

The Relationship Between Organizational Culture And Employees' Quality Of Work Life With Special Reference To Sales Executives Of FMCGs

Mr.S. Devamanohar¹, Dr.K.Chandrasekaran²

¹Research Scholar, Department of Management Studies,
Madurai Kamaraj University, Madurai -625021

²Assistant Professor, Department of Management Studies,
Madurai Kamaraj University, Madurai -625021

How to cite this article: S. Devamanohar, K.Chandrasekaran, (2024) The Relationship Between Organizational Culture And Employees' Quality Of Work Life With Special Reference To Sales Executives Of FMCGs. *Library Progress International*, 44(3), 9180-9184.

ABSTRACT

This study examines the relationship between organizational culture and quality of work life of executives in selected FMCGs in Tamil Nadu. The purpose of this study is to examine the relationship between organizational culture and employees' quality of work life. The component of organizational culture is effective leadership, effective communication, accountability, healthy environment. The research design used in this study is descriptive research design. The sample units in this research are employees of selected FMCGs. A convenience sample of 100 employees was taken. Primary data was collected from employees through questionnaire. Secondary data was collected from company records and company website. Important statistical tools used in this 'calculation are: percentage, weighted mean method, ANOVA (two way classification) Hypotheses for this research is no significant difference between experiences , significant difference between experiences, no significant difference between grades. Research Findings:- There is a direct and significant relationship between organizational culture and the quality of work life of employees.

Key words: organizational culture, Quality of work life

1 Introduction

Everyone is familiar with the concept of organizational culture today. In fact, everyone is familiar with the idea that there are different types of culture. Every company has its own unique culture, although they don't try to create it. Rather, it is unconsciously created based on the values of top management or the founders or key individuals who build and/or lead the organization. Over time individuals (especially organizational leaders) try to adapt the culture of their organizations to their own preferences or changing market conditions. This culture then affects decision-making processes, which in turn affects the style of management and what everyone determines to be successful. When an organization is created it becomes its own world and its culture becomes the foundation upon which the organization exists in the world. People's actions in organizations are not always 'theirs', but are heavily influenced by the socialization processes of the particular culture to which they belong. Interpreting and understanding organizational culture is an important task for managers and consultants because it affects strategic development, productivity, and learning at all levels. Cultural assumptions can enable and constrain what organizations can do. The consultant's job is often to provide organizations with a method and framework to articulate the most appropriate cultural assumptions. Those that facilitate change and those that hinder the process.

2 Objectives of the Study

- To study the relationship between organizational culture and quality of work life of employees.

3 Research Methodology

The research design used in this study is descriptive research design. The sampling units in this research are the employees of the selected FMGCs companies.

A convenience sample of 100 employees was taken. Primary data was collected from employees through questionnaire. Secondary data was collected from company records and company website. Important statistical tools used in this 'calculation are: Percentage, Weighted average method, ANOVA (Two-way classification)

1. Weighted Average Method

	1.1. eig ht ag e	3	2	1	Weight ed Total	Avera ge	Ran k
<i>Ranking</i>		1	2	3			
Efficient leadership		4 7	3 7	1 6	231	38.5	I
Effective communication		4 1	3 3	2 6	215	35.8	II
Accountability		3 3	2 1	2 8	169	28.2	IV
Healthy environment		3 3	4 1	2 6	207	34.5	III

Comparing experience with quality of work expected and allotted

Experience Quality of work expected & allotted	Hig hly sati sfie d	Sati sfie d	Ne utr al	No satisf action	
<i>0 – 5 Yrs</i>	2	3	12	4	21
5 – 10 Yrs	5	1	6	11	23
10 - 15 Yrs	4	5	12	9	30
15 & above	2	7	5	12	26
	13	16	35	36	100

Applying ANOVA two way

Null hypothesis (Ho):

There is no significant difference between experiences

Alternative hypothesis (H1):

There is significant difference between experiences

Null hypothesis (Ho):

There is no significant difference between Qualities of work

Alternative hypothesis (H1):

There is significant difference between Qualities of work

Experience Quality of work expected & allotted	Hig hly sati sfie d	Sati sfie d	Ne utr al	No satisf action	
0 – 5 Yrs	1	2	11	3	17
5 – 10 Yrs	4	0	5	10	19
10 - 15 Yrs	3	4	11	8	26
15 & above	1	6	4	11	22
	9	12	31	32	84

$$SST = \text{Sum of squares of all values} - \frac{T^2}{N}$$

$$= 660 - \frac{7056}{16}$$

$$= 660 - 441$$

$$= 219$$

Sum of the squares between the way in which the experiences affect the employee

$$SSC = \frac{(9)^2}{4} + \frac{(12)^2}{4} + \frac{(31)^2}{4} + \frac{(32)^2}{4} - \frac{(84)^2}{16}$$

