations. The purpose of the program is to reward productive performance, reinforce positive behaviour and stir interest in employee Performance and how it could be enhanced is central to the concern of industries and organizations, therefore many organizational scientists are very much interested in different schemes and techniques related to performance and its growth incentives are one of those techniques used in workplaces to stimulate employees in order to get desired performance.

Money is considered to be the universal motivator although other financial and non-financial incentives and benefits create a very special relationship between organization and employees. Employees perform certain tasks to fulfill goals in exchange of money and other incentives packages. Some types of incentive plans are available in industries in which bonuses, conveyance allowance, medical allowance, increase salary, monthly leaves, promotion, recognition are included. These incentives encourage the employees and hence productivity enhances by affecting the performance, efficiency, satisfaction, responsibility, effectiveness and commitment of employees.

In any organization, workers need something to keep them at work. Most of the times the salary of the employee works as a stimulus though to keep him or her working constantly for an organization other incentive packages and programs are also necessary. An employee must be motivated to work for a company, if not then that employee's quality of work or all work in general will deteriorate so it is necessary and compulsory need of today's competitive era to provide different desired incentives and benefits to employees to keep their goal-directed performance on track. Therefore, incentives can really work to accomplish the goals of an organization.

II. OBJECTIVES OF THE STUDY

- The major aim of the study is to examine the impact of motivational incentives on employee performance.
- To examine the relationship between motivational incentives and employee day to day performance.
- To identify the satisfaction level of employees on their motivational incentives.

- To identify whether employees are given incentives fairly for the work they do.

III. REVIEW OF PAST STUDIES

- Pritchard et al, (1988) study indicated that group-level feedback increased productivity an average of 50% over baseline, group goal setting increased productivity 75% over baseline, and group incentives increased productivity 76% over baseline.. In addition, work attitudes such as job satisfaction, turnover intentions, and morale were better after the interventions.
- Jenkins et al, (1990) studied whether financial incentives were related to quality and quantity of performance or not. Results showed that financial incentives were not related to the quality of performance rather it had a correlation with quantity of performance.
- Bonner et al (2000) findings suggested that the type of task being performed and the type of incentive scheme being employed affected the efficacy of financial incentives and therefore influenced the design of management accounting and control systems.
- The results of the study conducted by Stajkovic & Luthans (2001) showed that the money intervention based on the O.B. Model outperformed routine pay for performance (performance increase = 37% vs. 11%) and also had stronger effects on performance than social recognition (24%) and performance feedback (20%).
- Condly et al (2003) studies 600 studies which revealed that the overall average effect of all incentive programs in all work settings and on all work tasks were a 22% gain in performance.
- Milne (2007) research results revealed that reward and recognition programs had positive effects on motivation, performance and interest within an organization.
- Weibel et al (2009) study demonstrated (a) that motivation was the key influence on the effect of performance related pay on performance, and (b) that pay for performance was generally more costly as it appeared to have hidden costs of rewards.

IV. METHODOLOGY

The research design that was used for the study is descriptive study design. A descriptive study collects data in order to answer questions about current status of the

subject. The researcher believed that a descriptive research design was appropriate for this study because this study was concerned with finding out what are the factors that influence the employee performance on the motivational incentives.

A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait. The overall population is 350 employees. This study uses the Simple random sampling technique.

Primary data is the original data collected by the research first hand. It is collected for the first through field survey. These are those that are gathered specifically, for the problem at hand. Secondary data is the information which is already availed in published or unpublished form. When the needed information is collected from the census of population available in library means then it is a secondary data. It is also used for collecting historical data.

A questionnaire consists of number of questions printed or typed in a definite order on a form or set of forms. The respondents have to answer the question on their own. The questionnaire should be comparatively.

This study on effectiveness of motivational incentives on employee performance was undertaken for a period of about three months. It was carried out from the month of January, 2021, to the month of March, 2021.

V. DISCUSSIONS

For more in depth analysis, analytical tools such as Anova and Correlation and T - test have been used with the help of the SPSS software by IBM. The purpose of this is to find whether there are any statistical relationships between certain factors and to draw more apt conclusions from the study.

