



**A STUDY ON EFFECTIVE COMMUNICATION FOR COMPANY'S  
SUCCESS OF A RETAIL COMPANY**

**K. Rohitha**

Student

Department of Master of  
Business Administration  
DRK Institute of Science  
and Technology,  
Hyderabad

**Dr. K. Venkata Subbaiah**

Professor and Principal

Department of Master of  
Business Administration  
DRK Institute of Science  
and Technology,  
Hyderabad

**Mrs. A. Renuka**

HOD and Assistant

Professor  
Department of Master of  
Business Administration  
DRK Institute of Science  
and Technology,  
Hyderabad.  
renuka.abburu@gmail.co  
m

### **Abstract**

*The importance of effective communication in organization success had been described in this research report. An empirical investigation had been made at Heritage Foods Ltd, Hyderabad had been made. Both primary and secondary data had been for conducting the research work. The findings from the study have shown evidence for effective communication at the company. The suggestions are provided for practicing managers based on the outcomes from this study.*

**Keywords:** *Effective communication, organizational development, peer communication, organizational success, employee satisfaction.*

### **Introduction**

Effective communication occurs when a message is sent and received accurately. Just because you believe you are communicating ideas and information properly in your organization, does not necessarily mean it is effective. Good communication can boost teamwork and lead to better project collaboration. It applies to practically every industry. Workplace communication is important for streamlining internal communication. Maintaining effective communication ensures that management and the team below them are on the same page. That means that employees are confident with the work at hand and managers are assured that team members are correctly undertaking that work. But remember, workplace communication and business communication are different. Both are important to a company's success going forward.

Communication in the workplace isn't just about how well you work with others. It's about building relationships, minimizing errors, and most importantly, working as productively as possible. Encouraging good communication habits throughout the workplace can be one of the most crucial things you do as a leader. Good leaders educate themselves and teach their team how they can communicate the most effectively in the workplace. Check out these simple tips to learn more.

Verbal communication sends a message to another person or group via speech. This type of communication can occur through several different channels such as face to face, via

video call or regular phone call, so long as someone is speaking out loud. For that reason, it's really important to pay attention to your tone of voice and always speak clearly, respectfully, and professionally. This method of communication is the most commonly known method and likely the most used method in the workplace.

Nonverbal communication is the way we send a message without actually using words. It's really important to be aware of the way in which you conduct yourself in meetings and during interactions with your colleagues, including paying special attention to your body language, facial expression and eye contact. This means that in meetings you're sat up straight, you're not fidgeting or on your phone, and you're showing your team members that you're engaged and paying attention. Our nonverbal communication is often judged by others so it's important to make the right impression by coming off as professional and respectful.

Written communication sends a message using written words to convey the information that we're trying to get across. It's important to take your time when writing a message at work because little slip ups can look unprofessional and can make people question your credibility, even when you're a stellar employee. Paying attention to using the appropriate grammar and punctuation is important for professionalism. Make sure to also write clearly and concisely so that the information is easily understood.

Visual communication methods are those that can be seen. In the workplace, often visual communication tools are used as support to the primary information being conveyed. Most times, when we have a lot of information, a visual communication tool helps us better understand the information. Common corporate visual communications include graphs, models and images. These visual aids serve to support the audience in better understanding the information being conveyed. In the Fellow.app agenda feature, you can add screenshots and pictures as visual support.

Effective workplace communication is essential to the successful functioning of any organization. It's important to be self-aware and mindful of the way in which you choose to communicate in general, but especially while you're at work. A good communicator is thoughtful and speaks with intent. Often, we can tell when a message is well received, and when it isn't. Pay attention to other people's reactions and non-verbal communication cues in those instances.

### **Research Objectives**

- To study the factors influencing for effective communication at Heritage Foods.
- To know the role of effective communications on organization's success.
- To know the perception of employees for existing communication systems.
- To know the transparency and technology with regard to communication systems at Heritage Foods.

