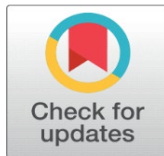


# EMPLOYEE COMMITMENT AND ORGANISATION PERFORMANCE WITH REFERENCE TO IT COMPANIES IN COIMBATORE CITY

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## ABSTRACT

The study explores the relationship between employee commitment, organisational performance, and demographic dynamics within IT companies in Coimbatore city. It examines factors such as gender, age, designation, marital status, years of experience, working environment, relationship with superiors, and performance appraisal. The results reveal a predominantly male workforce, with young professionals aged 26-35. The majority are lower-level employees, highlighting the hierarchical structure within the organisations. The workforce is primarily unmarried, indicating a preference for career advancement and flexibility. The study emphasises the importance of fostering gender diversity, addressing the needs of younger professionals, and promoting inclusive leadership practices. By recognising the diverse skill sets and experiences of employees, organisations can create a dynamic and resilient workplace culture that promotes sustained performance and innovation. The study concludes that by aligning HR strategies with the evolving needs and preferences of the workforce, organisations can create an environment of engagement, collaboration, and growth, positioning them for long-term success in the competitive IT industry.

**Keywords:** Employee Commitment, Organizational Performance and IT Companies

## 1. INTRODUCTION

In this fast-paced IT industry, organisational success hinges on employee engagement. The study seeks to understand the intricate relationship and association of employee commitment with organisational performance in IT firms situated in Coimbatore. Never has it been more essential for businesses to fully understand the levers through which employee commitment and engagement are driven in this economic climate.

Employee commitment is the unwavering devotion and loyalty employees hold towards their company's goals and values. More than just meeting a job spec, it is about belonging and an emotional connection. In the context of IT firms, characterized by a high dependence on innovation and agility, there is a need to have employees who are able and willing

to contribute towards organisational development and competitiveness. For this reason, examining the factors underlying employee commitment is essential to make sense of the broader forces that shape organizational performance.

A rigorous study is needed to control for various variables affecting employee happiness and engagement in IT Organisations. Several things shape the entire employee experience, including workplace culture, leadership dynamics, career progression opportunities, and recognition. By examining these basic components, companies gain vital insights into their workforce, creating a place where long-term commitment and efficiency are achievable.

The excitement factor itself is particularly relevant regarding employee loyalty in IT companies. In a rapidly moving industry driven by technological progress and radical shifts in mindset, it is important to create a lasting feeling among team members that their work excites them and develops their purpose. Organizations can create a space for creativity and innovation by appealing to workers' natural motivations, making them more agile and capable of adapting quickly to changing market conditions.

Observing how employees in IT organisations perform requires a more nuanced understanding of their distinctive modes and preferences. As work changes, traditional performance measures will be unable to assess individual contributions accurately. By deeply understanding workers' intricacies in their work methods, organisations can tailor performance management approaches to fit individual skills and aspirations, maximising organizational productivity as a whole.

The research aims to identify the relationship between employee commitment and its influence on organisational success in IT businesses in Coimbatore. This can help organisations develop a path toward sustained improvement and high-performing outcomes in an increasingly competitive environment. By elucidating the basic tenets of employee engagement and performance, this study provides practical solutions to improve organisational success, particularly in the fast-changing IT industry.

## 2. STATEMENT OF PROBLEM

The study reads with a point that the world of IT firms in Coimbatore has a lot more to understand about interrelated complexities like employee engagement, happiness, and performance, which is prevalent within them. The IES study found that many employers had adopted formal techniques based on standard performance assessment methods, but there was not always a good understanding of the factors underpinning employee engagement in these organisations. This means that a deeper examination is needed to understand the foundational pillars such as culture, leadership interactions they experience, and career-building opportunities which affect their experiences at work.

Additionally, the mysterious idea of "our excitement factor" emerges as a suitable area for probing further, where more exploration is needed to understand what drives and engages employees on an emotional level. The root causes of employee excitement and passion can be identified for organisations to build a workplace that encourages creativity, innovation, and intrinsic happiness. However, there has been very little research on the exact factors that lead to excitement and how it is expressed amongst IT companies in Coimbatore.

Traditional ways to assess performance often fail to cover the wide array of how employees contribute in their complex, ever-changing everyday work at IT organisations. Thus, it is quite important to ensure that the current performance management ways are capable enough to reward excellent endeavor with workers working in different styles and their myriad preferences plus objectives. By gaining an understanding of employees' ways of working, this research wishes to contribute valuable frameworks and classifications on their effects for business units. It seeks to support strategic decision-making processes that aspire for better employee outcomes, such as increased productivity of employees and their job satisfaction, leading towards overall organisational welfare by understanding minute variations in people's working. Based on the problem the following are considered to be research questions of the study,

- What are the key factors influencing employee satisfaction and engagement within IT companies in Coimbatore city?
- How do employees perceive and experience the excitement factor in their workplace environment within IT companies in Coimbatore?
- In what ways do employees' diverse working styles impact their performance and contribution to organizational goals within IT companies in Coimbatore?

