

INFLUENCES OF OCCUPATIONAL CULTURE ON QUALITY OF WORK LIFE IN KOTHARI SUGARS AND CHEMICALS LIMITED, KATTUR, TRICHY

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Abstract

The purpose of the study is to examine and understand: to what extent that the Occupational Culture determinants such as Good Co-ordination, Interpersonal Relationship, Helpful Supervisor, Recognition by Management and Supervisors Motivation influences on Overall Quality of Work Life in Kothari Sugars and Chemicals Limited, Kattur, Trichy. Both the primary and secondary data were used in this research for collecting the data. Primary data were collected through structured questionnaire from the employees. The data collected were analyzed with Reliability Analysis; Frequency Test, Pearson's Inter Correlation and Chi-Square Test with SPSS package. Frequency Test reveals amongst the seven ingredients of Quality of Work Life majority of the respondents prefers Occupational Culture after Compensation. Pearson's Inter Correlation proves that there is some significant positive relationship between the determinants of Occupational Culture and Overall Quality of Work Life. Chi-Square test reveals that, Occupational

Culture – determinants have significant association with Overall Quality of Work Life.

Key Words: Occupational Culture, Quality of Work Life, Determinants and Kothari.

Introduction

Quality of work life is an attempt to establish a link between performance with involvement and satisfaction of employees at workplace. Quality in work is important for employees' growth and sustainable development in competitive economy. The Quality of Work Life is designed to provide programs, services and guidance on practices that encourage a positive, constructive and productive work experience. Quality of work life is the key to integrating human resources into the organization for achieving higher productivity, job satisfaction, higher morale and commitment.

Occupational Culture

Culture is the vehicle through which individuals coordinate their activities to achieve common goals and expectations. Culture helps individuals understand how their roles fit within the

organization. Culture defines the norms of acceptable conduct. Culture develops consistent interpretations of behaviors throughout the organization. The well-managed culture can improve performance significantly while the unmanaged culture will impede even the best-intentioned change effort. The "occupational culture" of an organization is a product of its history, traditions, values, and vision. Desirable work culture includes shared institutional values, priorities, rewards and other practices, which foster inclusion, high performance, and commitment, while still allowing diversity in thought and action.

Definition

"Occupational culture is a combination of qualities in an organization and its employees that arise from what is generally regarded as appropriate ways to think and act." "A pattern of basic group assumptions that has worked well enough to be considered valid and, therefore, is taught to new members as the correct way to perceive, think and feel"

Statement of the Problem

Quality of Work Life is a combination of seven variables, such as Compensation, Safety, Occupational Culture, Work Environment, Personal Development, Welfare Measures and Job Satisfaction. There are many approaches available with regard to Quality of Work

Life. Therefore, the researcher interested to know how the Occupational Culture influences on the employees Overall Quality of Work Life of Kothari Sugars and Chemicals Limited, Kattur, Trichy; induced the selection of the study.

Scope of the Study

The employees Overall Quality of Work Life of Kothari Sugars and Chemicals Limited, Kattur, Trichy has been analyzed with the Occupational Culture- determinants and incorporates necessary changes in the Occupational Culture to improve the employees Quality of Work Life.

Objectives of the Study

1. The primary objective of the study is to know the factors influencing employees Occupational Culture of Kothari Sugars and Chemicals Limited, Kattur, Trichy.
2. To study the relationship between the Occupational Culture and Overall Quality of Work Life.
3. To analyze and interpret the various findings coming under the scope of the study.

Area of Study

Trichy is Tamil Nadu's fourth largest City; it is situated in the centre of the state, on the banks of the River Cauvery. As of 2011, Trichy had a population of 846,915; males constitute

49.37% and females 50.63%. Trichy has an average literacy rate of 91.32%, males 94.66% and females 88.08%. Tamil is the official language of Trichy city. Trichy is well connected to various parts of Tamil Nadu by Road, whole India by Train and an international airport operates flights.

