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The Effect of Perceived External Prestige on Deviant Workplace Behavior: Mediating The Role of Job Commitment

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Abstract: *The objective of this research is to investigate the influence of job devotion on the association between perceived external status and deviant conduct inside the workplace. Furthermore, the objective of this study is to investigate the function of external prestige as a mediator in relation to these impacts. Perceived external prestige encompasses the subjective evaluation of an organization's reputation as perceived by its employees, customers, and other external stakeholders. Aberrant workplace behaviour, on the other hand, pertains to behaviours that deviate from the established rules and regulations of the business. It analyses the level of commitment shown by employees towards their work or employment.*

Key Words: Perceived External Prestige, Job Commitment, Deviant Workplace Behavior

Introduction and background of the study

Numerous scholarly investigations have been dedicated to the analysis of the impact of a perceived organisational image, specifically its prestige, on various aspects of the organisation, such as workers' identification with and loyalty to the organisation. These studies include the works of Khan (2022), Dutton et al. (1994), and Smidts et al. (2001). The predominant focus of scholarly inquiry on organisational identification has been guided by social identity theory and its associated corpus of literature pertaining to processes of group identification (Fuller et al., 2006). One of the fundamental principles of social identity theory is that individuals use groups as a means of obtaining knowledge pertaining to their own self-concept. Ahmad et al. (2022) argue that a comprehensive understanding of the organisational identification process may be achieved by adopting a multi-faceted approach to social identity theory.

Nevertheless, it is important to distinguish between identification with one's organisation and organisational commitment. Identification entails a deliberate and cognitive link with the organisation, which is influenced by the employee's views (Foreman & Parent, 2008; Fuller et al., 2006; Pratt & Foreman, 2000). Organisational identification functions as a dual-purpose framework, serving as a means of categorization and a tool for guiding organisational members in comprehending their own identity and values (Foreman & Parent, 2008; Pratt & Foreman, 2000; Whetten, 2006; Ghani et al., 2022).

Previous research on employee attitudes and behaviours has mostly been on organisational outcomes, such as work commitment (Carmeli et al., 2006; Carmeli & Freund, 2009; Çiftçioğ lu, 2010a, 2010b; Herrbach et al., 2004; Smidts et al., 2001). Organisations allocate their resources and use strategies to enhance their perceived identity and their external image and reputation among their many stakeholders, including both internal and external parties. The primary areas of emphasis for their endeavours revolve around cultural and structural transformations, enhancing organisational effectiveness by means of a novel or enhanced offerings, upholding corporate social responsibility, and implementing targeted proactive and reactive tactics to bolster their reputation (He & Lai, 2012; Pérez & Del Bosque, 2013).

Job Commitment

The concept of uplifting feelings pertaining to connection with, attachment to, and engagement in one's work organization is known as job commitment.

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Problem Statement

In this era of globalization, industrialization, and organization, business organizations have numerous problems in certain domains, like employees and issues regarding their work and workplace. This study analyses the impact and co-relation of perceived external prestige on job commitment. The concept of perceived external prestige has been shown to have both good and negative effects on job dedication and provides a means to examine its influence on deviant workplace conduct. If employees feel prestige in working in the beverage sector, they will be satisfied with their job, and as a result, deviant workplace behaviour would be lesser. When well administered, workers' organisational commitment may result in significant outcomes, such as organisational success. Additionally, employees are likely to have job satisfaction and a strong sense of commitment to their work. When organization and supervisors give morals to employees and admiration for their work commitment, then it will enlarge employee's job embeddedness and fundamental motivation towards their work and organization. When employee at the workplace is fully satisfied with his/her job, with the organization, and internally motivated, then the employee exhibits unrestricted behaviour other than his/her job or duty assigned to him. These discretionary behaviours are organizational citizenship behaviour (OCBs).

In this research, the stated issues, their impact, and their relationship with perceived external prestige and deviant workplace behaviour have been examined and measured. Numerous prior studies have been conducted on the aforementioned matters, with considerable effort being devoted to exploring the concept of organisational image and its impact on employee commitment to the organisation. However, it is worth noting that the scope of investigation has primarily focused on establishments such as five-star hotels and other similar organisations. However, in this research, the researcher has tried to investigate employee job issues in the infusion sector. This investigation intends to incorporate a variable from perceived external prestige and job commitment.

