

A Study On Effectiveness Of Recognition And Reward System With Reference To Decathlon

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Abstract- A project titled "A STUDY ON RECOGNITION AND REWARD SYSTEM" was conducted at Decathlon Sports India Private Limited, Chennai. The study focuses on understanding the impact of Decathlon's recognition and reward system on employee motivation and organizational success.

It examines the effectiveness of Decathlon's recognition and reward activities in promoting a healthy work environment and employee engagement. The study utilizes qualitative and quantitative methodologies, such as surveys, interviews, and data analysis, to evaluate Decathlon's recognition and reward system. Key findings highlight the significance of individualized and timely recognition in inspiring employees and establishing an appreciation culture. The study also reveals specific recognition and incentive systems that enhance employee performance and happiness. Statistical analysis, including chi-square, regression, ANOVA, correlation, and percentage analysis, is used to assess the relationship between recognition and reward policies and key performance metrics. Based on the findings, recommendations are made to improve Decathlon's recognition and incentive system by implementing specialized programs, transparent award criteria, and continuous feedback methods.

In conclusion, this study provides valuable insights into Decathlon's recognition and incentive system, its impact on employee motivation, and organizational performance. It integrates qualitative and quantitative analytical methodologies to gain a comprehensive understanding of the factors contributing to the success of recognition and reward efforts.

I. INTRODUCTION

Implementing a recognition and incentive system in an organization is crucial for creating a grateful, motivated, and engaged workforce. This system recognizes and rewards individuals and teams, ultimately enhancing performance and organizational success. The system should be inclusive, transparent, and aligned with the company's values and goals. By recognizing and rewarding employees for their hard work,

dedication, and new ideas, organizations can foster a healthy work environment.

To implement such a system, it is important to understand the organization's goals, values, and workforce dynamics. Analyzing the current level of employee recognition helps identify gaps and areas for improvement. This assessment forms the basis for a customized recognition and reward program that resonates with employees and encourages desired behaviors.

The primary goal of the system is to promote positive behaviors consistent with the organization's mission. Clear standards should be set, and employees who demonstrate these characteristics should be publicly recognized and rewarded. This acknowledgment fosters a sense of belonging and collaboration among team members, enhancing team cohesiveness.

Another significant feature of the system is its ability to promote a culture of continuous feedback and improvement. Managers can provide regular acknowledgment of accomplishments and offer constructive comments and assistance for professional growth.

This feedback loop improves individual performance and cultivates a culture of learning and creativity. Additionally, an effective recognition and incentive system positively impacts staff morale, motivation, and retention. When employees feel valued and appreciated, they are more engaged and committed to their jobs, leading to increased productivity and job satisfaction. Moreover, recognition helps organizations attract and retain top talent in a competitive market.

II. NEED FOR THE STUDY

A recognition and reward system is critical in any business for various reasons. First, it recognizes and celebrates employees' efforts and accomplishments, building an appreciating and motivational culture. This, in turn, improves morale, engagement, and overall job satisfaction, resulting in

higher productivity and retention rates. Furthermore, a well-implemented recognition and incentive system can promote desired behaviours and values, thereby aligning individual efforts with company objectives. It also helps to attract top people and build a positive employer brand. Finally, such a system promotes a pleasant work atmosphere in which people feel respected, empowered, and inspired to succeed.

III. OBJECTIVES OF THE STUDY

- i. To study the effectiveness recognition and reward system in Decathlon Sports India Pvt Ltd.
- ii. To examine the overall employee perception of the present reward and recognition program at Decathlon.
- iii. To identify the elements that can inspire employees to give their best effort.
- iv. To determine the level of satisfaction of employee with the current recognition and reward program of Decathlon.
- v. To provide various approaches for quickly and innovatively recognizing and rewarding employees for outstanding individual and team performance.

SCOPE OF THE STUDY

The study highlights the significance of recognition and rewards in Decathlon, focusing on the development of an effective employee recognition strategy. It also explores the process of receiving credit and feedback for completed work, offering suggestions for improvement.

IV. LITERATURE REVIEW

TD Ayi (2023), This review article investigates the link between reward management strategies and their effects on employee behavior and organizational performance. Reward management, which includes both financial and non-financial incentives, is critical for motivating people, increasing job satisfaction, and building organizational loyalty. The study attempts to provide a thorough understanding of how different reward strategies affect employee engagement and performance, eventually influencing an organization's overall success. The theoretical framework that underpins this inquiry draws on a wide range of current literature to identify fundamental theories of employee behaviour and motivation, such as content, process, and reinforcement theories. The study uses a mixed-methods approach, including quantitative data analysis and qualitative case studies, to assess the efficiency of various reward approaches across numerous sectors.