### **Need for the Study**

Modern world is known for communications technology. The modern generation is not aware about traditional communication systems such as letters and telegrams. But the advancement in technology had posed challenges for implementing the technology in effective way. The adoption of technology is easy but utilizing the technology in most effective way is important. The success of Heritage Foods from the perspective of effective communication is an important to conduct research work.

### **Research Methodology:**

A structured questionnaire had been used for collecting primary data. The respondents are requested to give answer for each question based on their experience at the current organization.

### **Sampling Method**

In this study simple random sampling had been used for collecting the primary data with non probability method. The sample size (N =100) had been used and it provides perfect insights in social sciences research. Many studies have used 100 because it is viable for the researchers to collect the data. It would be also easy for conducting data analysis.

### **Statistical Tools**

- Frequency analysis
- Descriptive statistics
- Bar charts
- Pie charts
- Correlation
- Linear Regression

### **Limitations of the Study**

- The sample size is small and the respondents belong to one organization.
- The findings from the study cannot be applied at other organizations.
- The respondents might have given some biased opinion.

### **Review of Literature**

Alyammahi et al (2020) “had opined that communication is the first most important tool towards workplace success. Effective communication ethics increases workplace productivity in various ways, as the management and the employee’s alike employee is capable of making the right decisions concerning various issues within a workplace”.

Kayegan (2016) “discussed that effective communication in the workplace plays an important part in organizational development on the whole. Communication is the process of sharing information between two or more people. Now this is just the basic definition of communication, and we know that the process is not just confined to information sharing. Rather, it is a mode of sharing thoughts, feelings, expressions, and many other things too”.

Jenifer and Raman (2015) “described that in today’s changing business scenario increasing number of firms extends their business abroad. Effective communication with people of different cultures is especially challenging. Cultural awareness shapes how business firms behave in cross-culturally reflected international markets. It is broadly recognized that cultural factors act as invisible barriers in international business communications”.

Cakula and Pratt (2021) “explained that most of the human interaction is non-verbal and the communication using technology based means is not as effective and face-to-face meetings. It must be remembered that in communication which is based on information and communication technologies, not only the technological aspects are essential, but also the ability of management and employees to communicate effectively in this way”.



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## Data Analysis & Interpretation

### 1. Gender

**Table 1: Gender of respondents**

	Frequency	Percent
Male	79	79.0
Female	21	21.0
Total	100	100.0

### Interpretation

The total respondents in the survey are 100. Among the total respondents 79% are male and 21% are female. A pie chart has been developed to represent the male and female proportion in the sample.

### 2. Managerial level

**Table 2: Managerial level**

	Frequency	Percent
Junior level	23	23.0
Middle level	60	60.0
Senior level	17	17.0
Total	100	100.0

### Interpretation

The managerial level of respondents has been compiled in the above table. The respondents belong to junior level (23%), middle level (60%) and senior level (17%). A pie chart has been presented to know the portion of respondents according to managerial levels in the organization.

### 3. Access to supervisor to discuss about job tasks.

**Table 3: Access to supervisor**

	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	4	4.0
Neutral	5	5.0
Agree	63	63.0
Strongly Agree	24	24.0
Total	100	100.0

### Interpretation

The level of agreement on ease of access to supervisor had been measured. The respondents have opined as strongly disagree (4%), disagree (4%), neutral (5%), agree (63%) and strongly agree (24%).

### 4. Organizations communication systems are very transparent.

**Table 42: Transparency**

	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	8	8.0
Neutral	8	8.0
Agree	47	47.0
Strongly Agree	33	33.0
Total	100	100.0

**Interpretation**

The level of agreement of respondents on transparency had been measured. The respondents have opined as strongly disagree (4%), disagree (8%), neutral (8%), agree (47%) and strongly agree (33%).

5. Informal events such as birthday celebrations are allowed in my organization.

**Table 5: Informal communication**

	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	8	8.0
Neutral	48	48.0
Agree	24	24.0
Strongly Agree	16	16.0
Total	100	100.0

**Interpretation**

The level of agreement of respondents on informal communication had been measured. The respondents have opined as strongly disagree (4%), disagree (8%), neutral (48%), agree (24%) and strongly agree (16%).