### 3. OBJECTIVES OF THE STUDY

- To evaluate about the basic factors related to employees working in the company.
- To analyse the excitement factor of the employees working with the company.
- To ascertain the performance of employees based on their working style.

### 4. SCOPE OF THE STUDY

- The research will specifically target people employed in IT organisations situated in the city of Coimbatore.
- The study will include a thorough analysis of the fundamental elements that impact employee experiences, such as organisational culture, leadership dynamics, and possibilities for personal and professional development.
- The scope of the study will include an examination of the "excitement factor" among workers and its effects on workplace satisfaction and engagement.
- The research will also explore the evaluation of employee performance according to their varied working styles and preferences.

### 5. RESEARCH METHODOLOGY

#### 5.1. TYPE OF RESEARCH

The nature of the study is descriptive, and the purpose of the study is to explore and assess the relationship between the commitment of employees and organisation's performance in the context of IT enterprises in Coimbatore city. Descriptive research help describe the primary elements such as excitement and approaches to performance observance that are related to the study objectives.

#### 5.2. DATA COLLECTION SOURCE

**Primary data:** The main data would be gathered by administering standardized questionnaires to personnel employed in different IT firms around the city of Coimbatore. The questionnaire is been created to collect information on employee perspectives, experiences, and attitudes pertaining to their working environment, levels of enthusiasm, and methods of performance assessment.

**Secondary data:** Secondary data is been obtained from reliable sources, scholarly publications, and industry reports. This data will provide further background, theoretical frameworks, and empirical evidence to substantiate the conclusions and analysis obtained from the source data.

#### 5.3. SAMPLING METHOD

**Simple random sampling:** The sampling population is taken from the employees working in IT companies situated inside Coimbatore City. This approach ensures that all employees have an equal and nonselective chance of being selected, thus enhancing the generalizability (external validity) of the findings to a wider audience.

**Sample Size:** The total number of respondents would be 250 workers from various IT organisations in Coimbatore city. The sample size was selected based on the assumption that the results obtained being statistically significant would be beneficial for understanding the study objectives and taking into consideration potential deviations in the population sample.

**Reliability:** The study found moderately high internal consistency in dimensions such as working environment, relationship with superiors, relationship with colleagues, motivational and recognition factors, salary, welfare facilities, job security, grievance handling, performance appraisal, training, management style, and quality policy. The Cronbach's Alpha values for these dimensions were 0.756, 0.741, 0.705, 0.728, 0.728, 0.705, 0.766, 0.766, 0.771, 0.734, 0.734, 0.756, 0.756, 0.774, and 0.841. The reliability coefficients suggest that the questionnaire items within each dimension are reliable measures of their respective constructs, enhancing confidence in the results and conclusions drawn from the data analysis.

**Tools used for analysis:** Percentage analysis, oneway ANOVA, t-test and multiple regression.

## 6. LIMITATIONS OF THE STUDY

- There is a possibility of bias in the collecting of primary data from the respondents.
- The investigation is restricted to a total of 250 samples.
- An in-depth investigation of the concept cannot be conducted due to time constraints.

## 7. ANALYSIS AND INTERPRETATION

Demographic Variables of the Respondents			
Demographic variables	Particulars	Frequency	Percent
Gender	Male	179	71.4
	Female	71	28.6
	Total	250	100
Age	21-25	7	2.9
	26-30	90	36.2
	31-35	76	30.5
	More than 35	76	30.5
	Total	250	100
Designation	Lower-level employee	207	82.9
	Supervisor	17	6.7
	Manager	21	8.6
	Top level management	5	1.9
	Total	250	100
Marital status	Married	17	6.7
	Unmarried	233	93.3
	Total	250	100
Years of experience	1-3 years	17	6.7
	4-6 years	131	52.4
	7-10 years	74	29.5
	More than 10 years	29	11.4
	Total	250	100

**Gender:** The majority of respondents are male, accounting for 71.4% of the total sample.

Female respondents make up 28.6% of the sample.

**Designation:** A significant portion of respondents hold lower-level employee positions, constituting 82.9% of the total sample.

Supervisors make up 6.7% of the respondents, while managers represent 8.6%. Top-level management comprises the smallest proportion, accounting for 1.9% of the sample.

**Marital Status:** The vast majority of respondents are unmarried, making up 93.3% of the total sample. Married respondents represent only 6.7% of the sample.

