A Study On Organizational Culture On Employee Job Satisfaction With Special Reference To Cavinkare Private Limited

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Abstract- *Corporate culture, also known as organizational culture, that comprises core values and beliefs that shape an organization's behavior, operations, and endeavors. That is, the general attitude, personality, and motivation or lack of the organization's workforce. Organizational culture reflects the common beliefs and conceptions that determine the social and psychological atmosphere of an organization. Members are aware of the proper way to behave, dress, and complete work in accordance with the business culture. With a particular focus on CavinKare Private Limited in Erode, the study aims to investigate how corporate culture affects employee job satisfaction. The study's sample consists of 120 individuals'. A questionnaire was one of the main sources of information used. Statistical techniques like correlation, chi-square analysis, and basic percentage analysis were employed to arrive at the study's conclusions. Establishing a positive workplace culture that fosters collaboration, self-reliance, and a feeling of community among employees is crucial for maintaining long-term performance and employee well-being.*

Keywords- Employee empowerment, organizational culture, work satisfaction, and communication techniques.

I. INTRODUCTION

Corporate culture, sometimes referred to as organizational culture, is a strategic intangible framework that includes fundamental beliefs and principles that establish an organization's conduct, operations, and activities. Stated differently, it refers to the overall mindset, disposition, and drive or lack thereof—of the employees inside the organization. Organizational culture is defined by Porter, Lawler, and Hackman (1975) as "a collection of customs and typical patterns of ways of doing things." Organizations differ greatly in the strength, prevalence, and character of these models, beliefs, and values. However, it is assumed that any organization with any history has formed a culture of some kind, and that this will significantly affect the success of any attempts to change or enhance the organization.

Importance of Organization Culture

Employee interactions at work are determined by the culture. A positive workplace culture keepsstaff members inspired and devoted to the leadership.

Every organization needs to have established policies so that workers can follow them. An organization's culture is made up of certain established rules that provide employees with direction and guidance at work.

Each person knows how to complete work ahead of schedule and is clear about his or her roles and obligations inside the company. The culture of the organization unites all of the workers.

Every employee must receive the same treatment, and nobody should feel excluded or disregarded at work.

II. REVIEW OF LITERATURE

Shin Younhyung (2022), This study aims to explore the connection between employee communication and organizational culture. The current researcher reviewed the data for content using classification matrix construction. The data was also coded by the current researcher to match the recognized categories. The categorization matrix's function is to verify that the categories accurately reflect the concepts, hence confirming the study's conclusions. The current researcher reviewed the data for content using classification matrix construction. The data was also coded by the current researcher to match the recognized categories. According to the study's findings, every worker performs well when they believe their efforts are valued and recognized.

According to **Lima (2021)**, cognitive, emotive, and evaluative responses or attitudes are all part of overall job satisfaction. It is a positive emotional state that results from assessing one's work or work experience. Employee judgments of how well their jobs satisfy perceived necessities

are the basis for job happiness. In contrast, job satisfaction is defined as an individual's overall attitude or emotive response to his work that occurs from contrasting the incumbent's actual performance with what is desired. An evaluation of workers' attitudes and sentiments regarding their jobs, the working environment, their assigned tasks, their enjoyment of their work, teamwork, and positive social interactions is part of job satisfaction.

In 2020, Prakash Kumar Gautam,The purpose of the study is to identify a distinct relationship between work culture, employee happiness, and work behavior in small and medium-sized businesses (SMEs). Information was collected from 376 individuals using a standardized questionnaire.Regression analysis was used to assess the direct link, Preacher and Hayes Process Macro was used to examine the mediation impact, and Confirmatory Factor Analysis was used to examine the model's validity and significance. The population consisted of 10 employees, and the sample size was 39. With no moderating effect on job satisfaction, this study found that workplace culture had a considerable impact on employees' job satisfaction and work behavior. According to the study's findings, managers should encourage a pleasant workplace culture in order to boost employee happiness and productive behavior.

According to **Crispen Chipunza and Bulelwa Malo (2019)**, supervisors' support, positive relationships with coworkers, and an optimistic outlook on the organization's community are all important to employees. Although the pay was unsatisfactory, participants are generally happy with their employment prospects. Lastly, it's critical to consider the relationship between job happiness and the corporate culture. Satisfaction has two components, mostly extrinsic and intrinsic. Respect and earned status are examples of extrinsic elements that have a significant impact on employee satisfaction. As an intrinsic element, self-efficacy is beneficial since it encourages personal fulfillment. Employees are both internally and externally satisfied when their contributions are valued and their well-being is taken care of.

Yafang Tsai (2018), This paper's goal is to comprehend how leadership conduct, corporate culture, and employee job satisfaction are related. Taiwanese hospital nurses were the subject of a cross-sectional investigation. A structured questionnaire was used to gather data; 200 valid questionnaires were returned out of 300 that were issued. Cronbach's and confirmatory factors were used to examine the data in order to assess their reliability. The associations between job satisfaction, leadership conduct, and organizational cultures were examined using correlation analysis. Leadership behavior and work satisfaction were significantly (positively) connected with organizational cultures, while job satisfaction was considerably (positively) connected with leadership behavior. According to this study, organizational culture is impacted by the behavior of leaders. This led to the conclusion that when there is a positive relationship between the leadership and the workforce, the latter will contribute more to teamwork and communication and will be motivated to achieve the organization's goals and mission, which will increase job satisfaction.