Hypothesis

H1: A noteworthy correlation exists between PEP (Personal Engagement in the Workplace) and work commitment.

Null Hypothesis

There is a lack of substantial correlation between PEP (Personal Engagement in Proactive behaviours) and work dedication.

Research Objective

The objective of this study is to investigate the correlation between Perceived External Prestige (PEP) and work dedication.

Research Questions

Is there any relationship between PEP and job commitment?

Significance of the Study

This research examines the correlation between perceived external prestige and deviant behaviour inside the workplace, with a specific focus on identifying the key factors associated with deviant behaviour in the beverage business. The extensive scholarly inquiry has been conducted to examine the impact of perceived organisational image, specifically in terms of prestige, on workers' loyalty and identification with the firm (Dutton et al., [1994](#); Smidts et al., [2001](#)). According to Dutton et al. ([1994](#)), employees have two distinct perceptions of their organisation. One aspect that may be examined is the perceived organisational identity, which pertains to individuals' perceptions of the visual representation and core values associated with their own firm. The second image depicts the organisational name, which is seen as the reaction of external stakeholders, including consumers, suppliers, strategic partners, and local governments. Therefore, the objective of the study and research question is to effectively concentrate on building this valued and precious study in Beverage's sector. So, now, this time, a study follows that role in which the



criteria of study will be comprehended in the country of Pakistan. There is extremely little research in the country of Pakistan using only some sort of study criteria.

Conceptual Definition

Deviant Workplace Behaviour

The theoretical designation of Divergent workforce comportment contrasts between researchers; it appears that these descriptions are pleasant-sounding and corresponding, as several approve that Divergent workplace performance is concerned about the company, its co-workers, or together. These activities are consciously aspirated to generate destruction (Avcı, 2008). Subsequently, Divergent workplace comportment is described as considered performances by its managerial followers aspiring to complicate the predictable of the business. In further confrontations, there is the consideration of the details of these categories of performances (Demur & Tütüncü, 2010, p. 65).

Perceived External Prestige

Supposed outsider status is established on persons' information about the company, their opinions, and the hereafter of the outside domain that personalities are unprotected from. The approach the deliberations associated with the company are supposed by activities in the outside range creates the Supposed outsider status (Helm, 2013). Consequently, the observation of managerial appearance fluctuates for individual workers. The elementary element now is whether or not personalities' theories of collective managerial distinctiveness correspond. The necessary elements and selective belongings are correlated to the administrations where personalities exert that main to the establishment of the supposed look (Khattak, Shah, & Adnan, 2021).

Consequences of the 'Perceived External Prestige'

Socio-cognitive theory states that PEP is based on people's knowledge of the organization, their perspectives, and the outside environment. The PEP is the strategy via which external parties profess organizational principles. Thus, employee perceptions of "organizational image" vary whether perceptions of mutual organizational individuality overlap is key. Basic, determinant, and distinguishing features are linked to workplaces and form the basis of perceived image (Dutton et al., 1994). Thus, people learn about their employer through outside sources and build an opinion based on what others think. The examination of individuals' assessments of an organisation might potentially provide light on the hidden mechanisms behind the formation of its public perception. Studies on companies and 'work behavior' show that 'external prestige is an indication of the greatness of the organization'. Prestige draws personnel to a company (Carmeli, 2005). Scholars believe that when a firm has prestige (a favorable image), workers behave positively, which leads to high performance. A "better employee-organization relationship" benefits from good discernment. Positive perceptions foster understanding and acceptance of organizational tragedy (Mignonac et al., 2006). PEP redirects fame and knowledge towards a person's own job. The different visuals provided by all company players are included. It provides the opinions of outsiders, describes the current situation, and assesses future values and behaviour (Carmeli, 2005). Employees base their opinions of their companies on how others see them (Dutton et al., 1994). According to Gioia and Thomas (1996), the PEP framework relies on external elements to form perceptions without taking into account whether these judgments are normative or strategic. The present study provides a definition of PEP as each individual employee's distinct evaluation of the organization's perceived image from an external perspective. Individuals develop a sense of pride in an organisation when they perceive it to possess a favourable reputation. When the outward image is poor, organizational membership may also lead to undesirable qualities and images. This perception or notion may cause stress, separation, and turnover (Ma, 2023; Dutton et al., 1994; Kang & Bartlett, 2013).

