

Study on Organisational Climate towards Indian Terrain Fashions Limited, Chennai

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Abstract

Feelings are an integral part of the human experience, influencing how we perceive and interact with the world around us. Organizational climate is a feeling refers to the collective emotional atmosphere or mood that permeates an organization. This article aims to understand the attitude of employees towards the prevailing organizational climate in organization. The first challenge is measuring the organizational climate accurately as it is intangible in nature and the complex interplay of various factors. The next challenge is hesitance of Employees to provide honest feedback in organizational climate surveys due to fear, desire to present themselves or their team in a favorable light. This study also focuses on Love towards Job, Conflict Management and Enjoying being part of the company.

Keywords: Organizational Climate, Psychological, Perception of Employees.

Introduction

Organizational climate is a concept “perceived” by employees. Importantly, it is dependent on a value judgment which can vary greatly from person to person. The organizational climate plays an important role in productivity, motivation and employee behavior. Organizational climate plays a critical role in shaping employee experiences, organizational culture, and ultimately, organizational performance and success. Employees who feel supported and empowered are more likely to adapt to change, overcome challenges, and contribute to the organization’s ability to thrive in dynamic environments. Indian Terrain Fashions Limited is an India-based apparel retailer. The Company is engaged in offering the men’s smart casual category, selling under the brand Indian Terrain. It operates within domestic borders with apparel offerings ranging from shirts, trousers, shorts, and t-shirts.

Review of Literature

Dwivedi (1979) wrote an article “Anatomy of Organisational Climate”. The results have been classified into three groups.

1. Organisational Climate has been studied as an Independent Variable influencing employee satisfaction and Performance.
2. Organisational Climate is analysed as an Intervening Variable, for example, between leadership style and employee performance or satisfaction, and
3. Organisational Climate has been treated as a dependent variable being influenced by leadership style, technology, organizational structure and management assumptions and practices.

Sebastian and Bhargava (2003) in their article “Organisational Climate of Non-profit Organisation”, result show that using individual perception to measure organizational climate was considered adequate in his study, field staff gave higher rating than office staff because their involvement in non-profit organization was higher, field staff mostly females but the administrative and authoritative positions are held by males, close supervision was not a threat in non-profit organization; it was the absence of supervision and guidance that was plaguing the employees.

Suryakumar Srivastava (1990) has conducted a study on “Relationship between Job satisfaction and Organisational Climate” stated that Perception of Organisational Climate is related to age, pay experience, education and nature of work.

Kaezka and Kirk (1968) too found that performance was affected by organizational climate. In their study ‘employee centered’ climate was associated with higher performance in terms of lower unit cost, higher profits etc.

Costely, Downey and Blumberg (1973) found that employee’s perception of organizational climate predicted what role preference he practiced before training. Those who perceived their climate as ‘achievement’ and ‘reward’ oriented took on role which led to achievements and rewards.

Ryan (1995) discusses the need for the development of a climate for innovation in the context of a continuous improvement effort.

Sharma (1983) in his article “Employee Motivation and Employer – Employee Relations in India”, he observes that grievance handling, recognition and appreciation, participative management and scope for advancement are important factors in an organizational climate enhancing work motivation of employees. In other words, what is required is an improvement in the quality of the work life in industry and not merely the quantum of material benefits about which the employees already feel quite satisfied.

Statement of Problem

Various research studies related to organizational climate are reviewed. From the reviews, it is found that all the studies have attempted to examine the relationship between organizational climate and job satisfaction. Studies were conducted to examine the relationship between employee performance, job involvement and job anxiety separately with small sample sizes. Most of the studies were conducted to understand the relationship with the Organizational climate in Educational Institutions and Public Sector institutions. This study was exclusively conducted in Indian Terrain Fashion Limited Corporate Office, Chennai, in Tamilnadu. This study filled the gap of understanding the Corporate Sector Employee’s perception towards Organizational Climate.

Methodology

The type of research is descriptive in nature. The population of the study is considered to be Employee of Indian Terrain Corporate Office. The researcher used convenience sampling as the sample technique. The researcher used percentage analysis and correlation techniques for this study.

Percentage Analysis

Table Showing Respondent’s Demographics

Particulars	Frequency	Percentage
Gender		
Male	77	71.3
Female	31	28.7
Transgender	0	0
Total	108	100

Age		
Upto25	6	5.6
25 To 35	42	38.9
36 To 45	49	45.4
Above 45	11	10.2
Total	108	100

The table shows the items of the sample based on the demographics information of the participants. In terms of Gender, 71.3% are “Male” and 28.7% are “Female”. Respondents “Up to 25” years of age are 5.6%, “25 to 35” years of age are 8.9%, 36 to 45” years of age are 45.4%, Above 45” years of age are 10.2%.

Correlation analysis

Null hypothesis (H0): There is no significant relationship between significant relation between Gender and Feeling Organization is Large Family.

Alternative hypothesis (H1): There is significant relation between Gender and Feeling Organization is Large Family. Since $r = 0.191$. It shows there is a significant relation between Gender and Feeling Organization is Large Family.

Conclusion

The study was conducted at Indian Terrain Fashions Limited, Chennai. The aim was to study and understand Organizational Climate. This was done using detailed Questionnaire. Analysis of all the facts and figures the observations and experience during the questionnaire gives a very positive conclusion and impression regarding the Organization atmosphere. Indian Terrain Fashions Limited is performing it’s role up to the mark and Employees enjoy being part of the company. The employees are satisfied with the working Environment which is usually friendly that motivates them to be more dedicated. The Company communicates with the Employees well. Employees have clear objectives. The employees have Love towards Job and Job satisfaction. It is quite clear that there is no shortcut to the development of Organization and Job satisfaction other than the Perception framed over the Internal Environment of the Organization. HR department is responsible for perception conceived by the Employee. The Study reveals that employees have a good perception over the organization and the psychological atmosphere is good which is Organizational Climate.

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