

A Study on Organizational Culture in Sakthi Auto Component Limited, Pallagoundenpalayam

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Abstract: Organizational culture determines the employees' perceptions likewise as views of an organization. The research aims to investigate the impact of organizational climate on employee satisfaction in the organization. Organizational culture has been measured on the basis of nine parameters that is: role and responsibility, objectives and goals, leadership and management work environment, performance management, career growth opportunities, work life balance rewards & recognition and pay and benefit. The study determines the relation between components of organizational culture with employee satisfaction. The sample size determined for this study is 245. The Simple random sampling was utilized in this study. The primary data was collected through questionnaire and analyzed with the help of statistical tool namely Percentage analysis, Weighted Average and Chi – square analysis. The findings of the study and recommendation are mentioned. The result obtained highlights the positive relationship between organizational culture.

Keywords: Organizational culture, employee performance, employee satisfaction.

1. Introduction

The concept of organizational culture has been significantly in the study of organizational behaviour because it is an important level in enhancing organization key capabilities and how they function, and therefore is a popular business topic in both academic research and the business. Organizational culture is an important factor used to determine how well an employee first into their organizational context, and it has been asserted that a good fit between the employee and their organization is an important. It usually understood that strong culture is synonymous with consistency, because the beliefs and values of the organization are shared relatively consistency, throughout the organization, and therefore the management of culture can be treated as the management of commitment. If the culture is very strong then employees know the organizations goals and they are working for those goals, which increase the Commitment of employees. Organizational culture is distinctive pattern of shared assumption, values and norms that shape the socialization activities, language, symbols, rites and

Ceremonies of a group of people. Individual may be attracted to organization that have values that are perceived as similar to their own therefore they will more committed to their job status that having an organizational culture, more specifically a set of values that is commonly shared by the organization employees, may be beneficial to organization operating in the service sector similarly this would also be the case for selected hospital, which is operates public service sector. Irrespective of whether the organizational culture is strong or weak, it has also seen asserted that it influences the entire organization and affects everyone throughout that organization. Organizational culture has assumed considerable importance in the 21st century, because of its impact on employee performance and job satisfaction. It is the imperative of every organization to understand its own dynamic culture so that manager can capitalize on the insights generated by the culture perspective to control over their organization. The culture of an organization has important impact on its performance. With the ever changing technology and fast paced business arena, today companies are grappling to find new and innovative ways of improving performance with minimum addition of the cost. Many companies have now turned to exploring the sociological aspect of the business in order to improve profitability.

2. Review of Literature

Joseph¹, Francis Kibera², (2019) entitled research on "Organizational Culture and Performance" A descriptive cross-sectional survey design was adopted. Secondary data were collected from annual reports by the Association of Microfinance Institutions in Kenya and the Microfinance Rating Africa. Primary data were collected using structured questionnaire targeting the chief executive officer, human resource manager, and marketing manager. Data were analyzed using factor analysis and hierarchical regression. Our analysis identifies clan and hierarchy as the dominant cultural typologies in the microfinance industry. The results obtained demonstrate that organizational culture has a significant influence on non-market performance. In addition, market culture is inversely

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associated with debt/equity ratio. We conclude that organizational culture is a major source of sustainable competitive advantage in the microfinance industry. Furthermore, we conclude that market culture promotes financial independence and sustainability in the long term.

Goddana Mensima (2018) entitled research on "Organizational Culture as a Predictor of Employee Commitment" organizational culture and employees' values enhances their commitment towards service excellence. Hence assessing organizational culture is critical to engendering employee commitment. This study was therefore conducted to examine the influence of organizational culture on the commitment to service excellence of the management support staff of College of Technology Education of the University of Education Winneba. Specifically, four dimensions of organizational culture were examined, namely: clan culture, adhocracy culture, market culture and hierarchical culture. Samples for the study were collected by the convenience sampling technique. Data was collected by the use of questionnaires and analyzed with SPSS through descriptive statistics. The findings indicate that hierarchical culture is the topmost factor underlying employees' commitment to service excellence at the college. The findings depict that existing organizational cultures have significant effects on the organizational commitment of employees.

