

A STUDY ON MOTIVATION OF EMPLOYEES IN IT SECTOR

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

KAAVIYAA V
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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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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Ms. **KAAVIYAA V (39410085)** who have done the Project work entitled ,”**A Study on motivation of employees in IT sector**” under my supervision from **January 2021 to March 2021**.

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DECLARATION

I **KAAVIYAA V (39410085)** hereby declare that the Project Report entitled "**A STUDY ON MOTIVATION OF EMPLOYEES IN IT SECTOR**" done by me under the guidance of **MS. KAVITHA RAJAYOGAN** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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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.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Ms. KAVITHA RAJAYOGAN** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

KAAVIYAA V

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ABSTRACT

Motivation is the process of stimulating the employees to attain some designated goal of an organization. Motivation is the important factor which stirs up persons to give their best performance to achieve a certain goal. This study mainly focused on defining the motivation factors and concepts, identifying the most motivating factors. Furthermore, suggestions were given to increase the employee level of motivation. To gain an intense understanding of the research topic, different motivation methods and concepts were reviewed. The purpose of the study is to find how employees are motivated in the IT sector. A questionnaire was created based on a selected theoretical framework. Around 125 samples were collected and the analysis was done by using Statistical Package for Social Sciences (SPSS). In conclusion, the major motivating factors such as Pay and Benefits, Working conditions, Organization effectiveness and Leadership can help to keep employees in high level of motivation. From the analysis it is clearly mentioned there is an association between the promotional opportunities and praised and recognized for the work they do.

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CHAPTER 1

INTRODUCTION

1.1 DEFINITION OF MOTIVATION

The word “motivation” originates from a Latin word “movere”. “Movere” means to move. Thus, it creates a reflection of something going up, keeping us working and helping us to achieve our goals- Korth 2007.

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 an organizational aspect, motivation has been defined as “the sum of the processes that influence the arousal, direction, and maintenance of behaviours relevant to work settings”. Employee motivation at work is considered as an essential drive as it generates effort and action towards work-related activities, for example, employee’s willingness to spend the energy to achieve a common goal or reward. When an employee is motivated, he or she shows enthusiasm and eagerness towards the work and a strong determination to implement and accomplish the work tasks - Moran 2013.

1.1.1 THE CONCEPT OF MOTIVATION

“Motivation is psychological forces that determine the direction of a person’s behaviour in an organization, a person’s level of effort and a person’s level of persistence” - Jones & George 2008.

The concept of motivation could be broad; however, according to Jones & George (2008), there are three major components of motivation which are direction, intensity, and persistency.

Direction is a goal that forces an individual to perform an act to achieve it. A goal is chosen consciously or unconsciously by an individual. There are factors that influence a person in selecting the goal, including both internal and external factors, and the final goal is the best one chosen among potential alternatives. The intensity is the level of determination or effort put by an individual in the process of achieving the goal; how hard an individual has tried, and how much energy, time, money, or any other mental or physical things have been used during the process to achieve the goal. Persistence is the ability of an individual to maintain the motivation through times even though obstacles may exist - Robbins and Judge 2013.

It is not an exaggeration to say motivation is the core to being successful. A motivated person is likely to willingly put more effort into doing a task and a good result is within expectations. When goals are achieved, it drives a feeling of being satisfied and enjoyment for the employees and creates a positive working attitude in the workplace.

1.1.2 MOTIVATION METHODS

There are many ways to motivate employees in today's working environment. Companies globally have been using different strategies and approaches in order to improve employees' motivation. However, it seems that the best motivator for employees is something that is indeed important in their lives.

People might have different values and approaches and, therefore, being able to understand employees' needs and using appropriate motivating methods can help increase the level of motivation - Gleeson 2016.

A manager has many duties. One of the most important ones is to motivate and inspire employees. Only motivated staff members will perform at their best and be maximally productive. Here are seven ways managers can motivate their employees.

➤ **Praise** People want to know if they've done a good job. The positive assessment from a superior position can be a powerful spur to productivity. While you shouldn't tell a worker they did well when they didn't, honest praise is a valuable

motivational tool. Positive feedback will make an employee want to continue their success forward to their next project. Knowing your work is valued will help to motivate anyone.

- **Encourages autonomy** People are happier and more motivated if they feel they are in charge of their own destiny. Don't be a micromanager or a control freak — an overbearing attitude will destroy morale. If an employee can handle it, let them have a freer reign. You don't need to be staring over their shoulder on every project. Your workers will enjoy their jobs more (and do better work) if they have more freedom.
- **Treat them with respect** Just treating your employees like they are intelligent adults can help. Sadly, many corporate motivation campaigns are juvenile and insulting. Motivational posters have never motivated anyone, and team-building exercises are often a waste of time. Simply acting as if your workers are competent, sensible, and trustworthy can be a powerful motivator all on its own.
- **Allow honest criticism and complaints.** Nothing's more frustrating for a worker than feeling they can't openly express their opinion on a touchy subject. Your subordinates will be much happier if you let them voice their complaints openly and plainly. Don't bite an employee's head off if they come to you with criticism. Of course, you must preserve your position of power — but you can allow plenty of leeway before your authority is compromised.
- **Ensure a healthy work life balance.** Your staff does not want to be worked to the bone. While riding your employees hard may boost productivity temporarily, the accompanying drop in motivation will ultimately be more significant. Workers can only be happy and energetic in an environment that respects the need to balance work and free time. So don't demand overtime every week, and let your employees take time off if they have a good reason.
- **Be fair.** A boss who has double standards for pet employees will destroy office morale. One person receiving more than their fair share of credit (or money) devalues the efforts of everyone else. Employees left out in the cold will feel

depressed and unappreciated. Adjudicate any disputes between employees in an impartial, even-handed way. While you'll especially appreciate certain workers, don't give them perks they don't deserve managers need to motivate all their subordinates.

- **Pay them more.** Ultimately, the most effective motivator of all is money. People do their jobs for the pay they receive in return. Of course, it won't always be possible to increase salaries but if you really need to raise morale, raises are the best strategy. It isn't just about having more money; an employee's salary is also a sign of how much the company values them. People are more motivated to work for companies that value them highly.

To be a quality manager, you must devote yourself to employee motivation. The workers are the lifeblood of any company, but those workers will not perform well if they do not feel motivated. In contrast, an inspired employee will actually want to put forth their best effort.

1.2 INDUSTRY PROFILE

The information technology (IT) sector is comprised of companies that produce software, hardware or semiconductor equipment, or companies that provide internet or related services. The three major industry groups within the IT sector are software and services, technology hardware and equipment and semiconductors and semiconductor equipment. These three industry groups are further divided into industries and sub-industries. Companies are aligned to a specific sub-industry that best describes their core or most profitable business. In this guide, we will cover the various industries and sub-industries that make up the three major industry groups within the IT sector.

Why the IT Sector Plays a Key Role in a Country's Economic Growth

IT or the information technology sector plays a huge role in the development of a country. The main reason for that is, in this day and age, technology is the driving force of a country. Without the right use of technology, investment banking training and courses will have to impact on a country's training. Now, investment banking

training and courses play an important role as well because if a country has some of the world's largest investment banks investing in their economy, then there is no way a country could remain backward as far as the economic situation of the country is concerned. In providing the right investment banking training and courses, the IT sector of a country plays a huge role. That is why when it comes to measuring the growth of a country, technology will have more prominence than any other sector.

Market Size

IT-BPM industry's revenue was estimated at around US\$191 billion in FY20, growing at 7.7%. It is estimated to reach US\$ 350 billion by 2025. Moreover, revenue from the digital segment is expected to form 38% of the total industry revenue by 2025. Digital economy is estimated to reach Rs 69,89,000 Crore (US\$ 1 trillion) by 2025. The domestic revenue of the IT industry was estimated at US\$ 44 billion and export revenue was estimated at US\$ 147 billion in FY20.

Total number of employees grew to 1.02 million cumulatively for four Indian IT majors (including TCS, Infosys, Wipro, and HCL Tech) as on December 31, 2019. Indian IT industry employed 205,000 new hires and had 884,000 digitally skilled talents in 2019.

1.4 NEED FOR STUDY

- When an employee loses interest in their role, it affects their motivation levels- and ultimately, their productivity. Loss of interest could be due to a number of reasons.
- Problems that arise in the workplace- whether workplace bullying, disrespects, discrimination or general disagreements-negatively affect morale and motivation and decrease productivity.
- The increase in motivation is the most challenging and stands out characteristics that the manager should possess.
- The Employees with high motivation are the true assets of an organization the loss of employees is marked as a great loss of information, experience and aptitudes which lead to a significant financial effect and cost to an organisation including the impact on the need of the customers. Managers having strong motivational technique assist the organisation by enhancing employee retention.

1.5 SCOPE OF STUDY

- The study is intended to evaluate motivation of employees in organization.
- To study how leadership can influence motivation.
- To know which factors affects the most in employee motivation
- To find employees' opinion on the motivation factor.

1.6 OBJECTIVE OF THE STUDY

1.6.1 PRIMARY OBJECTIVE

- 1) To know how the employees are motivated in organization..

1.6.2 SECONDARY OBJECTIVES

- 2) To find out the various factors leading to employee motivation in the organization.
- 3) To know the satisfaction level of employees on working conditions and pay & Benefits followed by the organizations.
- 4) To know the various ways used by the leaders to improve employee motivation.
- 5) To analyze the organizational effectiveness on employee motivation.

1.7 LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information collected from the random employees working in the IT sector.
- The study is an opinion survey; caution may have to be exercised while extending the results to other areas.
- Due to the time constrict only 125 respondents were considered.
- The result fully depends on the information given by the respondents.
- The response of the respondents may affect the nature of the study.

CHAPTER 2

REVIEW OF LITERATURE

Anguelov, Kiril; Stoyanova, Tsvetana; Tamosiuniene, Rima (2020), the motivation of professionals is not based solely on good monetary remuneration. Nowadays, every experienced IT professional is interested first and foremost in a healthy work environment in a company and then on the pay level. The employer's assessment takes into account the level of stress, work-life balance, career development prerequisites, as well as the offered social benefits - supplementary health insurance, sports cards, food vouchers, drinks and fruit at work, events with colleagues outside the office, places for creative relaxation at work. IT professionals are creators in the field who work and need special conditions to grow their potential and deliver good results. The article explores and analyzes the motivation factors leading to the employees' commitment of the IT companies in Bulgaria. Basic theoretical points of view are presented and the work of leading researchers in this field is being commented on. A methodology has been developed and the summarized results are presented, on the two hypotheses that the authors set, namely: There is a link between Employee Compensation, working conditions, personal development opportunities and the psychological climate, and employee engagement and that Employee Compensation has exhausted the possibilities to be the only factor to guarantee the commitment of the employees in the IT industry. The results show that companies cannot ignore any of the identified key motivational factors without losing employees and/or productivity/efficiency.

Danish Ahmed Siddiqui (2019), this paper aims to study the effects of intrinsic and extrinsic motivation on employee's performance. Employees obviously work for the organization for monetary benefits but these monetary compensations and rewards are not the sole requirement of all employees. Some of them need salary increments and bonuses to get themselves motivated and some others need recognition and non-monetary benefits. The study was aimed to discuss how extrinsic and intrinsic motivation can hinder or increase the motivation level of employees. Several motivational theories have also been discussed in this paper that helps in better understanding of why and how employees are motivated.

Intrinsic and extrinsic motivation is said to have a significant impact on employee's performance.

T. Navaneetha, K. Bhaskar (2018), states that motivation is achieved through both extrinsic and intrinsic motivators. Without such motivators employees do not concentrate on the performance when they are at the workplace. Therefore, management should concentrate on providing better motivators in order to enhance productivity of the organization as well as to increase the profitability of the company which ultimately leads to better economic development of the country directly or indirectly.

