

Paper –CONSUMER BEHAVIOUR

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Topic- Socialization Process in Culture

It is the process by which members learn and internalize the values, beliefs and norms of their organization. An individual passes through three stages that are known as the pre-arrival stage, encounter stage and metamorphosis stage

Orientation programmes are used to socialize the individuals successfully. The socialization process starts when the new recruit is about to enter the organization. Let us have a look at how this process works for making the employee learn the culture of the concerned organization.

Pre-arrival Stage- at this stage the new comer learns about the organization from the material that is readily available or the people who he already knows are linked with the company. In due course, the individual develops his own mind frames and assumptions about the company. With all these he enters the organization and thus steps in the second stage of socialization.

Encounter Stage - the next stage in socialization is known as the encounter stage because the new recruitee confronts the reality of the organization. At this stage, the imaginations of the individual will match with the reality of the company or else there will be differences between the two, and if this happens, the individual will undergo a '**Reality Shock**'. This reality shock will shake the mindset of the person and his own values. This is the most crucial stage as this decides the continuation of the person in the organization. After encountering and being exposed to the realities of

the company, the individual moves to the last stage, which is known as metamorphosis.

Metamorphosis - The last stage of socialization symbolizes conflicts and adjustments. The new arrival will start learning the values and principles of the organization. After a turbulent experience there will be a few people who will try to adjust to the values of the company and incorporate them internally. In this situation, the result will be in the form of high productivity, increased commitment and low turnover) On the other hand, there will be some who won't be able to adjust to the values of the organization, and would prefer giving priorities to their own norms, resulting in less productivity. low commitment and high turnover. Due to such clashes and maladjustment, either the person will leave the organization voluntarily or would be fired.