

Effectiveness of Gamified Work Place on Job Satisfaction Among IT Employees in Chennai

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ABSTRACT

In today's cosmopolitan IT industry, IT plays a vital role in generating millions of dollars in revenue each year. India is currently emerging as an overall powerhouse for computer software development. Based on this expectation, organizations set different kinds of agendas to gain competitive advantage in vicious market competition. Organizations must establish good governance to achieve their financial and non-financial goals. Jobs in the IT sector in India look promising and promising in the future both in the short and long term. Employees are expected to be more than just perseverance and safety, but respect, recognition, performance and reward. These are things that give motivation and satisfaction to employees in the workplace. And this can be achieved by creating a kind of pleasant workplace. Due to the shortage of skills and talents, companies have started adopting this new concept of employee motivation. Employers must therefore complement, collaborate and develop their employees. This study focuses on the impact of enjoying work in India's IT sector. The area chosen for the study is the city of Chennai, which is convenient for researchers to collect data. The study uses statistical tools such as correlation analysis and regression analysis to highlight the impact of gamified workplaces on the satisfaction of his IT employees in Chennai city. Factor analysis was also used to analyze factors related to gamified workplace factors that influence employee job satisfaction.

Keywords: Gamified workplace, job performance, satisfaction, recognition, social support, challenges

INTRODUCTION

Job satisfaction is a nice feeling or a high-quality spirit that arises because of comparing and appraising one's paintings or paintings experience. this indicates that, glad personnel have high-quality mind-set closer to process which leads to excessive productivity, even as disenchanted personnel have a terrible mind-set in the direction of paintings, which results in terrible results. It truly explains mind-set of personnel closer to their process. In different words, it describes the quantity of happiness of personnel in pleasing their dreams and needs on the paintings. Hence, it is the enjoyable emotions that end result from an worker notion of

accomplishing the desire stage of needs. Job satisfaction as an intangible variable is probably expressed or found through emotional emotions. In different words, it hinges at the inward expression and mind-set of character worker close to a particular process. As an example, a worker's pleasure is excessive if the paintings offers predicted mental or physiological needs. However, if a process does now no longer fulfill mental and physiological needs, pleasure is taken into consideration low. Job satisfaction performs vast position in each private hobbies and enterprise fulfillment and hence precious to study for a couple of reasons. In the context of the Indian IT sector, businesses' fulfillment relies upon at the personnel' pleasure stage. Therefore businesses are giving greater autonomy, worker empowerment, understanding sharing as a way to guide personnel' [Karl KA, Peluchette JV, Harland L, 2000] and take a look at out to increase the personnel' notion of supportive paintings weather. Regular with [Eisenberger R, Huntington R, Hutchison S, Sowa D, 1986] argue that, if the enterprise creates supportive paintings weather to their personnel that boom their high-quality notion concerning enterprise and physiological consequences, that result in the reciprocal conduct in the direction of enhancing their process pleasure. In the course of this context, gamified place of job play a important position via way of means of socializing with coworkers, celebrating at paintings and personal freedom [Fluegge ER, 2008] to enhance the personnel' glad paintings weather and enhance their pleasure in the direction of the paintings. In an provoking place of job, gamifying the paintings surroundings is anticipated or even important for get rid of the troubles and stresses of everyday unsightly running life. It accompanies sparkle, pleasure and love in the direction of their process. The artwork of doing such pastime is called as Gamification. The gamification is frequently studied as a system of making structures or motivating, as a way to guide the utilitarian or in any other case useful results of the system, provider or pastime. Beyond points, badges and chief boards, it consists of ranks, rewards, recognitions, incentives then on. Today the call for for an worker is not simply staying power and security, however some thing past that like respect, recognition, achievement, praise then on. These are the motivators and satisfiers for employees at place of job. And those are frequently achieved via way of means of manner of gamification. A latest fashion in the usage of video games to steer conduct (now no longer simply gaining knowledge of conduct however any form of applicable conduct) is called "gamification." a well-preferred and wide definition of gamification is "the usage of sport layout factors in non-sport contexts" (Deterding et al., 2011). The time period originated in the virtual media enterprise and good sized adoption commenced to arise in the closing 1/2 of of 2010. Many research have established that gamified paintings environments comprise a greater energetic air, arranging events and presents and dispensing a laugh pamphlets and actualizing a laugh offers crusades. Interestingly, studies via way of means of recommends that gamified paintings surroundings sporting events are skilled maximum emphatically interior running environments wherein workers sense they may divulge heart's contents to their superiors. The bulk of the beyond experts solution the concern of what makes a decision the representatives paintings execution via way of means of simply gamified paintings surroundings, for instance, paintings surroundings a laugh as empowering occasion, it moreover assists with setting up a high-quality place of job and increment workers' presentation. As indicated via way of means of commercial enterprise essayists a laugh in the running surroundings is important for enhancing representatives' proposal and profitability, coping with down pressure.

