

A study on Sodexo coupon as an innovative tool in employee motivation and an outline about its digital passage with reference to IT sector in India

Nazim Sha. S¹ and M. Rajeswari²

Abstract: *Representatives can purchase sustenance consequently they have to give the coupons they have. Most of the conditions this coupon is given by the association in which you are working with the help of Sodexo gathering. Sodexo benefits through advancement on it coupon. Through this, they offer ads. Sodexo is a sort of help to specialists. Association consistently passes on Sodexo coupon to specialists for good execution. India spends around 21,000 crores on printing which is higher if the country's entire economy is considered. This is pointless utilization and can be wiped out by supplanting cash with mechanized portions mechanical assemblies or on cutting edge dinner vouchers. Presently Sodexo organization guarantees the effective conveyance of its support of various parts of the world to achieve places where it can reach effortlessly which is conceivable just through Digital change. The explanation for this investigation is to comprehend the utilization of Sodexo coupons among various delegates in holding the laborers by thinking about it as a motivational apparatus and also to study the viewpoints of Sodexo coupons among the married and unmarried people. This examination was formed in the IT Companies in India. The investigation is likewise to inspect the Digital change of Sodexo by taking one of its administrations, for example, presentation of supper card.*

Keywords: Sodexo Coupon, Motivational, Innovative, Digital

Introduction

Sodexo founded in 1966 which is a facility management and food services company headquartered in Paris and is French based and Sodexo will be a standout amongst those world's biggest multinational corporations, for 420,000 workers that representable 130 nationalities also would introduce looking into 34,000 destinations in 80 nations. Sodexo serves huge numbers sectors, including private corporations, administration agencies, schools from preschool through school (counting seminaries Furthermore profession schools), healing centers Also clinics, assisted-living facilities, military bases, furthermore prisons, money related prizes to support worker engagement and inspiration yet thinks about have demonstrated that financial advantages are losing their allure. Sodexo offerings reach starting with sustenance administration operations that incorporate staff restaurants, catering, official dining, vending, and supper delivery, to coordinated circuit offices administration benefits that incorporate both delicate benefits.

¹ Research Scholar, School of Management, Hindustan Institute of Technology and Science, Padur, Chennai, India.

² Associate Professor, School of Management, Hindustan Institute of Technology and Science, Padur, Chennai India.

Corresponding author: Nazim Sha. S can be contacted at: nazimsha.s1992@rediffmail.com
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Rather, perceiving representatives' endeavors seems, by all accounts, to be the best in inspiring workers. Money is the best tool of motivation but now the trend has changed. Through commercial on coupon Sodexo profits through this, they offer ads. Dinner passes, eatery vouchers, versatility passes, recreation passes, book cards, and preparing voucher in type of coupons and procedures them upon utilizes Sodexo furnishes organizations and open experts with these It is exclusively overseen and coursed by Sodexo organization. Giving Sodexo is a form of motivation to the employees for his or her better performance. If it is give as cash people would try to save the money rather than spending. It is exclusively overseen and flowed by Sodexo organization. Since, everything is overseen by Sodexo, it takes a cut in every exchange. If you increment with the volume, it is gigantic. It is an immense brand. Each Sodexo coupon has an expiry date and it is not mandatory that all Retailers would accept Sodexo coupon but an employee can save up to 30% on tax and it is one way to retain the employees in the organization.

In this Digital era Sodexo can be considered as paper-based coupons used at countless and even general stores, for reimbursements by delegates and even by tax breaks. According RBI all the meal vouchers should be changed from paper means to digital. This rule was released in March 2017. Meal benefit and employee benefit are the two solutions Sodexo has in India and Sodexo is one of largest in vouchers has already changed from traditional method to digital method by issuing a prepaid card. The reason behind this study is to understand the usage of Sodexo coupons among different delegates in retaining the workers by using these as a motivational tool and the examination is moreover to assess the Digital difference in Sodexo by taking one of its organization, for instance, introduction of dinner card. Coupon framework is used to compensate the workers for better execution. Sodexo Coupon gives can be utilized to pay whenever conceivable and can be utilized as a piece of everyday life to pay for your sustenance and refreshments. Coupon isn't transferrable. Incase if the coupon is lost at that point there is possibility of renumeration. Workers will be given these coupons than paying the cash. These coupons can be used instead of money for things bought. Sodexo will later offer cash to these Business individuals who guarantee for it. Sodexo Coupons moreover makes the specialists get the duty decreases in the wake of using the Sodexo coupons. Sodexo vouchers offer agents the chance of choice as they are recognized at a collection of support establishments.