$$= 20.25 + 36 + 240.25 + 256 - 441$$

$$= 111.5$$

Sum of square b/w the experiences

$$SSR = \frac{(17)^2}{4} + \frac{(19)^2}{4} + \frac{(26)^2}{4} + \frac{(22)^2}{4} - \frac{(84)^2}{16}$$

$$= 72.25 + 90.25 + 169 + 121 - 441 = 11.5$$

Residual

$$SSE = SST - [SSC - SSR]$$

$$= 219 - [111.5 - 11.5] = 219 - 100 = 119$$

ANOVA

<i>Source of variation</i>	<i>Sum of squares</i>	<i>Degree of freedom</i>	<i>Mean freedom</i>	<i>F-ratio</i>
<i>Between quality of work allotted</i>	111.5	3	37.2	$F_1 = 2.82$
<i>Between Experience</i>	11.5	3	3.9	
<i>Residual</i>	119	9	13.2	$F_2 = .3$

5% level of significant for table

$$F_1 (0.05) (df 3,9) = 3.86$$

$$F_2 (0.05) (df 3,9) = 3.86$$

F_1 calculated value is less than F_1 tabulated value. Null hypothesis is accepted & alternative hypothesis is rejected. Hence there is no significant difference between experiences. F_2 calculated value is less than F_2 tabulated value – Null hypothesis is accepted. Hence there is no significant difference between the quality of work allotment. As there is no difference in experience and quality of work allotted, there is no partiality between the employees in these organization

4 RESULTS

Most of the employees are comes under 21-40 yrs of age, 62% of the employees studied Under Graduation. From this most of the employees are with non technical skills. 29% of employees are of 10 – 15 yrs of experience. This will helps to assess the culture of the organization. 56% of respondents are aware that personnel policies facilitate their development. 77% of respondents are feeling that people in the organization are helpful to each other. 46% of the respondents are satisfied with the encouragement of the management. 38% of respondents are assuming that there is an improvement in their work. 64% of the respondents are satisfied with the incentives scheme. 55% of the respondents are says that the organization operate using the long-term vision. 69% of the respondents are satisfied with Organization Structure. In satisfaction level with the work allotment most of the employees are neutral in their opinion. From the satisfaction level with the motivation most of them are neutral in their satisfaction. 37% of the employees are satisfied with the supervision of the management. Maximum number of employees highly satisfied with the team spirit in the organization. 47% of the employees are think that mode of communication is good. 57% of the employees are satisfied with the sharing of responsibilities among them. The levels of opportunities to learn new skills and try out creative ideas are medium in this organization. Most of the employees are receiving award for their good performance as a reward in the organization. 46% of the employees are partially aware of the goals and norms. 59% of the employees are agreed

that technological development influencing the working conditions. Restrictions on the amount of over time given to employees most of the employees are neutral in their opinion. Most of the employees are considering the drinking water as the first necessary facility. The next majority of the employees ranked for sanitation followed by medical facilities and uniform. As there is no difference in experience and quality of work allotted, there is no partiality between the employees in the organization. The researcher was able to perceive through the analysis of data collected from the respondents that the employees had a positive attitude towards the existing culture in the organization.

5 Conclusion

The development of an organization's operations requires an understanding of the overall culture of the organization's operations, but also the impact of culture on operational efficiency and quality of work life. However, there are no universal criteria for the operational efficiency of companies. and employees' work-life balance. They must be determined on a case-by-case basis. Only then can a stance be taken on the relevance of culture. The methodology proposed in the report uses both qualitative and quantitative methods. Determining the culture prevailing in an organization at a particular time requires an examination of the organization's values, practices, and artifacts and the core mission defined by them. By comparing these elements an attempt is made to clarify the basic assumptions prevailing in an organization. On the other hand, core job analysis helps determine the core content of the job and the critical demands it places on work practices. Research requires close collaboration with target groups and involves both practical issues and consequential research issues.

References:

1. I.Manuel Raj and Dr.K.Chandrasekaran (2020), The Impact of Employee Motivation with special reference to manufacturing companies in Thiruvallur district, JETIR February 2020, Volume 7, Issue 2, www.jetir.org (ISSN-2349-5162)
2. Ms.R.Thangamalar and Dr.K.Chandrasekaran(2020), "Stress among the women employees in public and private sector banks" Dogo Rangsang Research Journal/October 2020/Vol.10 Issue 10/pg 142-145
3. Harold Koontz, Heinz Weihrich and A. Ramachandra Aryasi (2004), principles of management, (Tata McGraw-Hill publishing company), page.no15.5-15.9.
4. Ms.P.Anitha and Dr.K.Chandrasekaran (2022)," A study on influence of present labour welfare measures in private hospitals on the minds of the workforce in relation to the working environment in Virthunagar District", International Journal of Current Science (IJCS PUB), © 2022 IJCS PUB | Volume 12, Issue 3 August 2022 | ISSN: 2250-1770