Job Commitment

'Job assurance' is what an employee values and wants to keep. Employees' likelihood of leaving the company is near. It shows the employee's belief in the employer's objective and goals and readiness to work hard to achieve them and stay employed. There are many descriptions and channels of job commitment, a strong desire to stay for a long time in a particular organization, a willingness to use high

levels of struggle for the organization, and certainty in the organization's values and goals. A psychosomatic state binds a person to organization. The origins of organizational commitment are many (Bartels et al., [2007](#)).

Tenure and age in the organization, personality (negative and positive), internal and external affectivity control ascription, supervisor leadership and values style, and job design determine job commitment. Within vocation stages, work commitment affects results differently. Job commitment and revenue connotations are especially relevant. Controlling subordinate turnover requires studying information exchange, procedural fairness, and work-life policy practice. Professionals tend to remain in organisations where the nature of work is intellectually exciting and challenging, opportunities for growth and advancement are abundant, and they perceive their compensation to be commensurate with their rational expectations. They must switch from control to promise-oriented job performs and create policies to support these high-adherence work practices. Thus, job certainty is when a worker accepts an organization and its goals and wants to stay with it (Al-Aameri, 2000). The level of worker commitment, which refers to the psychological sense of ownership that individuals have towards their job within the organisational setting, has a significant impact on job performance and employee dedication. Additionally, job satisfaction may serve as a motivating factor and contribute to employee commitment. It's how much a worker accepts a company's goals and wants to stay with it. According to Robbins and Judge ([2007](#), p.375), organizational commitment reduces shortfall and trade and is a better indicator of turnover than job satisfaction. Administrational commitment is considerably influenced by fundamental human traits and partially by how individuals see the institution and their specific job role. The multidimensional milieu of secretarial assurance sustains the "three-factor model," which affects individuals and businesses:

Normative Assurance

Employees remain because they must maintain employment (Singh & Jain, [2013](#), p.98). Documentation quantities include aim and principle acceptability (Moynihan & Pandey, [2007](#)). Normative assurance is essential for continued supply (Shahzad, Bashir, & Ramay, [2008](#)).

Emotional Security

Employees must stay with a company. He trusts and identifies with the firm. Honourable engagement involves internalizing corporate goals and ethics (Moynihan & Pandey, [2007](#)). It focuses on effective assurance of the worker's desire, detection, and business contribution (Sabir & Khan, [2011](#)).

Extension Assurance

Employees remain with a company because they consider the costs of leaving are too high, such as chances of finding a new job with age constraints. The extension ensures "a consciousness of the expenditure linked with parting the association" (Aydogdu & Asikgil, [2011](#)). Management literature emphasises administrative confidence and work satisfaction.

Perceived External Prestige and Employees Commitment

Managers, employees, customers, traders, and stakeholders profit from a company's success. As the institute's prestige grew, so did firms' consumption and documentation. For instance, those who propose a deal with a company may base their decision on its status. If the company is well-known, people will choose it above competitors and often pay a fair premium. A firm wanting to succeed must record critical communities well (Pratt, [1998](#)). Institutes value public input; therefore, one of their biggest challenges is training personnel to provide high-quality documentation. The company may boost worker motivation and documentation by raising rank or appearance and encouragement to maintain and build confidence and self-respect (Shamir, 1991). Their confidence stems from their perceived collective classes. Some scholars contend that an individual's self-concept and personal traits are influenced and modified to some extent by the extent to which they place faith in the opinions of others inside the organisation they are employed. Naturally, personalities join engaging groups or participate in splendor. Entities relax in beauty (Dutton et al., [1994](#)). Experimental findings support this view (Bergama & Bagozzi, [2000](#); Smits et al., 2001). Supposed outside status is a purpose of several standards that signify the general presentation of



the business. Hence, it is indispensable to discriminate between fiscal status and societal status. While societal status raises considerable components that discriminate the corporation deliberately from its complements (e.g., responsibility for recyclable complications, superiority of things, and provision businesses), fiscal status denotes the monetary reliability of the corporation (e.g., lasting speculation worth). A sentimental guarantee can be recognized from side to side as a procedure by which a worker develops a passionately complicated commitment to the corporation. Financial and community obligations may be positive sources of sentimental guarantee because one can identify passionately with one's company due to its status, whether financial or social and is motivated to share in the institute's magnificence. Emotional assurance may be a company's equivalent of paperwork. This phenomenon is recognised via a process of establishing a sense of belonging, which starts with the employee's first assessment of their integration into the organisation or their tenure within it. When they don't meet expectations and fit in, they're removed and aren't anticipated to build the countries other institutions expect. These indicate that administrations should limit their selection to people who suit the administrative ethos, unlike the previous strategy, which focused on separate talents. Following this perspective, academics focus on distinct–association correspondence.

