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INFLUENCE OF AGE, EDUCATION AND AREA ON ORGANIZATIONAL COMMITMENT AMONG EMPLOYEES IN CHENNAI AND BANGALORE

Dr.B.VIMALA*, Dr.S.MOHAN KUMAR

Associate Professors, Department of Business Administration,
Annamalai University, Annamalai Nagar

E-mail : athishmom@gmail.com

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ABSTRACT

This paper aims at understanding the influence of age, education and area on organizational commitment among employees in Chennai and Bangalore. The sample size of the study is 800. The researchers have used ANOVA to find out the influence of age and education on organizational commitment. The paper also examines the interactive effect of age and area, education and area on organizational commitment. It is found that Youngsters are found to be more committed in both Chennai and Bangalore. Age has significant influence over the level of organizational commitment among the employees. But there is no interactive effect of age and area. Diploma holders are found to have higher level of organizational commitment in both places. Education significantly influences the organizational commitment level of employees. There is no interactive effect of education and area.

Introduction

Organisational commitment is the individual's psychological attachment to an organisation. Organizational commitment is defined as a view of an organization's member's psychology towards his/her attachment to the organization that he/she is working for. Organizational commitment plays a pivotal role in determining whether an employee will stay with the organization for a longer period of time and work passionately towards achieving the organization's goal.

If an organizational commitment is determined it helps predict employee satisfaction, employee engagement, distribution of leadership, job performance, job insecurity, and similar such attributes. An employee's level of commitment towards his/her work is important to know from a management's point of view to be able to know their dedication to the tasks assigned to them on a daily basis.

REVIEW OF LITERATURE

Aaron Cohen (1993) conducted a study to determine the influence of Age and tenure on organisational commitment. It is found that they are considered important correlates of organizational commitment (OC). However, the relations between these variables and OC were found to be relatively weak. This meta-analysis examines the relations between age and tenure and OC across different time frames of employment stages. The numbers of samples dealing with the relations between OC and age and between OC and tenure were 84 and 80, respectively. Age and tenure were divided into time frames of employment stages and a separate meta-analysis was conducted for each of these subgroups. The findings indicate different patterns of relations across employment stages. The relation between OC and age was strongest for the youngest subgroup. The relation between OC and tenure was strongest for the oldest tenure subgroup. These findings are discussed in terms of the practical and conceptual implications of the differences between age and tenure in their relations with OC and with a view to future research.

Nizamettin Dogar(2015) studied the Relations between organizational commitment and demographic factors: a research in banking sector Academicus - International Scientific Journal Aim of this research is to answer if organizational commitment changes according to demographic factors. Inputs gained from 200 person sample group from banking sector. According to the analysis it is found that affective and continuance commitment increases with age and job experience, and all components of commitment increase according to time in the last job. With the results derived from analysis, research's support to organizational theory is discussed and some advices put forward.

Modupe Olayinka Ajayi (2017) conducted a study on Influence of Gender and Age on Organisational Commitment among Civil Servants in South-West, Nigeria. The paper examines the influence of demographic variables of gender and age on the commitment of employees in the Nigerian civil service. Data for the study were obtained through 567 valid questionnaire containing information on gender and age, and work related issues from civil servants purposively selected from six states in the South-West, Nigeria. The Analysis of Variance (ANOVA) was used for the data. Findings indicate that the age groups of the civil servants are critical to their commitment in the organisation. The findings indicated that commitments in the civil service organisation are higher for the younger and older civil servants than those within the middle age groups. The government is provided with information on what can be done to enhance employees' commitment to the Nigerian civil service through adequate remuneration and motivation for the different age groups. The paper concludes that civil servants should be motivated according to the needs of the age groups in order to enhance their commitment levels.

RESEARCH METHODOLOGY

Research Design

The study is to understand the organizational commitment, among the employees in electronic industry in Chennai and Bangalore and their neighborhood. An effort is also made to understand the influence of age and area on organizational commitment of employees. Hence, a descriptive research design was followed by the researcher. A survey was conducted among the electronic industry employees with help of a questionnaire.

Sampling Framework

Area

The study was conducted in Chennai and their neighborhood, and Bangalore and their neighborhood. Chennai has maximum number of electronic companies in Sriperumpudur and in the Chennai city. Similarly in Bangalore, electronic city is there. So these two places were found to be the potential places for conducting the survey. So the researcher finds Chennai and Bangalore as the most

suitable places to conduct this research. Throughout the work the researcher has made two clusters of areas. Here, Chennai represents the Chennai and their neighborhood, Bangalore represents the Bangalore and their neighborhood.