LITERATURE REVIEW

In recent years, user interface (UX) designers have shown great interest in applying game design elements to other contexts to create enjoyable experiences and increase user engagement and satisfaction. This practice is commonly referred to as gamification (Deterding et al., 2011), and proponents of gamification claim that it is highly effective in promoting user engagement through increased user satisfaction. As games are purpose built to afford satisfaction and enjoyment, surely any activity could be made more enjoyable by implementing game elements, it is reasoned (McGonigal, 2011).

Gamification is sometimes defined as “the process of improving services through (motivating) opportunities using gaming experiences to support overall value creation of employees” (Huotari & Hamari, 2012). This definition reflects the widely held belief that the goal of gamification is to influence user behavior through user motivation, and that this motivation in turn could positively influence the satisfaction level of the employees.

Recently, more and more companies are using different gaming technologies, thereby involving

employees and changing their behaviour. HR departments use a variety of gamification tools to improve the process of induction, employee training and development, team building, talent management, and performance management (Roberts, 2014). Gamification adds joy to everyday responsibilities that can be boring (Sarangi & Shan, 2015). Researchers and practitioners believe that gamification can be used in almost any process involving employees (Callan et al., 2015).

Meister (2015) states that gamification includes 75% psychology and 25% technology and can be applied to any process in real organization starting with recruitment and ending with training and development. Psychologically, gamification increases employee engagement through intrinsic motivation, goal setting, and competitive experiences (DuVernet & Popp, 2014). And tends them to view their work environment from a different dimension (Hughes & McCoy, 2015).

The significance of the job satisfaction of employees has increased for the first time through the publication of a monograph by Hoppock (1935). In his monograph, Job Satisfaction has been defined as a combination of psychological, physiological, and environmental circumstances that makes a person truthfully say: “I am satisfied with my work”.

Wells (2000), states that workplace satisfaction has been associated with job satisfaction. In recent years, employees comfort on the job, determined by situations prevailing and work place and environment has been considered as a dominant factor for measuring their productivity. This is particularly true for the IT employees. As large number of computers are installed at workplaces, an increasing number of businesses have been embracing ergonomic (user-friendly) designs for offices and plant installations. Ergonomics, also known as biomechanics, has become popular due to workers' demand a for better human comfort.

According to Briner (2000), the work environment can be viewed simply as the environment in which people work. A very broad category that includes physical parameters (eg heat, equipment) and the nature of the job itself (eg workload, job complexity). He adds that this also includes broader organizational characteristics (eg culture, history) and aspects of the external organizational environment (eg local labor market conditions, industry sector, work-life balance).

OBJECTIVES

The current study is carried out:

1. To analyze the demographic profile of the respondents
2. To determine the influence of gamified workplace on job satisfaction of employees
3. To identify the factors that affect the employees' job satisfaction level

METHODOLOGY

The study has been undertaken for the past six months in Chennai city. The data collected from primary and secondary sources are used for the study. The study adopted a convenient sampling method to select sample from the total population to conduct the research.

Primary data have been collected from the questionnaires distributed among the IT employees in Chennai city. The questionnaire designed for this study had two sections that include a normal scale for demographic information of respondents and 5-point Likert Scale questions. The questionnaires were distributed to 80 IT employees which were used for the analysis. Secondary data have been collected from books, journals, internet, etc.

Data gathered from the questionnaires were interpreted with "Statistical Package for Social Science" (SPSS) version 20.0. Descriptive Statistics were used to analyze the mean, median, mode, variant, the minimum and maximum variables and skewers Correlation coefficient analysis is a statistical analysis which has been used to identify the strength between two variables. Regression analysis has been used to examine the relationship among variables. Factor analysis tool has been used to identify the factors affecting job satisfaction of employees.

