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# **A research on how an effective communicational behaviour accomplishes organisational objectives in private business organisations (with special reference to thrissur district)**

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**Abstract**--The process of sharing knowledge and common understanding from one person to another is known as communication. Communication is essential in the workplace for developing and sustaining good working relationships. Ever since the pandemic situation has arrived it has a greater impact on each and every sequence of a business organization so according to that certain variations can be identified in the communication style of an organization so keeping that in mind the ways to improve the effectiveness in communication along with identifying the barriers of the same and suggesting possible and reliable solution for better communication network is discussed in this study to improve communication efficacy. This study is conducted on the basis of 50 responses collected through online survey method and in person method along with some percentage of secondary sources of data collection. Factor analysis, Chi-square and ANOVA are used to analyses and interpret the data.

**Keywords**---Communication, Pandemic, workplace.

**Introduction**

More than merely exchanging information is required for effective communication. It's all about deciphering the emotion and motivations underlying the data. You must be able to clearly communicate a message as well as listen in such a way

that you grasp the entire meaning of what is being said and make the other person feel heard and understood. Effective communication appears to be a natural instinct. But, all too frequently, something goes wrong when we try to communicate with others. We say one thing, but the other person hears something completely different, resulting in misunderstandings, dissatisfaction, and conflict. This can cause issues in your relationships at home, school, and at work.

Many of us will need to master certain crucial skills in order to communicate more simply and effectively. Whether you're trying to improve communication with a co worker or a client. In the modern context effective business communication plays a vital role in changing environment. A company use communication as a way to maintain control over employees. Better decisions can be taken with the help of communication.

**Common barriers to effective communication include:**

**Stress and irrational emotions**

You're more likely to misjudge other people, convey confused or off-putting nonverbal cues, and fall into unhealthy knee-jerk behaviour when you're worried or emotionally overloaded. You can learn how to swiftly cool yourself before continuing a conversation to avoid conflict and misconceptions.

**Inability to concentrate**

When you're multitasking, you can't communicate properly. You're almost certain to miss nonverbal signs in a discussion if you're checking your phone, planning what you're going to say next, or daydreaming. To communicate effectively, you must stay focused and avoid distractions.

**Body language that is inconsistent**

Nonverbal communication should support rather than contradict what is being expressed. If you say one thing but your body language suggests something different, your listener will most likely get the impression that you're lying.

**Body language that is negative**

If you don't agree with or like what the other person is saying, you can use negative body language like crossing your arms, avoiding eye contact, or tapping your foot to reject the other person's message. You don't have to agree with or even enjoy what's being said, but it's crucial to avoid sending negative signals in order to communicate successfully and avoid putting the other person on the defensive.

**Literature Review**

(Ali & Anwar, 2021) Communication is described as the exchange of ideas, information, and knowledge between two or more people in order to reach an agreement.

(Anwar & Abdullah, 2021) Any behaviour that results in a meaning exchange is defined as communication.

(Prabhu et al. 2020) Communication is the activity of transmitting information between employees and organisations so that the responder can respond based on the meaning of the message.

(Ganesh kumar et al. 2019) The act of transmitting specific information from one person to another is known as communication.

Lilleker et al. (2021) Discuss the relevance of mass media and social media for communication in the COVID-19 pandemic, among other fascinating implications.

## **Research Methodology**

### **Significance of the study**

This research aims to determine the effects of effective communication on the organisation and how it supports in the achievement of corporate goals and how they cope up with the limitations they come across in this pandemic. This study is very important for the managers to know about how to achieve the organisational objectives after knowing how to cope up with the barriers coming across in the communication through effective communication systems in an organisation.

### **Research gap**

With a better understanding of effective communication concepts and barriers, as well as the factors that will drive to achieve organisational objectives, which in turn will help to achieve better performance that will positively affect the organization's overall performance, let's dig deeper to understand the strategic role and importance of communication, as well as the barriers that affect communication's smooth functioning. Employees and managers in most organisations have grappled with the idea of seeking to fix weak and bad communication between the two sides, which frequently causes challenges for an organisation, whether in terms of performance or cost. Either the manager blames the employee for lack of communication, or the employee feels that the manager is not communicating effectively. Whatever the problem or lack of communication between the two parties, they should eventually come together to figure out where the communication has gone down. Effective communication between managers and employees, and between employees, is necessary to manage day-to-day operations and succeed in corporate strategy. In particular, spending time communicating with managers helps organizations achieve their goals. Recognizing the key communication barriers that occur in your organization's systems and developing possible flexible solutions should be your organization's primary goal.