Datuk Dr Mahamad Zubir bin Seeht Saad (2018), Employee motivation is the key factor to boost up the function of an organization. In the globalization phase, every company needs to sustain in the fierce competitive market. Employees are main factors to manifest the business goals into reality. Therefore, in today's world every organization tries to manage their human resource department to keep their employees motivated. Employee motivation brings success to any type of business enterprise, whether that is a midsize organization or a multinational company. In order to run the functional process in a smooth manner the companies are preparing some outstanding strategies to maintain the corporate governance and get the competitive advantage in certain ways. Any type of company has consisted of various departments, such as the finance department, administrative department, public relation department, sales department and human resource department. The human resource department is responsible to manage the employees and to extracts Excellencies from the skilful employees; based on the employee performance report. After doing the entire study it can be understood that the employee motivation is not only an emerging factors in today's world but also it has some importance over the past years as well. In today's world where we find multinational companies with great brand value, behind that the employee motivation existed performed by those organizations.

Joshua D. Jensen (2018), Employee motivation is a topic that has been studied for nearly a century. Beginning with the Hawthorne Studies in the 1920s and continuing to the current day, researchers have explored the elusive phenomenon

of employee motivation. Furthermore, researchers have attempted to understand how leaders can effectively lead their employees in a way that motivates them to reach their full potential. While employee motivation has been, and continues to be, the focus of much research among the social and behavioural sciences on an international scale, leaders today are in need of practical tools that can help them motivate employees more effectively. This paper provides a survey of some of the key research on employee motivation and highlights the important role that leaders play in motivating their employees to achieve high performance. Also included are some practical tools that leaders can implement to increase employee motivation.

My Linh Nguyen (2017), states that the motivation of employees plays one of the most vital roles in an organization's effectiveness and assertively contributes to its growth and prosperities. Therefore, it is necessary for any employer to understand what truly motivates the employees and how to maximize the overall job performance. The theoretical framework of the study and the findings had confirmed that the motivation of employees is affected by two main factors which are intrinsic motivation and extrinsic motivation. The extrinsic motivation arises from external elements such as salary or other benefit packages. However, intrinsic motivation, which derived from the inside of a person and seemingly related to their needs, desires, and goals has established a fact to overweigh the influence of extrinsic motivation. Some examples of intrinsic motivation can be listed as personal growth, having a work life balance, an interesting and challenging job, work flexibility, and a good relationship with supervisors and co-workers. It is not only a factor that motivates employees at work; it is also an important determinant for job retention.

Ofelia Robescu (2016), states that the Society since ancient times faced with a weak involvement of human resources in organizations. Therefore motivating employees became today an important objective for organizations that want to remain viable on the market today. Motivation of human resources in the organization will bring extra performance to the manager that hopes to reach the organization's goals. All the time attempted to explain what motivates people to work. The answer to this question is important because it is obviously good to understand what influences people's behaviour. However, isn't the only reason for

the great interest in the subject of motivation? Managers looking for ways to motivate employees because they claim that motivation can lead to some positive results for a company. Therefore the manager stands between the concerns of experts to form, identifying special qualities, but also for those of a leader allowing perspective to associate the most talented and recommended successor. Researchers have worked hard to find out which ones are the best motivators. The most frequent factors that are considered come from two categories: financial and nonfinancial incentives. Finally, there are opinions that do not focus on money at all. Instead they put interest and effort to analyze other reasons. The findings show the importance of leadership style and language used by leaders in increasing the performance of subordinates. Designing a job is a crucial motivation of employees.

Stephen A. Furlich (2016), addresses employees' expectations of performance rewards and their motivation by understanding communication with their managers through the use of Expectancy Valence Theory. He focused on specific aspects of communication such as communication behaviours, expectations, communication interactions, and outcomes from the communication interactions. These areas of communication are also applied to general areas within the social sciences.

Lisa Legault (2016), whereas intrinsic motivation denotes the performance of an action out of interest or enjoyment, extrinsic motivation arises from an externally or socially created reason to perform an action. Extrinsic motivators such as money or other rewards can produce extrinsic motivation due to the fact that they generate desire for the consequence of the activity; they do not produce desire to engage in the activity for its own sake. When people engage in activities for extrinsic rewards, their motivation is entrenched in the environment rather than within themselves. Conversely, intrinsic motivation exists within the individual and can be harnessed and enhanced by environments that support the individual's autonomy and competence.

Elizabeth Boye et al (2016), focussed on the risk factors associated with the mining industry, management has to ensure that employees are well motivated to curb the rate at which employees embark on industrial unrest which affect

performance, and employees are to comply with health and safety rules because the industry contribute hugely to the Gross Domestic Product (GDP) of the country.

Ismajli et al. (2015), identified that the factors that motivate employees as human resources in local government serve as a basis for increasing the service quality. He found that salary of workers; professional advancement and opportunity for promotion appear to be among the most important factors of motivation. The other important factors that the study revealed are work conditions, as well as the evaluation and the objective assessment of performance measurement.

Vinay Chaitanya Ganta (2014), studied Motivation levels within the workplace and found that it shows direct impact on employee productivity. Workers who are motivated and excited about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result. Employee motivation has always been a central problem for leaders and managers. Employers need to get to know their employees very well and use different tactics to motivate each of them based on their personal wants and needs.

Naeem Akhtar (2014), the results of this study provide an innovative attempt at investigating an obvious yet neglected link between financial rewards and employees' motivation. The result suggests that there is a positive relationship between financial rewards and employee motivation. The firms with higher levels of financial rewards are more motivated than others. The results also suggest that the relationship between job design and employees motivation is also significant.

Chukwuma. Edwin Maduka (2014), The researcher therefore conclude from his findings that the effect of motivation on employee productivity is of paramount important to the organization .In order to meet up with the current dynamic rate of the business trends, the management of the manufacturing firms in Nnewi should try as much as possible to adopt good and positive motivational techniques to increase the moral of the workers towards productivity and performance. Finally, management of the manufacturing firms in Nnewi should seek for various ways of improving productivity in their company by finding out the effect, causes or problems associated with motivation. Meanwhile, for the workers to be motivated,

the management must possess good quality and personal value which will help them to identify those things that motivate their staff and apply them properly.

Saira Yousaf, Madiha Latif, Sumaira Aslam and Anam Saddiqui (2014), the aim of this research paper was to explore factors affecting motivation of employees in organizations. The impact of non financial rewards is instrumental in improving the employee morale. Employees expect recognition and encouragement for their services because nobody likes to be unappreciated for the efforts he or she made. Some of the organizations offer both financial and non financial rewards to the employee in order to motivate their competent workforce. That's why the motivated employee is less likely to leave the organization. In this paper, the company Astro packaging films is offering the employees a competitive package along with the non financial rewards. But according to the findings the employees are dissatisfied in terms of the health insurance coverage because it didn't cover the medicine expense. So, the organization needs to focus on both of the financial and non financial rewards in order to motivate and retain their employees.

Muogbo U.S (2013), the importance of reward in the day-to-day performance of workers duties cannot be overemphasized, especially when it comes to being rewarded for a job done. It is a well-known fact that human performance of any sort is improved by increase in motivation. Going by the findings of this study, it can be easily inferred that workers' reward package matters a lot and should be a concern of both the employers and employees. The results obtained from the hypotheses showed that workers place great value on the different rewards given to them by their employers. Hence, when these rewards are not given, workers tend to express their displeasure through poor performance and non-commitment to their job.

Ioan Moise Achim, Larisa Dragolea, George Balan (2013), said that the financial side of motivation is widely preferred and known by the both parts –employer and employee. In the present study we shall insist and plead for the possibilities of application and the results of the efficient non - financial motivation plan to the internal climate and the lasting performance of the firm.

Masood Asim (2013), states that Motivation directly affects the rewards and promotion. The paper gives the relationship with the HR practices like performance, reward, motivation as well as the promotional factors in the education sector. According to the results it has a positive impact with the rewards as well as the training. Training needed to create positive results among the employees. With the training promotion is another factor to increase it. Performance of the employees indicated significant relationship with the financial rewards as well as non financial rewards. Training helps to investigate overall performance of the employee. Training sessions cover quantitative as well as qualitative manners. Organizations evaluate the employees through training processes. For creating better results, organizations invest a lot of the resources for the fulfilment of the training need for improving skills and training programs. Training and the employee process is completely linked with the competition. Training promotes competitive advantage with reference with the context of the job satisfaction as well as performance and decreases non attendance issues. Future studies mention that it's properly focused on how these practices are linked and how these linking practices produce more accurate results like other variables as well not only focused on training and promotion. With promotion and some other factors, teachers needed to improve performance in the organization.

Alamzeb Aamir (2012), the results show that the employees of NCB were motivated both by the extrinsic and intrinsic rewards, in such a way that extrinsic factors were more causing motivation. The analysis result shows that reward management has an intense direct positive relationship with employee motivation level also the intrinsic factors played an important role in the motivation process. This research paper stresses that banks in the public sector shall apply the advanced and updated human resource strategy regarding extrinsic and intrinsic rewards.

Qurat-ul-aanmanzoret'al (2012), the main purpose of the paper is to check and identify the factors which affect employee motivation and check the relationship between the organizational effectiveness and the EM. The hypothesis is built on the basis of this relationship. According to the literature these are all factors which affect more on employee motivation with the organization effectiveness. Employee

empowerment is also factor. The relationship is stronger in the end the more employees are able to successful as well as performance is manageable. This study is mainly two factors one is the motivation and other is the performance. The organisation is making design on the basis of the model. Motivation level are increasing with all this organization were more effective as well. It's also able to enhance the empowerment of the rules and policies as well. It is help to fulfilment of the growth in the employee satisfaction. It's appreciating the tasks management. Above all surety were increases.

Serena Aktar (2012), this study seeks to examine the relationship between rewards and employee performance as well as to identify the relationship between extrinsic and intrinsic rewards. There are two factors included in the extrinsic rewards such as basic pay and performance bonus. Basic pay is a highly significant factor which affects employee performance more than performance bonus. Both are positive significant factors which affect employees' performance. There are four factors included in the intrinsic rewards such as recognition, learning opportunity, challenging work, career advancement. Among all of the four factors challenging work is a highly significant factor which affects employees' performance. Based on the result of the study, it is shown that only extrinsic or intrinsic rewards are not sufficient to motivate employees to perform work highly. If a commercial bank of Bangladesh keeps both types of rewards for the employees than it will increase their employees' performance, because there is a strong correlation between intrinsic and extrinsic rewards.

Mahazril Aini Y (2012), Based on overall discussion, result shows that communication is the factor that contributes to low work motivation among employees. Lack of meeting and face to face discussion between management and employees resulted in their low work motivation. Apart from that, a work environment that is less attractive may decrease their motivation to work. In examining the relationship between motivational factors and employees' work motivation that consists of rewards and recognition and also communication, the finding shows that there is a significant positive relationship between all motivational factors with employees' motivation to work. It revealed that all the variables are linked to employees' work motivation. Studies also suggest that the

research can be conducted at other public sectors which deal with the public such as the National Registration Department, Police Department, hospitals, schools and other public sectors to better know the level of their employees' motivation to work and develop the strategies in motivating the public servants in Malaysia.

Khawaja Jehanzeb (2012), analysis concluded that the degree of rewards, motivation and job satisfaction of employees has a strong relationship in the banking sector of Saudi Arabia. From different research, it has been found that employees in the banking sector give more importance to economic or financial rewards (Karl and Sutton 1998, Houston 2000). So, if reward is increased, the incremental variance in employees' motivation for public and private banks was 31%. Peretomode recommended that greater the prestige of the job, higher the job satisfaction. According to Lin argued that organizations with emphasis on autonomy and co-workers strong relationships practiced high job satisfaction. Autonomy received extrinsic rewards offered to employees (Kiviniemi et al 2002). However, according to Malhotra et al (2007) autonomy indicates the ability of the employees to determine the direction in which they carry out their job. Hence, rewards must be rategically readjusted to attain the organizational goals, boost employee's motivation to perform their job better and enhance satisfaction with their jobs.

Akanbi, Paul Ayobami (2012), the results obtained from the hypotheses showed that workers place great value on the different rewards given to them by their employers. Hence, when these rewards are not given, workers tend to express their displeasure through poor performance and non-commitment to their job. It is therefore imperative for the organization to consider the needs and feelings of its workforce and not just overlook them in order to safeguard industrial harmony, because a happy worker they say is a productive worker.