O'Reilly et al. (1991) found that strangers with similar principles as the company have a greater promise to it. Their job satisfaction and lack of authorization preparedness are higher. Vandenberg (1999) found that person–corporation fit was the most significant business forecaster. Workers grapple with their basic needs of belonging and what their establishment means. Fitting into a company that mirrors their values would boost their self-esteem. Consider a financially stable company. Entities would be happy to join such an organization, but does it signify robust emotional assurance? No, not basically. One may be happy to be part of an economically complete organization that enables lifetime goals. It may not compensate for the company's standards and model possibilities. A company known for its moral society ideals and standards, matching those of its employees, may inspire strong emotive certainty since it exceeds basic expectations. Consider a company famed for its financial stability yet dismissive of social norms that shape attitudes. The distinct is intended to provide logical and calculative documentation to the business, not emotion. Institutes must engage in non-monetary behaviors to maintain their social position. Such techniques are laborious and unlikely to improve society. Financial security is vital for a worker's commitment to the company, but it's not enough. Working for a company without financial pressure helps workers meet basic needs. However, social standing requires organizations to go beyond basic needs. The workers would lose enthusiasm for the company if the performers miss work. Long-term emotional assurance from employees for a company not recognized for its budgetary process is unlikely. For instance, people who work for an air pollution company and think outsiders criticize their job should not have a significant emotional duty. However, no company would function publicly without sufficient funding. The institute's financial standing helps workers self-categorize and improve, but it's not enough; social status must also be considered.

Methodology

Justification of Quantitative Approach

To consider whatsoever not only in a practical manner but also in a reasonable way is approximately what we call Cognitive rules. In an earlier study, the researcher recognised that cognitive might be in the form of induction or deduction (Nueman, 2006; Troughim et. Al., 2006) these two logical process play an important role to execute the study, to generate and testing theories.

Inductive Reasoning

The main determination of this analysis is to present a new concept based on the examination or data. A comprehensive process is compulsory to create a new concept initially unambiguous investigation and dimension in vital step, then exams the regularities and pattern after this recommended tentative hypothesis for further assessment, and finally, it concludes in the form of a new theory (Troughim et. Al., 2006) on the basis of this process, it is also known as “bottom up” approach.

Deductive Reasoning

The logical process aimed to test a predefined theory followed by a procedure. First of all, the researcher

conceptualize the theory according to the variable of interest of the study, then he generates the study hypothesis to be proved or examined and after analysis, the researcher validates the selected theory, or he may disapprove it, either by accepting or rejecting study hypothesis due to this process this reasoning is also known as "top down" approach.

Sampling Design

Sampling design refers to the definition plan made by the researcher prior to gathering data from the population from which the sample is obtained later on. In simple words, it is the way of choosing a sample. In this section, the population, sampling strategy, sample size, and sample to variable ratio will be discussed.

Population

Population refers to the accumulation of all those representatives that comply with the conditions required for a research study. Moreover, to investigate the study, the sample is selected from the population (Blerkon, 2009).

In the current study, the beverage sectors of Gujranwala are the target population in Gujranwala, Pakistan. These include the Nestle company, Pepsi and Coke company.

Sample Size

"The sample is the smallest element that represents a population" (Ruane, 2005), and the result of the sample can be generalized to the entire population (Ruane, 2005). Sample selection is the important matter of selecting the size of the sample from the total population based on the nature of the population; if a population is heterogeneous, then large sample size is required, while if the population is homogenous, a small sample size is required (Gill et. Al., 2002)

An increase in the size of data does not mean a rise in efficiency. Available literature suggests that an increase of 1000 to 2000 increase of 100% in sample size brings just 1% of efficiency. For effective selective sampling, the selection of appropriate criteria is the main issue. According to Gill et. Al. (2002), the selection of the best sample size needs appropriate patterns.

