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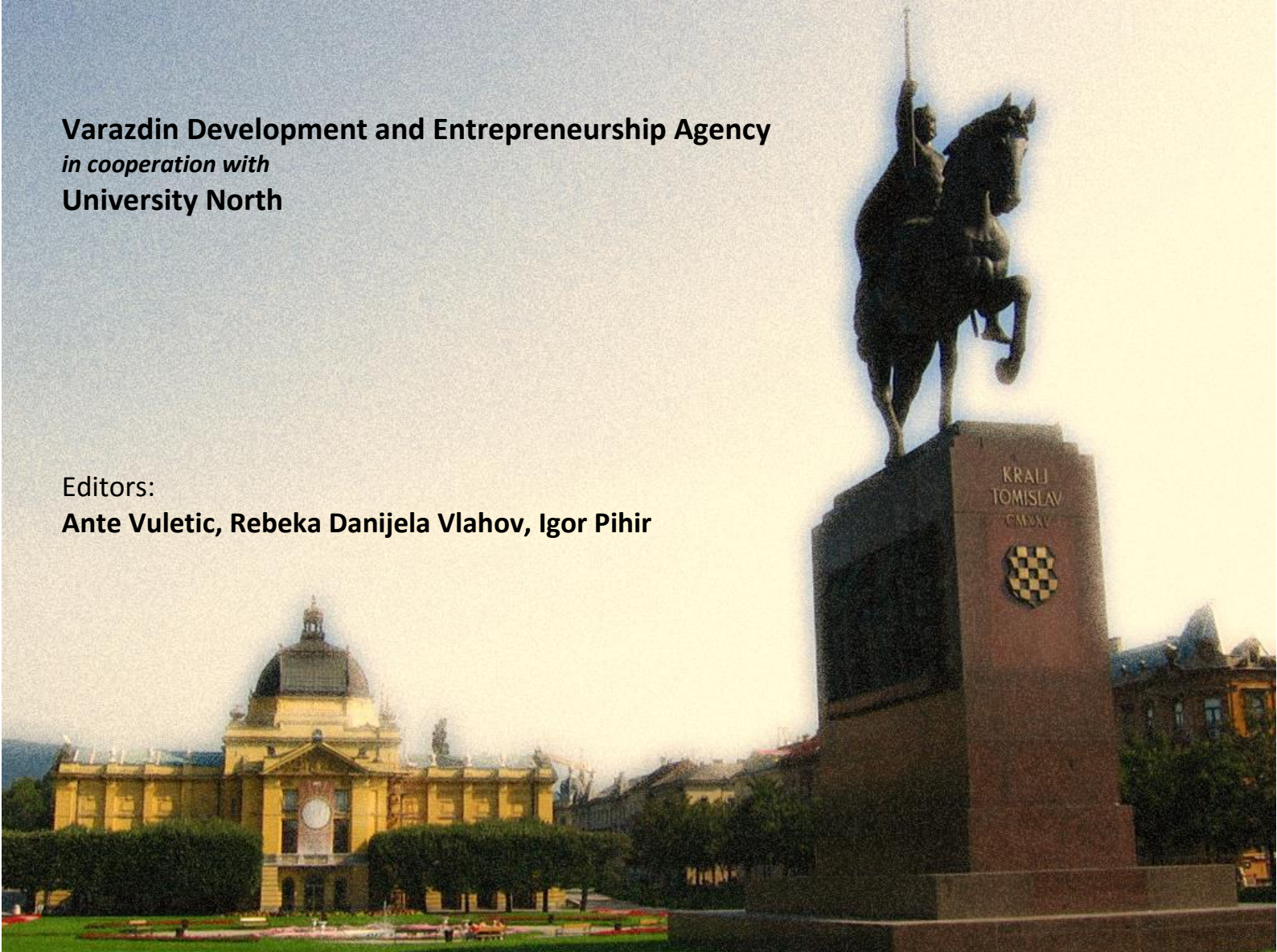
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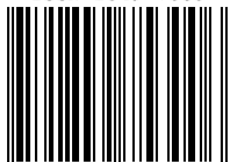
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Building Resilient Society

THE IMPACT OF PERCEIVED ORGANIZATIONAL PRESTIGE ON ORGANIZATIONAL IDENTIFICATION

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ABSTRACT

The aim of study is to analyze the impacts of perceptions of employees' organizational prestige on organizational identification. Data sampling of the study is 450 employees of one national and international furniture manufacturing industry firm based in Kayseri, Turkey. The findings of research indicated that perceived organizational prestige has a positive impact on organizational identification. Besides the results, practical implications are discussed, and suggestions for the future research are carried out.