Hafiza et al. (2011), found that there are several factors that can affect employee performance like training and development opportunities, working conditions, worker-employer relationship, job security and company over all policies and procedures for rewarding employees. Among the factors that affect employee performance, motivation that comes with rewards is of utmost importance.

Rajeswari Devadass (2011), worked on employee motivational practices & found that how job characteristics, employee characteristics, management practices and broader environmental factors influence employees' motivation. She confirms motivation concepts are central to employees. Job characteristics, management practices, employee characteristics and broader environmental factors are the key variables that influence employees' motivation in organization.

Smrita Sinha, Ajay Kr. Singh, Nisha Gupta, Rajul Dutt (2010), He highlighted that "Chinese firms are efficient because they are autocratic. Autocracy is a common trait in many private Indian companies but we don't see the same level of efficiency. The best of talents are not selected by meritocratic processes but through genetic lotteries of some sort". However, in company Y, the entrepreneurial culture has a high impact wherein initiatives such as training need analysis, competency mapping, empowerment, participatory style of decision making, etc., have a high influence on the performance of the employees. The regression analysis results show that 76.3% of the variation in the impact of culture on the performance is caused by the technocratic and entrepreneurial cultures selected in the regression model.

Giovanni Asproni (2004), stated why I believe agile methods can be more productive and appealing for developers. They leverage the most important factor for productivity and morale: motivation. The role of processes and tools in this context is still very important, since they are used to streamline all the repetitive tasks, letting the developers focus on what really matters: to satisfy the customer by producing valuable software.

Kiviniemi et al. (2002) described that job satisfaction of the employees' increase by the rewards they receive from the organizations. Pay and promotion dependents on performance and provide strong motivation for employees to work harder in order to be promoted (Lepak and Snell 1999). In any organization, exceptional performance is possible with great committed employees that can merely be achieved by employee motivation. Chiu et al. (2002) highlighted that the organization implements a merit pay system to reward employees for meeting specific goals, which can affect employee motivation levels. However most of the

organizations gained immense progress by fully complying with their business strategy through a well-balanced reward and motivation programs for the employee. In the existing vibrant environment the extremely motivated employees provide their services as a synergy for achievement of organizational goals, business strategies, high proficiency, growth and performance. Motivation is similarly compulsory when the employee of an organization has not a good relationship pattern.

Vallerand, R. J., & Ratelle, C. F. (2002), in the introduction, the authors identifies 2 functions of the model. First, the model provides a conceptual framework for organizing and understanding the core mechanisms underlying intrinsic and extrinsic motivational processes. Overall, the research evidence reviewed provides support for the postulates and corollaries of the Hierarchical Model. A 2nd function of the model lies in its heuristic nature. From the framework provided by the model, new and testable hypotheses can be derived. One of the ways through which testing such new hypotheses becomes possible is through conceptual and methodological progressions. From a methodological standpoint, the tools needed to study the model's postulates and corollaries are now available. Scales have been developed in order to measure motivation at each level of the hierarchy.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

3.1.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research design has been used in this study, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present.

3.2 SAMPLING TECHNIQUE

In this study probability sampling was employed, However the type of probability sampling used is “**Simple random sampling**” where the samples are drawn by generating random members.

3.3 SOURCES OF DATA

The sources of data may be classified into

- Primary sources.
- Secondary sources.

3.3.1 Primary sources

Primary sources are original sources from which the researcher directly collects data that have not been previously collected. Primary data are first-hand information collected through various methods such as observations, interviewing, mailing, questionnaire etc. In this study the primary data is collected through **questionnaire**.

3.3.2 Secondary sources

These are sources containing data which have been collected and compiled for another purpose. The secondary sources consist of readily available compendia and already compiled statistical statements and reports whose data may be used by researchers for their studies. E.g. census reports, annual reports and financial statements of companies.

3.4 STRUCTURE OF QUESTIONNAIRE

There are two types of questions. Open ended or open questions, and close ended or close questions. Open ended enable respondents to answer as they wish. Close ended provide respondents with a list of options from which they choose.

3.5 SAMPLE SIZE

The sample size of the study is 125 respondents. The respondents are the employees working in the IT sector.

3.5.1 POPULATION

The aggregate of all the units pertaining to a study is called the population or universe. Population is the target group to be studied. In this study employees working in the IT sector are referred to as the population.

3.6 PERIOD OF STUDY

The period of study is from January 2021 to March 2021, which is a three months of study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table showing Gender of the respondents

S.no	Particulars	No. of respondents	Percentage
1	Male	62	49.6
2	Female	63	50.4
	TOTAL	125	100

Source: Primary data

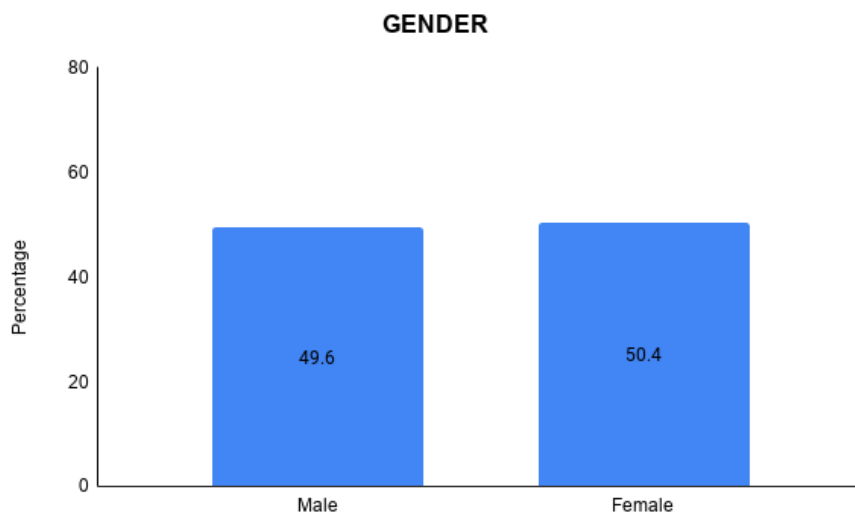


Chart 4.1.1: Chart representing Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 49.6% and female respondents is 50.4%.

Inference

Majority (72%) of the respondents fall under the age category of below 30.

Table 4.1.2: Table showing Age of the respondents

S.no	Particulars	No. of respondents	Percentage
1	Below 30	90	72
2	31 - 40	31	24.8
3	41 - 50	3	2.4
4	Above 50	1	0.8
	TOTAL	125	100

Source: primary data

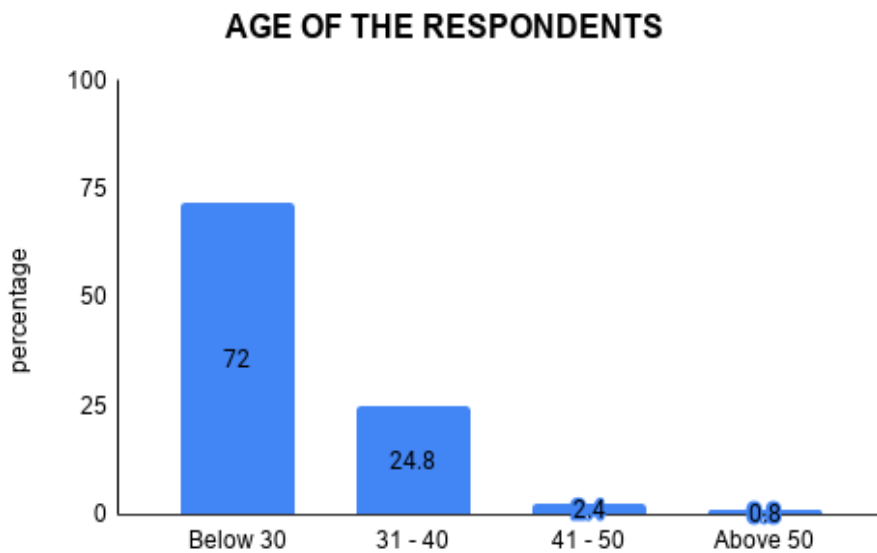


Chart 4.1.2: Chart representing Age of the respondents

Interpretation:

From the above table it is interpreted that the number of respondents Below 30 is 72%, between 31- 40 is 24.8%, between 41 - 50 is 2.4% and above 50 is 0.8%.

Inference

Majority (50.4%) of the respondents are female

Table 4.1.3: Table showing marital status of the respondents

S.no	Particulars	No. of respondents	Percentage
1	Married	49	39.2
2	Unmarried	76	60.8
	TOTAL	125	100

Source: primary data

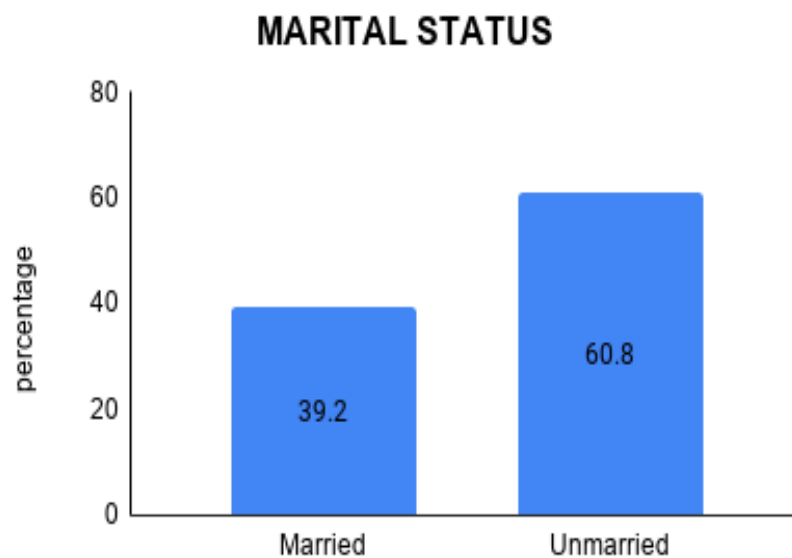


Chart 4.1.3: Chart representing marital status of the respondents

Interpretation

From the above table it is interpreted that the 39.2% of respondents were married and 60.8% of respondents were unmarried.

Inference

Majority (60.8%) of the respondents are unmarried.

Table 4.1.4: Table showing Years of experience

S.no	Particulars	No. of respondents	Percentage
1	Below 5 years	74	59.2
2	5 - 10 years	38	30.4
3	10 - 15 years	12	9.6
4	Above 15 years	1	0.8
	TOTAL	125	100

Source: primary data

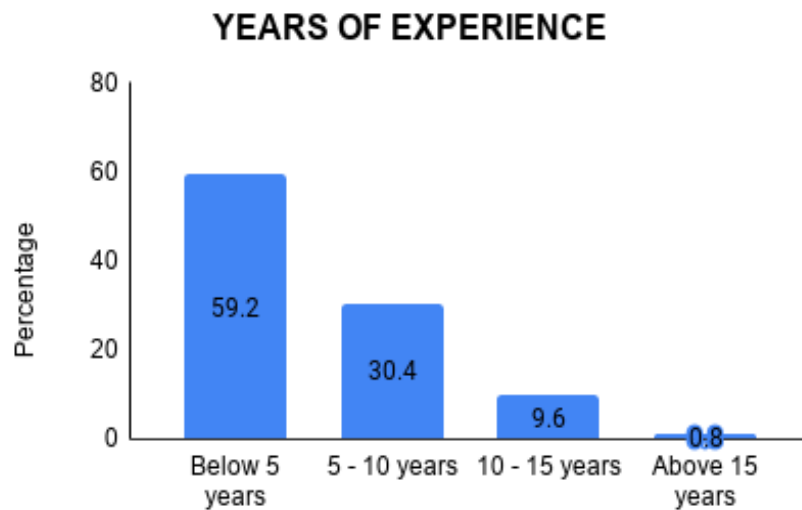


Chart 4.1.4: Chart representing Years of experience

Interpretation

From the above table it is interpreted that the 59.2% of respondents have experience of below 5 years, 30.4% of respondents have 5 - 10 years of experience, 9.6% of respondents have 10 - 15 years of experience and 0.8% respondents have experience of above 15 years.