S Kaushal, AM Nyoni (2022), This study seeks to analyze the elements that contribute to the failure of various rewards to incentivize information sharing activity among employees, with a particular emphasis on employees' attitudes and leadership's understanding of employees' preferences, and proposes a model that represents the relationships. To examine why some awards fail to incentivize information sharing behavior among employees, this study identifies and evaluates 56 articles published between 2000 and 2021 using the preferred reporting items for systematic reviews and meta-analysis framework. Knowledge sharing is favorably related to organizational performance. Furthermore, employees' negative attitudes about reward systems have a negative impact on knowledge sharing behavior. Furthermore, management's lack of knowledge of employees' reward preferences results in the supply of improper prizes that do not increase knowledge sharing behavior.

S Kalogiannidis (2021), The scoping review study aims to examine various studies on employee motivation and its impact on organizational performance. The Arksey and O'Malley framework served as the basis for scoping review research. The systematic searches were mostly conducted in ProQuest, Web of Science, Statista, and Google Scholar for research published between 2010 and 2020. The review concentrated on how employee motivation, including rewards and recognition, management styles, working environment, and employee attributes, influences organizational success.

M.O. Agw'u (2018 January), in this study the researcher had analyzed the impact of fair reward system on the employee's job performance in Nigerian Agip Oil Company Limited. The researcher finds that employees expect fairness when being rewarded for work done and may become dissatisfied reduce their input or seek change improvement whenever they feel their inputs are not being rewarded.

W Quan, B Chen, F Shu (2017), This paper's goal is to outline China's cash-per-publication reward scheme and show how it has changed since the late 1990s. The investigation of 168 university documents about the cash-per-publication reward scheme at 100 Chinese universities served as the foundation for this study. For publications published in journals indexed by Web of Science, Chinese colleges give cash incentives ranging from USD \$30 to USD 165,000, with an average reward sum rising over the last 10 years. Aside from a few case studies, the cash-per-publication compensation scheme in China has never before been thoroughly examined. This report is the first to present the state of China's cash-per-publication reward scheme.

V. RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problems. It provides an overview of the several methods the researcher used in a methodical way to ascertain different approaches.

The R&D, sampling techniques that are used in the effectiveness of Recognition and reward system project are Stratified random sampling. A probability sampling method where the sample is taken by dividing the population into homogeneous groups, or strata.

The samples collected in this project are 230 samples from the various branches like Marina mall, Brigade, Nexus, Nolambur, Anna Salai and EA mall the samples are collected in the Decathlon Sports India Private Limited.

VI. LIMITATIONS OF THE STUDY

- i. Improper answers were given by the employee due to the fear they had towards the organization.
- ii. Hesitation of the respondents on giving the right information about the organization is observed
- iii. The study is limited only to Chennai branches of Decathlon sports India Pvt Ltd.

VII. RESULT:

Table showing the Satisfaction level of the respondents with the current recognition and reward system at Decathlon.

Opinionofthe respondents	Noof Respondents	Percentage
Strongly Dissatisfied	13	5.7
Dissatisfied	17	7.4
Neutral	38	16.5
Satisfied	79	34.3
StronglySatisfied	83	36.1
Total	230	100

INTERPRETATION:

From the above table inferred that 36.1% of the respondent are strongly satisfied, 34.3% are satisfied, 16.5% are Neutral, 7.4% are dissatisfied and 5.7% are strongly

Dissatisfied with the current Recognition and reward system at Decathlon.



Chart No: 1.8.1(a) Chart showing the Satisfaction level of the respondents with the current recognition and reward system at Decathlon.

Table showing the Organization has an exciting rewards and recognition system in place.

Opinionofthe respondents	No ofRespondents	Percentage
Strongly Disagree	17	7.4
Disagree	13	5.7
Neutral	17	7.4
Agree	102	44.3
Strongly Agree	81	35.2
Total	230	100

INTERPRETATION:

From the above table inferred that 44.3% of respondents are agree that the organization has exciting rewards and recognition program in place, 35.2% of respondents are Strongly agree, 7.4% of respondents are neutral, 7.4% of respondents are Strongly Disagree, 5.7% of respondents are Disagree.



Chart No: 1.8.2(a) Chart Showing the Organization has an exciting rewards and recognition system in place.

Table showing the employee recognition is a process across the year.

