

Paper –CONSUMER BEHAVIOUR

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Paper Code-MC-01, Unit-II

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Topic- Maintaining Culture

Organization culture could be maintained in two ways.

- (a) by learning culture and
- (b) through socialization process.

Let us now discuss both the methods one by one

(a) How Employees learn Culture - Culture is transmitted to employees in several ways. The most significant ones are - Stories - the most important and effective method of learning culture is by telling stories to the employees about the heroes of the organization, who have done wonders or of those people who came out with some outstanding performances. When an employee learns about these stories, he gets influenced by the actions, decisions, performance and adventures of his ideals and starts acting accordingly. These stories reflect the values the company holds for itself. As in cricket there are many legends whose stories are told to other people like that of Kapil Dev. Sunil Gavaskar, and Sachin Tendulkar etc

Rituals - Rituals or ceremonies are those facets of an organization that try to create a feeling of togetherness and bonding among all the employees. This is done to bring the members close to each other and retain their values. For example, in schools/colleges or institutes there is a trend that the new batch will be welcomed by their seniors and the passing out batch will be given a farewell by their juniors. This is a continuous process. This ritual helps in retaining the value of showing love and care towards the youngsters and respect and concern towards the Elders. Likewise, many ceremonies or customs

are celebrated together like Holi, id, Christmas, Lohri, and Losaretc, in order to develop the feeling of unity and togetherness among people of different cultures, castes and religions

Symbols - Symbols are the most apparent way of expressing the culture of an organization. Symbols can take the form of uniforms, awards, logos, punch lines, and infrastructure etc. The top management uses these symbols to inform their employees about the kind of behaviour that is desirable, the degree to which equality is practised by all, who matters the most in the company, and what the goals and targets of the company are. Nokia by using the punch line 'connecting people' exhibits its aim to bring physically dispersed people closer to each other. The logos of Sikkim Manipal University along with its punch line 'Inspired by life' symbolizesth creation and dissemination of knowledge across the world and make it a premier university. Similarly, different airlines use different coloured attire for their air hostesses to give them an identity of their company.

Language - organizations often use special terms to describe their culture. They develop their own unique terminologies to convey messages to their employees. In a few private organizations, employees are not supposed to address their seniors as 'sir or madam'; they simply have to address them by their first name. This is done to create equality among the employees. Likewise in the military forces, they practice their own unique terminology. For example when the cadets are briefed about an activity, their senior asks 'KOI SHAQ' to get immediate feedback, in turn, the cadets say 'ROGER', which means that the directions are understood and finally say 'WILCO', which means that they will immediately implement the orders.