



A Study on Organization Culture and its Impact on Employees Behaviour

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ABSTRACT

This research was carried out to understand organizational Culture and its influence on employee behavior. Organizational culture is the collective behavior of people that are part of an organization. The purpose of the study is no matter how deep and crucial training is provided for sales, marketing, production, manufacture, supply, distribution. An organization will keep lagging if the organizational culture of that organization is not strong. The aim of the study is about Organizational culture and its impact on employee behaviour. Descriptive research design was adopted by the researcher. The findings of the study such as there is a significant relationship between the gender of the respondents and the knowledge about the organization policy, there is no relationship between the employee category and the overall organizational culture. Organizational culture refers to the shared values, beliefs, and practices that shape the behavior and attitudes of employees within an organization.

Key words: Organization culture, job satisfaction.

INTRODUCTION TO THE STUDY

Organizational culture is the shared values, beliefs, attitudes, and norms that define how people within an organization interact and operate. It encompasses the unwritten rules and social norms that guide behavior, decision-making, and overall functioning within the workplace. Understanding and managing organizational culture is essential as it profoundly influences employee behavior and performance, ultimately impacting the organization's success.

Impact on Employee Behavior:

Workplace Values and Norms: Organizational culture shapes the values and norms that employees internalize. These values dictate what is considered acceptable or unacceptable behavior within the organization. For example, a culture that values innovation may encourage risk-taking and experimentation among employees, while a culture focused on tradition and stability may prioritize adherence to established procedures.

Review of Literature

"Organizational Culture and Its Impact on Employee Behavior: A Study in Indian IT Industry" by Singh, R., & Sharma, A. (2015):

This study explores the relationship between organizational culture and employee behavior specifically within the Indian IT industry. It examines how cultural elements such as teamwork, leadership style, and work-life balance influence employee engagement, job satisfaction, and turnover intentions.

"Impact of Organizational Culture on Employee Behavior: A Study of Indian Manufacturing Firms" by Verma, S., & Singh, P. (2016):

This research investigates the impact of organizational culture on employee behavior within Indian manufacturing firms. It examines how cultural factors such as hierarchy, communication patterns, and performance orientation shape employee attitudes, motivation, and job performance.

METHODOLOGY

Research methodology refers to the systematic and organized approach used by researchers to conduct a study, gather data, analyze information, and draw valid conclusions. It outlines the techniques, procedures, tools, and strategies that researchers employ to address their research questions or objectives. The chosen research methodology depends on the nature of the study, the type of data required, and the scope of the research project.

Primary data

Primary data refers to original data that researchers collect firsthand from original sources to address specific research questions or objectives. This type of data is directly obtained by the researcher through methods like surveys, interviews, observations, experiments, and focus groups. Primary data is unique to a particular research study and has not been previously collected or published by other researchers.

Secondary data

Secondary data refers to data that has been previously collected, compiled, and published by other researchers, organizations, or sources for purposes other than the current research project. It is information that already exists and is readily available for analysis and interpretation. Researchers use secondary data to address their research questions without having to collect data directly from original sources.

ANALYSIS

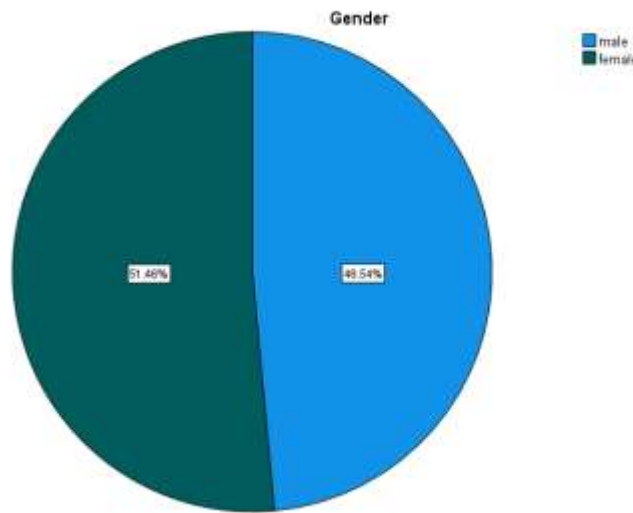
PERCENTAGE ANALYSIS:

TABLE 1

1. Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	50	48.5	48.5	48.5
	female	53	51.5	51.5	100.0
	Total	103	100.0	100.0	