Sampling Technique

In this study, the researcher has adopted the convenient sampling technique for selecting the sample. Convenient sampling procedure is used to obtain those units or people most conveniently available. Researchers generally use convenient samples to obtain a large number of completed questionnaires quickly. There will not be bias in the responses in using the convenient sampling since the respondents voluntarily participate in the survey. As the respondents show interest to fill up the questionnaire, the error rate will be minimal. Especially many internet surveys are conducted with volunteer respondents, who either intentionally or by happenstance visit the website. In this scenario the respondents who are met personally and through net are not forced to fill up the questionnaire. The purpose is explained to them and their involvement in the study is left to their choice. So convenient sampling was the best sampling method available in this situation.

Data Collection

Primary Data

The primary data was collected by two methods

1. Survey through Web Hosting
2. survey through Hard Copy Circulation

An exclusive website (www.vimoha.com) is designed and the questionnaire was hosted. The URL link is sent to employees in electronic industry in Chennai and Bangalore. The respondents can log into the website and fill up the questionnaire. The filled in questionnaire are saved in the e-mail. The filled-in- questionnaires were then downloaded for the analysis.

An effort is also taken to circulate the questionnaire personally to the employees for collecting data. The respondents are explained about the purpose of the research, and assured that their data will kept confidential and used only for the academic purpose.

Secondary Data

The necessary secondary data to support the research regarding quality of work life and electronic industry have been collected from the Indian Institute of Management-Bangalore, libraries of management institutes, and university library. Sufficient data have been collected from electronic sources also.

Sample Size

Around 480 questionnaires were distributed for the study in Chennai and in Bangalore. Also the questionnaire was hosted in web. Finally, in Chennai and their neighborhood, 125 responses were received from web and 350 responses were received in hard form. And in Bangalore 150 responses were received from web and 325 responses were received in hard form. Out of the received responses in the study area, the elimination of cases with missing data resulted in 410 responses in Chennai, and 405 responses in Bangalore. Out of the completed questionnaire, the first 400 in each study area have been taken for the study.

Instruments used in the Study

Organizational Commitment - developed by R.T.Mowday, R.M.Steers, L.W. Porter (1979)

OBJECTIVES

- to study the influence of age, area and the interactive effect of age and area on the organizational commitment of the employees
- to analyse the influence of education, area and the interactive effect of education and area on the organizational commitment of the employees

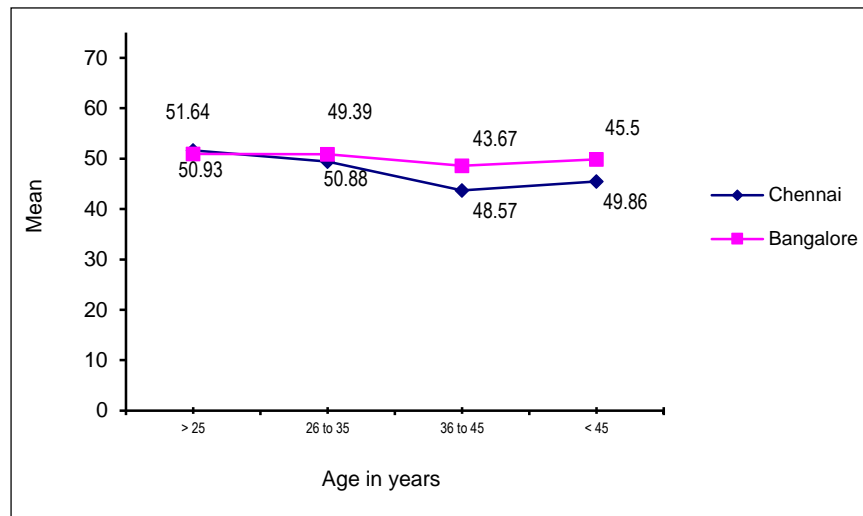


Figure - 1 Organizational Commitment Based on Age and Area

Table- 1 Organizational Commitment Based on Age and area

Source	F - value	P-value	Bonferroni value
Age	4.814	0.003*	Less than 25 years Vs age group of above 35 years
Area	3.367	0.050**	
Age * area	1.842	0.138(NS)	

Source: Primary Data * - 1 Percent Level of Significance ** - 5 Percent Level of Significance

NS- Non-Significant

Figure 1 describes the mean value for the organizational commitment among the employees based on age and area. It has been found that in Bangalore the organizational commitment among the employees in the age group of less than 25 years is high with a mean value of 51.64, and low among the employees in the age group of 35-45 years with a mean value of 48.57.

In Chennai the organizational commitment is high among the employees in the age group of less than 25 years with a mean value of 50.93 and low among the employees in the age group of 35-45 years with a mean value of 43.67.

It is clearly observed that in the study area the youngsters are found to have high organizational commitment.

Ho: 1.1- There is no significant difference in the organizational commitment among the employees based on age

Ho: 1.2 - There is no significant difference in the organizational commitment among the employees based on the area.