The Sodexo Affiliate Network consolidates restaurants, fast food outlets, cake kitchens, sweet shops, solidified yogurt parlors and huge support establishments in your city other than your cook. Sodexo vouchers can be used by the specialists for various purposes, for instance, a supper pass, for shopping or in diners where the Sodexo vouchers are being recognized. Our country offers a very flexible approach in people sing Sodexo coupon. A Study by the Incentive Research Foundation, the correct motivating force program can enhance group execution by as much as 44%, help worker engagement by 27% and furthermore draw in higher quality representatives. SMEs and bigger organizations alike can receive enormous benefits from viable motivating force acknowledgment programs. A 2015 Sodexo Benefits and Rewards worldwide study uncovered that 74% of SME pioneers who had presented such projects had seen a change in procuring, with 88% asserting a bounce in profitability and 71% an expansion in deals.

Digital Meal Coupon System Process

Earlier the coupons are printed and supplied to every client across countries and would be distributed to the users in booklets. Now the things have changed from distributing meal card instead of coupon system where you have all the security including the online security check to

Sodexo coupon as an innovative tool in employee motivation

card activation where the amount will be loaded month after month based on your performance and can be called as a performance appraisal system. Now mobile payment option is available where you need to link it with your meal card. The clarification for this examination is to grasp the use of Sodexo coupons among different delegates in holding the workers by considering it a motivational mechanical assembly. This examination was framed in India. The examination is moreover to assess the Digital difference in Sodexo by taking one of its organization, for instance, introduction of dinner card.

Literature Review

The following are the below highlighted studies by some of the prominent authors and from the articles and surveys. Poll, Harris (2015) conducted a survey in the U.S outlined that about 79 percent of employees would prefer new or additional benefits or perks over a pay increase. From recent research it is found that even the merchants prefer meal card over paper coupons.

Vijay (2017) conducted a study in India about the Sodexo coupons and discovered that the Digital cards instead of meal pass will be a solution to the printing cost and to the merchants and the initial challenge has to be faced in converting the casual economy to formal one and it is not a difficult one too. Jerson Jerome Dmello, Kinjal Ashwin Madhani (2015) conducted a study in the city of Mumbai in India says that irrespective of age groups the acceptance of the Sodexo coupons is not dependent on it as it can avail tax rebate, but among the merchants its acceptance is less. Jayanth (2012) outlines that the purpose of using Sodexo Coupons in India is to avail the tax rebate and people mainly using it is from IT employees in the “The Restaurant Business India.” Sodexo meal coupons: Good bad and Ugly (2012) is an article published in Enidhi India outlines that most of the employees working in the IT sector save about 10 – 20% of the amount/month because of Sodexo coupons as part of availing tax rebate. Privinson Cajitan Dmello, Lotankar and Pooja (2015) outlines that majority of the employees in the city service occupation in Mumbai is aware about the Sodexo Coupons importance and benefit in terms of money and also in terms of acceptance. Mudras, Pranav, Shinde and Pranita (2015) say that the majority of the employees in Mumbai city are aware that using Sodexo can help save money. Rama Venkatachalam and Arwah Madan (2012) conducted a study in India says that the Acceptability of Sodexo coupons are seen more on organized Retails sector when compared with unorganized retail sector.

Objective of Study

- To study the influence of Sodexo coupons among working class
- To measure the preference of Sodexo coupon over the payment method in performance appraisal system among the employees
- To study the flexibility in service offered by Sodexo when transformed to Digital system from Traditional system.
- To study the influence of Sodexo coupons among working class by examining the family working class and comparing the Employed youth living in the rented flats with those who live in PG.

Research Methodology

Sample design

The study is done by using judgement sampling with 95% confidence and 5% margin of error. A sample of 50 employees has been taken across India. The correlation test has been used for finding the relationship between two or more variables and analysis is done based on the data collected. Only 50 employees were taken due to time limitation and also only 50 people responded to the survey with perfection.

Data Collection

In view of this questionnaires were sent to 50 respondents and the inquiries were asked where their responses are noted. Respondents are particularly from IT sector employees.

Data Analysis Tool

The data gathered was analyzed using Percentage analysis, Correlation and Significance test denoted by “tc”. Analysis was done using Excel program. Independent Variables was tested or measured over the Sodexo coupon which is the dependent variable

Note: Here “r” is Correlation coefficient, tc is Test of significance.

Data Analysis and Interpretation

The current study focuses on mainly 5 areas: Reliability, Innovative, Flexibility, Preference and Assurance which has been taken as variables to prove the objectives taken to study. From the fig 1 it is interpreted that the majority of the working class Strongly agree to the fact that Sodexo is one among the best innovative performance appraisal method as it can avail tax rebate as people value money more and it can be Reliable. From the fig 2 it is interpreted that majority of the employees Strongly agree that giving Sodexo coupon helps in retaining employees and the Digital transformation of Sodexo coupons from Paper based system to Card based system has resulted in a better service and is an Innovative method.

