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Research paper

Descriptive Study on Effects of Organizational Communication towards Organizational Citizenship Behaviour

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Abstract

Food tourism has become a familiar sector where several restaurants and food stores are focusing on maximizing the benefits of cuisine which benefits the individual producer or businessman in Punjab. Although food tourism has emerged lately and has become highly popular, there are certain hitches related to that of food tourism when it comes to Punjab. The present study is an attempt at discovering the problems and challenges associated with food tourism and to establish the perception of tourists regarding food as tourist attraction in Punjab. The present study is based on the collection of data through a self-structured questionnaire. The idea behind the research is to analyse the potential of food tourism in the states of Punjab. The study is intended to take place by the distribution of self-structured questionnaires in selected respondents in the states Amritsar, Jalandhar and Patiala and generalise the results to Punjab. The outcome of the questionnaire suggests that there is a positive correlation between food and tourism in Punjab. there is a significant relationship between food and tourist's decision to visit Punjab and a positive relation between tourist's perception and potential of food tourism in Punjab. In this examination the connection between authoritative duty and organization citizenship conduct is inspected. To this end, connection and mean and standart values have been done to uncover the impacts of organization correspondence on organization citizenship conduct. In this investigation, among the hierarchical correspondence measurements, just the component of correspondence with administrators is altogether related with alturism and city righteousness measurements of organization citizenship conduct.

Keywords. *Organizational Communication, Organization Behaviour, Organizational Performance*

1. Introduction

Food tourism is one of the major parts of tourism where the food is the core factor and the food tourists have their attention on the food, its quality and its history. Food tourism has become so popular in today's world that, eight out of ten people are aware of the term food tourism and five out of 10 people are food tourist themselves. Food tourism is also known as culinary tourism defined as the exploration of food for the motive of tourism. India is considered to having one of the finest cuisines which are as rich and diverse as compared to that of its civilization. It has been stated in a recent food survey report that the cuisine of India is placed among the top 10 countries in the whole world for serving the best food. It is being preferred by maximum travelers globally when they visit different states for vacation. Burke (2011). In India food is hailed as a form of art that is continuing like a legacy and its taste is incomparable with other regions (Kumar, 2018). In addition to this the Indians hospitality is summarized as legendary which thoroughly abides the Sanskrit literature. The famous proverb which goes by "Atithi Devo Bhava" implies "the guest is truly your god" is taken seriously by Indians. The people of Punjab treat the food with respect as if it is a gift of God. Most of the tourists visit Punjab, exclusively for its delicious food they offer. (Meruka India Tourism, 2018).

Although food tourism has emerged lately and has become highly popular, there are certain hitches related to that of food tourism when it comes to Punjab, especially in the areas of Jalandhar, Patiala. According to Berry (2014) since the food tourism has become a popular term, several restaurants and food stores are focusing on the maximizing the benefits of cuisine. Several food products produced in some regions of Punjab are ideal for individual business in certain areas while some are confined to single region of Punjab. Supposedly if a food product is introduced in Patiala intended for foreign tourists, is failing to grab the local's attention, which would lead to a loss. While in Amritsar as observed by Ramakrishnan (2012), the city is untidy and crowded even around the famous Golden temple, the roads are clumsy. This has seriously affected the tourists and the tourism.

Other factor which can affect tourism to an extent is security for the tourist. For instance, many tourists have faced security issues during food tourism in certain areas of Jalandhar and Patiala where tourists had to go through several instances of pick pocketing etc. As per Jha (2014) it has been observed often that food tourism in areas of Patiala especially, failing to attract people for its inability of managing solid waste properly in the city. This issue of cleanliness has also affected the tourists badly since, they prefer a graceful and hygienic location to

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have their tummy full. Food tourists usually prefer to eat at local stalls and learn about the heritage of that food; however, such dumping around food stalls tends to irritate the food hunters or the tourists. AHARA (Amritsar Hotel and Restaurant Association) explained various problems along with the problem of cleanliness that prevails in the city of Amritsar as a major hindrance to food tourism. The poor drainage system has turned the situation from bad to worse (Singh), 2018 As it is outstanding, representative practices in the working environment have critical results on the by and large organization adequacy. Organization conduct has been connected to by and large hierarchical adequacy. Organization citizenship conduct (OCB) contributes emphatically to by and large authoritative adequacy. In this exploration the connection between authoritative duty and organization citizenship conduct is inspected. To this end, connection and mean and standard qualities have been done to uncover the impacts of organization correspondence on organization citizenship conduct.