Ho: 1.3 - There is no interactive effect of age and area in the organizational commitment among employees.

To prove the proposed hypotheses, ANOVA test was carried out. Table - 1 depicts the ANOVA result for the organizational commitment among the employees based on the age and area.

It is revealed from the result, that age has its impact over the level of organizational commitment of the employees. The F-value is found to be 4.814 and the P-value is 0.003. Hence the hypothesis Ho: 1.1 is rejected at 1 percent level.

In area wise, the respondents' organizational commitment level is varied. Since the F-value is 3.367 and the P-value is 0.050, the hypothesis Ho: 1.2 gets rejected at 5 percent level.

Since the F-value is 1.842 and the P-value is 0.138, the hypothesis Ho: 1.3 accepted. It is concluded that age and area when combined together do not interact with the level of organizational commitment of the employees.

The Bonferroni test denotes that there is variation in the organizational commitment between the employees in the age group of less than 25 years and employees in the age group of 36-45 years.

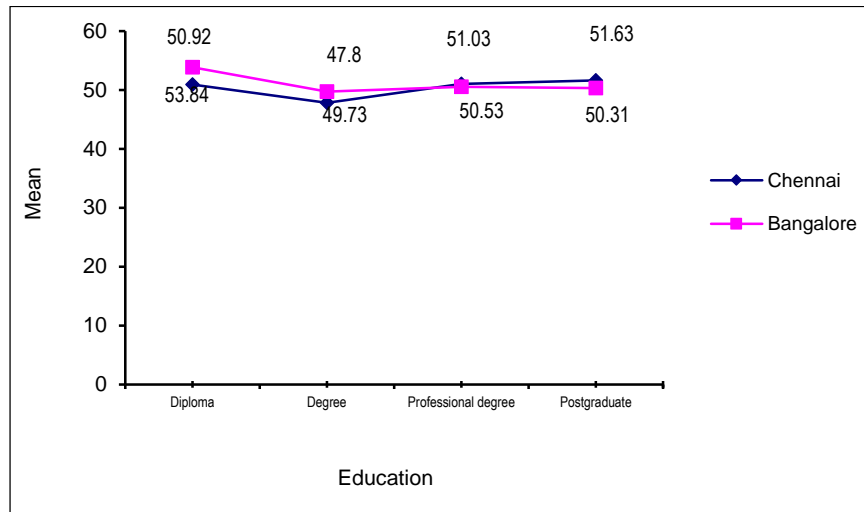


Figure - 2 Organizational Commitment Based on Education and Area

Table- 2 Organizational Commitment Based on Education and Area

Source	F - value	P-value	Bonferroni value
Education	4.047	0.005*	Degree holders Vs others
Area	0.897	0.344(NS)	
Education * area	1.689	0.168(NS)	

Source: Primary Data * - 1 Percent Level of Significance NS- Non-Significant

Figure 2 discusses the mean value for the organizational commitment among the employees based on education and area. It is seen in both areas, that the organizational commitment is high among the diploma holders with a mean value of 50.92 and 53.84, and low among the degree holders with a mean value of 49.73 and 47.80 respectively.

Ho: 2.1- There is no significant difference in the organizational commitment among the employees based on education

Ho: 2.2 - There is no significant difference in the organizational commitment among the employees based on the area.

Ho: 2.3 - There is no interactive effect of education and area in the organizational commitment among employees.

To study these stated hypotheses, ANOVA test is carried out. Table -2 summarizes the ANOVA result for the organizational commitment among the employees based on the age and area.

From the test result, it is denoted that education has an impact in the organizational commitment level of the employees. Since F-value is 4.087 and the P-value 0.005 is significant at 1 percent level, the hypothesis Ho: 2.1 is rejected.

But the area has no significant influence in the level of organizational commitment among the employees. This is because the F-value is 0.897 and the P-value is 0.344. So the hypothesis Ho: 2.2 is accepted.

The computed F-value is found to be 1.689 and the P-value is 0.168. So the hypothesis Ho: 2.3 is accepted. It is noted that there is no interactive effect of education and area in the level of organizational commitment among the employees.

The Bonferroni test reveals that there is variation in the level of organizational commitment among degree holders and diploma holders and postgraduates.

Diploma holders are found to have a higher level of organizational commitment in both places. There is no interactive effect of education and area and no independent effect of area also.

FINDINGS AND CONCLUSION

Youngsters are found to be more committed in both Chennai and Bangalore. Age has significant influence over the level of organizational commitment among the employees. But there is no interactive effect of age and area.

Diploma holders are found to have higher level of organizational commitment in both places. Education significantly influences the organizational commitment level of employees. There is no interactive effect of education and area.

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