### **Objectives of the study**

To identify the factors related to communication in organisations and to point out the reasons for ineffective communication and recommend a possible and reliable solution for better communication network.

### **Scope of the study**

The research work attempts to cover the nature, barriers and the ways to recommend the possible and reliable solution for better communication network mentioning the effects of the pandemic. This survey is being conducted by a well-known private company in the Thrissur district of Kerala. Gather relevant information about institutional communication using quantitative methods such as surveys and surveys. The method included steps to generate, collect, and evaluate the data. Surveys are created and distributed online and directly to employees for data collection. Secondary data is required to carry out research. This is done by collecting data from recent academic papers, books, and previous studies of the impact of communication on performance. Effective communication reveals weaknesses and difficulties, allowing management to develop and implement the right solutions.

### **Period of the study**

The period of the study of this research is between March 2021 to December 2021, first three months was spent for the identification of the problem and collection of the secondary data. Remaining time was spent on collection of primary data, presentation and analysis of the opinions of the respondents.

### **Sample size and sample design**

The size of the sample is around 50. The sample includes 48% of male employees and 52% of female employees.

### **Data interpretation and analysis**

The goal of this study is to see how an effective communication channel aids in the achievement of organisational goals for well-known private business institutions in this pandemic era in Kerala's Thrissur area. The survey was completed by a total of 50 respondents, as previously stated. The positions of these individuals varied; some were managers, while others were executives, assistants, and so on. The current study is based on the nature of effective communication and the barriers that creates hindrances in the smooth functioning of the communication process and the ways to tackle this issue.

### **Demographic analysis**

This section provides background information on the respondents involved in this survey, including age, gender, company establishment, communication channel types, modes, barriers, and the acceptability and level of discussions based on organizational goals. And work plan. According to the data collected on the basis of demographic responses 37(74%) respondents from the total 50 were 20-30 years old 12(24%) respondents were 30-40 years old and 1(2%) respondent was of 40-50 year old, as a result the majority of the respondents were from the 20-30 age bar, that means the young population of the country representing the future of the nation. As far as Gender is concerned 26(52%) respondents were female and 24(48%) respondents were male. The female is in majority part working in the

type of organisation specified in this study according to the responses collected. The details of company's existence were these 50 respondents work are 32 (64%) of respondents work in a company which is established more than 12 years ago and 8 (16%) of respondents work in companies which were established 12 years ago and 8(16%) of the respondents work in a company which were established 2 years ago and 2(4%) of respondents work where establishment took place 6 years ago.

As far as the thought that effective communication plays a vital role in developing the organisation, 46(92%) of the respondents have commented in favour of it and some of them like 4(8%) respondents feels like it may or may not be playing a vital role in developing the organisation. When talking about the communication channel as described by the responses collected 23(46%) of respondents says that downward channel is highly used in their companies, where as some of the respondents around 19(38%) says that they use upward channel of communication and 8(16%) go with horizontal channel of communication. Mode of communication that the different organisation follows according to the data collected are 29(58%) uses email/fax/ Whatsapp, whereas 18(36%) go for meeting /GD and 3(6%) go for video conferencing. Barriers of the communication is something faced by all kind of business organisations, according to the data collected 25(50%) of the respondents faces organisational barriers and around 18(36%) of respondents faces individual barriers whereas 6 (12%) faces other kinds of barriers apart from the given one and 1(2%) of the respondents has semantic barriers of communication. Receptiveness and objectives and work schedule discussions are the other factors related to this study where receptiveness of the company towards their employees according to 27(54%) are medium receptive, 19(38%) are highly receptive and 4 (8%) claims it as low receptive. Same is in the case of objectives and work schedule discussions of the company, according to 24(48%) are medium discussed, 23(46%) says that it is highly discussed where 3(6%) claims it to be low.