Inference

Majority (59.2%) of the respondents have experience below 5years.

Table 4.1.5: Table showing level of satisfaction at work

S.no	Particulars	No. of respondents	Percentage
1	Highly Satisfied	38	30.4
2	Satisfied	78	62.4
3	Neutral	4	3.2
4	Dissatisfied	4	3.2
5	Highly Dissatisfied	1	0.8
	TOTAL	125	100

Source: primary data

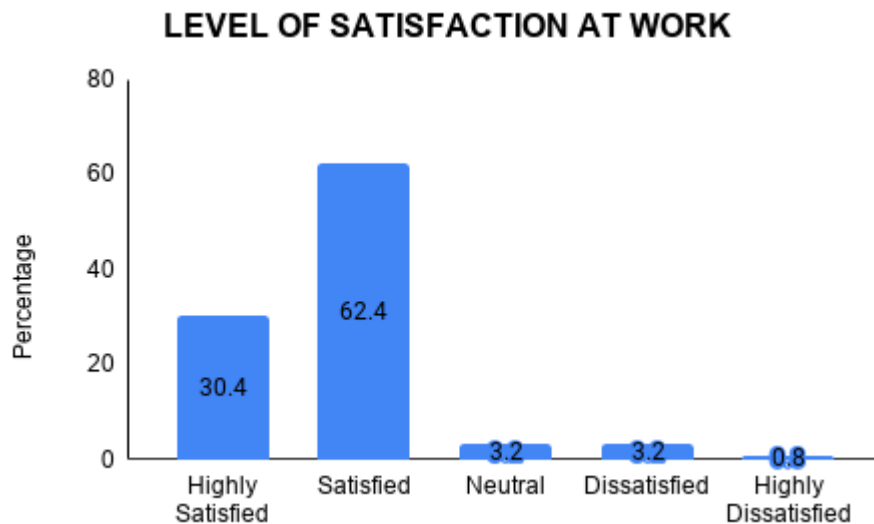


Chart 4.1.5: Chart representing your level of satisfaction at work.

Interpretation

From the above table it is interpreted that the 30.4% of respondents says highly satisfied at work, 62.4% of respondents says satisfied at work, 3.2% of respondents says neutral, 3.2% of respondents says dissatisfied at work and 0.8% responses for highly dissatisfied.

Inference

Majority (62.4%) of the respondents agree with their level of satisfaction at work.

Table 4.1.6: Table showing if you are motivated, it leads to be effective and efficient in tasks.

S.no	Particulars	No. of respondents	Percentage
1	Highly Agree	86	68.8
2	Agree	30	24
3	Neutral	6	4.8
4	Disagree	2	1.6
5	Highly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

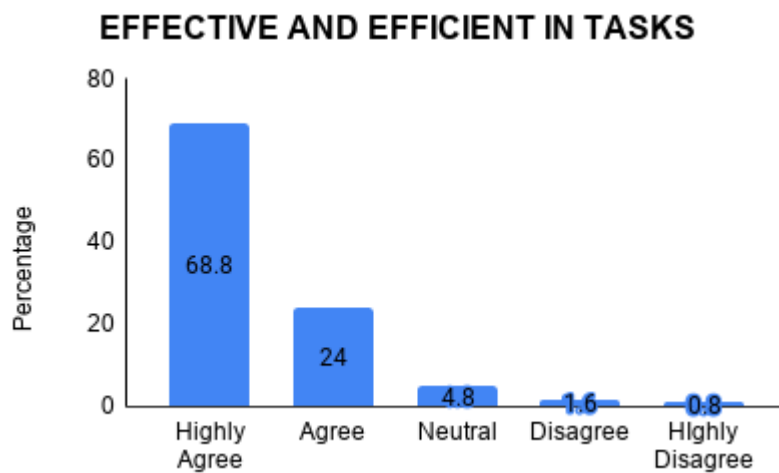


Chart 4.1.6: Chart representing if you motivated, it leads to be effective in efficient in tasks.

Interpretation

From the above table it is interpreted that the 68.8% of respondents says strongly agree for motivation leads to be effective and efficient in tasks, 24% of respondents says agree, 4.8% of respondents says neutral, 1.6% of respondents says disagree and 0.8% of respondents for strongly disagree.

Inference

Majority (68.8%) of the respondents strongly agree for If you are motivated, it leads to effective and efficient tasks.

Table 4.1.7: Table showing Organization helps me in all possible ways to know my capabilities, performance and prospect to the environment.

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	43	34.4
2	Agree	72	57.6
3	Neutral	7	5.6
4	Disagree	2	1.6
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

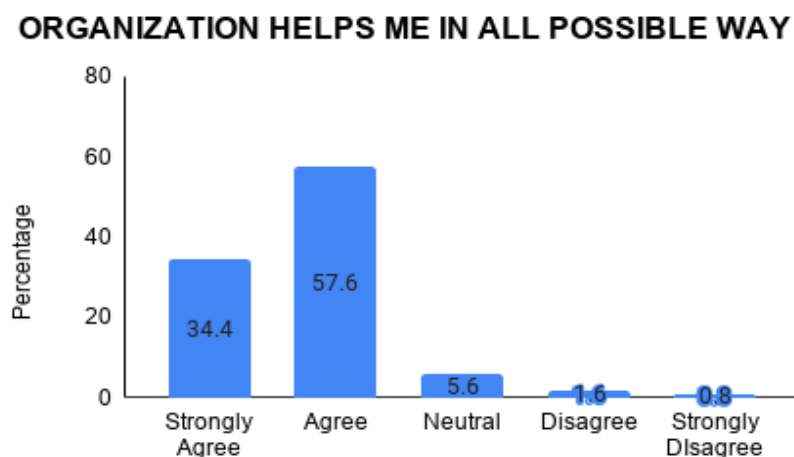


Chart 4.1.7: Chart representing Organization helps me in all possible ways to know my capabilities, performance and prospect to the environment.

Interpretation

From the above table it is interpreted that the 34.4% of respondents says strongly agree for organization helping employees, 57.6% of respondents says agree, 5.6% of respondents says neutral, 1.6% of respondents says disagree and 0.8% of respondents says strongly disagree.

Inference

Majority (57.6%) of the respondents agree that Organizations help me in all possible ways to know my capabilities, performance and prospect for the environment.

4.1.8: PAY AND BENEFITS

Table 4.1.8.1: Table showing Reasonable periodical increase in salary

S.no	Particulars	No. of respondents	Percentage
1	Highly Agree	25	20
2	Agree	69	55.2
3	Neutral	24	19.2
4	Disagree	6	4.8
5	Highly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

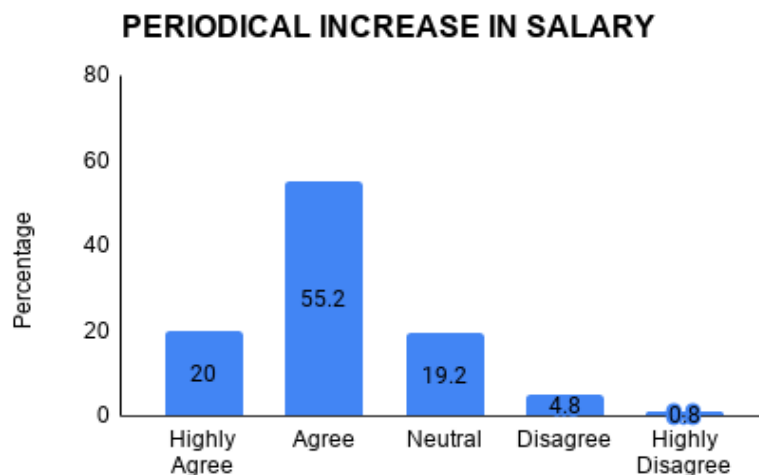


Chart 4.1.8.2: Chart representing Reasonable periodical increase in salary

Interpretation

From the above table it is interpreted that the 20% of respondents says highly agree, 55.2% says agree, 19.2% says neutral, 4.8% says disagree and 0.8% says highly disagree.

Inference

Majority (55.2%) of the respondents agree that Reasonable periodical increase in salary.

Table 4.1.8.2: Table showing Incentives develop employee attitude towards organization

S.no	Particulars	No. of respondents	Percentage
1	Highly Agree	36	28.8
2	Agree	76	60.8
3	Neutral	9	7.2
4	Disagree	3	2.4
5	Highly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

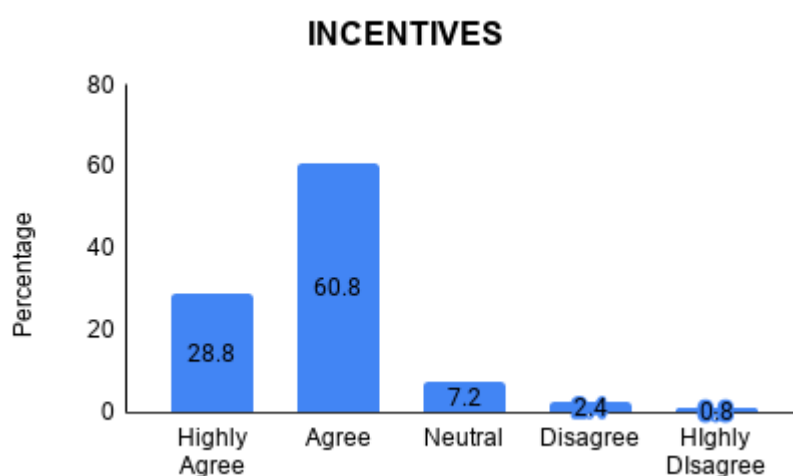


Chart 4.1.8.2: Chart representing Incentives develop employee attitude towards organization

Interpretation

From the above table it is interpreted that the 28.8% of respondents says highly agree, 60.8% says agree, 7.2% says neutral, 2.4% says disagree and 0.8% says highly disagree.

Inference

Majority (60.8%) of the respondents agree that Incentives develop employee attitude towards organisation.

Table 4.1.8.3: Table showing Satisfied with the present salary

S.no	Particulars	No. of respondents	Percentage
1	Highly Agree	52	41.6
2	Agree	50	40
3	Neutral	19	15.2
4	Disagree	3	2.4
5	Highly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

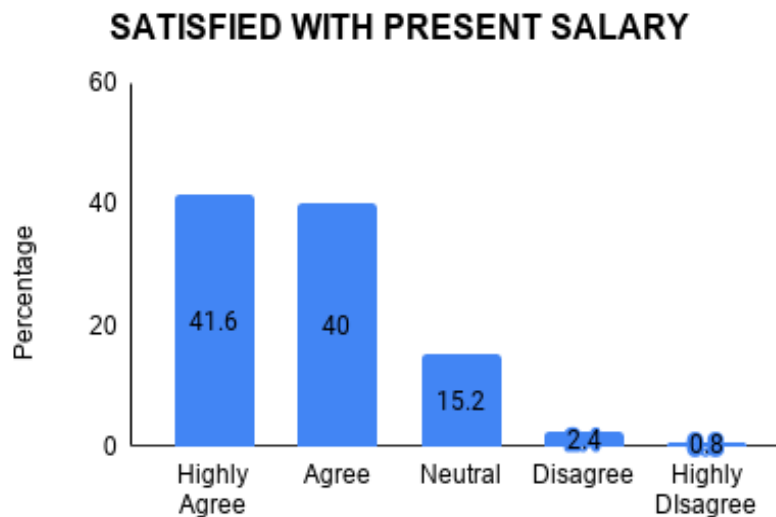


Chart 4.1.8.3: Chart representing Satisfied with the present salary

Interpretation

From the above table it is interpreted that the 41.6% of respondents says highly agree, 40% says agree, 15.2% says neutral, 2.4% says disagree and 0.8% says highly disagree.

Inference

Majority (41.6%) of the respondents highly agree for Satisfied with the present salary.