1. CORRELATION

HYPOTHESIS:

H0: There is no significant relationship between motivational incentives of K7 employees and their day to day performance.

H1: There is significant relationship between motivational incentives of K7 employees and their day to day performance.

TABLE 1

**TABLE SHOWING RESPONDENTS FOR EMPLOYEE RECEIVING
MOTIVATIONAL INCENTIVE WORKS GREATER THAN OTHER
EMPLOYEES VS MOTIVATIONAL INCENTIVE ON DAY TO DAY
PERFORMANCE.**

Correlations		Employees who receives motivational incentives works greater than other employees	Incentives motivates employees on their day to day performance
Employees who receives motivational incentives works greater than other employees	Pearson correlation	1	.642**
	Sig. (2-tailed)		.000
	N	121	121
Incentives motivates employees on their day to day performance	Pearson correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

From the above table it is observed that the p-value .000 is less than 0.05. Hence Ho is rejected and H1 is accepted. It is shown that there is a significant relationship between motivational incentives of K7 employees and their day to day performance.

2. ANOVA TEST

HYPOTHESIS:

H0: There is no significant difference between marital status of K7 employees in regard to their satisfaction level on their motivational incentives.

H1: There is significant difference between marital status of K7 employees in regard to their satisfaction level on their motivational incentives.

TABLE 2
TABLE SHOWING RESPONDENTS FOR MARITAL STATUS VS
SATISFACTION LEVEL ON THEIR MOTIVATIONAL INCENTIVES

ANOVA TEST

Marital status	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.952	4	.488	2.280	.065
Within Groups	24.825	116	.214		
Total	26.777	120			

INTERPRETATION

From the above chart it is observed that the significant level is 2.280 which is greater than 0.05 (table value). Hence H0 is accepted and H1 is rejected. So, there is no significant difference between marital status of K7 employees in regard to their satisfaction level on their motivational incentives.

3. T – TEST

HYPOTHESIS:

H0: There is no significant difference between gender of K7 employees in regard to the given incentives for the work they do.

H1: There is significant difference between gender of of K7 employees in regard to the given incentives for the work they do.

TABLE 3

TABLE SHOWING RESPONDENTS FOR GENDER VS INCENTIVES FOR THEIR WORK THEY DO

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Employees are rewarded fairly for the work they do	Male	94	3.18	1.303	.134
	Female	27	3.41	1.279	.246

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		
Employees are rewarded fairly for the work they do	Equal variances assumed	.037	.847	-.799	119	.426	-.227	.283	-.788	.335
	Equal variances not assumed			-.808	42.759	.424	-.227	.280	-.792	.339

INTERPRETATION

From the above chart it is observed that significant level is -0.799 which is lesser than 0.05 (table value). Hence H_0 is rejected and H_1 is accepted. Thus there is significant difference between gender of K7 employees in regard to given incentives for the work they do.

VI. CONCLUSION

This study was undertaken to know about the motivational incentive on employee performance at K7 computing pvt ltd. The survey has been conducted and analysis was conducted by input of respondents. Based on the study findings, it can be concluded that not all financial motivation rewards appeal to employees there are those employees who are motivated by inner factors like need for recognition, career development and control over people. However, majority of the employees were concerned about adequacy of

Incentives and salaries to meet their basic needs. Consequently to a great extent it can be concluded that motivational incentives increased workers morale but in order to be able to comment wholly on impacts of incentives on their performance others further studies should be conducted. Despite there is a positive relation existed between the motivational incentives and performance of the employees.

The results show that the respondents have an even spread of opinions and there is no striking evidence as such to establish a sure relationship between Motivational incentive and Employee performance. It varies enormously from one individual to another and there may be numerous physical, cognitive and psychological factors behind each person's opinion. The data and suggestions put forth by this study can be successfully used by the company to revise their Incentive policies. It can also be used as an efficient reference for further studies and researches by researchers in the future.

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