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A STUDY ON EMPLOYEE ATTITUDE TOWARDS ORGANIZATION CULTURE WITH REFERENCE TO CELEBRITY FASHIONS LTD

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ABSTRACT

The project work entitled “Employees attitude towards organization culture” with reference to Celebrity Fashions ltd various factors that are concerned towards the attitude of the employees. The analysis has been made mainly based on the primary data that is by the employees’ opinion survey method. The researcher has taken a sample size of 105 and has used the stratified random sampling method to select the samples from the total population. The study gives the opinion of employees about all the H.R. functions of, employment conditions, wages interpersonal relationship, working conditions, management practices, etc. The researcher has used percentage analysis and chi-Square test, Co-efficient of correlation, ANOVA. The study has also revealed that most of the respondents have a positive attitude towards the organization culture.

INTRODUCTION Attitude Definition

An attitude is a psychological state of mind. It is the way a person thinks about situations, and it ultimately determines a person's behaviour. In the workplace, employees can have either a positive or negative attitude about specific work tasks, products or services, co-workers or management, or the company as a whole. Bad attitudes result in apathy to daily tasks.

Employees Attitudes towards the Organization

Attitudes are not the same as values, but the two are interrelated. You can see this by looking at the three components of an attitude: cognition, affect and behaviour. The belief that “discrimination is wrong” is a value statement.

Organization culture

Organizational culture is defined as the underlying beliefs, assumptions, values and ways of interacting that contribute to the unique social and psychological environment of an organization.

Culture is based on shared attitudes, beliefs, customs, and written and unwritten rules that have been developed over time and are considered valid (The Business Dictionary). Culture also includes the organization's vision, values, norms, systems, symbols, language, assumptions, beliefs, and habits.

COMPANY PROFILE

Celebrity Fashions Ltd is one of India's consummate garment exporters with the capability to manufacturing the largest number of trousers in the country. Celebrity Fashions Ltd was incorporated on April 28, 1988 as a private limited company with the name Celebrity Fashions Pvt Ltd. The company set up their first manufacturing facility in Mylapore, Chennai. During the year 1992-93, they set up two manufacturing facility at Velachery and Chrompet in Chennai. During the year 1997-98, the company set up their fourth manufacturing facility at Pallikarannai, Chennai. In the year 1998, the company became a deemed public company. In the year 1999, the company reverted back to the status of a private limited company subsequent to the amendment to the Companies Act 1956. During the year 1999-2000, the company set up their fifth manufacturing facility at Porur, Chennai. During the year 2000-01, the company launched the Indian Terrain Brand and also inaugurated Indian Terrain's first showroom at Chennai.

NEED FOR THE STUDY

The need for this study is to know about the employee attitudes towards organisation culture by analysing the factors influencing employee attitude activities such as team building activities, feedback sessions and to know about organizational job activities like friendly working nature, motivational activities to improve the employees to organization.

OBJECTIVES OF THE STUDY

Primary objective

- To study the employee attitudes towards organizational culture with reference to CELEBRITY FASHIONS LIMITED.

Secondary objective

- To know the employees psychological behaviour towards the organization culture.
- To know the employees expectations from the organization.
- To understand the working environment of celebrity fashions ltd.
- To make suggestions to improve the employees attitude towards the organization.

SCOPE OF THE STUDY

This study will help the organization to keep the employees attitude by conducting other activities apart from their regular work. The project helps to find the employees attitude towards organization culture,

and loyalty by identifying the root causes of employees attitude and targeting those areas.

LITERATURE REVIEW

Sheridan, J.E. (1992) 'The relationship between organizational culture and employee retention', *The Academy of Management Journal*, Vol. 35, No. 5, pp.1035-1056. States that culture determines the identity of a human group in the same way as personality determines the identity of an individual. More over the two interact; - Culture and personality is a classic name for Psychological Anthropology. Culture traits some time can be measured by personality traits.

