

**“THE MEDIATING ROLE OF ORGANIZATION-BASED SELF-
ESTEEM IN PERCEIVED ORGANIZATIONAL SUPPORT –
ORGANIZATIONAL COMMITMENT RELATIONSHIP”**



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ABSTRACT

Perceived organizational Support is a vital component in every apparel firm, because most of the employee's commitment depends on the organizational support. This study investigated the role played by organization based self-esteem (OBSE) in the relationship between perceived organizational support (POS) and organizational commitment (OC), because very lack of researches are existing on this topic specially apparel industry. There for the aim of this study was to analyze (1) What sort of relationship between organization based self-esteem, perceived organizational support and organizational commitment, (2) Mediating effect of organization based self-esteem in the relationship between perceived organizational support and organizational commitment at two selected apparel companies in Kegalle. In concentrated on organizational commitment related to Affective commitment (AC), Normative Commitment (NC) and Continuance commitment (CC).

Structured questionnaire was used as the method of data collection and 200 operational level employees selected as sample out of 1502 operational level employees. Researcher considered two apparel companies name as Brandix Essential Limited and Polytex Garment (pvt) Ltd. Random sample method used to make the sampling frame of the study. Quantitative research approach used for this study. The data were analyzed using descriptive statistics, correlation, and regression and mediation analysis.

The result indicated that the level of organization based self-esteem, perceived organizational support and organizational commitment in selected apparel companies were high level and moderate level. Also result indicated a significant positive relationship between organization based self-esteem, perceived organizational support and organizational commitment, Affective commitment, Normative commitment and Continuance commitment. Finally the Results reveal that organization based self-esteem (OBSE) has a partial mediating role between perceived organizational support and organizational commitment.

Keywords: Organization Based Self-Esteem, Perceived Organizational Support and Organizational Commitment, Affective Commitment, Normative Commitment and Continuance Commitment.

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