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A STUDY ON ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY INCENTIVES ON IT SECTOR

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ABSTRACT
The motivation behind the investigation is to build up the connection between monetary incentives and employee performance in various companies. The exploration targets were; to set up the degree of employee performance, to build up the connection between the monetary incentives and employee performance and to set up the financial motivations utilized in different companies. The particular goals incorporate; to find out the impacts of chiefs' compensation on the employee performance, to look at the degree to which pay rates and wages influence the performance of employees and to decide the impact of representative advantage conspire on the employee's performance. Monetary incentives are pivotal in enhancing employee performance, particularly in the IT sector, where competition and innovation drive organizational success. This study investigates the impact of financial rewards—such as bonuses, profit-sharing, and performance-based pay—on employee motivation, productivity, and organizational commitment within IT firms. The research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews with IT professionals across various roles and experience levels.
KEYWORDS: *Motivation, Performance, Incentives, Competition, Profit-sharing, Productivity.*

I. INTRODUCTION

Workers are resources of an association. They have the ability to impact maintainability in an association and furthermore can bring better development structure. Each individual representative in an association likes to be valued for the work done. Appreciation is a critical medication to all the more likely work execution and effectiveness. The more the prizes more will be an association's development graph. Prizes and appreciation are of two different ways; financial prizes and non-money related rewards. As indicated by the realities it is been plainly portrayed that financial motivating force projects can build the exhibition of the workers from 25% to 44%. This extraordinary change can be made exclusively by compelling motivation programs which support the representatives. Money related motivations assume a preferable part over non-financial motivators as the reason for each worker is to procure at the fullest in their functioning hours. Money related motivating forces enhances while managing comparative impact of partners. The reason for financial motivators is to remunerate representatives for magnificent work execution through cash. Research shows that ideal money related motivations vary for workers in light of vocation stage and age. Since human asset is the most important asset of any association, it should actuate, train, create or more all propel to accomplish individual and authoritative objectives. Subsequently in this study a nitty gritty view has been made to examine and decipher the presentation of the workers through financial motivators in IT and medical services areas.

II. OBJECTIVES OF THE STUDY

- To study the relationship between financial incentives and the employee performance in the organization.
- To assess the impact of team directed financial incentives on the employee performance compared to individual directed incentives.
- To examine on individually directed incentives.
- To study the impact of long-term financial incentive programs over short-term programs on the employee performance.
- To find out the outcome of financial incentives for manual work than cognitive.

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III. REVIEW OF LITERATURE

Dr.Janes O Samuel, (2017) on role of employee motivation on the production of mining companies in Geita Gold mine, Tanazia, found that monetary motivation is practiced and consider as the main employee motivator. It recommended that more emphasis should be put on employee motivation. One of the limitations with this explanation is that it had focus only on monetary motivation.

Hasan Salih Suliman Al-Qudah (2016), on impact of moral and material incentives on employees performance by shows that there is weakness of incentives provided to employees in Hospitals, but the study reveals, there is no difference approach on moral and material incentives for employees to improve their performance when it comes to variables like gender, age, education qualifications. He concludes hospital should develop a strong incentive scheme

Syeda Ayat-e-Zainab et al. (2016), impact of tangible and intangible incentives on job satisfaction among workers describes that tangible incentives are rewards that have monetary value to the workers such as bonuses or salary increases and promotions .Intangible incentives are rewards that have applied in response to a particular achievement such as respect, public acknowledge, lunches and dinners.

Mary E. Davis and Med ford (2016) in a case study of the piece rate and IT in the developing world ,showed that piece rate system are frequently use to encourage workers to be more productive on the job. The study highlights, piece rate payment is an effective mechanism in the developing country than developed country. But report says piece rate payment employee has worse physical and emotional IT..

Phillips & Phillips, 2019 Furthermore, when the corporation under investigation shifts from a relative incentive structure—where employees' compensation depends on their productivity compared to others—to piece rates, where employees' income is based on individual productivity, overall productivity drops .

IV. RESEARCH METHODOLOGY

Research methodology is collection of all sorts of information & data pertaining to the subject in question. The study has made use of Questionnaires to achieve the objectives. The methodology includes the overall research design, sampling procedure & fieldwork done & finally the analysis procedure.