### **Factor Analysis**

This study employs factor analysis which uses the technique that extracts maximum common variance from all the variables and put them into a common score. First, assessment of suitability of data is done, then with factor extraction and then factor rotation and interpretation. The various factors related to the communication in this pandemic era identified here are Group's plan and progress, Company's plan and progress, Opportunities to express talents, Good hierarchic communication, Good internal communication, Effectiveness in channel of communication, Open and honest disclosure of information, Problem resolving techniques, Goal accomplishment, Productive group meeting, Coordination and cooperation, accordingly the analysis have been done and are explained below.

### Assessment of the suitability of the data

Table 1

KMO AND BARTLETT'S TEST		
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy		<b>0.829</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	313.746
	df	55
	Sig.	.000

### Inference

Illustrates the value of KMO statistics is equal to  $0.829 > 0.6$  which indicates that sampling is adequate and factor analysis is appropriate for the data. Bartlett's test of sphericity is used to test for the adequacy of the correlation matrix. The Bartlett's test of sphericity is highly significant at  $P < 0.001$ , which shows that the correlation matrix has significant correlations among at least some of the variables since, the test values (approx. chi square value) is 313.746 and associated degree of significance is  $< 0.0001$ . The variables are not orthogonal. The significant value  $< 0.05$  indicates that a factor analysis may be worthwhile for a data set.

### Factor Extraction

Table 2

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.555	50.500	50.500	5.555	50.500	50.500
2	1.253	11.395	61.896	1.253	11.395	61.896
3	1.031	9.370	71.265	1.031	9.370	<b>71.265</b>
4	.758	6.894	78.159			
5	.561	5.099	83.259			
6	.493	4.481	87.740			
7	.395	3.589	91.329			
8	.363	3.298	94.626			
9	.242	2.199	96.825			
10	.202	1.834	98.659			
11	.147	1.341	100.000			

Extraction Method: Principal Component Analysis.

### Inference

After the extraction and rotation, there are 3 distinct groups formed with a total variance cumulated value of 71.265 or 71 % of total variance. This is the reflection of KMO value 0.829, which can be considered good and also indicates the factor analysis is useful for the variables.

### Essential factors(Group 1)

FACTORS	VALUES
Group's plan and progress	.704
Company's plan and progress	.758
Opportunities to express talents.	.745
Good hierarchic communication	.710
Good internal communication.	.674
Effectiveness in channel of communication.	.733
Open and honest disclosure of information.	.837
Problem resolving techniques	.740
Goal accomplishment	.693
Productive group meeting	.548
Coordination and cooperation	.638

Under this analysis all the 10 factors mentioned in the study are considered to be the most essential factors since their values are high among the other groups ,where every values are >0.5.

### Corporate strategy factors (Group 2)

FACTORS	VALUES
Group's plan and progress	.089
Company's plan and progress	.299
Problem resolving techniques	.349
Goal accomplishment	.542

Under this, only some of the factors from the essential factors are of corporate strategy type and they are Group and company's plan's and progress ,Goal accomplishment are having higher component values as compared to the factors in self strategy factor.

### Self strategy factors (Group 3)

FACTORS	VALUE
Good hierarchic communication	.322
Good internal communication.	.451
Effectiveness in channel of communication.	.282
Productive group meeting	.457

Under this, only some of the factors from the essential factors are of self strategy type and they are Good hierarchic communication, Good internal communication, Effective communication channel, Productive group meeting are having higher component values as compared to the factors in group 2.

