

**A STUDY ON EMPLOYEE MOTIVATION IN COGNIZANT WITH
SPECIAL REFERENCE TO SARAVANAMPATTI BRANCH OF
COIMBATORE CITY**

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ABSTRACT

Every organization is focusing on optimum utilization of available human, monetary and physical resources. The usage of monetary and physical resources depends on the interest people have on the work assigned to them. Motivation enables people to convert physical and financial resources into useful products and services. It helps the organization to get the best out of its human resources. Motivation triggers employees to perform their job energetically. Motivation engages and makes employees bind closer to their organization. When the basic needs of employees are satisfied with clear career plans, remuneration package and incentives etc., the commitment towards their work gets multiplied which results in high morale, loyalty and mutual bond with their employers. Employees do their work with a lot of commitment and are dissuaded from leaving their organization. This ensures reduced employee turnover and focuses on enhanced organizational performance and reduces absenteeism and need for supervision. The employees have faced few problems on motivational practices in the organization. The researcher has taken the issues to check the influences of the employees experience and personal details on Employee Motivation practices of the COGNIZANT in Coimbatore City. The researcher has selected the descriptive and analytical method with the convenience sampling method. From the Cognizant firm, 100 employees were selected in Coimbatore city. The primary data has collected by the questionnaire. The percentile and Chi-square analysis were utilized for the analysis in the study.

Keywords: Employee Motivation, Chi-Square Analysis, Simple Percentage

1. INTRODUCTION

Employees Motivation is to know what makes people to work, whether it is performing a task, learning a work method or anything. It entails the physical, expressive, societal and cognitive forces that stimulate one's own behavior, In general, motivation is frequently used to describe

“why a person does something.” Work motivation is a complex set of influences which make one start working and keep the job on a specific post within the organization. From a personal point of view, that is an inner state which leads to goal fulfillment while being influenced by numerous factors. From a manager’s point of view, motivation is an activity, which secures the employees tend to fulfill the predefined goals. There are three major components to motivation: creation, perseverance and passion. Creation triggers an action, such as enrolling in a training class. Persistence is the sustained attempt toward a goal even though obstacles may exist, such as involved in training courses which requires a considerable investment of time, energy and resources. Finally, passion is the basic interest, dynamism and the drive that makes employees to achieve a goal. Motivation may be described in many ways and in general it is of either extrinsic or intrinsic. Extrinsic motivations are “those that arise from outside the individual and often involve rewards such as trophies, money, social recognition or praise” that comes from outside. Intrinsic motivations are “those that arise from within the individual, purely for the personal gratification of solving a problem”. Motivation is also classified as positive and negative and monetary and non-monetary motivation. The study has evaluated the association between the demographic variables and the employee performance by employee motivation in the study area.

2. REVIEW OF LITERATURE

A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. **Chapman (2017)** The extrinsic factors are tangible and classified as basic needs since it refers to doing something for external rewards such as money, fame, or status. It is opposite to intrinsic factors which influence a person’s behavior by his or her inner desire and motivation. Also, unlike motivator factors, the presence of hygiene factors will not motivate, but could avoid dissatisfaction, however the absence will surely lead to demonization. **Gleeson (2016)** There are many ways to motivate employees in today’s working environment. Companies globally have been using different strategies and approach in order to improve employees’ motivation. However, it seems that the best motivator for employees is something that is indeed important in their lives. Furthermore, different 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. **Anderson & Adams (2015)** In this research, the focus is mainly on human performance, specifically on the aspect of employees’ motivation. The aim is to prove the connection and made concrete the idea of employee motivation resulting in organizational effectiveness. **Lipman (2014)** Growth motivation is quite similar to advancement motivation since it is one of the motivators that helps retain the employees. However, the definition is broader and it is not only just about career promotion or better salary and benefits. Good employees are enthusiastic, eager, determined, and above all, ambitious. They are always

looking for better opportunities to grow, to acquire more knowledge, to learn new skills, to widen their network and to challenge themselves with different positions, providing and stimulating employees' growth motivation is essential method of increasing the level of motivation.