V. RESEARCH METHODOLOGY

Types of Data Collection

Data are the bricks with which the researcher has to make a house. While the quality of research findings depends on data, the adequacy of appropriate data in turn depends upon proper method of data collection. A number of methods are at the disposal of the researcher of which one has to select the most appropriate one for visualizing the research objective.

a) Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) **Secondary data:** Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.

Sample Unit

The target population in this study was the IT employees working in Coimbatore district. Non-probability, convenience sampling method is used in the study.

Sample Size: 100 in Coimbatore district.

Analysis Technique

Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

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VI. ANALYSIS AND INTERPRETATION

1. ANOVA

DEMOGRAPHIC FACTORS VS PERFORMANCE OF EMPLOYEES IN IT SECTOR

Demographic profile		N	Mean	Std. deviation	F. value	Sig
Age	Volume of work	19	2.11	1.197	1.487	0.209
	Standard of work	32	2.63	1.313		
	Concentration	40	2.38	1.040		
	Engagement	24	2.89	1.255		
	Learning new things	35	2.47	1.301		
Gender	Volume of work	19	1.37	0.496	0.840	0.502
	Standard of work	24	1.46	0.509		
	Concentration	40	1.59	0.499		
	Engagement	35	1.57	0.502		
	Learning new things	32	1.48	0.506		
Income level	Volume of work	32	2.63	1.012		
	Standard of work	35	2.87	0.900		
	Concentration	19	2.31	1.091		
	Engagement	40	2.57	1.008	1.209	0.309
	Learning new things	24	2.70	0.992		

(Source: computed)

INTERPRETATION

AGE - It has also been inferred that there is no significant difference between age and level of motivation in IT employees. Hence, the hypothesis is accepted.

GENDER - It has also been inferred that there is no significant difference between Gender and measuring the level of motivation in IT sector employees. Hence, the hypothesis is accepted.

INCOME LEVEL - It has also been inferred that there is no significant difference between educational qualification and measuring the level of motivation in IT employees. Hence, the null hypothesis is accepted.

2. CHI-SQUARE ANALYSIS

DEMOGRAPHIC FACTORS VS. PREFERENCE IN INCENTIVES IN IT SECTOR

		Paid leave	Bonus	Pension plans	Health care	Prp	Acc	Trips	Total	Chi - square	Sig.
Age	18-22 years	3.3	1.3	2.7	2.7	6	6.7	2.7	25.3	37.727	0.37
	23-26 years	3.3	2.7	2	3.3	6.7	3.3	5.3	26.7		
	27-30 years	1.3	4.7	2	4.7	8	4	1.3	36		
	31-35 years	1.3	4	0	1.3	7	6	7	14		
	Above35 years	7	0	2	2	2.7	0	7	8		
Income level	Below 250000	1.3	2	1.3	1.3	3.3	5.3	1.3	16	17.618	0.481
	251000 500000	2	2	2.7	6.7	6.7	5.3	4.7	30		
	500000-1000000	4	6.7	2	4.7	6	6	2	31.3		
	Above 1000000	2.7	2	2.7	1.3	8	3.3	2.7	22. 7		
Shifts	Day shifts	4.7	3.3	1.3	4	6	7.3	2	28.7	12.234	0.427
	Night shifts	3.3	4	6	4.7	10	6	6	40		
	Work from home	2	5.3	1.3	5.3	8	6.7	2.7	31.3		

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INTERPRETATION

A chi square test of independence was performed to assess the relationship between salary of the respondent and impact on the respondents. There was significant relationship between two variables. It has expected frequencies is less than 5. The minimum expected frequency is 30.0. There is no significant relationship between demographic factors such as age, income level, shifts of the respondents and preference in incentives.

Hence, the null hypothesis is accepted.

3. ONE SAMPLE t-TEST

ONE SAMPLE t TEST ANALYSIS IN IT SECTOR

H0: There has been no significant difference in the financial incentives given to the IT employees by the respondents.