Kothari Sugar and Chemicals Limited is pioneer in manufacturing of sugar in India. In the year 1961, it was established as one of the earliest sugar factories to be set up in the state of Tamil Nadu. The sugar Industry in India has been a focal point for socio economic development in the rural areas by mobilizing rural resources, generating employment, income, transport and communication facilities. The Kattur unit, located in Kattur village of Trichy district, is about 30 km from Trichy and 6 km from Lalgudi railways station. In addition to sugar production, this unit also has facilities for co-generation of power, distillery and bio-compost. Cane for this factory has supplied from Lalgudi, Manachanallur, Manapparai, Thuraiyur and Musiritaluks.

Research Methodology

The purpose of the study is to understand the extent to which Occupational Culture influences on the employees Overall Quality of Work Life of Kothari Sugars and Chemicals Limited, Kattur, Trichy. A structured questionnaire was developed to collect the primary data

contains relevant questions related with occupational culture from the employees. 70 questionnaires were distributed and 60 out of them have been completed, implying a response rate of 86 percent. Questionnaires were systematically distributed by utilizing a non-probability convenience sampling. The questionnaire was framed in the format of Likert scale to be distributed into the selected sample, and no specific characters were defined for the employees of Kothari Sugars and Chemicals Limited, Kattur, Trichy. The sample, it was logically assumed that the sample represents the whole population. The data collected from questionnaires were analyzed by using Frequency Test, Pearson's Inter Correlation, and Chi-Square Test with SPSS package.

Reliability Test

The data collected from questionnaires were analyzed by Reliability Analysis. Reliability coefficient tested by using Cronbach's Alpha (α) analysis. In order to measure the reliability for a set of two or more constructs, Cronbach Alpha is a commonly used method where alpha coefficient values range between 0 and 1 with higher values indicating higher reliability among the indicators (Hair, et al., 1992).

Table 1
Reliability test

Case Processing Summary			Reliability Statistics	
Valid	N	%	Alpha	N of Items
	60	100	0.797	6

Source: Primary Data

The above Reliability Analysis Table 1 used to test the reliability of Quality of Work Life – Occupational Culture determinants along with Overall Quality of Work Life (6 in number) and it resulted as 0.797, which is at preferable level.

Null Hypothesis (H₀)

There is no significant association between Occupational Culture determinants and Overall Quality of Work Life

Analysis and Interpretation

Various Occupational Culture determinants such as Good Co-ordination, Interpersonal Relationship, Helpful Supervisor, Recognition by Management and Supervisors Motivation and its influences on the employees Overall Quality of Work Life of Kothari Sugars and Chemicals Limited, Kattur, Trichyare collected. The data collected were analyzed by Frequency Test, Pearson's Inter Correlation and Chi-Square Test to check is there any relationship between Occupational Culture and Overall Quality of Work Life.

Table – 2
Association between Occupational Culture determinants and Overall Quality of Work Life

	Gender	Age	Qualification	Experience
N	60	60	60	60
Mean	1.25	3.08	2.95	2.77
Median	1.00	3.00	3.00	3.00
Std. D	0.437	1.225	0.910	1.170

Source : Primary Data

The above Table - 2 reveals the mean value, median value and standard deviation of Genders 1.25, 1 and 0.437, Age as 3.08, 3 and 1.225, Educational Qualification as 2.95, 3 and 0.910 and Experience as 2.77, 3 and 1.170 respectively.

Table – 3
Respondent's Preference of Quality of Work Life Variables

Quality of Work Life Variables	Frequency	Percentage
Compensation	15	25
Safety	5	8
Occupational Culture	13	22
Work Environment	5	8
Personal Development	10	17
Welfare Measures	6	10
Job Satisfaction	6	10
Total	60	100

Source : Primary Data

The above Table - 3 reveals, the preference of quality of work life, amongst the seven variables, 22 % of the respondents prefer Work Culture after

Compensation (25 %), 17 % of the respondents prefer Personal Development, followed by Welfare Measures & Job Satisfaction 10 % each, and Safety & Work Environment 8 % each.