Table 4.1.8.4: Table showing I am given an adequate and fair compensation for the work I do

S.no	Particulars	No. of respondents	Percentage
1	Highly Agree	36	28.8
2	Agree	77	61.6
3	Neutral	9	7.2
4	Disagree	2	1.6
5	Highly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

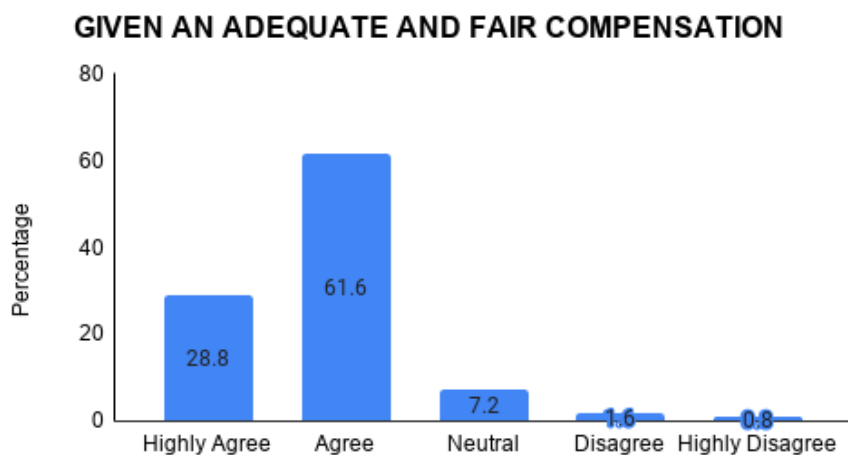


Chart 4.1.8.4: Chart representing Table representing I am given an adequate and fair compensation for the work I do

Interpretation

From the above table it is interpreted that the 28.8% of respondents says highly agree, 61.6% says agree, 7.2% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (61.6%) of the respondents agree that I am given an adequate and fair compensation for the work I do.

Table 4.1.8.5: Table showing Satisfied with the benefits like health insurance and life insurance

S.no	Particulars	No. of respondents	Percentage
1	Highly Agree	29	23.2
2	Agree	72	57.6
3	Neutral	21	16.8
4	Disagree	2	1.6
5	Highly Disagree	1	0.8
	TOTAL	100	125

Source: primary data

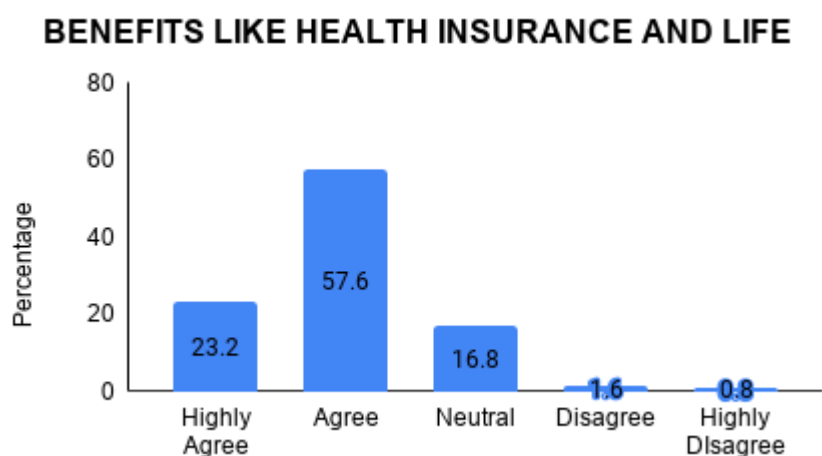


Chart 4.1.8.5: Chart representing Satisfied with the benefits like health insurance and life insurance

Interpretation

From the above table it is interpreted that the 23.2% of respondents says highly agree, 57.6% says agree, 16.8% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (57.6%) of the respondents agree that Satisfied with the benefits like health insurance and life insurance.

4.1.9: WORKING CONDITIONS

Table 4.1.9.1: Table showing treated with respect in working place

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	72	57.6
2	Agree	45	36
3	Neutral	6	4.8
4	Disagree	1	0.8
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

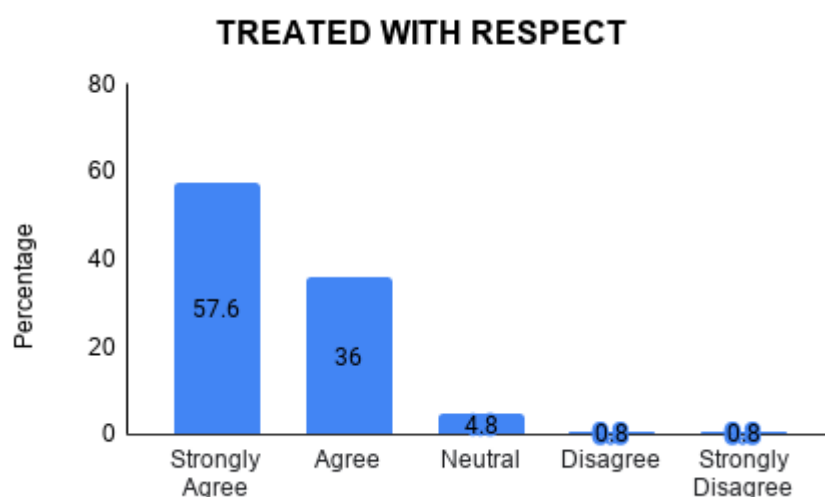


Chart 4.1.9.1: Chart representing treated with respect in working place

Interpretation

From the above table it is interpreted that the 57.6% of respondents says highly agree, 36% says agree, 4.8% says neutral, 0.8% says disagree and 0.8% says highly disagree.

Inference

Majority (52%) of the respondents highly agree that I am treated with respect in working place.

Table 4.1.9.2: Table showing Working conditions are clean, pleasant and safe

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	65	52
2	Agree	57	45.6
3	Neutral	1	0.8
4	Disagree	1	0.8
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

WORKING CONDITIONS ARE CLEAN, PLEASANT AND SAFE

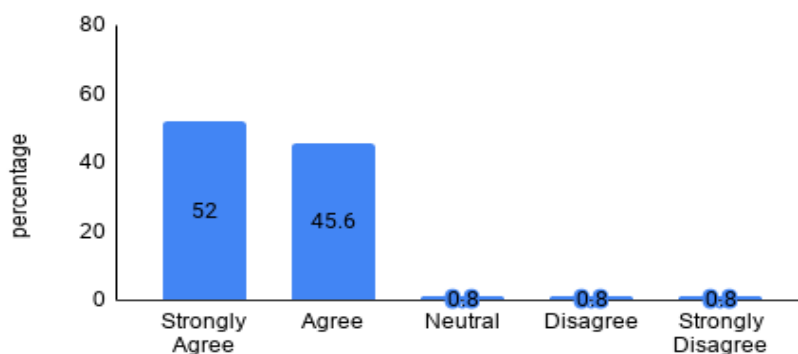


Chart 4.1.9.2: Chart representing Working conditions are clean, pleasant and safe

Interpretation

From the above table it is interpreted that the 52% of respondents says highly agree, 45.6% says agree, 0.8% says neutral, 0.8% says disagree and 0.8% says highly disagree.

Inference

Majority (57.6%) of the respondents highly agree that Working conditions are clean, pleasant and safe

Table 4.1.9.3: Table showing secure in my job

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	36	28.8
2	Agree	59	47.2
3	Neutral	23	18.4
4	Disagree	6	4.8
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

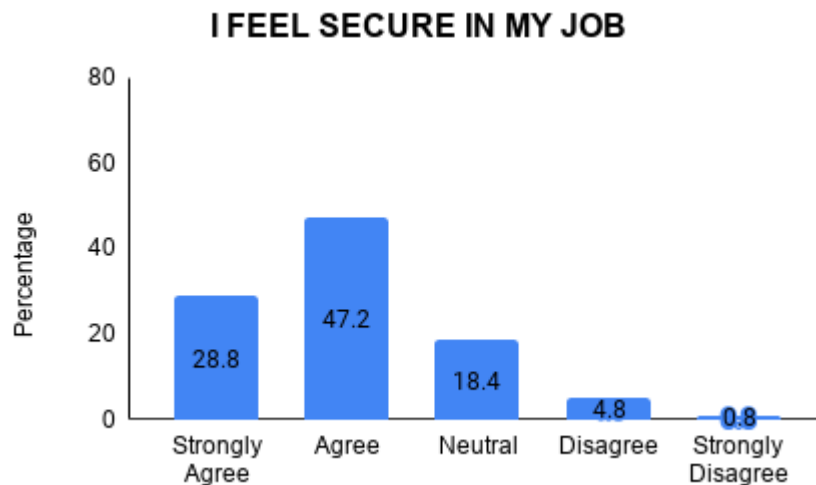


Chart 4.1.9.3: Chart representing secure in my job

Interpretation

From the above table it is interpreted that the 28.8% of respondents says highly agree, 47.2% says agree, 18.4% says neutral, 4.8% says disagree and 0.8% says highly disagree.

Inference

Majority (47.2%) of the respondents agree that I feel secure in my job.

Table 4.1.9.4: Table showing It is easy to get along with my colleagues

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	66	52.8
2	Agree	50	40
3	Neutral	5	4
4	Disagree	3	2.4
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

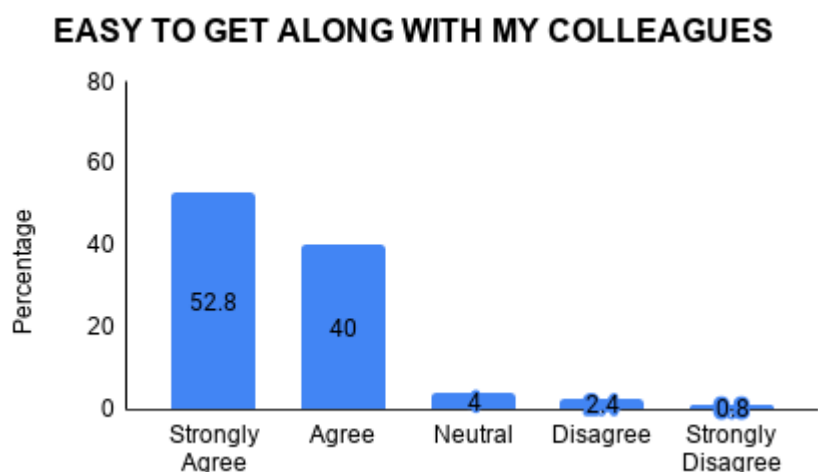


Chart 4.1.9.4: Chart representing It is easy to get along with my colleagues

Interpretation

From the above table it is interpreted that the 52.8% of respondents says highly agree, 40% says agree, 4% says neutral, 2.4% says disagree and 0.8% says highly disagree.

Inference

Majority (52.8%) of the respondents highly agree that It is easy to get along with my colleagues.

Table 4.1.9.5: Table showing Working hours of the organization is satisfied

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	49	39.2
2	Agree	64	51.2
3	Neutral	6	4.8
4	Disagree	5	4
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

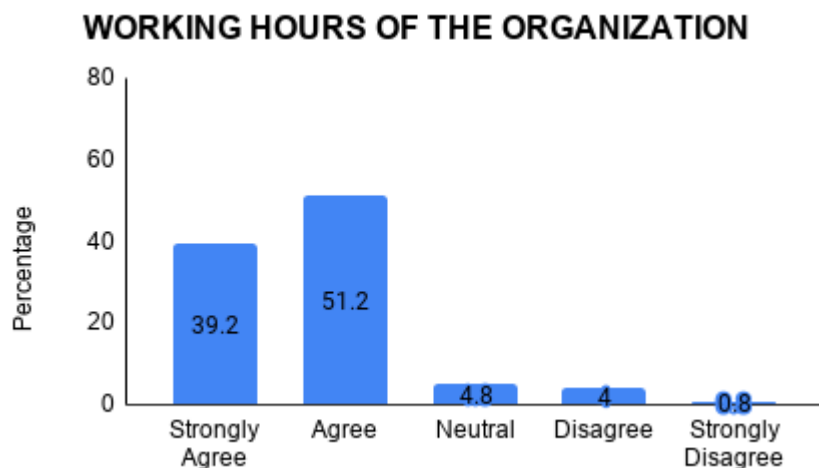


Chart 4.1.9.5: Chart representing Working hours of the organization is satisfied

Interpretation

From the above table it is interpreted that the 39.2% of respondents says highly agree, 51.2% says agree, 4.8% says neutral, 4% says disagree and 0.8% says highly disagree.