3. STATEMENT OF THE PROBLEM

Organization today lives in a very changeable environment, so it needs to change its manager's role, and expand its employee's capabilities, responsibilities and power in order to deal with such changes. Low productivity is a problem that appears in many societies and lot of money, energy and time is wasted. So we need to motivate, reward and stimulate employees to raise and enhance the motivation in order to support the productivity. So, the study examines the impact of motivation on the COGNIZANT in Coimbatore city.

4. OBJECTIVE OF THE STUDY

The main objectives of the study are given below

1. To observe on employee motivation towards the cognizant with special reference to Coimbatore city.
2. To study the effect of monetary and non-monetary benefits provided by the organization on the employee's performance.

5. SCOPE OF STUDY

To study the effective of the techniques adopted by the company in employee motivation and the benefits and facilities provided to the employees in this survey the emphasis is on the motivation of employees. The scope of the study involves the preparation of questionnaire and data of the company. It helps to improve the employee satisfaction and productivity.

6. RESEARCH METHODOLOGY

The researcher has selected the descriptive and analytical method with the convenience sampling method. From the Cognizant firm, 100 employees were selected in Coimbatore city. The primary data has collected by the questionnaire. The percentile and Chi-square analysis were utilized for the analysis in the study.

7. RESULTS AND DISCUSSIONS

The analysis data was measure though the demographic variables as given below:

Table 1: Demographic Variables of the Respondents

Variables	Particular	No. of Respondents	Percentage
Age	Between 20-30 years	33	33
	Between 30-40 years	32	32
	Above 40 years	35	35
Gender	Male	58	58
	Female	42	42
Education Qualification	School	18	18
	Graduate	32	32
	Post graduate	35	35
	Other	15	15
Marital Status	Married	64	64
	Unmarried	36	36
Position	Officer	10	10
	Manager	16	16
	Clerk	30	30
	Supervisor/Workers	44	44
Monthly Income	Below 15,000	25	25
	15,000-25,000	20	20
	25,000-35,000	43	43
	Above 35,000	12	12
Working Experience	Below 5 years	30	30
	5-10 years	38	38
	10-15 years	14	14
	More than 15 years	18	18
Working in Shifts Basis	Shift	72	72
	Non Shift	28	28
	Total	100	100

Source: Primary Data

Table-1 offered the sample respondents details that who have experienced the practices of COGNIZANT in Coimbatore city in the study. The respondents have majority of 35 percent aged above 40 years and there mostly the male (58%) respondents. They have mostly completed the post graduate level (35%) with the earnings between Rs.25, 000 to Rs.35,000. The employees have Working Experience of 5-10 years. On shift basis (72%).

The chi-square analysis has used to measure the significant association between the employee motivations with the COGNIZANT in Coimbatore City.

Table 2: Chi-Square Analysis

	Variables	Value	DF	Sig.
1.	Age	74.124	2	.001
2.	Gender	70.182	1	.043
3.	Education Qualification	14.561	3	.008
4.	Occupation	16.754	3	.023
5.	Marital Status	23.445	1	.005
6.	Work Experience	21.234	3	.023

Source: Computed Value

The Chi-square test has measured that the motivational factor has significantly associated with the age, gender, educational qualification, occupation, marital status and work experience in the present study.

8. CONCLUSION

The study has found that the employees were satisfied in their Cognizant organization. The motivation plays an important role in a company when it comes to performance. Every employee is different and what works for one might not for the other one. Importance of recognizing different type of manager and workers in order to efficiency motivate them. The motivational factor has significantly associated with the age, gender, educational qualification, occupation, marital status and work experience in the present study. Employees are much more sensitive to their relationship with their managers and the atmosphere surrounding the company in Coimbatore City.

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