Table – 4
Respondent’s opinion on overall quality of work life

Overall quality	Worst	Bad	Moderate	Good	Excellent
F	0	5	16	25	14
%	0	8	27	42	23

Source: Primary Data

The above Table - 4 reveals the opinion of the respondents’ regarding their Overall Quality of Work Life. No one of them marked as worst; 5 (8 %) of the respondents’ replies that they are feeling as bad; 27 % (16) of the respondents opines as moderate. Whereas the majority of the respondents (25, 42 %) marked as good and the remaining 23 % (14) of the respondents Opines as Excellent

Table -5
Overall Quality of Work Life;

(N = 60)	Good Co-ordination	Interpersonal Relationship	Helpful Supervisor	Recognition by Management	Supervisor’s Motivation
Good Co-ordination	1				
Interpersonal Relationship	0.153	1			
Helpful Supervisor	0.297*	0.307*	1		

Recognition by Management	0.437**	0.065	0.457**	1	1
Supervisors Motivation	0.3*	0.262*	0.419**	0.354*	1
Overall Quality of Work Life	0.58*	0.531**	0.686**	0.651**	0.650**

The above Table 6 describes the result of chi-square analysis between Work Culture determinants and Overall Quality of Work Life; chi-square values, p values and their significance. It is evident that the Good co-ordination among co-workers is statistically significant and positively associated with Overall Quality of Work Life ($\chi^2 = 42.192, p < 0.01$). Therefore, the null hypothesis is rejected and alternate hypothesis is accepted. It is concluded, that there is an association between Good Co-ordination among co-workers and Overall Quality of Work Life.

It is evident that the cordial Interpersonal Relationship between supervisor and workers is statistically significant and positively associated with Overall Quality of Work Life ($\chi^2 = 36.725, p < 0.01$). Therefore, the null hypothesis is rejected and alternate hypothesis is accepted. It is concluded, that there is an association between cordial Interpersonal Relationship between supervisor and workers with Overall Quality of Work Life.

It is evident that the Supervisor is helpful to me in getting the job done well is statistically significant and positively associated with Overall Quality of Work Life($\chi^2= 48.976$, $p < 0.01$). Therefore, the null hypothesis is rejected and alternate hypothesis is accepted. It is concluded, that there is an association between Supervisors is helpful to me in getting the job done well and Overall Quality of Work Life.

It is evident that the Recognition by Management for good result achieved is statistically significant and positively associated with Overall Quality of Work Life($\chi^2= 55.795$, $p < 0.01$). Therefore, the null hypothesis is rejected and alternate hypothesis is accepted. It is concluded, that there is an association between Recognition by Management for good result achieved and Overall Quality of Work Life.

It is evident that the motivation given at the work place by the Supervisor is statistically significant and positively associated with Overall Quality of Work Life ($\chi^2= 34.357$, $p < 0.01$). Therefore, the null hypothesis is rejected and alternate hypothesis is accepted. It is concluded, that there is an association between motivation given at the work place by the Supervisor and Overall Quality of Work Life.

Conclusion

The study was undertaken to examine and understand the influences of the Occupational Culture on the employees Overall Quality of Work Life of Kothari Sugars and Chemicals Limited, Kattur, Trichy. The question framed under this has proved with Reliability Analysis. Frequency test reveals the number of respondent's personal and demographic profile and amongst the seven variables of Quality of Work Life majority of the respondents prefer Occupational Culture after Compensation followed by Personal Development, Welfare Measures & Job Satisfaction, and Safety & Work Environment.

Pearson's Inter Correlation used to identify the relationship between the determinants of Occupational Culture and Overall Quality of Work Life; it proves that there is some significant positive relationship between the determinants of Occupational Culture and Overall Quality of Work Life and reveals except very few, it has some significant positive relationship with in the Occupational Culture determinants. Chi-Square test reveals that, the determinants of Occupational Culture such as Good Co-ordination, Interpersonal Relationship, Helpful Supervisor, Recognition by Management and Supervisors Motivation

determinants have significant association with Overall Quality of Work Life.

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