

## A STUDY ON THE EMPLOYEES ATTITUDE TOWARDS THE ORGANIZATIONAL CULTURE

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### ABSTRACT

Organizational culture is the underlying values and beliefs in an organization. Organizational culture varies from company to company and may be difficult to improve. This study helps in identifying the factors dominating the employee attitude in the organization with regards to the culture. A good culture prevailing in the organization would have high impact on motivation, group discussions, individual learning behavior, and also to improve organizational values. Descriptive study was carried out. Data was collected from 92 employees in the form of standardized questionnaire method. Analysis of data was done using Percentage method, Chi-square method and Pearson correlation method. The result of the study found that organizational culture and employee's attitude had a positive correlation.

Keyword: Organization culture, Employees Attitude, Organizational Behavior.

### INTRODUCTION

An attitude refers to manner, disposition, feeling with regard to a person or thing merely tendency or orientation of the mind. A person's attitude towards something is the way he feels or thinks about. Attitude of a person can be carried out clearly through 3 elements i.e. A belief or opinion about something, Feeling about that thing & tendency to act in certain way.

Attitudes are classified into two types i.e. Positive/Explicit and Negative/Implicit attitudes. Work place attitudes refers to an individual's perspective by which he sees the work environment. Work place attitudes are the feelings we have towards different aspects of environment.

#### Features of Attitude:

- Attitude will have a very strong influence on a person's actions favorably or unfavorably to things around him.

- Attitude of a person is acquired through experience or self-realization.
- Attitudes starts right from the childhood and continues throughout the lifetime of a person.
- Attitude are abstract form as they constitute a psychological phenomenon which cannot be observed directly. But it can be observed by noticing the change in a person's behavior.

### **Organizational Culture:**

Culture in an organization plays a very crucial role in creating a business unique in their own way. It is an attractive factor of every employee and his underlying beliefs, assumptions, values and ways of his interacting nature contributes much to the environment of an organization.

Organization has its own personality, character and individuality of its kind like every individual. The organizational culture encompasses values and behaviors that contribute to the unique social and psychological environment of a business and an employee.

### **REVIEW OF LITERATURE**

**BONIFACE C. NWUGWO (2001)** has stated the four basic cultural forms that prevails in the organization. He has also explained about the double S cube, which is a very old and well – established sociological concept which includes both Sociability and Solidarity. He has concluded that organizational culture is the basic outline of shared norms, standards and principles that govern the behavior of a particular organization. From this research he has found that organizational culture is pervasive and powerful.

**GURMEETSINGH SIKH (2011)** has observed that Organizational change would certainly affect the employee's attitude due to the sudden transformation from one situation to another can bring more stress, strain and anxiety to the employees. Conceptual approach has been highlighted with certain factors such as supervisor and peer relation, employee readiness and demographic characteristics. This research concludes that younger employees are more ready and open for a change than the older employees in the organization.

**ALFRED STEPHEN (2016)** has conducted a study on organizational culture and its impact on employee's performance and job satisfaction. From this study it is understood that organizational culture would have high impact on organizationally and individually derived customers. It also affects the outcomes of productivity, performance, commitments self-confidence, satisfaction and ethical behavior. The purpose of

the study was to build a good culture in an organization so that it would have a positive impact on the employee's performance.

**ANANTA NARAYANA (2017)** the aim of this research was to identify and determine strong relationship between organizational culture and employee performance. In this study the researcher has found that a good organizational culture wherein the employees are being suitably rewarded for their work done, have an immense job satisfaction which leads to the positive effect on overall performance of the organization. This article concludes that organizational culture is very essential in every organization as it enriches employee's performance thus resulting in employee's obligation which helps the organization to succeed & flourish their goals in an optimistic way.

## **OBJECTIVES**

1. To ascertain the influence of organizational culture on employee's attitude and its influence on employee's performance.
2. To study the relationship between employee's attitude and organizational culture.

## **RESEARCH METHODOLOGY OF THE STUDY**

Research is a "systematized effort to gain new knowledge". It is an academic activity and therefore the term should be used in a technical sense (Redman and Mory (1923)).

Methodology is a set of principles, rules or techniques used to in order to gather and examine a particular information. It is a justification for using a particular research method.

Research methodology is a process used to collect and examine the data's by analyzing it for advancement of knowledge in any field. It helps the readers assess the reliability of your research

### **Research Design**

Research design is obtaining a suitable evidence for a research problem. This is a strategy for testing hypothesis.

### **Research Method**

In this research, the sampling method used to gather information is complete enumeration sampling method.

### **Complete Enumeration Sampling**

Complete enumeration sample are conducted to estimate unknown population parameters. In this Complete Enumeration Method each and every item in the universe is selected for the data collection and none of these procedures provide exact results.

### **Sample Size**

It is the count of individual samples measured or observed for the purpose of study or experiment. In this research the data's were collected from 92 employees so, the sample size is 92.

### **Data Collection and Data Analysis**

The primary data was collected from the employees with the help of questionnaire which were given to all the employees of the manufacturing company. The secondary data were collected from books, records and journals. This study uses percentage method, Pearson correlation and Chi-square method.

### **Tools Used.**

### **Research Tools**

The research instrument adopted was a structured questionnaire method. The questionnaire was based on the change in the workplace and their attitude towards those change.