6. All the employees are given devices to communicate with others at workplace.

**Table 3: Devices**

	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	4	4.0
Neutral	8	8.0
Agree	57	57.0
Strongly Agree	27	27.0
Total	100	100.0

**Interpretation**

The level of agreement of respondents on devices support by organization had been measured. The respondents have opined as strongly disagree (4%), disagree (4%), neutral (8%), agree (57%) and strongly agree (27%).

7. Communication systems in my organizations are maintained perfectly.

**Table 7: Effective communications**

	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	4	4.0
Neutral	4	4.0
Agree	29	29.0
Strongly Agree	59	59.0
Total	100	100.0

**Interpretation**

The level of agreement of respondents on effective communication at workplace had been measured. The respondents have opined as strongly disagree (4%), disagree (4%), neutral (4%), agree (29%) and strongly agree (59%).

**Correlation Analysis**

**Table 84: Descriptive statistics**

	Mean	Std. Deviation
Effective communication systems	4.3500	1.01876
Transparency	3.9700	1.04886
Access to supervisor	3.9900	.90448

**Table 9: Correlation coefficients**

		Effective communication systems	Transparency	Access to supervisor
Effective communication systems	Pearson Correlation	1	.464**	.694**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Transparency	Pearson Correlation	.464**	1	.298**
	Sig. (2-tailed)	.000		.003
	N	100	100	100
Access to supervisor	Pearson Correlation	.694**	.298**	1
	Sig. (2-tailed)	.000	.003	
	N	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation**

A correlation analysis had been conducted (bivariate correlation) with three variables effective communication systems (M = 4.350, SD = 1.018), transparency (M = 3.970, SD = 1.048) and access to supervisor (M = 3.990, SD = 0.904). A significant positive correlation exists between transparency and effective communication systems ( $r = 0.464, p < 0.01$ ). A significant positive correlation exists between access to supervisor and effective communication systems ( $r = 0.694, p < 0.01$ ). A significant positive correlation exists between transparency and access to supervisor ( $r = 0.298, p < 0.01$ ).

**Regression Analysis**

**Table 10: Descriptive statistics**

	Mean	Std. Deviation
Effective communication systems	4.3500	1.01876
Transparency	3.9700	1.04886
Informal communication	3.4000	.98473
Devices	3.9900	.93738

**Table 11: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 <sup>a</sup>	.346	.325	.83695

a. Predictors: (Constant), Devices, Informal communication, Transparency

**Table 12: One-way ANOVA – Model fit**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.503	3	11.834	16.894	.000 <sup>b</sup>
1 Residual	67.247	96	.700		
Total	102.750	99			

a. Dependent Variable: Effective communication systems

b. Predictors: (Constant), Devices, Informal communication, Transparency

**Table 13: Regression coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.413	.468		5.155	.000
	Transparency	.599	.172	.617	3.479	.001



Informal communication	.273	.105	.264	2.599	.011
Devices	-.343	.177	-.316	-1.938	.056

a. Dependent Variable: Effective communication systems

### **Interpretation**

The dependent variable effective communication system is regressed with predictor variables transparency, informal communication and devices. The transparency has significant positive impact on effective communication (beta = 0.599,  $t = 3.479$ ,  $p < 0.05$ ). The informal communication has significant positive impact on effective communication (beta = 0.273,  $t = 2.599$ ,  $p < 0.05$ ). There is no significant correlation between devices and effective communication system (beta = -0.343,  $t = -1.938$ ,  $p > 0.05$ ). Hence access to supervisor and informal communication in organizations are important from the perspective of effective communication.

### Findings

- It is easy for an employee to communicate with peers with sophisticated devices.
- Emails are frequently used for information exchange in the organizations.
- Employee in all the department are effectively using communication system in the organization.
- Organizational productivity at Heritage Foods had increased with its effective communication systems.

### Suggestions

- Big data analytics should be implemented at the company.
- Integrated database systems should be used at Heritage Foods.
- The job tasks should be completed without any hindrances caused by peer communication.
- Investment must be made on cloud computing technology.
- Now it is time for the organization to aggressively implement online stores rather than traditional supermarket.

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