Sampling Strategy

A sampling strategy is the method used to pick a sample size from a population (Ruane, 2005). There are two main types of sampling procedures used in research: probability sampling and non-probability sampling. Probability sampling refers to a sampling technique whereby each member of a given population has an equal opportunity to be selected for inclusion in the sample. In contrast to probability sampling, non-probability sampling entails the absence of equal likelihood for each member of the population. Due to a lack of population data, this study does not employ probability sampling. Since comprehensive data is unavailable, researchers use self-administered questionnaires to gather limited information on respondents.

In this study, the convenience sampling method is utilized. Convenience sampling is an easy, quick, and cost-effective way to gather data from the members of the population who are easily available to participate in the survey chain. On the vase of convenience sampling approach in beverages sector of Gujranwala district are selected, and questionnaires are distributed among managers on the basis of their willingness to contribute to the study and their knowledge about the particular subject.

Response Rate

A total of 380 questionnaires were personally administered to the manager of the beverages sector in the district of Gujranwala, Pakistan. And 335 filled questionnaires were returned, out of which 320 were useable (response rate %). The researcher argued that personally administrated questionnaires have a greater response rate as compared to electronic or mail surveys Sekaran and Bougie (2011). So, the response rate of the present study is good to represent the population.

**Table 1**

Actual Response rate

Name of Beverages sector in Gujranwala	Number of Questionnaires Distributed	Questionnaires Returned	Actual Response Rate
Coca Cola Company Gujranwala g.t road	50	48	96%
Nestle company satellite town	50	40	80%
Government water	40	38	95%
Nuebahar bottling company	80	67	80%
Aquafina company	50	40	80%
	30	25	75%
Nestle branch near to Ishfa Hospital	50	39	78%
	30	23	%
Total	380	320	84

Instrumentation

We can get the whole viewpoint and views that are blooming in a variety of concentrations, making it the greatest place to evaluate commonalities. Terrestrial judgments ensure the finest questionnaire method for assessment. The main phase contains the investigation approach, significant variable enlightenment, consistency, and strength activities.

Structure of the Instrument

The survey has been distributed into four groups (1) Demographic information, (2) perceived external prestige, (3) organization commitment, (4) the survey is devoted to the last side of this hypothesis.

Measurement

Perceived External Prestige

The researchers used a standardized questionnaire to evaluate the extent of perceived external prestige among employees. This questionnaire consisted of an 8-item scale. The provided statements indicate that individuals within the community have a favorable perception of the drinks sector and see employment within this industry as prestigious. A decision was made to use a five-point Likert scale in order to assess the level of agreement or disagreement for each question, with a range of (5) representing "strongly agree" and (1) representing "strongly disagree." The attainment of high scores is indicative of a perceived external status that is held in high regard.

Job Commitment

A standard job commitment questionnaire developed by was used to assess the level of job commitment among employees. This inquiry employs an 8-item scale. The provided statements for evaluation are "I would be highly content to dedicate the remainder of my professional life to this organisation" and "I derive pleasure from engaging in conversations about my organisation with individuals who are not affiliated with it." A decision was made to use a five-point Likert scale in order to assess the level of agreement or disagreement for each question, with (5) representing "strongly agree" and (1) representing "strongly disagree." The attainment of high scores serves as an indication of a strong level of work dedication.

Data Analysis

Data Screening and Missing Value

In the current study, a total of 410 questionnaires were dispersed to the education department (colleges and universities), out of which 300 questionnaires received a definite answer 73.17%. The entire survey questionnaire remained verified during the data screening process. The encryption and standard, along with the contraction of education department names and targeted zone, were allocated to complete the questionnaire.

Descriptive Analysis

In descriptive analysis, we applied the mean and standard deviation of the three variables. The consequences of these three variables are given below;

Table 2

Descriptive Statistics			
	Mean	Std. Deviation	N
Perceived external prestige	2.7205	64881	330
Job Commitment	3.2962	76302	330

The mean value of perceived external prestige was 2.7205, which means that the respondent was in the neutral stage, not agreeing or disagreeing, and 64881 is the standard deviation of perceived external prestige, which express the % difference between response. The mean value of job satisfaction was 3.2853 which means that the respondent were in the neutral response, and they were not agreeing or disagreeing and is 7021 standard deviation of job satisfaction. The mean value of job commitment was 3.2962, which means that the respondents had neutral response, they were not agreeing or disagree, and 7630 is the standard deviation of job commitment. The mean value of organizational citizenship behavior was 3.1965, which means that the respondent had a neutral response; they did not agree or disagree and 0.82542 is the standard deviation of organizational citizenship behavior. The other variable was deviant workplace behavior, and its mean was 3.3924, which means that the respondent response was neutral and near to the agree stage and 87648 is the standard deviation of deviant workplace behavior.