### CHI SQUARE TEST

FACTORS	Value	dfAsymp. Sig. (2-sided)
Group's plan and progress	6.637 <sup>a</sup>	8.576
Company's plan and progress	8.345 <sup>a</sup>	8.401
Opportunities to express talents.	6.040 <sup>a</sup>	8.643
Good hierarchic communication	4.039 <sup>a</sup>	6.671
Good internal communication.	3.255 <sup>a</sup>	6.776
Effectiveness in channel of communication.	7.042 <sup>a</sup>	6.317
Open and honest disclosure of information.	11.598 <sup>a</sup>	8.170
Problem resolving techniques	14.702 <sup>a</sup>	8.065
Goal accomplishment	6.720 <sup>a</sup>	8.567
Productive group meeting	3.823 <sup>a</sup>	6.701
Coordination and cooperation	9.795 <sup>a</sup>	8.280

### Inference

It is seen that all the Asymptotic value of the factors of effective communication is greater than 0.05 thus we may accept the null hypothesis that Age and all the factors of effective communication are independent of each other.

### ANOVA TEST

#### Hypothesis:

**H0 (Null Hypothesis):** There is no significant difference between factors of communication and effective communication and the during COVID-19.

**H1 (Alternate Hypothesis):** There is a significant difference between factor of communication and effective communication and the during COVID-19.

FACTORS	Mean square	f	SIG.VALUE
Group's plan and progress	1.479	1.3	.272
	1.108	35	
Company's plan and progress	.088	.09	.909
	.923	6	
Opportunities to express talents.	.063	.05	.947
	1.151	5	
Good hierarchic communication	.086	.11	.896
	.774	1	
Good internal communication.	.078	.07	.924
	.994	9	

Effectiveness in channel of communication.	.078	.09	.911
	.837	3	
Open and honest disclosure of information.	.184	.14	.869
	1.307	1	
Problem resolving techniques	.405	.33	.718
	1.216	3	
Goal accomplishment	.314	.33	.719
	.945	2	
Productive group meeting	.139	.18	.829
	.743	8	
Coordination and cooperation	.432	.40	.672
	1.079	1	

### Inference

According to the ANOVA table ,There is no significant difference between factors of communication and effective communication and the during COVID-19 ,thus Null hypothesis is accepted.

### Findings and Suggestions

From the study conducted it is being analyzed that on the basis of demographic analysis on the major part is around 74% of the responses are of young age covering the range between 20 and 30 out of which they are female who are playing a majority part .64% of the respondents are from companies already established 12 years ago ,where 92% of them commented that communication do play a vital role in the organisation.46% of the respondents claim that they use downward channel of communication and also states that 58% of them uses Email ,fax, whatsapp as a Mode for communicating with employees inside the organization. And most of them face organizational barriers as a communicational barrier where 54 % and 48% of the responses claim that their organization is medium receptive and objectives and work schedule is medium discussed respectively.

After factor analysis being done KMO and Bartlett's test value has been derived as **82%** and after the factor extraction, the value **71%** has be rounded off dividing the factors into three groups. After dividing them to three separate groups certain factors (Opportunities to express talents, open and honest disclosure of information and coordination and cooperation) have been identified that they derive a negative value unlike other factors which is not a good review for the organizational effectiveness. After chi-square test it has been found out that all the asymptotic value of the factors of effective communication is greater than 0.05 thus we may accept the null hypothesis that Age and all the factors of effective communication are independent of each other. While ANOVA TEST also mentions that there is no significant difference between the factors of communication for effective communication during this COVID- 19.

So, this study suggests that these three factors should be given equal importance as all other factors discovered in regards to achieve the effectiveness in

communication which are considered as an essential factors according to group 1 and has a great contribution towards success of the organization, are not included in group 2 and 3 due to the negative values and it is clearly visible that they are given least importance by corporate strategy factors and self strategy factors.

## Conclusion

The research aims to investigate the level of effectiveness of a communication channel in accomplishing the organizational objectives of private business institution of a specific district in Kerala (Thrissur). After analyzing the data already gathered from various sources like online and in person survey, it was found that, in order to achieve the level of effectiveness on the matter of the communication channel and the objectives mentioned in the study. Firstly, the main factors regarding the same must be pointed out. Accordingly this study has been conducted and the factor analysis has been done on the main factors triggered out and they are divided into 3 groups namely Essential factors, corporate strategy factors and self strategy factors. The insights gained in this study contribute to the information how these three categories are related to each other and their contribution towards achieving the set objectives of the study and it has also been found out that there is no significant relationship between factors of communication an effective communication and are independent of each other.

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