2. Literature Review

2.1 Organizational Citizenship Behavior

Organizational citizenship behavior (OCB) refers to some of the practices through which the overall success of an organization is achieved. In the last four decades, this concept has gained increasing scholarly attention. For most of the scholarly researchers, one of the central subjects of investigation has been OCB measures; with particular emphasis on authoritative execution. In the study by Smith, Organ, and Near (1983), the main aim was to investigate the relationship between hierarchical viability and the parameters of consistent connection and unselfishness. In similar studies by Organ (1983) and Bateman and Organ (1983), central motivations were to establish an OCB scale through which parameters such as reliability, faithful adherence to organizational guidelines, securing organization property, promptness, consistency, unselfishness, and deliberate collaboration could be measured. Also, Organ (1988) established a five-factor OCB scale that incorporated measures such as sportsmanship, metro prudence, uprightness, obligingness, and benevolence. Also, Podsakoff, MacKenzie, Moorman, and Fetter (1990) examined attributes such as community temperance, obligingness, sportsmanship, reliability, and charitableness. This study was similar to that which was conducted by Organ and Ryan (1995), ho strived to unearth the correlation between OCB pioneer steadiness and aspects of authoritative responsibility and apparent reasonableness. In the findings, these studies documented that OCB and employment fulfillment exhibit an unassuming correlation. As concurred by Podsakoff, MacKenzie, Paine, and Bachrach (2000), an examination of the role of identity attributes in shaping OCB holds that selflessness exhibits a direct relationship with pioneer part trade.

In the study by LePine, Erez, and Johnson (2002), it was established that the measurements above exhibit an exceptional association. According to Rotundo and Sackett (2002, such findings suggest further that through OCB commitment, the execution of administrative duties tends to be supported. Imperatively, the parameter of uprightness entails organizational activities that stretch beyond an organization's job prerequisites to steer innovative pogress (Law, Wong, and Chen, 2005). On the other hand, affordability as an organizational OCB attributes constitutes optional practices aimed at curbing business barriers or conflicts among industry players (Law et al., 2005). Relative to the aspect of urban uprightness, the parameter has been observed to involve practices demonstrating profound concern among firm representatives, as well as enthusiasm for dynamism at the organization level (Law et al., 2005).

Regarding the feature of sportsmanship, the force entails the capacity to remain resilient, even in the wake of ever-changing needs and preferences of industry stakeholders (Organ et al. 2006). According to Nielsen, Hrivnak, and Shaw (2009), the OCB elements of obligingness, principle, charitableness, sportsmanship, and urban excellence exhibit correlations. As avowed by Podsakoff, Blume, Whiting, and Podsakoff (2009), the correlations among these variables account for the direct association between consumer loyalty as a dependent variable and unit-level role execution as an independent variable. Indeed, Podsakoff, Whiting, Podsakoff, and Mishra (2010) concurred that the ability of the workforces to align their goals with the OCB practice plays a moderating role in realizing such direct correlations.

2.2. Organization Communication

Organization correspondence is contemplated in the writing in detail by thinking about all viewpoints. As a rule, hierarchical correspondence is isolate into three primary measurements; (1) correspondence with collaborators, (2) correspondence with directors and (3) organization correspondence approach. There has been a gigantic writing about hierarchical correspondence. Specialists have built up an assortment of measures for organization correspondence. Fulk and Boyd (1991) called attention to the accessibility of correspondence Technologies and successful utilization of these Technologies in association.

A few looks into endeavored to decide factors which have impacts on adequacy of organization correspondence (Rice and Case, 1983; Moch, 1990; Allen, 1995). Then again, correspondence skills are additionally huge issues to be resolved (Reinsch, Steele, Lewis, Stano ve Beswick, 1990; Monge, 1990). The assurance of correspondence needs (Stine ve Skarzenski, 1979) and requirements of powerful correspondence ought to be characterized to expand the generally organization execution (Bennett, 1971). In this examination, we will concentrate on three primary component of the hierarchical correspondence.

3. Methodology

This exploration intends to distinguish the pivotal effect of hierarchical correspondence on organization citizenship conduct. Information got from polls will be dissected through the SPSS measurable bundle program and conceivable relations will be tried through connection investigation.

3.1. Measurable Analysis

In this exploration, SPSS 13.0 adaptation is utilized in investigation.

3.2. Respondents

The hunt was directed on workers in material division. The survey was given to 200 individuals, picked arbitrarily, from five distinctive material firms and the last number of substantial polls were 120 (the rate % 60). The %72 of the laborers was men, % 71 was somewhere in the range of 22 and 39 and % 58 was alumni of secondary school. The % 11.2 of the workers were in the board positions (Manager, Assistant Manager), for roughly 3.9 years and their aggregate proficient experience were around 6.2 years.