Young, A. J., Yom, Y.H. and Ruggiero, J. S. (2011) 'Organizational culture, quality of work life, and organizational effectiveness in Korean university hospitals', *Journal of Transcultural Nursing*, Vol.22, No. 1, pp.22-30. Organizational culture as the deeper level of basic assumptions and beliefs that are shared by member of the organization, that operate unconsciously, and that define in a 'taken for granted' fashion and organization's view of itself and its environment. It is accepted as the unseen and unobservable force that is always behind the tangible activities of an organization, which can be observed and measured. We can also characterize culture as consisting of three levels.

Sharma, S.K. and Sharma A. (2010) 'Examining the relationship between organizational culture and Leadership styles', *Journal of the Indian academy of Applied Psychology*. Vol.36, No. 1, pp. 97-105. Organizational cultures is created, maintained, or transformed by people. Leaders at the executive level are the principle source for the generation and re-infusion of an organization's ideology, articulation of core values and specification of norms. Organizational values express preferences for certain behaviours or certain outcomes. Organizational norms express behaviours accepted by others. They are culturally acceptable ways of pursuing goals. Leaders also establish the parameters for formal lines of communication and message content-the formal interaction rules for the organization. Values and norms, once transmitted through the organization, establish the permanence of the organization's culture.

Miron, E., Erez M. and Naveh, E. (2004) 'Do personal characteristics and cultural values that promote innovation, quality and efficiency compete or complement each other?' *Journal of Organizational Behaviour*, Vol.25, No. 2, pp.175-199. Indicates that in order to create empowering and verifying culture one needs to develop the following characteristics and attributes.

- Develop an inspiring vision of future-invite others to do likewise; learn to love change and uncertainty.
- Decide appreciate the whole situation and see that everything goes well implies listening to a wide range of people
- Create an environment of appreciation high expectation and support

Biswas, S.(2009) ‘Organization culture and transformational leadership as predictors of employee performance’ The Indian Journal of industrial Relations, Vol. 44, No. 4, pp. 611-627. The socio technical philosophy based approach specifies that high performance culture can be developed by integrating the social and technical dimensions of work. It was evolved after World War II, by the Tavistock Institute of Human relations, London as a strategy to improve work place performance. In today's context it can be used, while introducing new technologies including computer-aided design or computer aided manufacturing or accomplishing high performance.

Collins, J.C. & Porras, J.I. 2000. Built to last: successful habits of visionary companies (3rd edition). London: Random House Business Books. Identified that organizational culture always refers to a system of shared meaning held by members of the society that distinguish one organization from other organizations. The members believe that these shared meanings are a set of key characteristics, and that the organization values and the essence of an organization's culture can be captured in different basic characteristics.

Medina, E. (2012). Job satisfaction and employee turnover intention: What does organizational culture have to do with it. Columbia University. The study investigated the connection between organizational culture and job satisfaction. According to their results, organizational culture influences job satisfaction positively specially when the employee shares in the vision of the organization. As a result, employees cooperate not only for the organization's well-being but also for their personal completion.

RESEARCH METHODOLOGY

Research is “Searching for Knowledge”

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Research Methodology:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically.

Research Design:

A research design is the arrangement of conditions for collection and analysis of data in a

manner that aims to combine relevance to the research purpose with economy in procedure.

Methods of Data Collection:

The process of capturing or collecting data is called data collection. Data gathered from surveys, or input from several independent or networked locations via data capture, data entry, or data logging. Both Primary Data and Secondary Data are used in this study.

Primary Data:

Data observed or collected directly from first-hand experience. Data collected for a specific research need; they are customized and require specialized collection procedures. The primary data was collected through Questionnaire. The questions were in the form of multiple choices.

Secondary Data:

The data that already exists is called secondary data. This data is collected beforehand by others. This data is collected beforehand by others. The sources are books, magazines, newspapers, government census publications and company reports and files. For the present study secondary sources are also used.

Sample size

It refers to the number of elements of the population is to be sampled. Total sample size for this research study is 105.