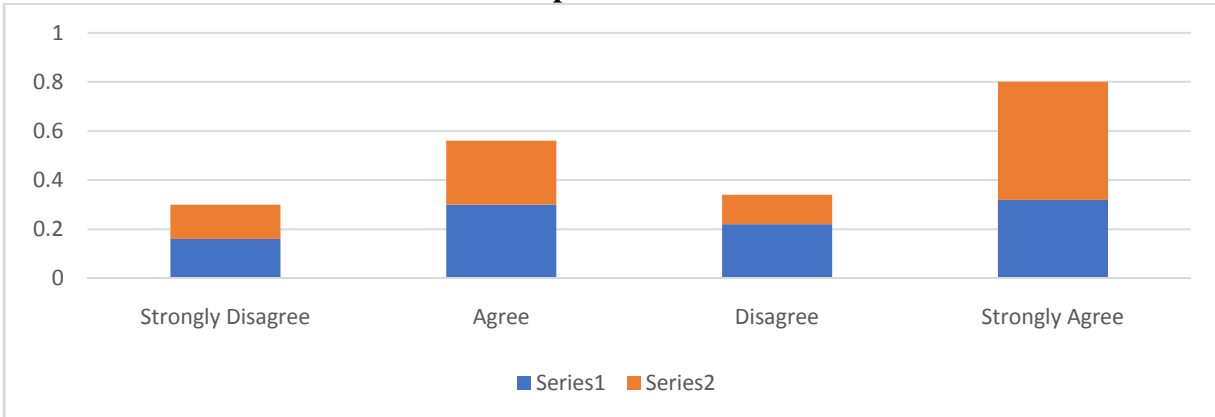
From the fig 3 it is interpreted that majority of the employee strongly agree to the fact that Sodexo coupons are mostly useful to working class families and is a flexible method. From the figure 4 it is interpreted that most working youths agree to the fact that those who stay in rented flats prefer Sodexo coupons as the prefer cooking food by themselves and it can be one of the most preferred method. From the figure 5 it is interpreted that Majority of the employee youth Strongly Agree to the fact that those who stay in PG Hostel prefer Sodexo coupons and is the most accepted method. The above has been analyzed using percentage analysis and is plotted using charts which are highlighted below. Fig 6 and Table 1 depicts the Scatter Diagram, Correlation Analysis and Significance test showing the variables values.

Here, most of the working employees agree to the fact that Sodexo is Reliable Method Correlation analysis and significance test with $r = 0.82$, $tc = 2.03$ with p value 0.05 with degree of Freedom 30. Sodexo is the best Innovative method and majority of the working class agree to this fact and is analyzed using Correlation analysis and significance test with $r = 0.93$, Sodexo is the best Flexible method and majority of the working class agree to this fact and is analyzed using Correlation analysis and significance test with $r = 0.82$ and $tc = 2.03$ with p value 0.05 and degree of Freedom 30., Sodexo method is most preferred method with $r = 0.99$ and $tc = 9.93$ with p value 0.01 and degree of Freedom 2. Sodexo is one of the best innovative method and is

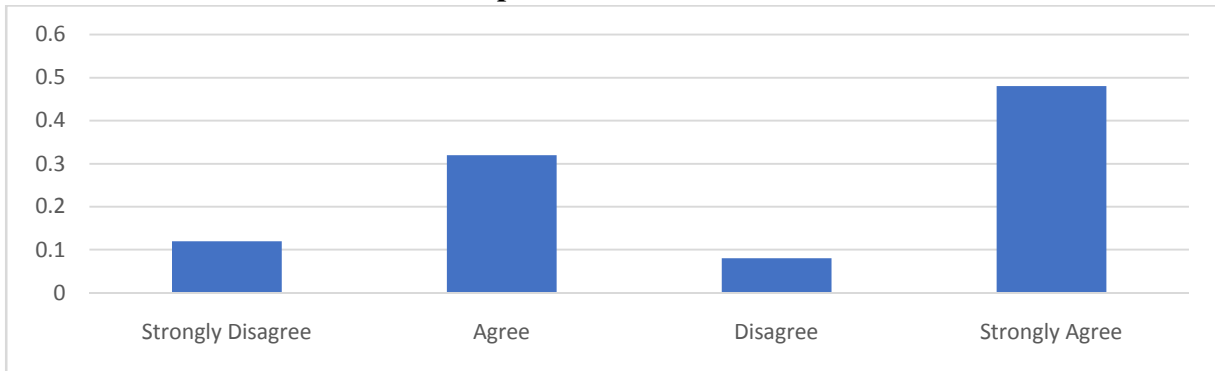
Sodexo coupon as an innovative tool in employee motivation

analyzed using Correlation and significance test with $r = 0.93$ and $t_c = 4.3$ with p value 0.001 and degree of Freedom 12.

