



A Study on “Employee Perception towards Organizational Culture and its Impact on their Attitude and Behaviour at VRL”

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ABSTRACT:

This research delves into the perceptions held by employees regarding the organizational culture within VRL Logistics, a prominent player in the logistics industry. The study's core objective is to explore how these perceptions influence the attitudes and behaviours exhibited by employees within the organization. To fulfil this objective, a comprehensive research approach was adopted, incorporating surveys and interviews. Furthermore, this study examines the repercussions of these perceptions on employee attitudes and behaviours. It becomes evident that employees who perceive a strong alignment between their values and the organizational culture tend to display higher job satisfaction, engagement, and commitment. Such individuals also demonstrate a proclivity for proactive problem-solving and effective teamwork. The findings of this research offer valuable insights not only to VRL Logistics but also to other organizations looking to comprehend the influential connection between employee perceptions of culture and its impact on their attitudes and behaviours. It underscores the significance of cultivating a positive and inclusive culture to drive employee retention, satisfaction, and overall organizational excellence.

Keywords: Organizational Culture, Job Satisfaction, Workplace Culture, Attitude, Behaviour

INTRODUCTION:

Employee perception can be compared with a company's nature and brand. The organization exceptionality depends on its core values. It is frequently associated with association behaviours and closely links to how workers' planned representatives and the public as a whole view the association. The company's culture is a social reality that prescribes workers what they should be doing, feeling, and thinking. The work environment of a company refers to an assortment of accepted beliefs, ideals, and convictions that influence how people behave in the workplace. Employee efficiency has been significantly affected by the organizational climate and surroundings. Every business has its own unique set of cultural norms that define the conduct that is expected, encouraged, and approved. According to Becker (1982), who is right, organizational culture all destroy a shared priority about an association that a worker holds and that distinguishes one association from another. These standards, whether can be stated in written or verbal form, familiarize the staff with them. Each employee enters into a relationship contract with their employer when they in or enter, agreeing to fill their demands regarding the cost, relationships, and psychological assistance in return for a pleasant working atmosphere.

OBJECTIVES OF THE STUDY:

- To assess how corporate culture affects employee's attitude.
- To evaluate the impact of organizational lifestyle on employee's behaviour.
- To assess employee's perception about organizational culture
- To identify the factors within the organization that significantly impacts the employee's attitudes and behavior towards their work and towards the organization.

LITERATURE SURVEY:

1.Ristino, Robert J. and Michalak, Joanna Malgorzata (2018) “Employee's Perception of Organizational Culture's Influence on their Attitude and Behaviour” This examination grows the limited research because of organizational culture on workers perception of their work world. It focuses on the importance of worker reactions to in-depth, open-ended inquiries regarding their lived experiences with the elements of culture. The research study enlightens those components of culture that workers report has the most effect on their perceptions of organizational life. This utilizes a phenomenological research worldview. The culturally diverse examination test contained 20 full-time workers from Eastern European organizations. The examination tracked down that the social components of Qualities, Organizational and fundamental Beliefs most impacted respondents' impression of their associations

2. **Tianya LI (2015)** "Organizational culture & employee behaviour" organizations are among the critical units of the general public. During their foundation and improvement, a particular sort ultimately shows up. The reason for organizational culture is to further develop fortitude and attachment, and to encourage representatives' energy and creative ideas to work on the organization's financial proficiency. Furthermore, hierarchical culture extraordinarily impacts representative conduct. The point of this investigation is to discover what hierarchical culture means for representative conduct. Comprehend that to further develop the organization's business the management and let the organizational culture properly affect representative principally affects motivation, advances individual learning, influences communication, and works on organizational qualities, group choice making.

3. **P. Vijay Shankar, Dr. C. Vijayabanu, S.D. Vinothkumar, S. Anjali daisy** "A study on employee perception towards the organizational culture and commitment in public sector" The present literature intends to find about the worker perception towards their association culture among the representatives of the public area. Culture of an association affects fulfilment of the representatives and their responsibility and the corporate exhibition. A case of 75 representatives working in a public area organization was gathered. The information gathered was prepared descriptive analysis, regression and chi-square test. The outcomes uncover that every on off the variables deciding organizational culture viz.