ANALYSIS AND INTERPRETATION

Table No. 4.1 Demographic Analysis

Factors		Frequency	Percentage
Gender	Male	38	47.5
	Female	42	52.5
Age	18 – 28	42	52.5
	29 – 38	24	30.0
	39 – 48	10	12.5
	48 and above	4	5.0

Marital status	Single	42	52.5
	Married	38	47.5
Educational qualification	Diploma	3	3.8
	Undergraduate	46	57.5
	Postgraduate	28	35.0
	Others	3	3.8
Years of experience	Less than 1 year	20	25.0
	1 – 3 years	39	48.8
	3 – 6 years	14	17.5
	More than 6 years	7	8.8
Monthly income	Less than Rs. 20,000	21	26.3
	Rs. 20,000 – Rs. 40,000	38	47.5
	Rs. 40,000 – Rs. 60,000	14	17.5
	More than Rs. 60,000	7	8.8

Inference for the above table

The table above shows the demographic factors and their distributions for the study. Out of 80 respondents, 52.5% of respondents found to be women. As the today's IT sector grabs the attention of youngsters, this study also has the maximum number of respondents from the age group of 18 – 28. Also, most the IT employees are undergraduates. 48.8% of the respondents are employed in IT sector with 1-3 years experience and their monthly income ranges from Rs. 20,000 to Rs. 40,000.

Research hypothesis

H0: Gamified workplace has no influence on job satisfaction

H1: Gamified workplace has positive influence on job satisfaction

Table No. 4.2 Correlation Analysis

Relationship	Correlation	P Value
Gamified workplace and Job Satisfaction	0.318	0.001

Inference for the above table

Table 4,2 represents the correlations matrix for gamified workplace and job satisfaction. Correlation is a technique for investigating the relationship between any two quantitative, continuous variables. The strength of association between the variables are very high, i.e. 0.318. Correlation between gamified workplace and job satisfaction implies that there is a strong positive significant ($P < 0.05$) relationship between them.

Table No. 4.3 Regression Analysis

Hypothesis	R	R ²	Adjusted R	Std.Error
H1 (Simple regression) FAW-EP	.517 ^a	.267	.253	.40244

a. Independent Variable: Gamified Workplace

b. Dependent Variable: Job Satisfaction

According to the above table the regression line between gamified work place and job satisfaction 26.7% fitted with the data. It means that there is a relationship between independent and dependent variable.

Table 4.4 Reliability Analysis for the variables of Factor Analysis

Chronbach's Alpha	No. of Items
.774	28

Inference for the above table

The most widely used measure for diagnosing the reliability of the entire scale is the Cornbach's alpha. The generally agreed upon lower limit for Cornbach's alpha is 0.70. In the analysis of factors influencing job satisfaction for 28 statements, the Cornbach's alpha is .774 which is good according to the rule of thumb of reliability analysis.

Table No. 4.5 KMO AND Bartlett's Test for Job Satisfaction

KMO AND Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.734
Barlett's Test of Sphericity	Approx. Chi-Square	1654.773
	Df	378
	Sig.	.000

Inference for the above table

After computing factor analysis for job satisfaction among the employees in IT sector in Chennai city has been identified that KMO sampling acceptability is highly satisfied with the scale of measures. Based on KMO measure, values should be more than 0.60 to 0.70 while computing the result. As mentioned above, the Barlett's test of Sphericity resulted with main aspects with approximate Chi-square value as 1654.773 as it is also considered as an

constructive output. Degree of freedom implies the 378 as the freedom value and the final level of significance is 0.000 as it is less than 0.05 under the probability value. Hence, the study resulted in a valid output with greater significant value in order to deliver the concept in effective manner.

Table No. 4.6 Communalities

S. No.	Variables	Initial	Extraction
1.	JS1	1.000	.758
2.	JS2	1.000	.793
3.	JS 3	1.000	.701
4.	JS 4	1.000	.807
5.	JS 5	1.000	.850
6.	JS 6	1.000	.692
7.	JS 7	1.000	.817
8.	JS 8	1.000	.673
9.	JS 9	1.000	.649
10.	JS 10	1.000	.797
11.	JS 11	1.000	.729
12.	JS 12	1.000	.704
13.	JS 13	1.000	.856
14.	JS 14	1.000	.660
15.	JS 15	1.000	.574
16.	JS 16	1.000	.784
17.	JS 17	1.000	.698
18.	JS 18	1.000	.669
19.	JS 19	1.000	.782
20.	JS 20	1.000	.681
21.	JS 21	1.000	.764
22.	JS 22	1.000	.766
23.	JS 23	1.000	.713
24.	JS 24	1.000	.537
25.	JS 25	1.000	.683
26.	JS 26	1.000	.779
27.	JS 27	1.000	.817
28.	JS 28	1.000	.764

Extraction Method: Principal Component Analysis.

