

# A Study On The Organisational Culture of The Employees Working in The Retail Textile Showrooms in Coimbatore



## Management

**KEYWORDS :** Organizational culture, Work commitment, Retail Textile Sectors in Coimbatore.

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### ABSTRACT

*The Organisation culture is all about the conducive and congenial environment created at the work place. Shaping the value of work life of employees is an important consideration for employers involved in humanizing employees' job satisfaction and commitment. The purpose of this paper was to investigate the culture followed inside the working area and organizational commitment among a sample of employees in the Retail Textile Sectors of Coimbatore. The results showed that there was a relationship between the organizational culture and the work commitment and provide insights on how the textile firms could improve upon their employees' commitment.*

### Introduction

Coimbatore is one of the famous places to prefer for the textile materials as it consists of numerous textile showrooms. People love to have different varieties of dress materials as it is been one of the means to elevate the personality. They love to go for shopping whenever they need it. On that aspect every customer expects a minimum hospitality from the sales person. If the textile retail shops show the kindness and insistence suitably, unquestionably the customer feels happy to shop with. Therefore the shops should have good employees to show the hospitality on behalf of the textile showrooms. Every employer wants a good employee; every employee wants a good employer. Organisation culture is all about the conducive and congenial environment created at the work place. Only when the right ambience is provided to the employees they will be able to deliver their chats effectively and efficiently. The study is all about studying the culture followed inside the textile retail showrooms

### Past Research on Organisation Culture:

According to Keith (1989), Organisational Culture refers to "the favorableness or unfavorableness of a job environment for people". The basic purpose in this regard is to develop jobs aiming at Human Resource Development as well as production enhancement.

Cohen and Rosenthal (1993) describes Organisational Culture as an intentionally designed effort to bring out increased labour management, and cooperation to jointly solve the problem of improving organisational performance and employee satisfaction.

Gani (1999) in his study stated that the core of the Organizational Culture concept is the value of treating the worker as a human being and emphasizing changes in the socio-technical system of thorough improvement, in physical and psychological working environment, design and redesign of work practices, hierarchical structure and the production process brought with the active involvement of respondents in decision making.

Miller, Kirkman, Metz, Cooper, Mirvis & Lawler (2012) depicts the Organisation Culture are broadly similar to the study on Singaporean Employees Development. They suggest four dimensions of Organisational Culture labeled as, i) Favorable work environment ii) Personal growth and autonomy iii) Nature of job and iv) Stimulating opportunities and co-respondents. Good performance is recognized in addition to rewards being based upon performance while employees are respected and treated like mature people.

### Research methodology:

The design of the research is descriptive in nature. The data was collected using the questionnaire from the employees of various Retail Textile outlet showrooms Sectors in Coimbatore. Convenience sampling is adopted for collecting data. The sample size was 120. Percentage Analysis, Anova and Chi-square test were used to find out the results.

The main objective of the study is to study the organizational culture followed in the textile retail showrooms. To check whether the employees receive co-operation from other departmental staff and happy with their work environment and To study the satisfaction level towards their relationship with supervisor, Growth and development and know whether employees are involved in decision making process.

### The core analysis:

#### ANOVA

Anova is applied to find out the difference in relationship between the age of the employees working in the retail textile showrooms and the workplace environment provided to the employees

**Ho: There is no significant difference between the age of the employees and the work place environment provided.**

Level of significance=0.05(5% significance level)						
		Sum of Squares	df	Mean Square	F	Sig.
Joyful with work place atmosphere	Between Groups	2.297	3	.682	1.004	.295
	Within Groups	70.024	117	.809		
	Total	72.340	120			
Balance between Work life and Family life	Between Groups	12.008	3	3.939	2.187	.089
	Within Groups	189.510	117	1.698		
	Total	300.301	120			
The refreshment facilities which are available inside the showroom	Between Groups	1.091	3	.409	.204	.903
	Within Groups	139.902	117	1.790		
	Total	197.150	120			
Working hours	Between Groups	.295	3	.211	.100	.800
	Within Groups	107.625	117	1.121		
	Total	107.960	120			

The observed value is greater than 0.05, hence null hypothesis is rejected. There is significance difference in the age of the employees and the work place environment. This reveals that the provided workplace environment is painstaking with the age of the employees.