**Years of Experience:** The majority of responders, accounting for 52.4%, had 4-6 years of experience. Individuals who have accumulated 7-10 years of experience make up 29.5% of the entire sample. The respondents who have 1-3 years of experience make up 6.7% of the total, and those with over 10 years of experience constitute 11.4% of the sample.

## 8. COMPARISON BETWEEN AGE AND ACCEPTANCE OF RESPONDENTS TOWARDS BASIC FACTORS OF THE COMPANY

Ho1: There is a notable disparity in the attitudes of respondents towards fundamental aspects of the firm based on their age

Particulars	Age	N	Mean	SD	F	Sig
Comfortable working hours	21-25	7	2	0	9.341	0
	26-30	90	2.13	0.935		
	31-35	76	3.34	1.004		
	More than 35	76	2.75	1.047		
	Total	250	2.69	1.095		
Excessive workload well within the limit	21-25	7	3	0	10.9	.000
	26-30	90	2.39	1.001		
	31-35	76	3.12	1.07		
	More than 35	76	1.75	0.88		
	Total	250	2.44	1.109		
Adequate rest intervals	21-25	7	5	0	8.047	.000
	26-30	90	2.71	1.487		
	31-35	76	4.06	1.343		
	More than 35	76	3.19	1.03		
	Total	250	3.33	1.426		
Adequate facilities provided to attend to their job	21-25	7	5	0	5.684	0.001
	26-30	90	2.92	0.882		
	31-35	76	3.34	1.181		
	More than 35	76	2.72	1.085		
	Total	250	3.05	1.104		
Working place free from dust, pollution, noise and proper lighting/ventilation	21-25	7	3	0	32.287	.000
	26-30	90	2.16	0.638		
	31-35	76	3.78	1.008		
	More than 35	76	2.16	0.677		
	Total	250	2.68	1.07		
Superiors treating them properly	21-25	7	3	0	18.407	.000
	26-30	90	2.32	0.775		
	31-35	76	3.44	0.914		
	More than 35	76	2.25	0.44		
	Total	250	2.66	0.897		

The table demonstrates a notable correlation between age and the acceptance of comfortable working hours, excessive workload, proper rest intervals, and superior treatment. The age group 31-35 (3.34) demonstrates a greater inclination towards accepting acceptable working hours, but the age group 31-35 (3.12) exhibits a higher level of acceptability towards excessive workload. The age group 31-35 (4.06) exhibits a greater propensity for accepting sufficient rest intervals, whereas the age group 31-35 (5.0) demonstrates a higher inclination towards accepting comfortable working hours. The significance level for these factors is less than 0.05, with a p-value of 0.000, which is smaller than 0.05. The age group 31-35 (3.78) exhibits a greater propensity to accept the presence of satisfactory amenities for fulfilling their work responsibilities. Individuals in the age group 31-35 (3.00) exhibit a greater inclination towards accepting proper treatment from their superiors. In summary, the chart emphasizes the significance of age and job-related characteristics in affecting job satisfaction.

Comparison Between Factors Related to Demographic Profile of the Respondents Years of Experience and Factor Related to Excitement Factor						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.020	.341		2.987	.004
	Adequate canteen facilities	.177	.065	.225	2.740	.007
	Respondents happy with the company's policies	-.121	.069	-.178	-1.754	.082
	Job security based on performance	.423	.064	.657	6.620	.000
	Freely communicating their grievance	-0.03	.082	-.036	-.360	.719
a. Dependent Variable: Years of experience						
R			0.590			
R square			0.488			
Sig			0.000			

Years of experience (unchanging) The level of acceptance towards respondents who are satisfied with the company's policies (0.121), the level of acceptance towards job security based on performance (0.423), and the level of acceptance towards freely expressing their complaints (-0.030) all contribute to a total of 1.020. The data indicates a positive correlation between the level of acceptability towards job security based on performance and the number of years of experience.

Comparison Between Marital Status of the Respondents and Acceptance of Respondents Towards Various Factors					
Paired Samples Test					
Paired Differences					
		t	SD	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	Marital status - Level of acceptance towards working environment	-0.90286	0.84175	0.08215	-1.06576
Pair 2	Marital status - Level of acceptance towards quality policy	-1.44762	0.79110	0.07720	-1.60072

It reveals that no relationship exists between marital status of the respondents and acceptance of respondents towards various factors as the t value for Marital status and Level of acceptance towards working environment (-.902) and Level of acceptance towards quality policy (-1.44) is negative.