Opinionofthe respondents	Noof Respondents	Percentage
Strongly Disagree	16	7
Disagree	14	6
Neutral	39	17
Agree	99	43
StronglyAgree	62	27
Total	230	100

INTERPRETATION:

Out of 230 respondents, 43% of respondents agrees that employee recognition is a process across the year in organization, 27% of respondents are strongly agree, 17% of respondents are neutral, 7% of respondents are Strongly disagree, 6% of respondents are Disagree.

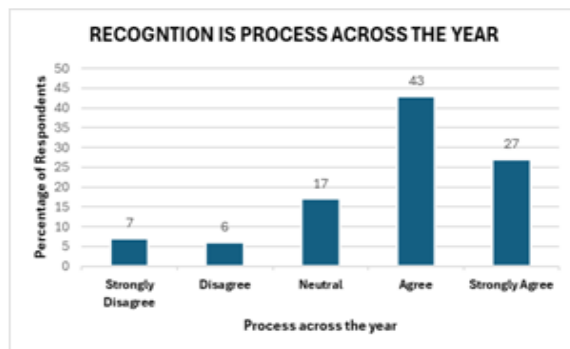


Chart No: 1.8.3(a) Chart showing the employee recognition is a process across the year.

Table showing that rewards are customized to cater to employee needs.

Opinionofthe respondents	Noof Respondents	Percentage
Strongly Disagree	18	7.8
Disagree	12	5.2
Neutral	49	21.3
Agree	82	35.7
StronglyAgree	69	30
Total	230	100

INTERPRETATION:

From the above table inferred that 35.7% of respondents are agrees that rewards are customized to cater to employee needs, 30% of respondents are strongly agree, 21.3% of respondents are neutral, 7.8% of respondents are Strongly disagree, 5.2% of respondents are Disagree,



Chart No: 1.8.4(a) Chart showing that rewards are customized to cater to employee needs.

STATISTICAL ANALYSIS:

CORRELATION BETWEEN

SATISFACTION LEVEL OF CURRENT RECOGNITION AND REWARD SYSTEM WITH FREQUENT PRAISES OF EMPLOYEES EFFORT

NULL HYPOTHESIS (H0):

There is no significant inter- relationship between satisfaction level of current recognition and reward system with frequent praises of employee’s effort.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant inter- relationship between satisfaction level of current recognition and reward system with frequent praises of employee’s effort.

STATISTICAL TEST:

Correlation used for above hypothesis.

Table showing the correlation difference between satisfaction level of current recognition and reward system with frequent praises of employee’s effort.

CORRELATIONS:

Descriptive Statistics

	Mean	Std. Deviation	N
Satisfaction_level	3.88	1.150	230
Frequent_praises_of_efforts	3.72	1.102	230

Correlations

		Satisfaction_level	Frequent_praises_of_efforts
Satisfaction_level	Pearson Correlation	1	.742**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	302.591	215.209
	Covariance	1.321	.940
N		230	230
Frequent_praises_of_efforts	Pearson Correlation	.742**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	215.209	278.191
	Covariance	.940	1.215
N		230	230

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

Table showing the chi-square association between gender of employees and employees’ opinion on recognition makes the workplace fun.

CHI – SQUARE: FREQUENCIES:

Gender

	Observed N	Expected N	Residual
Male	135	115.0	20.0
Female	95	115.0	-20.0
Total	230		

Recognize_makes_Workplace_fun

	Observed N	Expected N	Residual
Strongly Disagree	13	46.0	
Disagree	17	46.0	
Neutral	5	46.0	
Agree	86	46.0	
Strongly Agree	109	46.0	
Total	230		

Test Statistics

	Gender	Recognize_makes_Workplace_fun
Chi-Square	6.957 ^a	199.565 ^b
df	1	4
Asymp. Sig.	.008	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 115.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.0.

INTERPRETATION:

Hence the significant occurs 0.000 so H1 is accepted (i.e.) There is a significant inter-relationship between satisfaction level of current recognition and reward system with frequent praises of employee’s effort.

RESULT:

The above table there is a Pearson correlation value is 1. So, it is a perfect positive correlation.

CHI-SQUARE ASSOCIATION

BETWEEN GENDER OF EMPLOYEES AND RECOGNITION MAKES THE WORKPLACE FUN

NULL HYPOTHESIS (H0):

There is no significant association between gender of employees and employees opinion on recognition makes the workplace fun.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant association between gender of employees and employees opinion on recognition makes the workplace fun.

STATISTICAL TEST:

Chi-square was used for above hypothesis.

INTERPRETATION:

Here the significance occurs and has a value 0.008 is less than 0.05. Hence H0 is accepted.

