



ISSN NO. 2320-5407

Journal homepage: <http://www.journalijar.com>

INTERNATIONAL JOURNAL
OF ADVANCED RESEARCH

RESEARCH ARTICLE

PRIDE OF ORGANIZATION INFLUENCES EMPLOYEE BEHAVIOR

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Manuscript Info**Manuscript History:**

Received: 14 September 2015

Final Accepted: 26 October 2015

Published Online: November 2015

Key words:

pride of organisation, employee behavior, Trichengodu Gandhi Ashram, positively influence

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Human behavior is of paramount importance. The reasons are multifarious in nature constituting behavior outline of employees in organizations. This study aimed to study whether pride of organisation could influence employee behavior pattern. The study was conducted in Gandhi Ashram, Trichengodu. Sample size consisted of 86 employees were chosen by using simple random sampling technique. Direct face to face interview method was employed to collect the data from the respondents with the use of a well structured interview schedule. One sample t-test was done to analyze the data. The results confirmed that pride of organisation positively influences the employee behavior pattern.

*Copy Right, IJAR, 2015., All rights reserved***INTRODUCTION**

Human behavior is full of intricacies and it is extremely difficult to comprehend it. A large number of factors join hands together to determine a peculiar pattern of employee behavior in every organization. An employee may be amiable or coarse, soft hearted or stone hearted, apathetic or empathetic, decisive or indecisive, ready to lend a hand or unsupportive. Thus, the reasons are multifarious in nature constituting behavior outline of employees in organizations.

Every organization produces output through machines and these machines are men operated who create and develop new ideas constantly to produce output at a price that makes it value for money for the customers. Human behavior is broadly governed by two factors, namely, internal and external. It is organization that constitutes internal factors affecting the human behavior and attitude. External factors are personal and individual specific.

External factors consist of mental attitude, family background, values, dietary habits, family, support, expectations, health, focus etc.

Internal factors consists of positive environment, technology, customer demands, locus of control, strategic plans, leadership, work culture, job responsibilities, effective communication, relationship at work etc. In this order this study aims to find out the influence of organizational pride on employee behavior.

METHODOLOGY**STUDY DESIGN**

The nature of the study is descriptive and analysis.

STATEMENT OF PROBLEM

Many studies found that lot of internal and external factors affect the employee behavior pattern in work place. In this order the internal factor namely organizational pride is less focused. So this paper made an attempt to find the influence of organizational pride in employee behavior in and outside of organisation.

PROFILE OF THE ORGANISATION

The study was conducted in Gandhi Ashram, Tiruchengodu, Namakkal district, Tamilnadu. It is founded by Shri.Rajagopalachari in 1925. The Ashram is functioning on the basis of Gandhian Principles like serve the poor, bread labor, village development etc. The employees and superiors of the Ashram are tend to follow those values up to their level best even in this materialistic era.

SAMPLE

The sample size was limited to 20% of population which consists of 86 respondents were chosen by simple random sampling technique.

INSTRUMENT

Interview schedule was the main tool used to collect the pertinent data from the selected sample respondents. For this purpose, a well structured schedule was framed with the help of research experts in the relevant field.

DATA COLLECTION

Field survey method was employed to collect the primary data from the selected sample respondents. For this purpose, direct face-to-face interview method was employed to collect the data from the respondents.

ANALYSIS

The validity, reliability and analysis of the data in this study were analyzed using Statistical package for social sciences (SPSS v 16.0). One sample t-test is applied to test the significant difference between the mean responses given by the respondents for the variables measured under Pride of Organisation against the test average response of 3 (mean score). The following null hypothesis is framed:

H₀1 (f): Pride of Organisation does not influence employee behavior

Table 1

One sample t-test for Pride of Work and Organisation

Statements	Mean	SD	t-value	p-value
I'm glad to be working in this organization	4.06	0.506	39.93**	<.001
This organization actively contributes to the community	4.08	0.367	56.14**	<.001
The organization has a good value and image in the society due to its social responsibility	4.43	0.501	54.33**	<.001
The main motto of this organization is to serve and develop the poor	4.13	0.378	57.18**	<.001
As the organisation is functioning on the basis of gandhian principles positively influences my behavior pattern towards society, family and work place	4.16	0.400	55.09**	<.001
The traditional name and fame of organisation resists me from having evil habits like alcohol consuming, smoking etc.	4.28	0.512	47.55**	<.001
The organization culture tends me to follow the values like honesty, truth, hard working, equality, helping poor and disabled in my personal and work life	4.12	0.359	59.47**	<.001
I get social pride as I am a part of this organization	4.32	0.523	48.02**	<.001

** Significant at 1% level

RESULTS

From table above t-values of variables under Pride of Organisation of employees working in Trichengodu Gandhi Ashram are 39.93, 56.14, 54.33, 57.18, 55.09, 47.55, 59.47 and 48.02 are significant at 1% level. This shows that there is significant difference between the mean responses given by the employees towards the Pride of Work and Organisation and the test average score (=3). Further the mean values of the sources I'm glad to be working in this organization (4.06), This organization actively contributes to the community (4.08), The organization has a good value and image in the society due to its social responsibility (4.43), The main motto of this organization is to serve and develop the poor (4.13), As the organisation is functioning on the basis of gandhian principles positively influences my behavior pattern towards society, family and work place (4.16), The traditional name and fame of organisation resists me from having evil habits like alcohol consuming, smoking etc. (4.28), The organization culture tends me to follow the values like honesty, truth, hard working, equality, helping poor and disabled in my personal and work life (4.12) and I get social pride as I am a part of this organization (4.32) are above the test average score.

CONCLUSION

From the results it is observed that the Trichengodu Gandhi Ashram employees are having good pride for their Organisation. This study can be concluded as the pride and principles of organization definitely influence the employee behavior in work place, society and family.

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