Reliability of all Variables

Deviant Workplace Behavior

Table 3

Reliability Statistics	
Cronbach's Alpha	N of Items
.739	8

Job Commitment

Table 4

Reliability Statistics	
Cronbach's Alpha	N of Items
.779	8

Sample Description

The table determines the sample description of higher education institutions' demographic (gender, age, Education, nature of employment, length of services) from area education departments within Punjab as well as Lahore and other cities. In the current research, complete 300 questionnaires were selected without any missing value, in 300 questionnaires, 167 males contributed their knowledge to the filling of the questionnaires, and 133 females contributed their skills to fill the questionnaire, out of which 70 respondents were in the range of up to 25 years old, 180 teachers were in the range of 26-45 years old, 46 respondents in the range of 46-55 years old and four education persons were in the range of 56+ above. Moreover, we obtained data from both married and unmarried teachers. Further, of 300 teachers, 81 respondents working on a contractual base with an actual rate of 27%, and 219 teachers working on a permanent base with an actual rate of 73%.

Table 5

Means, Standard Deviation and Pearson's Moment Correlation

	Computed_pep	Computed_js	Computed_jc	Computed_ocb	Computed_dwb
Pearson Correlation	1	.140*	.320**	.394**	-.254**
Sig. (2-tailed)		.011	.000	.000	.000



						330
						.040
						330
	Pearson					
	Correlation					-.121*
computed_jc	Sig. (2-tailed)	.000	.000	.000	.000	.028
	N	330	330	330	330	330
						330

Factor Analysis

In the current study, the researcher essentially put on factor analysis on 300 sample size responses of education department teachers. In which complete histories of removing features are recognized via confirmatory factor analysis.

Confirmatory Factor Analysis (CFA)

In order to validate the theoretical model, it is important to assess the accuracy of the calculated variables. Confirmatory factor analyses were conducted using AMOS 21 to examine the variables independently. The findings of the CFA analysis indicated that all variables fell within acceptable values and were within the needed range of the desired outcome. The factor construction of each model demonstrates a satisfactory fit to the data, as evidenced by the fulfillment of all fit indices meeting the specified criteria. These fit indices include χ^2 (Chi-square), DF (Degree of Freedom), CMIN (Minimum Chi-square), GFI (Goodness of Fit Index), RMR (Root Mean Square Residual), RMSEA (Root Mean Square Error of Approximation), NFI (Normed Fit Index), and CFI (Comparative Fit Index).

Perceived External Prestige

The conclusion of exploratory factor analysis (EFA) established eight features of perceived external prestige. So, these parts are also imputed via factor analysis confirming AMOS 21. The concept of perceived external prestige questionnaires was adopted from the study to verify the level to which departments of the higher beverages sector had strong or weak scope.

Table 6

Statistics	Fit indices	Acceptable threshold value	1-factor modal
	X^2	As close as to zero	4.301
	DF	AS close as to Zero	2
Absolute Fit	CMIN/DF	As low as 2 and as high as 5	3.979
	GFI	>.95	.942
	RMR	<.05	.082
	RMSEA	<.08	.095
	NFI	>.90	.879
Incremental Fit	TLI	>.90	.868
	CFI	>.95	.906
Parsimony	AGFI	>.90	.968

χ^2 = Chi-square; DF= Degree of Freedom; CMIN= Minimum Chi-square; GFI= Goodness of fit index; RMR= Root Mean Square Residual; RMSEA= Root Mean Square Error of Approximation; NFI= Normed Fit Index; TLI= Tucker Lewis Index; CFI= Comparative Fit Index; AGFI= Adjusted Goodness of Fit Index.

Job Commitment

This factor was regarded by confirmatory factor analysis by adopting AMOS 21. The creativity value for confirmatory consisted of 8 items. The present research used a confirmatory factor analysis to validate the pre-modal justification. So, in this method, some sort of problems arose in the actual result of the study.