Inference for Communalities

The term communalities is accumulated with two aspects namely initial value and extracted value. As per the communality terms, the majority of the results of initial value should be greater than 1 and after the extraction the value should be greater than 0.4 with higher level of significance. Based on the results delivered, the grouping factors were loaded with high

significant values as extremely satisfied. Variables such as JS4, JS5, JS7, JS13 and JS20 are loaded with the value greater than 0.8 which clearly shows the significance of current study.

Table No. 4.7 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotated Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.594	37.836	37.836	10.594	37.836	37.836	4.091	14.610	14.610
2	2.512	8.971	46.808	2.512	8.971	46.808	3.871	13.827	28.437
3	1.963	7.012	53.820	1.963	7.012	53.820	2.831	10.109	38.546
4	1.666	5.951	59.771	1.666	5.951	59.771	2.666	9.520	48.066
5	1.468	5.244	65.015	1.468	5.244	65.015	2.550	9.109	57.175
6	1.282	4.579	69.594	1.282	4.579	69.594	2.481	8.862	66.037
7	1.010	3.606	73.200	1.010	3.606	73.200	2.006	7.163	73.200
8	.983	3.509	76.709						
9	.853	3.047	79.756						
10	.719	2.567	82.323						
11	.692	2.471	84.794						
12	.582	2.077	86.871						
13	.543	1.939	88.810						
14	.505	1.802	90.612						
15	.398	1.423	92.035						
16	.353	1.262	93.297						
17	.306	1.094	94.391						
18	.291	1.040	95.431						
19	.246	.877	96.308						
20	.197	.704	97.012						
21	.163	.581	97.593						
22	.158	.564	98.157						
23	.151	.538	98.695						
24	.108	.386	99.081						
25	.092	.329	99.409						
26	.071	.253	99.663						
27	.063	.224	99.887						
28	.032	.113	100.000						

Extraction Method: Principal Component Analysis

Inference for the above table

The above table depicts the principal component analysis (PCA) methods which provides the relationship between the extracted factors and rotated factors with the variables used in this

analysis. It is technically termed as factor loadings. The value of factor loadings indicate the relationships clearly. Seventh factor consists of higher variance i.e., 73.200.

Table No. 4.8 Rotated Component Matrix

	COMPONENTS						
	1	2	3	4	5	6	7
JS 26	.796						
JS 28	.717						
JS 25	.671						
JS 6	.612						
JS 9	.552						
JS 24	.501						
JS 8	.466						
JS 16		.832					
JS 18		.763					
JS 20		.711					
JS 4		.576					
JS 17		.567					
JS 19		.554					
JS 2		.526					
JS 5			.835				
JS 23			.606				
JS 20				.631			
JS 14				.589			
JS 15				.584			
JS 21				.580			
JS 7					.792		
JS 13					.766		
JS 3					.576		
JS 11						.805	
JS 12						.658	
JS 1						.438	
JS 10							.714
JS 22							.672
Extraction Methods: Principal Component Analysis Rotation Method: Varimax with Kaiser Normalization							

Inference for the above table

Above tables explains the principal component analysis and rotated factor loading method is used to identify the factors. It has been observed that out of 28 variables, 7 factors were identified by the rotation method.

Grouping factor

1. Component I: Financial Benefit.
2. Component II: Job Security.
3. Component III: Work Environment.
4. Component IV: Appreciation for the work done.
5. Component V: Relationship with Coworkers.
6. Component VI: Nature of Work.
7. Component VII: Caring Organization.

From the above table, it is very clear that 3rd factor i.e., the overall work environment has been recorded with highest factor loading of 0.835.

FINDINGS AND SUGGESTIONS

This exploratory study presumed that there is a positive connection between gamified work place and job satisfaction. As indicated by the current study, having a good time at work environment might be viewed as a positive occasion which consequently establishes a positive climate which advances execution. Simultaneously, another factor likewise effects on representative execution which is the nature of the work done. These discoveries unmistakably recommend gamifying work environment impact on the representative execution.

CONCLUSION

In general, the aftereffects of this investigation give proof to recommend that gamifying work environment, straightforwardly and by implication influences worker execution. In particular, implementing game elements at work place was decidedly and straightforwardly identified with the inventive execution. People detailing more prominent degrees of gamified work environment were likewise bound to be feeling better and furthermore more occupied with their work. Furthermore, people having some good times at work were likewise bound to be more occupied with their work, and hence display more prominent imaginative execution. Along these lines, the thought that a pleasant workplace brings about more noteworthy representative profitability may surely be valid and appears to be deserving of further studies.

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