Sampling technique

The sample used for the study is stratified random sampling

Tools used for analysis:

- Percentage analysis
- Chi-square test
- Co-efficient of correlation
- ANOVA

LIMITATIONS OF THE STUDY

- Employees provide biased information.
- Due to busy schedule of employees they were reluctant to answer questions.
- Due to time constraints data cannot be collected efficiently.
- Lack of interest by employees to spend time for survey.

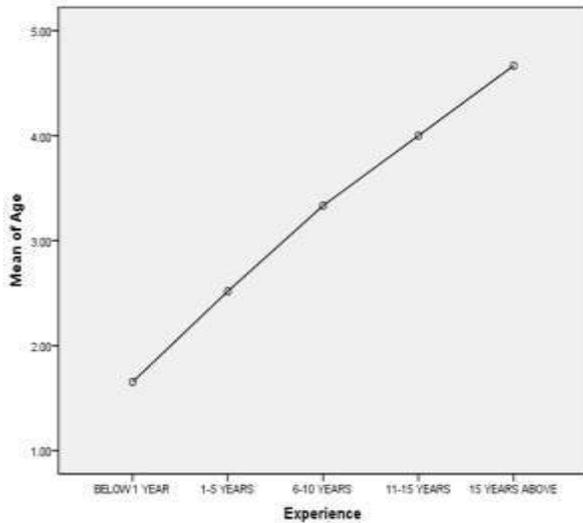
DATA ANALYSIS & INTERPRETATION
Table showing respondents opinion about
age and experience of employees.

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	72.833	4	18.208	74.724	.000
Within Groups	24.367	100	.244		
Total	97.200	104			

Means Plots



Descriptives

Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
BELOW 1 YEAR	26	1.6538	.48516	.09515	1.4579	1.8498	1.00	2.00
1-5 YEARS	58	2.5172	.50407	.06619	2.3847	2.6498	2.00	3.00
6-10 YEARS	9	3.3333	.50000	.16667	2.9490	3.7177	3.00	4.00
11-15 YEARS	3	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
15 YEARS ABOVE	9	4.6667	.50000	.16667	4.2823	5.0510	4.00	5.00
Total	105	2.6000	.96676	.09435	2.4129	2.7871	1.00	5.00

Result:

The difference between the two variables of the significant value must be less than 0.05. Therefore Ho is accepted. Hence there is a difference between age and experience of employees.

FINDINGS

- It is inferred that 43% of the employees were in the age group of 25-31 years.
- It is inferred that 70% of the employees were female.
- It is inferred that 43% of the employees were in the designation group of operators in the organization.
- It is inferred that 69% of the employees have school level qualification.
- It is inferred that 55% of the employees giving salary of 8233-10000.
- It is inferred that 55% of the employees have 1-5 years' experience.
- It is inferred that 75% strongly agree of the respondents were training facilities provided in the organisation.
- It is inferred that 81% of the respondents were agree about the satisfaction of medical facilities provided by the organization.
- At 1% level of significance, the correlated value is greater than zero, therefore Ho is rejected. There is no correlation between work life balance and time punctuality of an organisation.
- For an association the difference between the two variables, the significant value must be less than 0.05. Therefore Ho is accepted. Hence there is an association between designation of the respondents and problem solving techniques by superior.

- The difference between the two variables of the significant value must be less than 0.05. Therefore Ho is accepted. Hence there is a difference between age and experience of employees.

SUGGESTIONS

- To improve the relationship of the employees with their co – workers can be conducted by giving the importance to interpersonal relationship.
- After each and every employee attitude it is sole responsibility of the HR to talk about the activity with the employees and understand the needs to boost the working environment.
- Trustworthy and friendly relations can be given to increase the production thinking and motivation of the employees.
- To increase the purity of the toilet in the organization.

CONCLUSIONS

Employee attitude towards the organization culture level of employees is at a moderate level. But, there are certain areas that need to be improved in order to make the employees feel attitude as far as their jobs are concerned.

Serious consideration and review of these factors by the management may help in making certain improvements in these areas. Actions taken on the same could lead to an increased level of morale, loyalty, productivity and culture among employees in the organization.

Cultures are adapted to suit the convenience of the company. If there are any changes, some steps are being taken to correct it.

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