Therefore, these problems were overcome after working on modal justification, and then the result was very clear.

So, after modification, the result shows very reliable and exists in the range of defined values. The value of goodness of fit is $\chi^2=2.087$, and others are shown in the table.

Figure 1

CFA of creativity value for job commitment

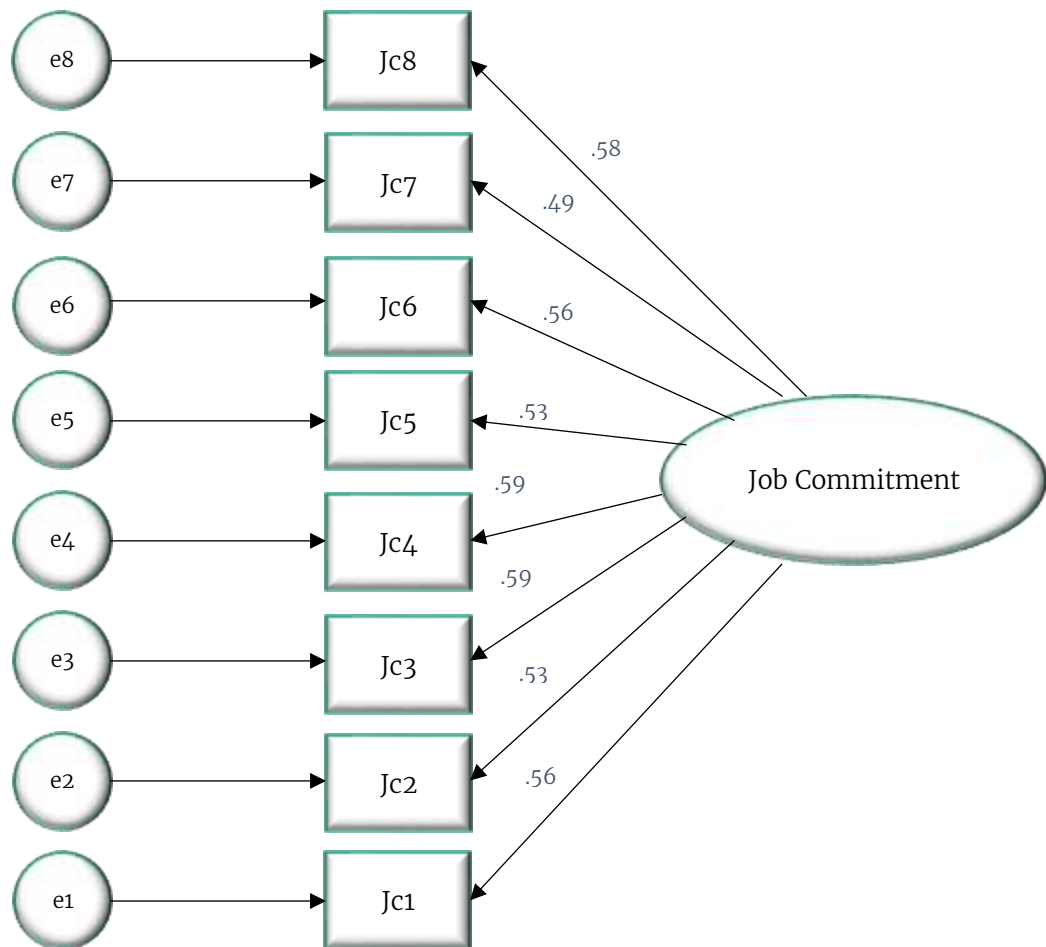


Table 7

Confirmatory factor analysis of Creativity value for job commitment

Statistics	Fit indices	Acceptable threshold value	1-factor modal
Absolute Fit	χ^2	As close as to zero	.566
	DF	AS close as to Zero	1
	CMIN/DF	As low as 2 and as high as 5	2.087
	GFI	>.95	.967
	RMR	<.05	.062
	RMSEA	<.08	.057
	Incremental Fit	NFI	>.90
TLI		>.90	.937
CFI		>.95	1.000
Parsimony	AGFI	>.90	.941

χ^2 = Chi-square; DF= Degree of Freedom; CMIN= Minimum Chi-square; GFI= Goodness of fit index; RMR= Root Mean Square Residual; RMSEA= Root Mean Square Error of Approximation; NFI= Normed Fit Index; TLI= Tucker Lewis Index; CFI= Comparative Fit Index; AGFI= Adjusted Goodness of Fit Index.