Comparison Between Dimension Related to Basic Factors					
Correlations					
	Working environment	Relationship with superiors	Relationship with colleagues	Motivational and recognition	
Working environment	PC	1	.452**	.478**	.561**
	Sig		.000	.000	.000
	N	250	250	250	250
Relationship with superiors	PC	.452**	1	.923**	.554**

	Sig	.000		.000	.000
	N	250	250	250	250
<b>Relationship with colleagues</b>	PC	.478**	.923**	1	.469**
	Sig	.000	.000		.000
	N	250	250	250	250
<b>Motivational and recognition</b>	PC	.561**	.554**	.469**	1
	Sig	.000	.000	.000	
	N	250	250	250	250

PC- Pearson Correlation Sig- Sig. (2-tailed)

It reveals that there is a positive correlation between working environment of the employees and employees relationship with superiors (0.452), relationship with colleagues (0.478) and motivational and recognition (0.561). The dimension relationship with superiors have a positive impact towards employee relationship with colleagues (0.923) and relationship with motivational and recognition (0.561).

## 9. FINDINGS

- The demographic profile of the respondents indicates a predominance of male participants, a relatively young workforce with the majority falling in the age range of 26-35, a prevalence of lower-level employees, a predominantly unmarried status, and a significant proportion of respondents with 4-10 years of experience. These demographic insights provide context for analyzing the perceptions and experiences of employees within the sample population and contribute to understanding the dynamics of the workforce within the studied IT companies in Coimbatore city.
- Excitement Factors: Acceptance towards adequate canteen facilities, company policies, job security based on performance, and freedom to express grievances.
- Performance Factors: Acceptance towards increased performance due to training, satisfaction with management, decision-making standards, departmental changes, and ISO certificate.
- Age Factors: Age-related acceptance towards excessive workload, comfortable working hours, adequate rest intervals, and proper treatment from superiors.
- Job Security Factor: Acceptance towards job security based on performance is directly proportional to years of experience.
- Positive Correlation: Positive correlation between working environment, relationship with superiors, colleagues, motivational and recognition.

## 10. SUGGESTIONS

- Offer employees clearly defined career trajectories (including succession plans), mentorship opportunities, and tuition reimbursement for job-related education.
- Offering workers a well-defined professional development plan serves as a motivating factor for them to remain with the company.
- Provide training to supervisors on coaching and performance management abilities.
- Establish an effective promotion procedure that includes comprehensive training in "soft skills" both before to and after promotion.
- Employ the work rotation approach to provide each employee with the chance to access and comprehend the duties and challenges faced by other departments.
- Senior leadership recognises workers and equips them for advancement by offering essential training and education.

- Determine the unique skills and talents possessed by your personnel and then motivate them to expand their capabilities in unfamiliar domains.
- Provide staff with top-of-the-line equipment and materials. It is essential to ensure that your equipment is adequately maintained and consistently update machinery, computers, and software. Furthermore, ensure that staff are equipped with the most superior goods that are within your financial means.
- Demonstrate appreciation for your personnel. Acknowledge exceptional accomplishments immediately and openly, while also dedicating time to acknowledge the many little contributions your personnel makes on a daily basis towards the organization's purpose. Remember, these individuals are the ones responsible for enhancing your appearance.
- Display adaptability. Modern workers sometimes have several obligations outside their professional duties, which may include caring for children, elderly parents, managing chronic health concerns, and other related matters. Employees will exhibit loyalty towards employers that enhance their convenience via the provision of on-site childcare facilities, on-site hair styling and dry cleaning services, flexible work schedules, part-time employment opportunities, job-sharing arrangements, or other practices.
- Allocate space for enjoyment. Commend achievements and acknowledge the attainment of significant goals. Organising potluck lunches, birthday celebrations, staff picnics, and creative competitions will serve as effective reminders of the exceptional work environment your firm offers.
- Minimize the administrative workload. If your technicians devote a significant amount of time on completing administrative forms, it is necessary to implement a transformation. The burden of paperwork may exacerbate the stress and fatigue experienced by workers. Streamline administrative processes by reducing superfluous documentation, transitioning a greater portion of paperwork to digital formats, and using non-technical administrative personnel to assume as much of the paperwork load as permissible within legal and regulatory frameworks.
- Cultivate a collaborative atmosphere. Constructing a proficient team requires exertion, nevertheless the outcome yields enhanced production, optimal resource utilisation, superior customer service, and heightened morale.

## 11. CONCLUSION

It is concluded that, the respondents' demographic profile highlights the diverse composition of the workforce in the IT firms surveyed in Coimbatore city. Organisations may create a lively and resilient workplace culture by embracing diversity, supporting inclusion, and adjusting HR practices to meet the varied requirements and preferences of workers from different demographic groups. This approach promotes individual and organisational success.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

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