**CHI SQUARE TEST**

Chi square test is applied to find out the relationship between the experience of the employees working in the retail textile showrooms and the long term welfare facilities provided to the employees

**Ho: There is a no relationship between the Experience of the employees and the Long term Welfare.**

Highly Satisfied		Long term welfare of the employees				Total
		Satisfied	Neu-tral	Dis-satis-fied	Highly Dis-satisfied	
Experi-ence in this com-pany	Less than a year	12	13	2	4	34
	1-5 years	8	6	1	7	29
	5-10 years	20	1	2	0	23
	More than 10 years	11	21	0	2	34
Total		51	41	5	13	120

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.759 <sup>a</sup>	12	.203
Likelihood Ratio	12.772	12	.386
Linear-by-Linear Association	.008	1	.930
N of Valid Cases	120		

At 5% significance, the significance value is greater than 0.05. Hence Ho is rejected. So, there is a relationship between the Experience of the employees and the Long term Welfare.

**Summary of findings**

Of the respondents, (67.2%) were male and (32.8%) were female. The majority was married (77.5%), followed by singles (21.7%), divorced /separated (0.8%). The majority has Bachelors' degree (42.1%), Masters Degree (8.2%) and Schooling Education (49.7%). The majority of the respondents were aged 31-40 years (45%), followed by 20-30 years (36%), and 41 and above (19%). The average age is 36.33 years (SD=6.905) with the youngest 24 years. The majority of the respondents are with an experience of more than 10 years (57%), followed by 5 to 10 years of experience (24%), (15%) of the respondents are with 1-5 years experience and 4% were fresher's. The majority of the respondents are in the higher income group of more than Rs. 20,000 income per month (52%).

97% of respondents in the study unit were of the opinion that their job enables them to use their skills and abilities in full. 43% of the respondents strongly agreed no harm is done to the self-respect of the respondents, the organization provides equal treatment at work place. 97% of the respondents in the study unit either agree or even strongly agree that the conditions on the culture allow them to be productive. Only 25% of the respondents strongly agree to the point that there are adequate opportunities to develop their own special abilities in the work place. 82% of the respondents in the study unit are satisfied with the guidance provided to them by the superiors/managers to get the work done easily. 53% of the respondents strongly feel that there is security for their job. 33% of them strongly accept that the supervisors are lending their helping hands always. 30% of the respondents strongly accept that there are training opportunities in the working unit. Only 35% of the respondents opined that their supervisors are always accept their suggestions.

**Discussion**

Without doubt, given the data, the most important predictor of the Culture is organizational climate, followed by career achievement, career satisfaction and career balance. This finding is consistent with what was found by other researchers, i.e. organizations and individuals are interdependent and that organizational climate characterized by warmth, friendliness and fair rewards are conducive for high-performance work orientation, useful in promoting motivation and satisfaction in their work and sense of accomplishment which will ultimately affect their performance. Similarly, employees of organizations characterized by supportive managerial relationships, group decision making and organization-wide goals experienced less burnout.

**Implications:**

From a practical standpoint, our findings suggest that organizational climate does matter and it matters most among the predictors. In this respect, organizations need to pay great attention to their practices and provide conducive environment to their employees in gaining recognition to their career achievement in their management ranks and progress. Organizational climate has important bearing on the level of Work life. This further suggests that organizations can take tactical actions to improve the working climate to achieve the desirable excellence of work life and particular desired working behavior and implicitly, the underlying implications of performance. This increases when the Employees are satisfied with their level of organizational climate being the prime factor, followed by career achievement, career satisfaction and career balance. In this light, there ought to exist a harmony relationship between the organization and the individual so that partnership between the person-environment needs and values is well-established and favorable. In a positive, participative work climate, the managers have a higher sense of accomplishment and the organizational climate forms a psychological basis in achieving a good climate.

**Conclusion:**

All over the world, people are craving for their human dignity and respect. Besides their aspirations and expectations are rising along with rapid changes in times and technologies. There is growing significance attached to human resources. Therefore, it is necessary to ensure the organization culture for all-round peace and prosperity.

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