Table 8

Retain items of job commitment

Items number	Retained items
JC1	I would be extremely glad to spend the remainder of my career with this company.
JC2	I appreciate discussing my organization with individuals outside of it.
JC3	I honestly feel as if this organization's troubles are my own.
JC4	I suppose that I might easily become as connected to another organization as I am to this one.
JC5	I do not feel like "part of the family" at my employment.
JC6	I do not feel "emotionally attached" to this position at this company.
JC7	This work has a tremendous lot of personal value for me.
JC8	I do not feel a strong sense of belonging to my organization.

Table 9

Deleted items of job commitment

Items number	Deleted items
JC	In this part of, there is no any deleted items

Table 10

Indications of relationship of variables		Standardized Estimate	S.E.	C.R.	P	Results
Jc	<--- pep	.460	.075	6.123	***	Significant

Mediation Effect

This research establishes a significant correlation between the perception of external status and deviant workplace behavior. There is a substantial association between the perception of external prestige and many work-related outcomes, such as job commitment. The correlation between deviant workplace behavior and job commitment is shown to be statistically negligible based on the study of our test results.

Hypothesis Testing

The suggestion of the current analysis is to be considered as per the analysis concentration, so all of the assumptions are as follow.

There is a Relationship between Perceived External Prestige and Organization Commitment

The research on perceived external status and work commitment are substantially associated and significantly in connection with the drinks industry in Pakistan. The correlated value of the relationship between organization commitment is ($r=.000, p<.05$). The structural equation modeling builds maximum estimation chancily because the perimeter scale shows the maximum result. Therefore, the gained results are to be supported and highly correlated.

Summary Analysis

Table 11

RQ1: Is perceived external prestige a significant predictor of job commitment?	H1: there is a relationship between perceived external prestige and job commitment.	Supported
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Summary of the Research Paper

Concluding the earlier year, the thoughtful determination in the beverages era expends approximately concerned with the performance of the beverages sector, the condition of alterations, the exertion in

research guarantee, and the arrogance of staff. Initially, thinking and analysis of the firm's arrangements consume varied recognized. During the attendance of the current study, the investigator checks the association of numerous variables as per composed and draws rendering to modal. So, overall complications and problems are observed in the beverages sector in Pakistan. For this analysis, the investigator first attracts the model rendering to the previous understanding. Then, the researcher collected the information after delivering the examination questionnaire to the beverages sector faculty in Gujranwala Division in Pakistan. Consequently, for this kind of activity, a total pack of 380 questionnaires was circulated between the beverages sector, out of which 330 questionnaires were reoccurrence. The actual answer rate is 87%, a reaction rate as usual sufficient for analysis work. All replies are to be applied to the beverage sectors in Pakistan. There has been no misplaced value in data gathered from the beverages sector in Gujranwala Division in Pakistan. The entire variables outcome which is expended for this analysis, was established via software SPSS and AMOS 21. So, the total conclusion in this investigation analysis must be substantially connected with job dedication and organizational citizenship conduct between the perceived external prestige and deviant workplace behavior.

Discussion of the Study

The conversation of the paper work conveys the enlightenment of the booklover and assessments of the earlier researchers, then its information empirical researcher improving. In the supplementary section of this analysis, the disagreement and boundaries of the information are distributed, and then recommendations for upcoming reader and expert work are prolonged. The goal of this study article is to recall the influence of job satisfaction, job commitment, and organizational citizenship conduct among perceived external prestige and deviant workplace behavior in Pakistan. The mode is engaged in the predicting of study advice that organization commitment to job satisfaction and organizational citizenship conduct perform a very robust part between perceived external prestige and deviant workplace behavior. Because, if organization commitment, job happiness, organizational citizenship conduct is taken between perceived external prestige and deviant workplace behavior, then the relationship is firmly established in the higher beverages industry, in Pakistan. The influence of perceived external prestige and deviant workplace conduct between the variable, job commitment, is examined in beverages industry like Nestle, coke, Pepsi, and government.

The study findings reveal a negative link between PEP and job commitment. Therefore, it may be stated that there is a positive association between employee happiness and workplace satisfaction.

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