RESULT:

There is no significant association between gender of employees and employees opinion on recognition makes the workplace fun.

REGRESSION DIFFERENCE BETWEEN CHRTS TEAM/CLUSTER AND REWARDS ARE MOTIVATING

NULL HYPOTHESIS(H0):

There will be no effect of employee’s team/cluster on the received rewards motivation.

ALTERNATIVE HYPOTHESIS(H1):

There will be an effect of employee’s team/cluster on the received rewards motivation.

STATISTICAL TEST

Regression was used for above hypothesis.

Table showing the effect of employee’s team/cluster on the received rewards motivation.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Team ^b	.	Enter

a. Dependent Variable: Rewards_are_motivating
 b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.057 ^a	.003	-.001	1.100

a. Predictors: (Constant), Team
 b. Dependent Variable: Rewards_are_motivating

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.895	1	.895	.739	.391 ^b
	Residual	276.101	228	1.211		
	Total	276.996	229			

a. Dependent Variable: Rewards_are_motivating
 b. Predictors: (Constant), Team

Coefficients^a

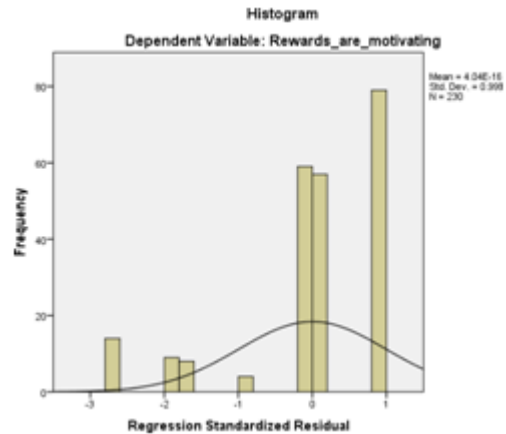
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.868	.166		23.350	.000
	Team	.043	.050	.057	.860	.391

a. Dependent Variable: Rewards_are_motivating

Residuals Statistics^a

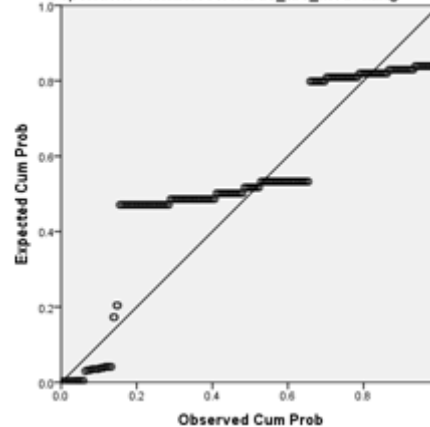
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.91	4.08	4.00	.063	230
Residual	-3.081	1.090	.000	1.098	230
Std. Predicted Value	-1.366	1.360	.000	1.000	230
Std. Residual	-2.799	.990	.000	.998	230

a. Dependent Variable: Rewards_are_motivating



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Rewards_are_motivating



INTERPRETATION:

Here the significance occurs and has a value 0.391 is greater than 0.05. Hence H1 is accepted.

RESULT:

There will be an effect of employee’s team/cluster on the received rewards motivation.

ONE-WAY ANOVA VARIANCES BETWEEN EXPERIENCE OF EMPLOYEES AND TAKING HOME THE RECEIVED REWARDS

NULL HYPOTHESIS (H0):

There is no significant variance between experience of employees and taking home the received rewards.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant variance between experience of employees and taking home the received rewards.

Here the significance occurs and has a value 0.472 is greater than 0.05. Hence H_1 is accepted.

STATISTICAL TEST:

RESULT:

One way ANOVA was used for above hypothesis.

There is a significant variance between experience of employees and taking home the received rewards.

Table showing the one-way ANOVA variance between experience of employees and taking home the received rewards.

VIII. FINDINGS OF THE STUDY

One-way

ANOVA					
Experience	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.968	4	1.242	2.582	.038
Within Groups	108.253	225	.481		
Total	113.222	229			