Inference

Majority (51.2%) of the respondents agree that Working hours of the organization is satisfied.

4.1.10 ORGANIZATIONAL EFFECTIVENESS

Table 4.1.10.1: Table showing Effective promotional opportunities

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	24	19.2
2	Agree	81	64.8
3	Neutral	14	11.2
4	Disagree	5	4
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

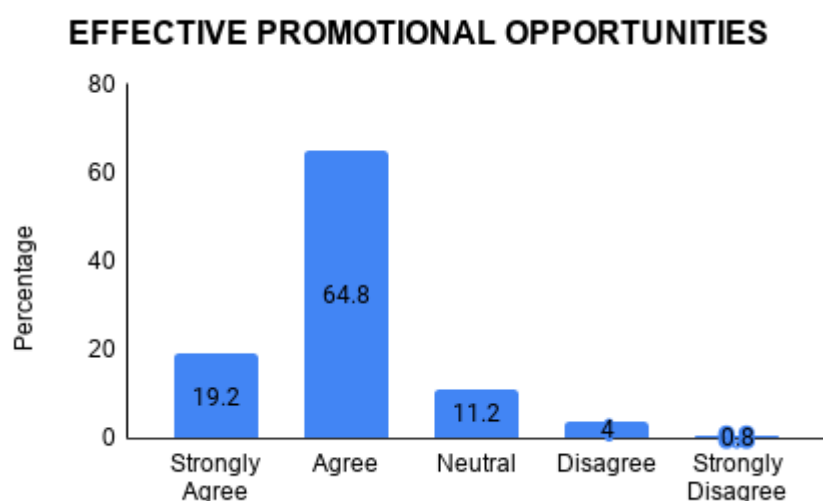


Chart 4.1.10.1: Chart representing Effective promotional opportunities

Interpretation

From the above table it is interpreted that the 19.2% of respondents says highly agree, 64.8% says agree, 11.2% says neutral, 4% says disagree and 0.8% says highly disagree.

Inference

Majority (64.8%) of the respondents agree that Effective promotion opportunities.

Table 4.1.10.2: Table showing Effective performance appraisal

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	15	12
2	Agree	90	72
3	Neutral	16	12.8
4	Disagree	3	2.4
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

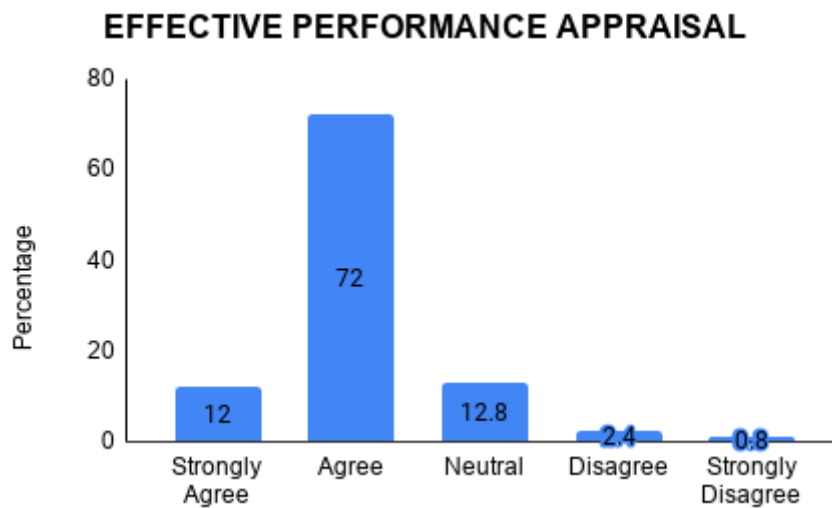


Chart 4.1.10.2: Chart representing Effective performance appraisal

Interpretation

From the above table it is interpreted that the 12% of respondents says highly agree, 72% says agree, 12.8% says neutral, 2.4% says disagree and 0.8% says highly disagree.

Inference

Majority (72%) of the respondents agree that Effective performance Appraisal.

Table 4.1.10.3: Table showing Safety & Welfare Facilities provided by the company

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	32	25.6
2	Agree	63	50.4
3	Neutral	28	22.4
4	Disagree	1	0.8
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

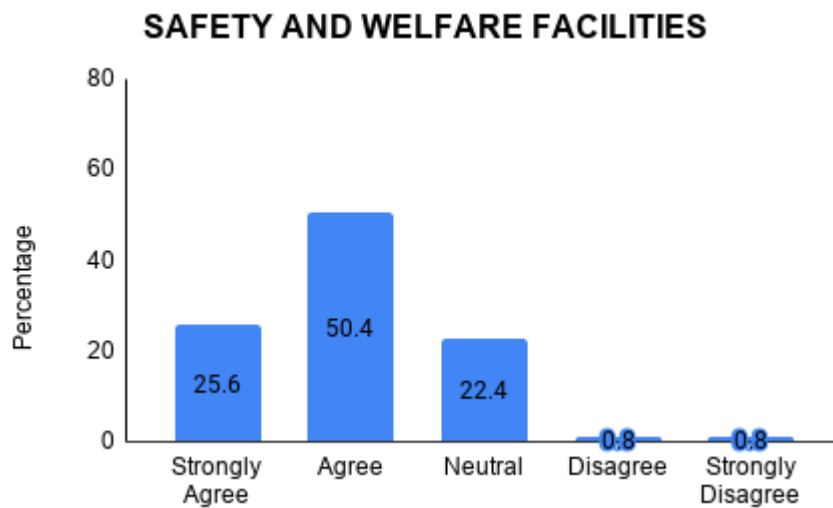


Chart 4.1.10.3: Chart representing Safety & Welfare Facilities provided by the company

Interpretation

From the above table it is interpreted that the 25.6% of respondents says highly agree, 50.4% says agree, 22.4% says neutral, 0.8% says disagree and 0.8% says highly disagree.

Inference

Majority (50.4%) of the respondents agree that Safety & Welfare facilities provided by the company.

Table 4.1.10.4: Table showing Challenging tasks makes the job more interesting

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	54	43.2
2	Agree	61	48.8
3	Neutral	7	5.6
4	Disagree	1	0.8
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

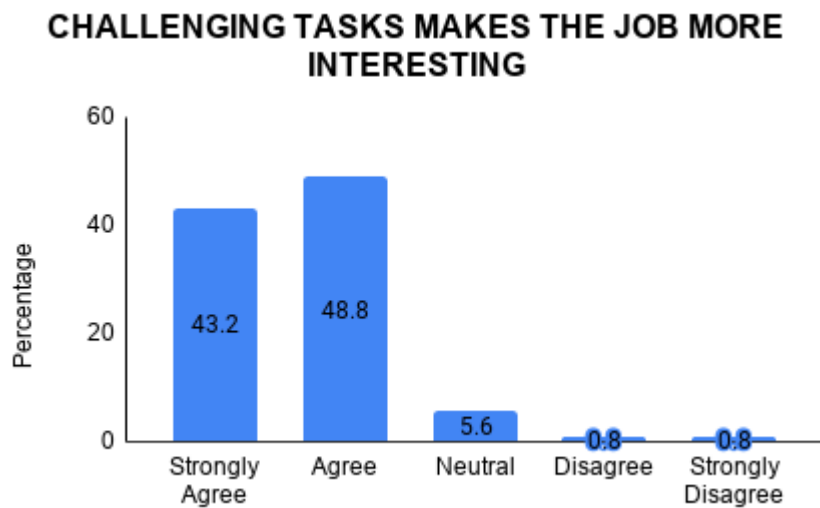


Chart 4.1.10.4: Chart representing Challenging tasks makes the job more interesting

Interpretation

From the above table it is interpreted that the 43.2% of respondents says highly agree, 48.8% says agree, 5.6% says neutral, 0.8% says disagree and 0.8% says highly disagree.

Inference

Majority (48.8%) of the respondents agree that Challenging tasks makes the job more interesting.

Table 4.1.10.5: Table showing provided with all training necessary for me to perform my job

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	49	39.2
2	Agree	67	53.6
3	Neutral	6	4.8
4	Disagree	2	1.6
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

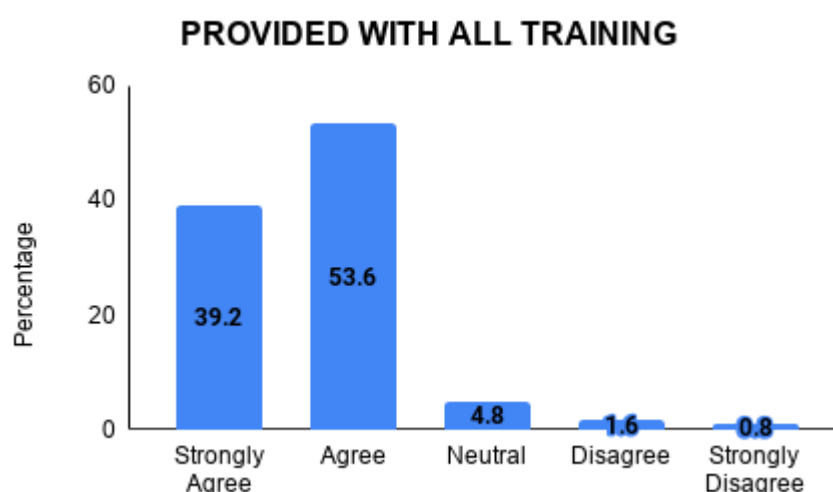


Chart 4.1.10.5: Chart representing provided with all training necessary for me to perform my job

Interpretation

From the above table it is interpreted that the 39.2% of respondents says highly agree, 53.6% says agree, 4.8% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (53.6%) of the respondents agree that I am provided with all the training necessary for me to perform my job.

4.1.11: Leadership

Table 4.1.11.1: Table showing Recognized and praised for my good performance

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	41	32.8
2	Agree	76	60.8
3	Neutral	5	4
4	Disagree	2	1.6
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

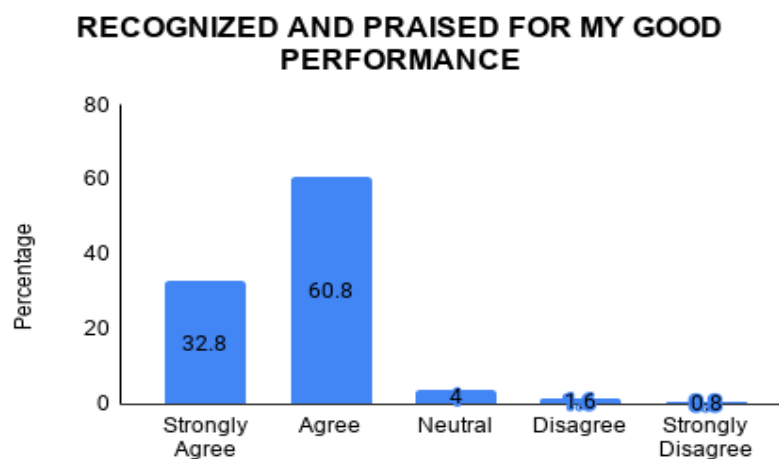


Chart 4.1.11.1: Chart representing Recognized and praised for my good performance

Interpretation

From the above table it is interpreted that the 32.8% of respondents says highly agree, 60.8% says agree, 4% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (60.8%) of the respondents agree that Recognized and praised for my good performance.