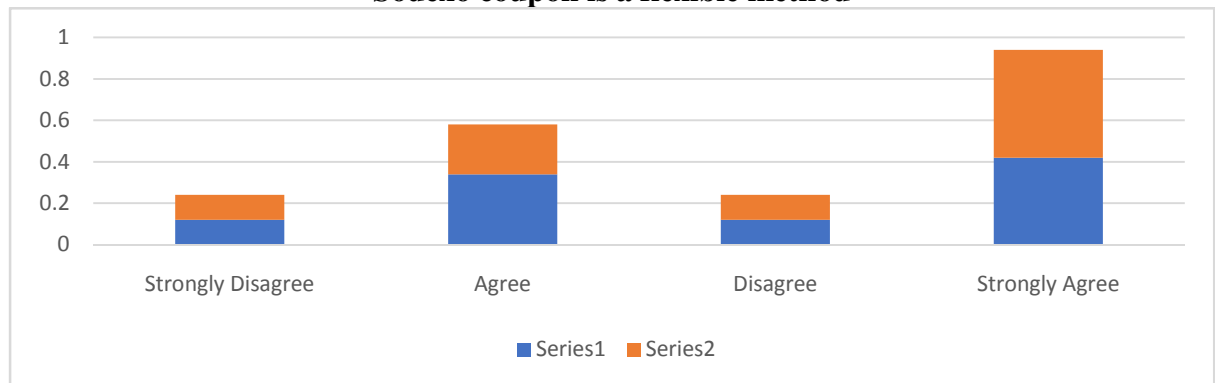
Sodexo coupon is a reliable one



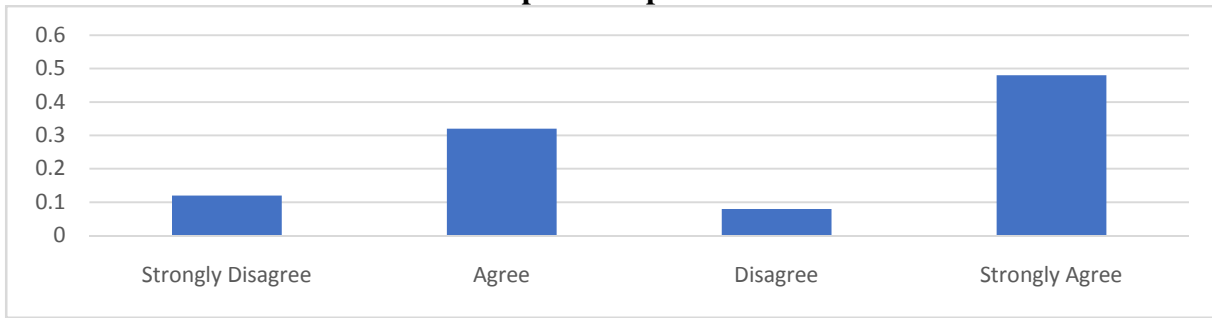
Sodexo coupon is an innovative method



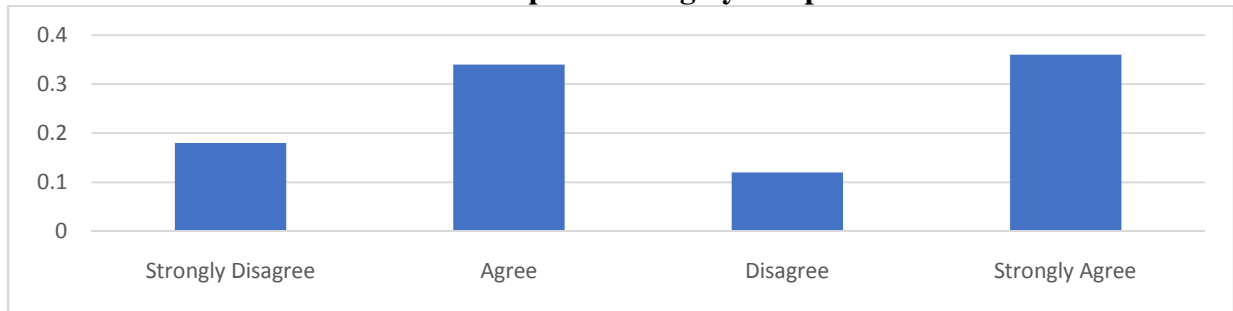
Sodexo coupon is a flexible method



Sodexo coupons are preferred more



Sodexo coupons are highly accepted



Correlation Analysis depicted using a Scatter Diagram

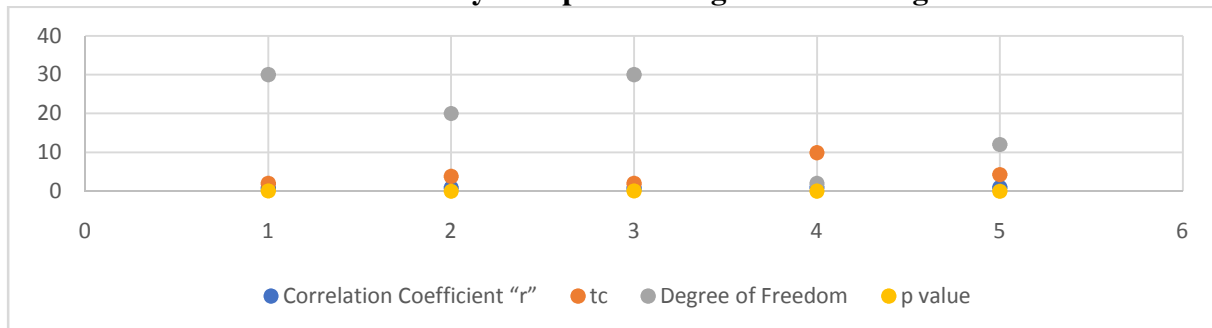


Table 1: Correlation Analysis & t test

Independent Variables	Correlation Coefficient "r"	t test (Test of Significance denoted by tc)	Degree of Freedom	p value
Reliable	0.82	2.03	30	0.05
Innovative	0.93	3.83	20	0.001
Flexible	0.82	2.03	30	0.05
Preference	0.99	9.93	2	0.01
Acceptance	0.95	4.3	12	0.001

Suggestions

Sodexo should introduce some more innovative services which can improve the daily routine life of people thus can bring the people and business together. They should also improve their offline

Sodexo coupon as an innovative tool in employee motivation

ideas and platforms according to the needs of the employees. Now Sodexo should also focus on educational institutions and should introduce services which satisfy the needs of students thus bringing a perfect platform in increasing their brand across all areas.

Conclusion

The hypothesis was conducted to understand and prove that there is a preference of Sodexo coupon over the payment method in the performance appraisal system among the employees and the study proves that Sodexo offers a flexible service when transformed to Digital system from the Traditional. The study also tells that there is an influence of Sodexo coupons among working class families and the Employed youth living in the rented flats as they prefer to cook themselves. The study also reveals that conversion to Digital method from Traditional has turned Sodexo a flexible approach. To the current situation prevailing in India Sodexo coupon came as solution to the working class to avail the tax rebate.