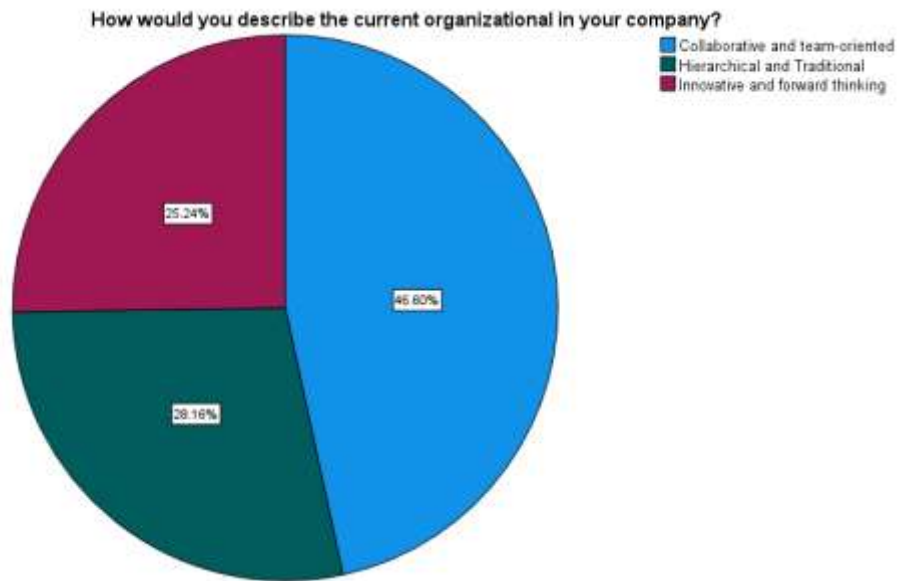
Inference:

From the above table it is interpreted that 51.46% are female and 48.54% are male. Majority are female respondents.

2. Percentage analysis for describe the current organizational in your company

How would you describe the current organizational in your company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Collaborative and team-oriented	48	46.6	46.6	46.6
	Hierarchical and Traditional	29	28.2	28.2	74.8
	Innovative and forward thinking	26	25.2	25.2	100.0
	Total	103	100.0	100.0	



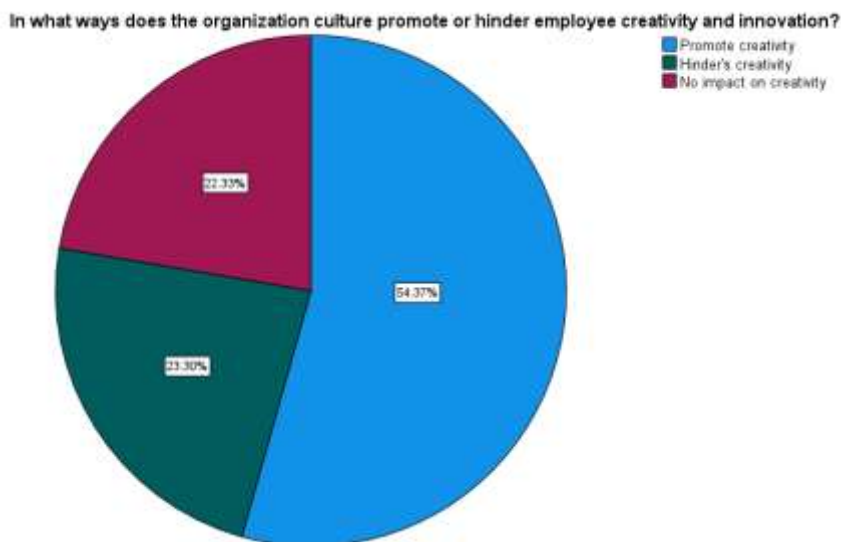
Inference:

From the above table it is interpreted that 46.60% are collaborate and team orientated,28.16% are Hierarchical and Traditional,25.24% are Innovative and forward thinking.Majority of them are Collaborative and team-oriented.

3. Organization culture promote or hinder employee creativity and innovation

In what ways does the organization culture promote or hinder employee creativity and innovation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Promote creativity	56	54.4	54.4	54.4
	Hinder's creativity	24	23.3	23.3	77.7
	No impact on creativity	23	22.3	22.3	100.0
	Total	103	100.0	100.0	



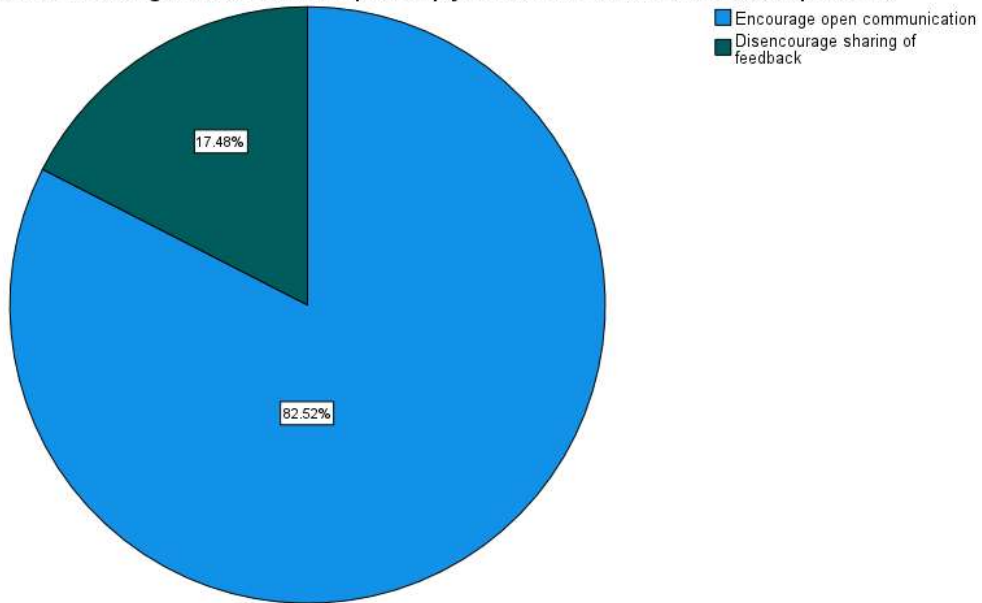
Inference: From the above table it is interpreted that 54.37% are Promote creativity,23.30% are Hinder's creativity and 22.33% are No impact on creativity.Majority of the employees 54.37% says organization culture promote creativity.