Table 4.1.11.2: Table showing getting enough support from the leader

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	32	25.6
2	Agree	84	67.2
3	Neutral	7	5.6
4	Disagree	1	0.8
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

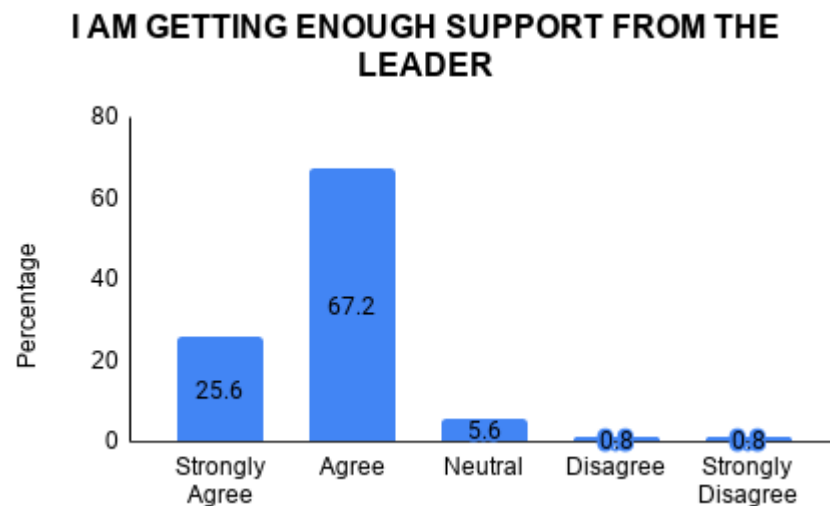


Chart 4.1.11.2: Chart representing getting enough support from the leader

Interpretation

From the above table it is interpreted that the 25.6% of respondents says highly agree, 67.2% says agree, 5.6% says neutral, 0.8% says disagree and 0.8% says highly disagree.

Inference

Majority (67.2%) of the respondents agree that I am Getting Enough Support from the leader .

Table 4.1.11.3: Table showing my supervisor is available when I need support

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	30	24
2	Agree	69	55.2
3	Neutral	23	18.4
4	Disagree	2	1.6
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

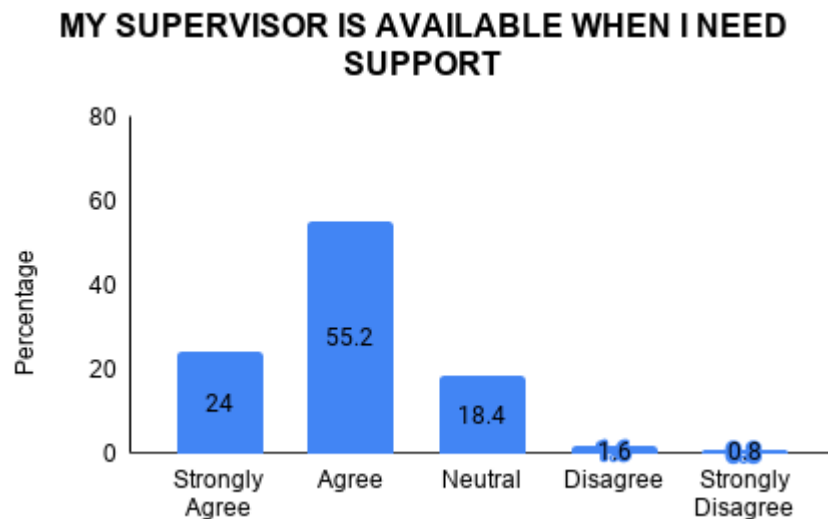


Chart 4.1.11.3: chart representing my supervisor is available when I need support

Interpretation

From the above table it is interpreted that the 24% of respondents says highly agree, 55.2% says agree, 18.4% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (55.2%) of the respondents agree that My supervisor is available when I need support.

Table 4.1.11.4: Table showing fairly evaluated on my work

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	49	39.2
2	Agree	67	53.6
3	Neutral	6	4.8
4	Disagree	2	1.6
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

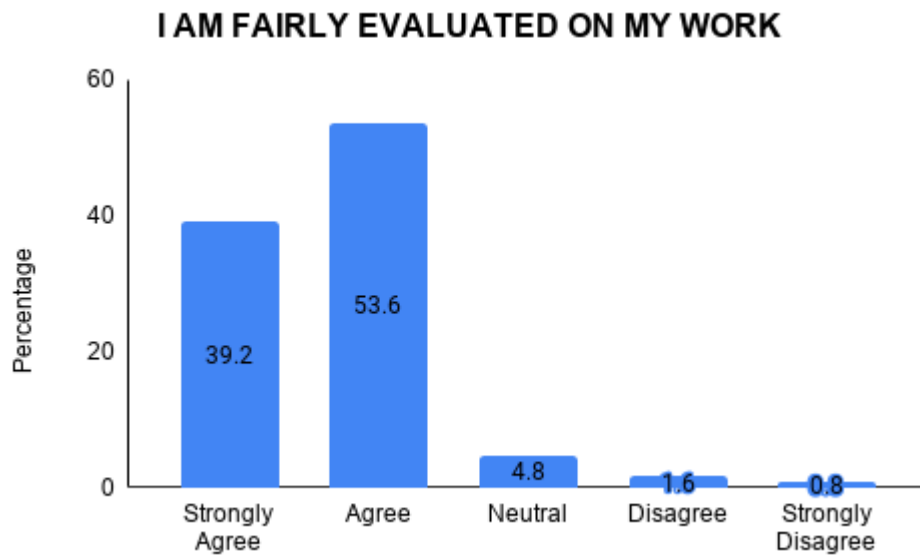


Chart 4.1.11.4: Chart representing fairly evaluated on my work

Interpretation

From the above table it is interpreted that the 39.2% of respondents says highly agree, 53.6% says agree, 4.8% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (53.6%) of the respondents agree that I am fairly evaluated on my work.

Table 4.1.11.5: Table showing Good communication between managers and employees

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	54	43.2
2	Agree	60	48
3	Neutral	8	6.4
4	Disagree	2	1.6
5	Strongly Disagree	1	0.8
	TOTAL	125	100

Source: primary data

GOOD COMMUNICATION BETWEEN MANAGERS AND EMPLOYEES

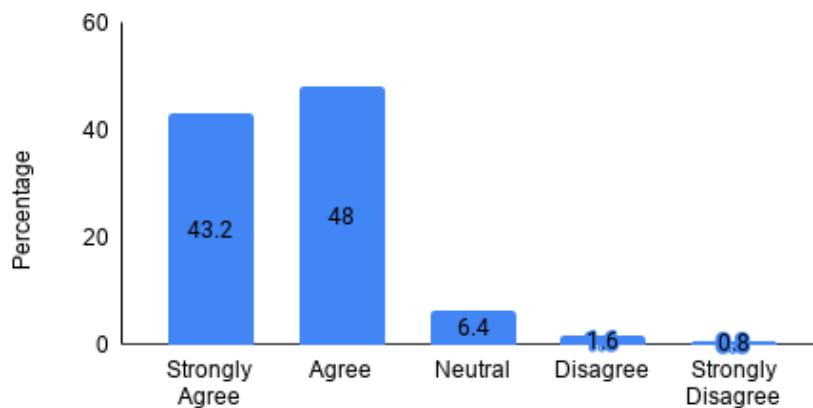


Chart 4.1.11.5: Chart representing Good communication between managers and employees

Interpretation

From the above table it is interpreted that the 43.2% of respondents says highly agree, 48% says agree, 6.4% says neutral, 1.6% says disagree and 0.8% says highly disagree.

Inference

Majority (48%) of the respondents agree that Good Communication Between managers and employees.

4.2 CHI SQUARE TEST

Null Hypothesis H0: There is no association between marital status and being fairly evaluated on work.

Alternate Hypothesis H1: There is association between marital status and being fairly evaluated on work.

Table 4.2.1: Table showing that there is no association between Marital status and I am fairly evaluated on my work

CHI -SQUARE TEST

	Value	df	Asymptotic significance (2- sided)
Pearson chi-square	4.962 ^a	4	.291
Likelihood Ratio	5.250	4	.263
Linear-by-Linear Association	1.903	1	.168
N of valid cases	125		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 39.
.

INTERPRETATION

Where 0.291 is higher than 0.05, therefore there is no association between marital status and being fairly evaluated on work.

CHI-SQUARE TEST

Null Hypothesis H0: There is no association between gender and I am treated with respect in working place.

Alternate Hypothesis H1: There is association between gender and I am treated with respect in working place.

Table 4.2.2: Table showing that there is no association between gender and treated with respect in working place.

CHI-SQUARE TEST

	Value	df	Asymptotic significance (2- sided)
Pearson chi-square	4.962 ^a	4	.291
Likelihood Ratio	5.250	4	.263
Linear-by-Linear Association	1.903	1	.168
N of valid cases	125		

a.6 cells (60.0%) have expected count less than 5. The minimum expected count is .50.

INTERPRETATION:

Since p value is higher than 0.05, we accept the alternate hypothesis and reject the null hypothesis. Therefore there is no association between gender and I am treated with respect in working place.

4.3 CORRELATION

Table 4.3.1: Table showing that there is a relationship between promotional opportunities and Recognised and praised for my good performance.

Correlations

		Promotional opportunities	Recognized and praised
Promotional opportunities	Pearson correlation	1	.404 ^{**}
	Sig. (2-tailed)		.000
	N	125	125
Recognized and praised	Pearson correlation	.404 ^{**}	1
	Sig. (2-tailed)	.000	
	N	125	125

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

INTERPRETATION

The value of correlation coefficient (r) is 0.435. Hence there is a high correlation between promotional opportunities and recognized and praised for work.

Table 4.3.2: Table showing that there is a relationship between Challenging tasks and provided with all training.

Correlations

		Challenging tasks	Providing with all training
Challenging tasks	Pearson correlation	1	.256**
	Sig. (2-tailed)		.004
	N	125	125
Providing with all training	Pearson correlation	.256**	1
	Sig. (2-tailed)	.004	
	N	125	125

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

INTERPRETATION

The value of correlation coefficient (r) is 0.256. Hence there is a high correlation between challenging tasks and providing with all training necessary.

4.4 ANOVA

Null Hypothesis H0 = There is no statistically difference between the years of experience and level of satisfaction at workplace.

Alternate Hypothesis H1 = There is statistically difference between the years of experience and level of satisfaction at workplace.

Table 4.4.1: Table showing that there is no association between the years of experience and level of satisfaction at work.

ANOVA

Years of experience

	Sum of squares	df	Mean square	F	Sig.
Between groups	6.314	4	1.579	1.242	.297
Within groups	152.534	120	1.271		
Total	158.848	124			

INTERPRETATION

Significance level is 0.297, which is higher than 0.05 therefore, there is no statistically significant relationship between years of experience and level of satisfaction at work.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

- Majority (72%) of the respondents fall in the age category of below 30.
- Majority(50.4%) of the respondents are female
- Majority (60.8%) of the respondents are unmarried.
- Majority (59.2%) of the respondents have experience below 5years.
- Majority (62.4%) of the respondents agree with their level of satisfaction at work.
- Majority (68.8%) of the respondents strongly agree for If you are motivated, it leads to effective and efficient tasks.
- Majority (57.6%) of the respondents agree that Organizations help me in all possible ways to know my capabilities, performance and prospect for the environment.
- Majority (55.2%) of the respondents agree that Reasonable periodical increase in salary.
- Majority (60.8%) of the respondents agree that Incentives develop employee attitude towards organisation.
- Majority (41.6%) of the respondents highly agree for Satisfied with the present salary.
- Majority (61.6%) of the respondents agree that I am given an adequate and fair compensation for the work I do.
- Majority (57.6%) of the respondents agree that Satisfied with the benefits like health insurance and life insurance.
- Majority (57.6%) of the respondents highly agree that Working conditions are clean, pleasant and safe.
- Majority (52%) of the respondents highly agree that I am treated with respect in working place.
- Majority (47.2%) of the respondents agree that I feel secure in my job.
- Majority (52.8%) of the respondents highly agree that It is easy to get along with my colleagues.
- Majority (51.2%) of the respondents agree that working hours of the organization is satisfied.
- Majority (64.8%) of the respondents agree that Effective promotion opportunities.