Those demonstration to this examination is to grasp those usage of Sodexo coupons Around Different delegates done considering those laborers by considering around it Concerning Illustration A motivational mechanical assembly and likewise on investigation the viewpoints for Sodexo coupons "around the wedded and unmarried individuals. This examination might have been framed clinched alongside India. The examination will be similarly to investigate the advanced transform of Sodexo Eventually Tom's perusing bringing a standout amongst its administration, for example, presentation of dinner card. It may be watched that. Greater part of the working population consent of the truth that Sodexo is you quit offering on that one around the best imaginative execution examination strategy as it camwood benefit duty refund as people esteem cash. Lion's share of the workers agrarian that giving Sodexo coupon aides done holding employees. Majority of the attempting population agrees that advanced conversion of Sodexo coupons from paper-built framework with card-based framework need brought about a preferred administration. Larger part of the representative agrarian of the way that Sodexo coupons are basically of service to working population groups. Practically attempting young people consent of the reality that the individuals who remain on leased flats favor Sodexo coupons as the want cooking nourishment Eventually Tom's perusing themselves. Lion's share of the Worker young opposes this idea of the reality that the individuals who sit tight clinched alongside PG lodging want Sodexo coupons.

Limitations of the Study

The present study was mainly proved using analysis pointing on the Customers preference of Sodexo as the best payment method considering the current economic situation in India. Here, Data was collected using Questionnaire from different people. As, each people have their views and ideologies towards a concept this has been identified and observed here. There were difficulties faced in constraining the time and in explaining the situation to people whom data was collected. Only 50 employees were taken due to time limitation and also only 50 people responded to the survey with perfection.

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