3. Objectives of the Study

- To study the organizational culture in Sakthi Auto Component Limited.
- To assess attitude of the employees towards their job and organization.
- To determine the various factors that relate with the organizational culture in Sakthi Auto Component Limited.
- To identify employees' perceptions about various aspects of organizational culture.

4. Scope of the Research

This research is useful to analyze about the current status of organizational climate based on these factors organizational structure, management support, communication, employer employee relationship, work environment, and benefits provided by the organization towards their employees and they can take measures to retain the employee by increasing their satisfaction level of employee. A happy and a healthy organizational climate will give better turnover and positively contribute to the organizational goal.

5. Research Methodology

1) Sampling Design

Sampling design is a definite plan for obtaining the samples from a given population. It refers to the technique of the procedure the researcher would adopt in selecting item for the sample.

2) Sampling Method

Probability Sampling Method: Probability sampling methods

refers to the method of sample selection from a finite population which provides each attainable sample combination on equal chance for being picked up and each item within the entire population have an equal likelihood of being enclosed within the sample.

3) Sampling Technique

Simple Random Sampling: Simple random sampling is a sampling technique where every item in the population has an even chance and likelihood of being selected in the sample. Here the selection of items completely depends on chance or by probability and therefore this sampling technique is also sometimes known as a method of chances.

4) Sampling Unit

The sampling unit is the minimum unit of observation for information on the operative variables. The sampling unit must be clearly defined for constructing the sampling frame.

5) Sample Size

Sample size selected for this research is 245

6) Statistical Tool for Analysis:

- Percentage Analysis
- Chi square Analysis
- Weighted Average Analysis

6. Findings

Table 1
Gender wise classification of the respondents

S.No	particulars	No of respondents	percentage
1	Male	156	63.7
2	Female	89	36.32
	Total	245	100

Sources: primary data

Inference: From the table 3.1.1 demonstrate that 63.7 % of the respondents are male and 36.32% of the respondents are female.

Table 2
Age wise classification of the respondents

S.No	Particulars	No.Of Respondents	Percentage
1	18-25 years	106	43.2
2	26-30 years	92	37.55
3	31-35 years	19	7.75
4	36-40years	21	8.57
5	above 40 years	7	2.9
	Total	245	100

Source: primary data

Inference: From the table 3.1.2 inferred that a majority of 43.2% of the respondents comes under the age group 18-25 years, 37.55% of the respondents comes under the age group of 26-30 years, 7.75% of the respondents comes under the age 31-35 years, 8.57 % of the respondents comes under the age group 36-40years, 2.9 % of the respondents comes under the age group of above 40 years.

Table 3
Respondent's opinion towards goals and objectives

S.No	Particulars	No of respondents	Percentage
1	Highly satisfied	87	35.51
2	Satisfied	100	40.81
3	Neutral	52	21.22
4	Dissatisfied	4	1.63
5	Highly dissatisfied	2	0.83
	Total	245	100

Source: primary data

Inference: From the table 3.1.7 inferred that,40.81 % of the respondents said satisfied, and 35.51% of the respondents said highly satisfied,21.22% of respondents said natural,1.63% of the respondents said dissatisfied and 0.83% of the respondents said highly dissatisfied.

Table 4
Respondents opinion towards organizational rules and regulation

S.No	Particulars	No Of Respondents	Percentage
1	Excellent	50	20.4
2	Very good	103	42.04
3	Good	73	29.79
4	Average	15	6.13
5	poor	4	1.65
	Total	245	100

Source: primary data

Inference: From the table 3.1.9 demonstrate that, 42.04 % of the respondents said very good, 29.79 % of the respondents are said good, 20.4% of the respondents said Excellent, 6.13 % of the respondents said average,1.65 % of the respondents said poor.