- Majority (72%) of the respondents agree that Effective performance Appraisal.
- Majority (50.4%) of the respondents agree that Safety & Welfare facilities provided by the company.
- Majority (48.8%) of the respondents agree that Challenging tasks makes the job more interesting.
- Majority (53.6%) of the respondents agree that I am provided with all the training necessary for me to perform my job.
- Majority (60.8%) of the respondents agree that Recognized and praised for my good performance.
- Majority (67.2%) of the respondents agree that I am Getting Enough Support from the leader.
- Majority (55.2%) of the respondents agree that my supervisor is available when I need support.
- Majority (53.6%) of the respondents agree that I am fairly evaluated on my work.
- Majority (48%) of the respondents agree that Good Communication Between managers and employees.
- There is no association between marital status and being fairly evaluated on work.
- There is no association between gender and I am treated with respect in working place
- There is a high correlation between promotional opportunities and recognized and praised for work.
- There is a high correlation between challenging tasks and providing with all training necessary.
- There is no statistically significant relationship between years of experience and level of satisfaction at work.

5.2 SUGGESTIONS

- ❖ Motivation is the most important factor which stirs up persons to give their best performance to achieve a certain goal. So the company should concentrate more on the motivation of employees.

- ❖ High employee involvement shows higher level of employee motivation and satisfaction. Therefore, engaging employees in meetings and discussions and letting them know that their ideas and contributions are listened to and appreciated, giving them space and opportunities to experience and be aligned with the corporate culture, delegating them a higher responsibility level for the task they are in charge of, and the freedom in making choices and decisions regarding their specific tasks are some ways to increase the motivation level.
- ❖ To increase the motivation of employees can be achieved by various factors. However, pay & Benefits, Working conditions, Organizational effectiveness and leadership are the powerful way to motivate the employees

5.3 CONCLUSION

In conclusion, the motivation of employee's plays one of the most vital roles in an organization's assertively contributes to its growth and prosperities. Therefore, it is necessary for any employer to understand what truly motivates the employees and how to maximize the overall job performance. From the findings it is clearly shown that giving respect in the working place, Satisfaction of salary, a clean and pleasant working conditions, and good communication with colleagues keeps employees more motivated. There is no relationship between experience and satisfaction of work. Leadership is another important thing which all the managers/leaders should listen to their employee opinions & suggestions. Give the employees a particular platform and time, to speak up any issues that they might be facing in their current job/organisation. Even listening to problems not related to work, but indirectly leading to low productivity can help.

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APPENDIX - I

QUESTIONNAIRE

- 1) Gender of the respondents (a) Male (b) Female
- 2) Age of the respondents
 - (a) Below 30
 - (b) 31 – 40 years
 - (c) 41 – 50 years
 - (d) Above 50 years
- 3) Marital status
 - (a) Married
 - (b) Unmarried
- 4) Years of experience
 - (a) Below 5 years
 - (b) 5 – 10 years
 - (c) 10 – 15 years
 - (d) Above 15 years
- 5) Your level of satisfaction at work
 - (a) Highly satisfied
 - (b) Satisfied
 - (c) Neutral
 - (d) Dissatisfied
 - (e) Highly Dissatisfied
- 6) If you are motivated, it leads to effective and efficient in tasks.
 - (a) Strongly Agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree
 - (e) Strongly Disagree
- 7) Organizations help me in all possible ways to know my capabilities, performance and prospect for the environment.
 - (a) Strongly Agree
 - (b) Agree
 - (c) Neutral
 - (d) Disagree

(e) Strongly Disagree

PAY AND BENEFITS:

Q. no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
10	Reasonable periodical increase in salary					
11	Incentives develop employee attitude towards organisation					
12	Satisfied with the present salary					
13	I am given an adequate and fair compensation for the work I do					
14	Satisfied with the benefits like health insurance and life insurance.					

WORKING CONDITIONS

Q.no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
15	Working conditions are clean ,pleasant and safe					
16	I am treated with respect in working place					
17	I feel secure in my job					
18	It is easy to get along with my colleagues					
19	Working hours of the organization is satisfied					

ORGANIZATIONAL EFFECTIVENESS

Q. no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
20	Effective promotion opportunities					
21	Effective performance Appraisal					
22	Safety & Welfare facilities provided					
23	Challenging tasks makes the job more interesting					
24	I am provided with all training necessary for me to perform my job					

LEADERSHIP

Q.no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
25	Recognized and praised for my good performance					
26	I am getting enough support from the leader					
27	My supervisor is available when i need support					
28	I am fairly evaluated on my work					
29	Good communication between managers and employees					

28) Comment your opinion on the type of motivation you get often, and leave your suggestions to improve the level of employee motivation.

APPENDIX-II

A STUDY ON MOTIVATION OF EMPLOYEES IN IT SECTOR

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ABSTRACT

Motivation is the process of stimulating the employees to attain some designated goal of an organization. Motivation is the important factor which stirs up persons to give their best performance to achieve a certain goal. This study mainly focused on defining the motivation factors and concepts, identifying the most motivating factors. Furthermore, suggestions were given to increase the employee level of motivation. To gain an intense understanding of the research topic, different motivation methods and concepts were reviewed. The purpose of the study is to find how employees are motivated in the IT sector. A questionnaire was created based on a selected theoretical framework. Around 125 samples were collected and the analysis was done by using Statistical Package for Social Sciences (SPSS). In conclusion, the major motivating factors such as Pay and Benefits, Working conditions, Organization effectiveness and Leadership can help to keep employees in high level of motivation. From the analysis it is clearly mentioned there is an association between the promotional opportunities and praised and recognized for the work they do.

KEYWORDS: motivation, leadership, pays and benefits, employees in IT sector.

I. INTRODUCTION

Motivation is that the word derived from the word 'motive' which suggests needs, desires, wants or drives within the individuals. It is the method of stimulating people to actions to accomplish the goals.

The ingredients of motivation lie within all and the internalized drive toward the dominant thought of the moment (Rabby 2001). Motivation directly links to individual performance that gain to organization performance and as a catalyzer for all individual employees working for a corporation to reinforce their working performance or to finish task in far better way than they typically do. Organization runs due to people working for it, and every person contributes toward achieving the last word goal of a corporation.

It is not an exaggeration to mention motivation is that the core to being successful. A motivated person is probably going to willingly put more effort into doing a task and an honest result's within expectations. When goals are achieved, it drives a sense of being satisfied and delight for the workers and creates a positive working attitude within the workplace.

II. OBJECTIVE OF THE STUDY

2.1 PRIMARY OBJECTIVE

- 1) To know how the employees are motivated in organization..

2.2 SECONDARY OBJECTIVES

- 2) To find out the various factors leading to employee motivation in the organization.
- 3) To know the satisfaction level of employees on working conditions and pay & Benefits followed by the organizations.
- 4) To know the various ways used by the leaders to improve employee motivation.
- 5) To analyze the organizational effectiveness on employee motivation.

III. REVIEW OF LITERATURE

T. Navaneetha, K. Bhaskar (2018), states that motivation is achieved through both extrinsic and intrinsic motivators. Without such motivators employees do not concentrate on the performance when they are at the workplace. Therefore, management should concentrate on providing better motivators in order to enhance productivity of the organization as well as to increase the profitability of the company which ultimately leads to better economic development of the country directly or indirectly.

Ofelia Robescu (2016), states that the society since ancient times faced with a weak involvement of human resources in organizations. Therefore motivating employees became today an important objective for organizations that want to remain viable on the market today. Motivation of human resources in the organization will bring extra performance to the manager that hopes to reach the organization's goals. All the time attempted to explain what motivates people to work. The answer to this question is important because it is obviously good to understand what influences people's behavior. However, isn't the only reason for the great interest in the subject of motivation? Managers looking for ways to motivate employees because they claim that motivation can lead to some positive results for a company. "Researchers have worked hard to find out which ones are the best motivators. The most frequent factors that are considered come from two categories: financial and nonfinancial incentives. Finally, there are opinions that do not focus on money at all. Instead they put interest and effort to analyze other reasons. The findings show the importance of leadership style and language used by leaders in increasing the performance of subordinates. Designing a job is a crucial motivation of employees".

Stephen A. Furlich (2016), addresses employees' expectations of performance rewards and their motivation by understanding communication with their managers through the use of Expectancy Valence Theory. He focused on specific aspects of communication such as communication behaviours, expectations, communication interactions, and outcomes from the communication interactions. These areas of communication are also applied to general areas within the social sciences.

Ismajli et al. (2015), identified that the factors that motivate employees as human resources in local government serve as a basis for increasing the service quality. He found that salary of workers; professional advancement and opportunity for promotion appear to be among the most important factors of motivation. The other important factors that the study revealed are work conditions, as well as the evaluation and the objective assessment of performance measurement.

IV. RESEARCH METHODOLOGY

4.1 Population & Sample size

The population is indefinite. Sample size is composed of 125 respondents. Convenient Sampling technique was employed. The respondent's belongs to the employees of IT sector.

4.2 Data

The research uses both Primary data & Secondary Data. Primary data was collected by survey through questionnaire and Secondary data from various literature reviews.

V. RESULTS

5.1 Demographic Profile

Factors	Frequency	Percentage
AGE		
Below 30	90	72
31-40 years	31	24.8
41-50 years	3	2.4
Above 50 years	1	0.8
Gender		
Male	62	49.6
Female	63	50.4
Marital status		
Married	49	39.2
Unmarried	76	60.8
Years of experience		
Below 5 years	74	59.2
5-10 years	38	30.4
10-15 years	12	9.6
Above 15 years	1	0.8

5.2 CHI SQUARE

Null Hypothesis H0: There is no association between marital status and being fairly evaluated on work.

Alternate Hypothesis H1: There is association between marital status and being fairly evaluated on work.

Table 5.2.1: Table represents that there is no association between Marital status and I am fairly evaluated on my work

CHI -SQUARE TEST

	Value	df	Asymptotic significance (2- sided)
Pearson chi-square	4.962 ^a	4	.291
Likelihood Ratio	5.250	4	.263
Linear-by-Linear Association	1.903	1	.168
N of valid cases	125		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .39.

INTERPRETATION

Where 0.291 is higher than 0.05, therefore there is no association between marital status and being fairly evaluated on work.

5.3 CORRELATION

Table 5.3.1: Table represents that there is a relationship between promotional opportunities and Recognised and praised for my good performance.

Correlations

		Promotional opportunities	Recognized and praised
Promotional opportunities	Pearson correlation	1	.404 ^{**}
	Sig. (2-tailed)		.000
	N	125	125
Recognized and praised	Pearson correlation	.404 ^{**}	1
	Sig. (2-tailed)	.000	
	N	125	125

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

INTERPRETATION

The value of correlation coefficient (r) is 0.435. Hence there is a high correlation between promotional opportunities and recognized and praised for work.

5.4 ANOVA

Null Hypothesis H₀: There is no statistically difference between the years of experience and level of satisfaction at workplace.

Alternate Hypothesis H₁: There is statistically difference between the years of experience and level of satisfaction at workplace.

5.4.1 Table: Table showing that there is no association between the years of experience and level of satisfaction at work.

ANOVA

Years of experience

	Sum of squares	df	Mean square	F	Sig.
Between groups	6.314	4	1.579	1.242	.297
Within groups	152.534	120	1.271		
Total	158.848	124			

INTERPRETATION

Significance level is 0.297, which is higher than 0.05 therefore, there is no statistically significant relationship between years of experience and level of satisfaction at work.

VI. CONCLUSION

In conclusion, the motivation of employee's plays one among the foremost vital roles in an organization's assertively contributes to its growth and prosperities. Therefore, it's necessary for any employer to know what truly motivates the workers and the way to maximise the general job performance. From the findings it is clearly shown that giving respect in the working place, Satisfaction of salary, a clean and pleasant working conditions, and good communication with colleagues keeps employees more motivated. Leadership is another important thing which all the managers/leaders should listen to their employee opinions & suggestions. Give the employees a particular platform and time, to speak up any issues that they might be facing in their current job/organisation. Even listening to problems not related to work, but indirectly leading to low productivity Can help.

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