### **Statistical Tool**

The Statistical tools used in this research are as follows:

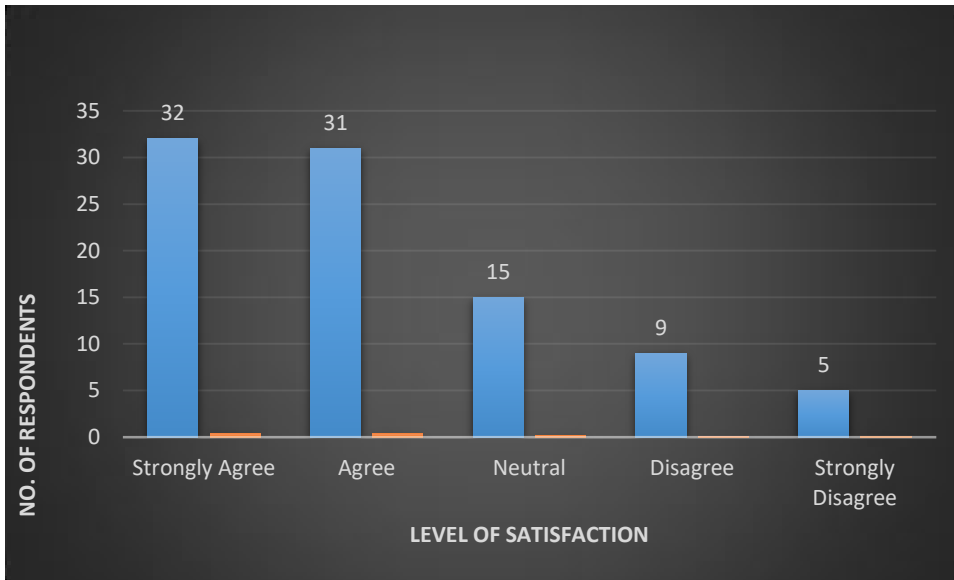
1. Percentage Method. 2. Karl Pearson's Correlation Method. 3. Chi-Square Method.

i) **Percentage Method.**

### **Working Environment**

<b>LEVEL OF SATISFACTION</b>	<b>NO. OF RESPONDENTS</b>	<b>% OF RESPONDENTS</b>
Strongly Agree	32	35%
Agree	31	34%
Neutral	15	16%

Disagree	09	10%
Strongly Disagree	05	5%
<b>TOTAL</b>	<b>92</b>	<b>100%</b>



ii) **CHI – SQUARE**

Analysis Regarding Income Vs Experience of The Respondents

Ho: There is no significant association between the income and experience of the respondents.

H1: There is a significant association between the income and experience of the respondents.

REMUNERATION * EXPERIENCE CROSS TABULATION							
COUNT							
	INCOME	EXPERIENCE					TOTAL
		0-2 YEARS	3-5 YEARS	5-6 YEARS	6-8 YEARS	ABOVE 8 YEARS	
REMUNERATION	Rs.3000 - Rs.5000	7	0	0	0	0	7
	Rs.5001 - Rs.10000	5	16	9	0	0	30

Rs.10000 - Rs.15000	0	0	15	0	0	15
Rs.15001 - Rs.20000	0	0	1	14	0	15
Above Rs.20000	0	0	0	4	21	25
<b>Total</b>	<b>12</b>	<b>16</b>	<b>25</b>	<b>18</b>	<b>21</b>	<b>92</b>

	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	2.298E2 <sup>a</sup>	16	.000
Likelihood Ratio	201.745	16	.000
Linear-by-Linear Association	80.856	1	.000
N of Valid Cases	92		

**Calculation:**

Tabulated Value : 26.30

Calculated Value : 2.298

Degree of Freedom : 16

It is noted that observed value (26.30) is less than the significant value 0.05. The Null Hypothesis (H0) is rejected and the Alternative Hypothesis (H1) is accepted. Hence it is identified that there is a significant association between the income and experience of the respondents.

iii) **CORRELATION**

Analysis Regarding All Round Performance And Friendly Atmosphere In The Organization.

	ALL ROUND PERFORMANCE	FRIENDLY ATMOSPHERE
All Round Performance Pearson Correlation Sig. (2-tailed)	1	.957** .000

	N	92	92
Friendly Atmosphere	Pearson Correlation	.957**	1
	Sig. (2-tailed)	.000	
	N	92	92

The Null hypothesis (H0) is rejected and the Alternative hypothesis (H1) is accepted.

So, there is significant relationship between the all-round performance and friendly atmosphere. Since  $R = 0.957$ , both the variables all round performance and friendly atmosphere is strongly positively correlated.

### FINDINGS

1. From the study it is found that 97% of the employees adapt themselves with the changing environment.
2. From the analysis it is found that majority of the respondents have completed UG and the respondents with intermediate or low level of education follow them.
3. It is found that 97% of the employees adapt themselves with the changing environment as 3% of employees cannot as they are senior employees of the organization and they lack in up today technologies.

### CONCLUSION:

The overall understanding and observation of this topic has made to perceive the organizational culture and its effect on the employee's attitude, evidencing his related literatures. A good organizational culture always considers the employee as an integral part of its growth and a process to excel among various other of the organizations. An organization fosters the employee commitment towards the organization.

Employees align their goals and objectives with organizational goals and are committed to time targeted responsibilities for the overall growth of an organization. As their efforts are in turn appreciated by the management with suitable rewards and has job satisfaction. Such an organizational culture will be the pillar and foundation of a strong grown company with remarkable reputation in the industry.

Organizational culture enables internal integration & coordination between organization and its employees and it creates the environment of learning, competition, quality of work, sense of accomplishment and performance enhancement. The data analyzed is the employee's attitude at various levels has been identified and found to be up to the mark and is found that the majority of the respondents are satisfied with the organizational culture. The slight deviation occurs in the area of career based engagement practices which need to be much better than the activity based engagement. Moreover, the opinion and perception of the management towards employee's attitude are also good.

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