	N	MEAN	STD. DEVIATION	TABLE VALUE	T	SIG
Pension	150	3.38	1.779	2.451	23.275	S*
Paid leave	150	3.69	1.683		26.821	S*
Bonuses	150	3.75	1.507		30.450	S*
Healthcare	150	3.44	1.709		24.659	S*
Performance related pay	150	3.57	1.611		27.166	S*
Accommodation	150	3.17	1.899		20.463	S*

(Source: computed S-Significant at 1%)*

INTERPRETATION

It has been inferred from the table that there is a significant difference (Significant at 1%) between financial incentives received by IT employees and enhancing their performance through monetary incentives.

Hence, the null hypothesis is rejected.

4. RANKING

FINANCIAL INCENTIVES THAT THE EMPLOYEES HIGHLY PREFERED IN IT SECTOR

Particulars	Mean Rank	Rank
Pension	3.38	V
Paid leave	3.69	II
Bonuses	3.75	I
Healthcare	3.44	IV
Performance related pay	3.57	III
Accommodation	3.17	VI

(Source: Computed)

INTERPRETATION

The table show that respondent ranked bonuses (3.75) as first, paid leave (3.69) as second, performance related pay (3.57) as third, health care (3.44) as fourth, pension as (3.38) as fifth, accommodation (3.17) as sixth. So, employees did not proper accommodation facility from their management.it also leads to affecting the employee's performance in the IT sector.

Hence, most of the respondents (3.75) preferred paid leave.

VII. FINDINGS OF THE STUDY

The following are the findings of the study using various tools and techniques to analyze the data and which has been interpreted to draw conclusions:

ANOVA - ONE WAY ANALYSIS OF VARIANCE IT SECTOR

- There is no significant difference between age and level of motivation in IT employees. Hence, the hypothesis is accepted.
- There is no significant difference between Gender and measuring the level of motivation in IT sector employees. Hence, the hypothesis is accepted.
- There is no significant difference between educational qualification and measuring the level of motivation in IT employees. Hence, the null hypothesis is accepted.

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CHI SQUARE ANALYSIS IT SECTOR
DEMOGRAPHIC FACTORS VS. PREFERENCE IN INCENTIVES

- A chi square test of independence was performed to assess the relationship between salary of the respondent and impact on the respondents. There was significant relationship between two variables. It has expected frequencies is less than 5. The minimum expected frequency is 30.0.
- There is no significant relationship between demographic factors such as age, income level, shifts of the respondents and preference in incentives.
  Hence, the null hypothesis is accepted.

T-TEST ANALYSIS

- A paired samples t-test was performed to compare between the level of motivation with employee receive fair incentive. There is a significant difference in between the level of motivation (M =3.2, SD = 1.251) and employee receive fair incentive (M = 3.7, SD = 1.161.
- The mean difference of the level of motivation difference (3.240) and receive fair incentive (3.740). This both factor having significant level (0.000) significant value is <5% of significant level. So null hypothesis is accepted.

RANKING

The finding of the study using ranking of Friedman test is computed that the respondent's preference of monetary incentives.

- The respondent ranked bonuses (3.75) as first, paid leave (3.69) as second, performance related pay (3.57) as third, health care (3.44) as fourth, pension as (3.38) as fifth, accommodation (3.17) as sixth. So, employees did not have proper accommodation facility from their management. It also leads to affecting the employee's performance in the IT sector.
  Hence, most of the respondents preferred bonuses.

VIII. SUGGESTIONS

IT and health care being the heart of today's it's highly important to uplift the employees working there with utmost benefit and support

- Employees more motivated by monetary bonus rather than being given the opportunity for advancement.
- Increments are valued more and it motivates everyone to perform better than the accountability.
- Long term incentives are much liked by the employees rather than short term incentives

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IX. CONCLUSION

Monetary incentives play a major role in a life of employee to focus on their future, understand their responsibility in the organization, and understand their benefit also. This system of providing monetary incentives changes the staff work morale. This programming process aims to reward employees based on their performance in the company by focusing on business success in a competitive business world. And generally, this incentive idea aims to focus in the future on the area of extra safety, job security, family care, and health insurance. This part will be more beneficial for an employee to focus on their performance for the organization. In this study analysing the factors it is concluded that certain factors are been beneficial to IT sector whereas certain factors are acceptable. The factors which have been taken for analysis depicts that same allowances and benefits will not fit the employees of IT sector. So, to conclude both the sectors are in a different field of serving the society, hence

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