THE IMPACT OF THE ORGANIZATION CULTURE ON THE MOTIVATION OF EMPLOYEES AT TWO SELECTED APPAREL FIRMS IN NUWARAELIYA (TRENDY WEAR (PVT) LTD. VS ORIGINAL APPAREL)

LIBRARY
09 JUL 2021
EASTERN UNIVERSITY, SRI LANKA.

By:

DISSANAYAKE MUDIYANSELAGE OSHAN PRADEEP DISSANAYAKE

REG NO: EU/IS/2015/MS/30

INDEX NO: MS 1780

FCM2470
Project Report
Library - EUSL

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA

2020

PROCESSED
MAIN LIBRARY, EUSL

ABSTRACT

In the twenty first century every organization are operating in a very competitive environment. So, Apparel Industries' environment is very competitive. In this situation, sewing machine operators' Employee Motivation (EM) is very important factor for Apparel Industry. Normally organizational culture (OC) is mainly impact on employee motivation. Therefore, the aim of this study were to analyze What sort of relationship between organizational culture and employee motivation and the impact of the organizational culture on employee motivation of Trendy wear (PVT) LTD and Original apparel in Nuwara Eliya.

Structured questionnaire was used as the method of data collection and 279 sewing machine operators selected as sample out of 925 sewing machine operators. Researcher considered two apparel companies name as Trendy Wear (PVT) LTD and Original Apparel in Nuwara Eliya. Random sample method used to make the sample method used to make sampling frame of the study. Quantitative research approach used for this study. The data were analyzed using correlation and regression analysis. The result indicated that significant positive relationship between organizational culture and employee motivation. Then the positive significant impact of organizational culture on employee motivation in Trendy Wear (PVT) LTD and Original apparel. As a result of this study, managers of apparel companies must give their attention for combination of clear and good organizational culture to increase employee motivation.

Keywords: ***Organizational Culture, Bureaucratic Culture, Innovative Culture, Supportive Culture and Employee Motivation***

TABLE OF CONTENT

page no.

ACKNOWLEDGEMENT ..... **I**

ABSTRACT ..... **II**

TABLE OF CONTENT ..... **III**

LIST OF TABLE ..... **VII**

LIST OF FIGURES ..... **IX**

LIST OF ABBREVIATIONS ..... **X**

CHAPTER 01-INTRODUCTION: **1-7**

1.1 Background of the Study 1

1.2 The Research Problem 3

1.3 Research Questions 4

1.4 Research Objectives 4

1.5 Significance of the Study 4

1.5.1 Scope of the Research 5

1.7 The Organization of the Chapter 6

1.8 Chapter Summary 7

CHAPTER 02 - LITERATURE REVIEW: **8-16**

2.1 Introduction 8

2.2 Organizational Culture 8

2.2.1 The Bureaucratic Culture 9

2.2.2 Innovative Culture 10

2.2.3 Supportive Culture 10

2.3 Employee Motivation 11

2.3.1 The Expectancy Theory of Motivation 12

2.3.2 Expectancy 13

2.3.3 Instrumentality 13

2.3.4 Valence 13

2.4 Relationship between Organisational Culture and Employee Motivation 13

2.5 Relationship between Bureaucratic Culture and Employee Motivation 15

2.6 Relationship between Innovative Culture and Employee Motivation 15

2.7 Relationship between Supportive Culture and Employee Motivation 16

2.8 Chapter Summary 16

CHAPTER 3 CONCEPTUALIZATION AND OPERATIONALIZATION:.17-24

3.1 Introduction 17

3.2 Conceptualization 17

3.3 Definition of Variables 18

3.3.1 Organizational Culture 18

3.3.2. Employee Motivation 19

3.4 Operationalization of Variables 21

3.5 Chapter Summary 24

CHAPTER 4 - RESEARCH METHODOLOGY 25-37

4.1 Introduction 25

4.2 Research Philosophy 25

4.3 Research Approach 26

4.4 Research Strategy 26

4.5 Methodological Choice 27

4.6 Time Horizon 27

4.7 Research Site 27

4.8 Study Population 28

4.9 Sampling Technique 28

4.10 Sampling Framework and Sampling Size 28

4.10.1 Sample Size 28

4.10.2 Sampling Design 28

4.11 Method of Data Collection 29

4.12 Research Instrument 29

4.13 Source of Measurement 31

4.14 The Pilot Study 31
4.15 Reliability of Instruments 32
4.16 Unit of Analysis 32
4.17 Method of Data Analysis & Evaluation 33
4.17.1 Objective One 33
4.17.2 Objective Two 34
4.18 Data Presentation 36
4.19 Ethical Consideration 36
4.20 Chapter Summary 37
CHAPTER 5 - DATA PRESENTATION AND ANALYSIS: 38-57
5.1 Introduction 38
5.2 Analysis of Reliability 38
5.2.1 Reliability of Organizational Culture 38
5.2.2 Reliability of Employee Motivation 39
5.3 Data Presentation 39
5.3.1 Data Presentation for Personal Information 40
5.3.2 Data Presentation of Research Information 43
5.3.3 Testing Hypothesis 54
5.4 Chapter Summary 57
CHAPTER 6 - DISCUSSION OF THE FINDING: 58-66
6.1 Introduction 58
6.2 Discussion of Personal Information 58
6.2.1 Name of the Company 58
6.2.2 Gender 58
6.2.3 Age Group 58
6.2.4 Experience 59
6.2.5 Educational Level 59
6.3 Research Information 60

6.3.1 Objective One 60

6.3.2 Objective Two 62

6.3.4 Discussion of Hypotheses Testing 65

6.4 Chapter Summary 66

CHAPTER 7 - CONCLUSIONS AND RECOMMENDATIONS: 67-70

7.1 Introduction 67

7.2 Conclusions 67

7.2.1 First Objective of the Study 67

7.2.2 Second Objective of the Study 67

7.3 Contribution of the Study 68

7.4 Recommendations of the Study 69

7.5 Limitations of the Study 70

7.6 Future Research Directions 70

REFERENCES 71

APPENDIX 1 - ENGLISH QUESTIONNAIRE: 75

APPENDIX 2 - SINHALA QUESTIONNARIE: 79

APPENDIX 3 - SPSS OUTPUT: 83