3.3. Estimation Tools

To quantify organization citizenship conduct, the scale proposed by Podsakoff, P. M., MacKenzie, S. B., Moorman, R. H. what's more, Fetter, R. (1990) is utilized.

3.4. Organization citizenship Behavior Scale

The scale utilized in the examination, comprises of 18 articulations .It was proposed by Podsakoff, P. M., MacKenzie, S. B., Moorman, R. H. what's more, Fetter, R. (1990) to gauge the OCBs. The scale comprises of five measurements.

- Unselfishness: It is framed by the deliberate conduct of the worker to help his associates in a hierarchical obligation or with an issue. Benevolence comprises of principals dependent on deliberate conduct like helping a missing partner with his obligations or another with very requesting duties.
- Politeness: It is shaped by a representative's asking other partners' recommendation on a choice in the event that they may be influenced and illuminate them ahead of time.
- Sportsmanship: This measurement comprises of principals like workers not griping about hierarchical issues. Representatives who are not whining about insignificant issues at work make the association's administration simpler.
- Reliability: It is framed by representatives' satisfying the associations desires with an extreme way for some job practices. Having short breaks is a case of being reasonable.
- Municipal Virtue: It is framed by intentional practices like after the progressions and enhancements in the association and taking a functioning part for the acknowledgment of the progressions and contributing with a positive way to the associations picture.

3.5. Hierarchical Communication Scale

When all is said in done, organization correspondence is partitioning into three principle measurements; (1) correspondence with associates, (2) correspondence with administrators and (3) hierarchical correspondence strategy. In this exploration, the representatives' assessment on the organization correspondence's effectiveness was picked up by a scale checked by means of center gathering strategy. Cronbach alpha qualities were determined for measurements of the scale (separately 0.77, 0.76 and 0.79) anyway demonstrates that the scale has an inner consistency.

Proclamations in the scale are set up in 5 point Likert scale and the decision "dependably" is assigned as giving 5 and the decision "never" is assigned as giving 1 points. As needs be, a high message understood in any size assumes that the specialist discovers correspondence compelling in regard of the related measurement and a depressed spot figures a contrary circumstance.

3.6. Discoveries

As appeared in Table 1, members casted a ballot emphatically all components of organization correspondence. As indicated by the discoveries, correspondence with supervisors is driving the others.

Table 1. Standard Deviation and Mean values for Variables

	Mean	*Standard Deviation*
Organizational Communation		
Communication with coworkers	3,58	0,71
Communication with managers	3,78	0,79
Organizational communication policy	3,56	0,84
Organizational Citizenship Behavior		

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Altruism	4,33	0,57
Conscientiousness	4,37	0,62
Courtesy	3,65	1,01
Civic Virtue	4,01	0,53
Sportsmanship	4,17	0,64

4. Results and Discussion

According to the participants, the highest value for "conscientiousness" and the smallest value for "Courtesy".
Table 2 indicates correlation analysis. Few dimensions of organizational citizenship behavior are significantly related with the dimensions of organizational communication. Organizational communication policy dimension is significantly correlated with civic virtue. On the other hand, there is a significant correlation between communication with co-workers and altruism. In short, there is a positive correlation among all dimensions, but slightly low (r<0,40).

Table 2. The Correlation between organizational communication and organizational citizenship behavior

	Communication with coworkers		Communication with managers		Organizational communication policy	
Organizational Citizenship Behavior	*r*	*p*	*r*	*p*	*r*	*p*
Altruism	0,22	0,02*	0,12	0,18	0,12	0,21
Conscientiousness	0,15	0,09	0,06	0,49	0,18	0,06
Courtesy	0,10	0,27	0,06	0,51	0,20	0,83
Civic Virtue	0,11	0,23	0,09	0,32	0,28	
Sportsmanship	0,13	0,15	0,02	0,84	0,08	0,42

*p<0,05 **p<0,01

5. Conclusions

In this exploration, it is noticed that there is a connection between's the hierarchical correspondence and the organization citizenship conduct of workers. As it were, the viable correspondence isn't just important to develop appropriate channels among chiefs and representatives, yet additionally important to contribute certainly the general execution of association. As indicated by the discoveries, organization correspondence must be considered as an essential issue to encourage representatives' organization citizenship conduct. To clarify the relationship among correspondence and OCB in detail, it is noticed that the quantity of members will be essential key factor of another pursuit

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