Keywords: *Organizational prestige, organizational identification, furniture industry*

1. INTRODUCTION

The competition among organizations intensifies in accordance with rapid changes on technological, socio-cultural, environmental aspects of global economy. In this competitive environment, businesses should take into consideration the human factor so that they are able to maintain their existence. In this respect, employees' identification with the organization begin to become influential. Identification refers to emotional bonds between an individual or a group and based on shared similar perceptions and processes within the organization. Employees who high level of identification with the organization act in line with the norms and values of their group even if no compulsiveness, no employee agreement or no control mechanism exists (Gautam vd., 2004: 306). Organizational identification requires cognitive skills that employees express themselves through qualifications or aims and that qualifications or aims exist in perceived organizational identity. In general, organizational identification comprises of cognitive, affective and behavioral elements. The more employees identify themselves with the organization, the stronger they show cognitive, affective and behavioral properties (Tüzün ve Çağlar, 2008: 1015-1016).

Organizational identification is the process that organizational and individual goals become increasingly integrated and congruent (Ashforth and Mael, 1989: 23). In other words, organizational identification is employees' psychological commitment to the organization. This psychological commitment means that employees see organizational characteristic as their own personal characteristic (Turunç and Çelik, 2010: 187). Many factors lead to employees' identification with the organization. This study is limited to employees' perception of organizational prestige. **Organizational prestige** is defined as employees' assessment about the

organization they work for and what others think of their organization (Ciftcioglu, 2010: 86-87). Organizational prestige reflects the activities of the group being active in the society and shows the visibility of the organization (Andrew et al., 2006: 165).

In the literature, some research exhibit positive relationship between perceived organizational prestige and organizational identification (Carmeli, Gilat and Weisberg, 2005; Tak ve Çiftçi, 2009; Podnar, 2011). In the light of these studies, it has been planned to test the following hypotes:

H1: Perceived organizational prestige has positive impact on organizational identification.

2. RESEARCH METHODOLOGY

Measures

Organizational identification was designated as the dependent variable in this study, while perceived organizational prestige was considered as the independent variables. To measure perceived organizational prestige we used the 8 items Questionnaire developed by Mael and Ashforth (1992). Participants responded on a 5-point Likert-type scale dictating to the extent which they agreed with each statement (1= strongly disagree, 5= strongly agree). The Cronbach's alpha coefficient was 0,811.

On the other hand, organizational identification was measured with six items 5-point Likert scale (1=strongly decrease, 5=strongly agree) developed by Mael and Ashforth (1992). The Cronbach's alpha coefficient was 0.844.

Sample

Data sampling of the study is gathered from 450 employees of one national and international furniture manufacturing industry firm based in Kayseri, Turkey. The sample consisted of 6.3 percent of females and 93.7 percent of males. 87.3 percent of the respondents were married and 12.7 percent were single. Out of employees in the research 5.4% ranges 25 years and less, 64.4% 26-35 years, 27.3% 36-45 years, 2.7% 46-55 years, 0.2% 56 years and more. In terms of educational levels, 26.4% of the respondents had graduated from primary school, 53.2% from high school, 10.1% from Vocational School, 9.2% from the faculty and 1.1% from Ph.D. Considering work experience of employees, 2.7% of them work less than 1 year, 10,1% between 1-3 years, 24.0% 4-6 years, 23.8% 7-9 years, and 39.5% 10 and more years.

3. RESEARCH FINDINGS

The regression analysis was carried out to determine the efficacy level of perceived organizational prestige on organizational identification.

Table 1: The results of regression analysis for Organizational Identification.

Independent variable	β	S.E.	t-value	Sig.	Tolerans	VIF
Perceived Organizational Prestige	0,475	0,047	11,415	0,000*	1,000	1,000
F				130,310		
Adjusted R ²				0,224		
R ²				0,226		
Std. Error of the Estimate				0,76358		
Durbin-Watson				1,780		
Significance level				0,000*		

Dependent variable: **Organizational Identification**

* p<0,01

The results of regression analysis in Table 1 suggest that the overall model was significant (Adjusted $R^2= 0,224$; $F= 130,310$; $p<0,01$). The independent variable (perceived organizational prestige) was taken into account, and the Adjusted R^2 (0,224) was significant at the 0,01 level. This means that 22,4% of the variance in organizational identification was significantly explained by the independent variable (perceived organizational prestige). In this frame, the findings of research reveal that perceived organizational prestige has positive and significant impact ($\beta=0,475$; $p<0,01$) on organizational identification. This result is consistent with the results of Carmeli, Gilat and Weisberg (2005), Tak ve Çiftçi (2009) and Podnar (2011). In this respect, H1 was supported. Therefore the more perceived organizational prestige increases, the more organizational identification increases.

4. CONCLUSION

The findings of this study need to be interpreted with the following limitations in mind. First limitation is that the results can not be strictly construed to be representative of all employees in furniture manufacturing industry firms around the world, because this study has been conducted in Kayseri, Turkey. Therefore, the study needs to be replicated in different industries and countries in order to generalize the findings. Second, participants may have been biased to present positive aspects of their businesses.

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