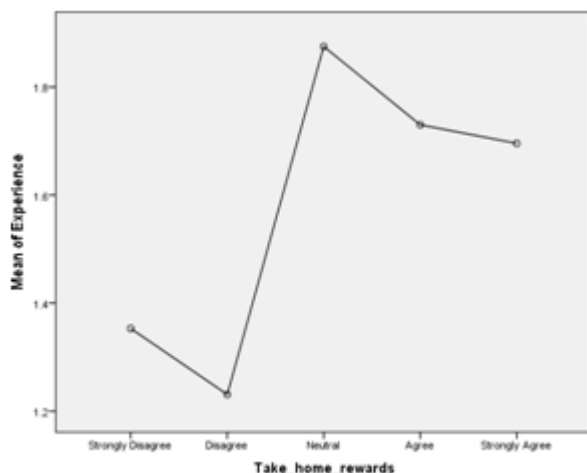
1. The study found that out of 230 respondents, 58.7% are male employees and 41.3% are female employees at Decathlon.
2. Majority 61.7% of the respondents age are under range of 20 – 30 years at decathlon.
3. Majority 47% of respondents have 0 – 2 Years of experience at Decathlon.
4. Out of 230 respondents 24.8% of respondents are in fitness team, 23.9% are in Adventure, 19.6% are in team sports, 18.7% are in Cycling, 13% are in Running in Decathlon.
5. Majority 36.1% of the respondent are strongly satisfied with their current recognition and reward system at decathlon.
6. Majority 47.4% of the respondents agree that recognizing the employee when they done good work is an important part of a company.
7. Out of 230 respondents, 48.3% of respondents agrees that non-monetary recognition helps them to achieve their job goals.
8. Out of 230 Respondents, 41.3% of respondents Disagrees that frequent recognition will lose its meaning of it.
9. Out of 230 respondents, 47.4% of respondents are strongly agrees that recognition will make the workplace fun.
10. Majority 53.5% of respondents are agreeing that they expect more recognition, when they got recognition for good work.
11. Out of 230 respondents, 47.4% of respondents are agrees that good relationship with superior is extremely important for valuing recognition.
12. Majority 44.3% of respondents are agreed that the organization has exciting rewards and recognition program in place.
13. Out of 230 of respondents, 43.5% of respondents are agree that it is nice to take home rewards and share with their family.
14. Majority 50.4% of respondents agrees that the rewards received in the organization are really motivating them.

Post Hoc Tests Homogeneous Subsets

Experience				
Duncan ^{a,b}				
Take_home_rewards	N	Subset for alpha = 0.05		
		1	2	3
Disagree	13	1.23		
Strongly Disagree	17	1.35	1.35	
Strongly Agree	92	1.70	1.70	1.70
Agree	100		1.73	1.73
Neutral	8			1.88
Sig.		.059	.128	.472

Means for groups in homogeneous subsets are displayed.
 a. Uses Harmonic Mean Sample Size = 17.755.
 b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Means Plots



INTERPERTATION:

15. Majority 36.5% of the respondents agrees with the frequent praises of employee efforts or achievements by top management.
16. Out of 230 respondents, 34.3% of respondents strongly agrees that they can discuss their problem with their boss or manager.
17. Majority 36.1% of respondents are agreeing spot recognition are provided by organization.
18. Out of 230 respondents, 42.6% of respondents are agree with recognition received timely.
19. Majority 43% of respondents are agreed with the communication of rewards and recognition system by the decathlon.
20. Out of 230 respondents, 43% of respondents agrees that employee recognition is a process across the year in organization.
21. Majority 35.7% of respondents are agreeing that rewards are customized to cater to employee needs.
22. In Correlation Analysis there is a significant inter-relationship between satisfaction level of current recognition and reward system with frequent praises of employee's effort.
23. In Chi – Square Analysis there is no significant association between gender of employees and employee's opinion on recognition makes the workplace fun.
24. In Regression Analysis there will be an effect of employee's team/cluster on the received rewards motivation.
25. In ANOVA Analysis there is a significant variance between experience of employees and taking home the received rewards.

IX. SUGGESTIONS

1. To have a frequent feedback system in place to get opinions from staff members regarding how well the recognition and reward program is working.
2. Rewards can be customized well to fulfil the employees needs at workplace.
3. Some of the employees felt that they can readily discuss their problem with boss/manager.
4. The frequent recognition of employees can be improved to maintain them and to motivate them.
5. The opportunities for spot recognition can be improved.
6. Timely reward delivering can also be increased to maintain the mean of it.
7. The regular recognition and reward system should be followed throughout the year.

X. CONCLUSION

Finally, the study of recognition and reward systems inside companies emphasizes their critical role in supporting employee engagement, motivation, and overall organizational performance. This analysis yielded numerous critical conclusions, providing light on the importance of planning, executing, and maintaining effective recognition and incentive systems. To begin, it has been noticed that a well-designed recognition and reward system is consistent with the organization's goals and values, giving a tangible framework for recognizing desired actions and achievements. This connection guarantees that recognition activities are meaningful to employees while also contributing to the achievement of strategic goals.

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