

A Study on Relationship between Organization Culture and Employee Motivation among the Employees in Karnataka Soaps and Detergents Limited

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Abstract: The present study made an attempt to know the relationship between organization culture and employee motivation among the Karnataka Soaps and Detergents Limited. For that the researcher selected 440 samples on the basis of stratified random sampling technique. The hypothesis that there is a positive correlation between the two selected variables correlation was worked out. Standard Psychological tools were used to measure. Result shows that there is a positive correlation between the two selected variables.

Keywords: Organization culture, Employee Motivation.

1. INTRODUCTION

Organizational culture is very important in determining the success of the organization. It is the environment in the workplace formulated through the interaction of employees at work. Organizational culture can be learned in the social environment and can encourage the innovative behavior among members of the organization. It is a combination of knowledge, belief, art moral and habits of a member. It is important to the organization in creating a good culture among the employees and it provides a framework towards motivational factors. The important element in enhancing the employee's level of motivation is the culture of organization. Organizational culture is an elementary part of what integrates the members of a group. Employees must be given a chance to participate and involved in the organization. In creating a positive motivation within the organization, the management has to believe that their employees are capable of decision making and controlling the situation. According to, without motivation, employees become inefficient and costly to the organization. In building up the employee motivation, employers have to invest more such as providing more benefits to the employees, promotion, transfer, job enlargement, job enrichment and training outside the organization. In this context, the organization has to be more sensitive to the needs of the employees, thus increasing their level of motivation.

Relationship between Organizational Culture and Employee Motivation:

Employees are not only motivated solely by money, but it will reflect by the way the organization runs their daily activities as their culture. Organizational culture can reflect on employee's motivating factor in an organization. Organizational culture plays a critical role in developing and maintaining the motivation level among employees. An employee can be more effective in his or her current job and realize his or her best potential, when there is a match between the individual's motivation and the organizational culture. In this study, the type of 2 organizational cultures was tested as an element in the independent variable which is bureaucratic and supportive culture. In a study carried out of

indicated that there is a positive correlation between organizational culture with employee motivation where they found that culture has an impact on each element of the theory including expectancy, instrumentality and valence.

2. REVIEW OF LITERATURE

Hani Sakina Mohamad Yusof (2016) Organizational culture is an elementary part of what integrates the members of a group. In other words, employees must be given a chance to participate and involved in the organization and this will create a positive motivation within the organization. The management has to believe that their employees are capable of decision making and controlling the situation. Thus, employees need to understand an organizational culture as this will contribute to identify and the success of the organization. This study aims to investigate the relationship between organizational culture and employee motivation among selected employee at a private sector agency categorized as an automotive company located in Selangor. A total of 260 respondents were selected for this study. The organizational culture can be categorized into 2 main types which are bureaucratic and supportive culture. The analysis shows that these 2 types of culture have strong correlation with the dependent variable, namely employee motivation which supportive culture has more interaction toward employee motivation. The outcome of this study will give the employers a better insight on the importance of organizational culture and its influences on employee motivation.

Chandra Sekhar (2013) conducted study on research on motivation has attracted academic and corporate entities over the last two decades. In the present study, authors have reviewed the intense literature to extract all possible dimensions of motivation, having direct and indirect impact on motivation techniques. This has examined the multidimensionality of motivation from the existing literature and present a conceptual framework based on t, and it is experienced that various motivation techniques are having a positive impact on both employee satisfaction and the quality of performance in the organization; however, the model needs to be validated using quantitative measures. To make the study more current only those studies were included which were published in the last two decades. In past research papers few dimensions of motivation were used to explain the different models motivation theory which has direct influence on employee motivation. The novelty of this study lies in its theoretical framework where authors have made an attempt to come up with a construct having dimensions that directly or indirectly influences employee motivation.

RESEARCH DESIGN:

The study was conducted to investigate the relationship between organizational culture and employee motivation. Therefore, the most appropriate design chosen is a correlation.

OBJECTIVES:

- To examine the relationship between organization culture and motivation of employee.
- To find out the influence of organization culture and employee motivation on the basis of number of dependents.

HYPOTHESES:

- There is no significant difference between the various of organization culture and motivation of employee.
- There is no significant difference between organization culture and employee motivation on the basis of number of dependents.

3. RESULT AND DISCUSSION

Table: 1 Correlation analysis between organizational culture and motivation

Variables	Motivation
Organizational culture	0.317**

** Correlation is significant at the 0.01 level.

The above table reveals the correlation between occupational stress and stress coping skill among the employees. Result indicates that there is a significant correlation between the occupational stress and stress coping skills. It is also significant at 0.01 level. Hence the stated null hypothesis is rejected and in alternate hypothesis there is a significant relationship between occupational stress and stress coping skills is accepted.

Table: 2 Showing Mean, S.D. and F-value for respondents level of organizational culture on the basis of number of dependents

Variables	Number of dependents	Mean	S.D	F-value	p-value
Organizational culture	Below 4	63.19	5.39	33.74	0.001 S
	5 to 6	58.17	5.06		
	Above 6	34.18	4.79		
	Total	38.60	6.90		

S-Significant

The above table exhibits the details of Mean, S.D. and F-value for respondent's level of organizational culture on the basis of number of dependents.

It is inferred from the obtained F-value there is a significant difference in respondent's level of organizational culture on the basis of number of dependents. Since the calculated F-value (33.74) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their level of organizational culture on the basis of number of dependents.

Table: 3 Showing Mean, S.D. and F-value for respondents level of motivation on the basis of number of dependents

Variables	Number of dependents	Mean	S.D	t-value	p-value
Motivation	Bellow 4	20.23	5.81	42.18	0.001 S
	5 to 6	19.08	6.13		
	Above 6	19.31	6.10		
	Total	34.11	3.90		

S-Significant

The above table exhibits the details of Mean, S.D. and F-value for respondent's level of employee motivation on the basis of number of dependents.

It is inferred from the obtained F-value there is a significant difference in respondent's level of employee motivation on the basis of number of dependents. Since the calculated F-value (42.18) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their level of employee motivation on the basis of number of dependents.

4. FINDINGS

The following findings were arrived from the research survey. They were.

- Result reveals that the correlation between occupational stress and stress coping skill among the employees. Result indicates that there is a significant correlation between the occupational stress and stress coping skills.
- Analysis shows that respondents differ in their level of organizational culture on the basis of number of dependents.
- Research proves that that respondents differ in their level of employee motivation on the basis of number of dependents.

5. CONCLUSION

The study attempts to find out the relationship between relationship between organization culture and employee motivation among the Karnataka Soaps and Detergents Limited. In the present research, the study concluded that there is a positive relationship between employee's organization culture and motivation.

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