Table 5
Respondents opinion towards organization offer due to employee performance

S.No	Particulars	No Of Respondents	Percentage
1	Incentive	129	52.66
2	Award	80	32.65
3	Raise in salary	36	14.69
	Total	245	100

Source: primary data

Inference: From the table 3.1.10 explains that, 52.66 % of the respondents said that they receive incentive offer due to employee performance, 32.65 % of the respondents said that they receive award offer due to employee performance, 14.69 % of the respondents said that they receive raise in salary offer due to employee performance.

Table 6
Respondents opinion towards feel about work stress

S.No	Particulars	No of Respondents	Percentage
1	Very high	56	22.83
2	High	88	35.9
3	Moderate	63	25.7
4	Low	29	11.9
5	Very low	9	3.67
	Total	245	100

Source: primary data

Inference: From the table 3.1.13 reveals that, 35.9 % of the respondents said high, 25.7 % of the respondents said moderate, 22.83 % of the respondents said very high,11.1% of the respondents said low, and 3.67 % of the respondents said very low towards feel about work stress.

Table 7
Showing that respondents opinion towards appreciating their performance

S.No	Particulars	No Of Respondents	Percentage
1	Supervisor	81	33.06
2	Manager	99	40.44
3	Management	44	17.95
4	Co-workers	21	8.57
	Total	245	100

Source: primary data

Inference: From the table 3.1.16 reveals that 40.44 % of the

respondents said manager, 33.06 % of the respondents said supervisor, 17.95 % of the respondents said Management, and 8.57 % of the respondents said co-workers towards appreciate your performance.

Table 8
Respondents opinion towards welfare facilities

S.No	Particulars	No of Respondents	Percentage
1	Highly satisfied	47	19.18
2	Satisfied	101	41.22
3	Neutral	70	28.57
4	Dissatisfied	23	9.38
5	Highly dissatisfied	4	1.63
	Total	245	100

Source: primary data

Inference : From the table 3.1.18 reveals that, 41.22 % of the respondents are satisfied, 28.57 % of the respondents neutral, 19.18 % of the respondents are highly satisfied, 9.38 % of the respondents are dissatisfied, and 1.63 % of the respondents are highly dissatisfied towards welfare facilities.

1) *Chi -square tests*

This study is undertaken to find out relationship between experience and organization benefit due to employee performance. Chi square help to analyze the relationship between these variables based on the value of significance.

2) *Null hypothesis*

There is no relationship between Experience of the respondents and organization benefit due to Employee performance.

3) *Alternative Hypothesis*

There is significant relationship between Experience of the respondents and organization benefit due to Employee performance.

Table 9
Chi-square between experience and organization benefit to employee performance

Particular	value	DF	Asymp.sign(2tailed)
Pearson chi- square	17.959	6	.002
Likelihood ratio	20.063	6	.000
Linear-by-linear Association	14.365	1	.011
N of valid cases	245		

The table value is (0.002) lesser than the p (0.05) and the results are significant at 5% level. Hence null hypothesis rejected. From the analysis it is concluded that There is significant relationship between experience and organization benefit due to employee performance.

7. **Suggestions**

- Most of the organization can provide promotion to make employees happy to doing work in the organization.
- The organization can encourage employees using non-monetary rewards like awards appreciation, rewards for doing effective and efficient work.
- Work environment provided by the organization is good and the organization can take steps to maintain it.
- More rewards should be offered to employees for the

performance of work

8. Conclusion

Organizational culture is described as a set of characteristics that make organizations work environment different from others. These characteristics are relatively enduring over time and tend to influence the behaviour of employees in the organization. Organizational commitment is an attitude of employee's loyalty to their organization and is an ongoing process through which organizational participants express their concern for the organization and its continued success and wellbeing. In this study, the researcher found out job satisfaction, organization commitment, motivation and decision making are mostly influenced by organizational culture. The researcher also found out the relationship between organizational culture and job satisfaction and there the relationship between the

organizational culture and organizational commitment.

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