4.The organization culture impact employees communication and feedback process

How does the organization culture impact employees communication and feedback process?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Encourage open communication	85	82.5	82.5	82.5
	Dis-encourage sharing of feedback	18	17.5	17.5	100.0
	Total	103	100.0	100.0	

How does the organization culture impact employees communication and feedback process?



Inference:

From the above table it is interpreted that 82.52% are Encourage open communication and 17.48% are Disencourage sharing. Majority of them are Encourage open communication 82.52% the organizational culture impact employees communication and feedback process

Chi-square

NULL HYPOTHESIS (H0): There is no association difference between gender and overall satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is association difference between gender and overall satisfaction

Test Statistics		
	Gender	The level of satisfaction regarding the organizational culture impacted by the employer?
Chi-Square	.087 ^a	62.165 ^b
df	1	3
Asymp. Sig.	.768	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.5.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.8.		

INFERENCE

The significant value 0.768 is greater than the table significant value ($0.768 > 0.05$).

H1 is rejected and H0 is accepted.

Therefore, there is no association between gender and overall satisfaction.

ANOVA

NULL HYPOTHESIS (H0): There is no significant difference between age and level of satisfaction.

ALTERNATIVE HYPOTHESIS (H1): There is a significant difference between age and level satisfaction

ANOVA					
Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.893	3	1.631	1.280	.285
Within Groups	126.136	99	1.274		
Total	131.029	102			

INFERENCE

Null hypothesis is accepted there is no significant difference. There is no significant difference between age and level of satisfaction

CORRELATION

NULL HYPOTHESIS (H0): There is no relationship between year of experience and job satisfaction

ALTERNATIVE HYPOTHESIS (H1): There is relationship between year of experience and job satisfaction

Correlations			
		Year of experience?	How does the organizational culture influence employee job satisfaction and morality?
Year of experience?	Pearson Correlation	1	.107
	Sig. (2-tailed)		.284
	N	103	103
How does the organizational culture influence employee job satisfaction and morality?	Pearson Correlation	.107	1
	Sig. (2-tailed)	.284	
	N	103	103

INFERENCE

The significant value 0.284 is less than the table significant value ($0.284 > 0.05$).

H1 is rejected and H0 is accepted.

Therefore, there is no relationship between year of experience and job satisfaction.

Findings

Majority are female respondents.

Majority of them are 47.57% are at the age of 18-25 years.

Majority of them are single

Majority of them 2 to 3 years

Majority of them are Collaborative and team-oriented.

Majority of them are positive towards the organization.

Majority of the employees 54.37% says organization culture promote creativity.

Majority of them are satisfied 51.46% level of satisfaction regarding the organizational culture impacted by the employees

Majority of them are satisfied 51.46% level of satisfaction regarding the organizational culture impacted by the employee

Majority of them are Boost job satisfaction 63.11% organizational culture influence employee job satisfaction and morality

Majority of them are Good 51.46% the communication between superior and subordinate

Majority of them are somewhat supportive 44.66% felt that your Manager is supportive to your career development

Suggestion

It is notable that the majority of respondents are female, aged between 18-25 years, and single. Additionally, a significant proportion of respondents have 2 to 3 years of experience and earn a monthly income above 25001. The organizational culture appears to be predominantly collaborative and team-oriented, with a high level of positivity towards the organization and a belief that it promotes creativity. However, there is a notable portion of respondents who are neutral regarding the impact of the organizational culture on certain aspects such as communication and feedback processes. Despite this, the majority of respondents express satisfaction with the organizational culture, which significantly influences their job satisfaction and morale. Moreover, the communication between superiors and subordinates is generally perceived as good by a majority of respondents. One suggestion for further exploration could be to delve deeper into the reasons behind the neutral perceptions regarding certain aspects of organizational culture and communication, aiming to identify potential areas for improvement to ensure a more positive and effective work environment for all employees.

CONCLUSION

With a majority of respondents being female, young adults aged between 18-25 years, and single, it indicates a specific demographic profile within the organization. The organizational culture appears largely positive, with a significant emphasis on collaboration and creativity promotion, contributing positively to employee satisfaction and morale. However, there are areas of neutrality in perceptions, particularly concerning aspects like communication and feedback processes, suggesting potential areas for improvement. Overall, the findings underscore the importance of continuous evaluation and enhancement of organizational culture to foster a more inclusive, supportive, and productive work environment for all employees.