4. **Kleanthis K. Katsaros, Sofia-Maria N. Bani (2014)** "Exploring employees' perceptions, job-related attitudes and characteristics during a planned organizational change" The current investigation investigates representative perceptions in regards to hierarchical availability to change, administrative help, trust in administration and propriety of progress during an arranged authoritative change in a public medical clinic. Overview information was gathered at double cross periods, previously and five months after the commencement of the arranged change. Examination discoveries show a critical increase in keen organizational status to change, administrative help, trust in administration and propriety of progress after the arranged change execution. Discoveries additionally recommend that distinctions in the previously mentioned insights are directed by certain work related mentalities, to be specific, work fulfilment, authoritative responsibility and occupation inclusion; and occupation related qualities, specifically, ability assortment, task personality, task importance criticism, independence and objective clearness. Hypothetical and viable ramifications of these discoveries are examined.

5. **Kamarul Arifin (2019)** "Factors Influencing Employee Attitudes toward Organizational Change" In the industrial era 4.0, change is inescapable. Accordingly, organizations should have the option to adjust to endure and keep on existing. Worker mentalities towards organizational change area mental propensity of representatives dependent on evaluative appraisals of changes, both positive and negative appraisals. The motivation behind this investigation is to direct an audit of the elements that can impact worker mentalities towards organizational change. This examination was directed on 9 exploration diaries distributed over the most recent 7 years. The examination shows that the elements that impact the development of work connection comprise of natural and extraneous elements.

METHODOLOGY:

A descriptive research design strives to provide an accurate and detailed account about a certain occurrence, group, situation, or variable. Descriptive research's main objective is to observe, note, and describe the characteristics as well as the actions the subject being what it is investigated. Contrary to experimental research, which attempts to prove cause-and-effect correlations by manipulating factors, descriptive research is worried about providing a neutral, in-depth picture without any outside help.

A study that aims to illustrate precisely the qualities of group, region, or people is called an illustrative examination. A scientist might worry about excluding a large enough population of people with certain ideas and dispositions. Utilizing descriptive research, the current study was created. The research is mainly descriptive in character.

HYPOTHESIS OF THE STUDY:

Hypothesis

- **Null Hypothesis (H0):** There is no significant relationship between the organizational culture and employees perception, attitude, and behaviors
- **Alternative Hypothesis (H1):** There is a significant relationship between the organizational culture and employees perception, attitude and behaviors

Hence, Organizational culture is independent variable where as employees perception, attitude behaviours is dependent variable

RESULTS AND DISCUSSION:

From the data analysis, and testing on the hypothesis it is seen that,

H0: There is no significant relationship between the perception varies amongst the Gender

H1: There is a significant relationship between the perception varies amongst the Gender

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Group Statistics

Gender	N Respondents	Mean Value	Standard Deviation	Standard Error Mean
Male	18	4.2222	1.00326	.23647
Female	12	4.5833	.66856	.19300

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Perception	Equal variances assumed	3.935	.057	-1.092
	Equal variances not assumed			-1.183

Interpretation:

According to the data availed by the questionnaire and after analyzing that questionnaire we got the mean value of male employees has 4.22 for out of 5 and for female we got 4.58 as mean value, this value indicate that the female employees have more positive perception about the organization and they feel proud to work at VRL then the male employees. This also proves that the male employees are also positive about the organization while comparing to female employees. So, the perception of the male employees can to be increased to better organizational growth by explaining the importance of organization culture through training.

CONCLUSION:

VRL Logistics Ltd., a private limited business, is to the completion of the organizational culture. Even though it strives to meet worldwide standards, the organization itself upholds integrity. Senior management must establish rules and procedures that are transparent and clear. Workforce performance is controlled via incentives, accolades, and conduct standards. To ease stress, enhance corporate culture, and encourage performance, the company holds regular meetings and open discussions. The manner in which different values and ideas are seen by employees helps the firm grow. The internalization of cooperative relationships, which results in the management of efficient organizational processes, is facilitated by the organizational culture. Performance is improved by the company's productivity and culture. This is not possible to draw the conclusion with statistical certainty that the company's culture had a positive influence on employee perception at this point in the study because an experimental design was not used. However, a number of conclusions and suggestions can be drawn from the present research.

FINDINGS:

Based on the results, it appears that only a minority of respondents have 9 or more years of experience, and that respondents with 3-5 duration of employment are more likely to answer. Due to their close links and connections to both management and other employees at the company, Almost all of those interviewed are pleased with their sense of attachment to VRL Logistics Ltd. The overwhelming the greatest survey participants are ecstatic about the welcoming environment that is provided to them because the business supports and develops its employees' career advancement. In addition to the absence of hierarchical discrimination in the organization, report high pleasure with their respected status.

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