SCOPE OF THE STUDY

The study's scope is limited to the impact of organizational culture on worker job satisfaction, specifically focusing on CavinKare Private Limited in Erode. The study is to quantify job satisfaction inside the company, examine employee involvement, analyze communication techniques, and assess leadership styles. This study is significant because it could offer companies like CavinKare Private Limited, Erode, useful guidance on how to enhance organizational culture, which would raise worker job satisfaction. By applying their knowledge of leadership styles, communication styles, and employee involvement as a guide, businesses may establish a healthy work environment.

STATEMENT OF THE PROBLEM

To support employee job satisfaction and organizational success in today's fast-paced and cutthroat business world, it is essential to establish and preserve a strong organizational culture. One of the main issues is the poor implementation of organizational culture initiatives, which causes a discrepancy between the stated values of the firm and its real actions. Workers' motivation, sense of belonging, and job satisfaction are all negatively impacted when they perceive a disconnect between the organization's values and their everyday experiences. This may lead to increased employee turnover, decreased output, and a detrimental impact on the overall operation of the company. In order to address these problems, this study investigates the connection between employee job satisfaction and corporate culture.

LIMITATIONS OF THE STUDY

A maximum of 120 people can be included in the sample.
A significant disadvantage of the study is its short duration, which caused some respondents to be reluctant to voice their opinions regarding organizational culture measures out of fear of management.
The study was limited to CavinKare Private Limited in Erode, and the survey is based on employee opinions, which may be prejudiced.

RESEARCH OBJECTIVES

To evaluate the effects of organizational leadership styles on worker job satisfaction.

To assess the efficiency of the organization's communication procedures.

To look into the involvement of employees in the company.

To gauge the level of job satisfaction among employees in the company.

III. RESEARCH METHODOLOGY

A research design is a collection of conditions for gathering and analyzing data that are meant to be economical while also being relevant to the study's objective. This project uses a descriptive research design. A descriptive study design could concentrate on people's attitudes or opinions on anything. The various methods by which researchers obtain information or proof to support their objectives or research questions are known as data sources. These resources might be categorized as primary or secondary sources. Thus, selecting appropriate data sources is crucial for study methodology. The term "sampling methodology" refers to the specific process utilized to choose the sample's elements. When a survey is conducted using a non-probable sample, the results are typically biased and may not accurately represent the target audience.

IV. ANALYSIS AND INTERPRETATION

Chi-square analysis

Null hypothesis (Ho):

There is no significant relationship between educational qualification of the respondents and employee involvement.

Alternative hypothesis (H1):

There is significant relationship between educational qualification of the respondents and employee involvement.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Educational qualification of the respondents employee involvement	120	100.0%	0	.0%	120	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.163ᵃ	52	.429
Likelihood Ratio	61.148	52	.180
Linear-by-Linear Association	.466	1	.495
N of Valid Cases	120		

67 cells (95.7%) have expected count less than 5. The minimum expected count is .10

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.429; it is significant to 5% (0.05) significant level. The minimum expected count is 0.10. Thus null hypothesis is accepted and it is found that there is no significant relationship between educational qualification of the respondents and employee involvement.

Correlation analysis

		Years of experience of the respondents	Job satisfaction
Years of experience of the respondents	Pearson correlation	1	-.196[*]
	Sig. (2-tailed)		.032
	N	120	120
Job satisfaction	Pearson correlation	-.196[*]	1
	Sig. (2-tailed)	.032	
	N	120	120

Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

The Above table indicates that out of 120 respondents, co-efficient of correlation between years of experience of the respondents and job satisfaction is -0.196. It is below 1. So there is negative relationship between years of experience of the respondents and job satisfaction.

FINDINGS

Chi-Square Analysis

There is no significant relationship between educational qualification of the respondents and employee involvement.

Correlation analysis

The respondents' years of experience and work satisfaction are negatively correlated.

V. SUGGESTIONS

It is the responsibility of supervisors to make sure that employees are consistently aware of specific goals and objectives.

Employers who want to foster employee satisfaction must continuously acknowledge and value the contributions made by their employees.

For employees to improve and enhance their skills, managers must provide them with direction and assistance.

Building trust and raising job satisfaction levels require leaders to operate with honesty and morality.

VI. CONCLUSION

This study has shed light on the critical role that organizational culture plays in determining employee job satisfaction. An examination of a number of variables, such as goal clarity, supervisor recognition, communication effectiveness, and employee empowerment, leads to the conclusion that a positive organizational culture significantly enhances both employee satisfaction and the organization's overall performance. The findings highlight the value of genuine leadership, fostering creativity, and including staff members in decision-making processes. The study also emphasizes the value of clear lines of communication, comfortable workplaces, and opportunities for professional growth. To ensure long-term success and excellent employee welfare, organizations must give top priority to cultivating a healthy culture that encourages independence, teamwork, and a sense of belonging among its members. To ensure their success in the dynamic modern business climate, organizations must place a high priority on continuously evaluating and modifying their culture to meet the ever-evolving needs and expectations of their workforce.

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