

## **INTERACTION OF DEMOGRAPHIC VARIABLES WITH ORGANIZATIONAL CULTURE: A STUDY OF PUBLIC AND PRIVATE SERVICE SECTORS**

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### **ABSTRACT**

This study is conducted to show the interaction of demographic variables with various factors of organisational culture in public and private service sectors. Demographic variables include Age, Gender, Marital Status and Educational Qualification of employees. Data for this study was collected from 600 employees from service sectors i.e. banks and insurance companies (150 each from State Bank of India, LIC of India, ICICI Bank and ICICI Prudential Life Insurance Company Ltd). It was collected from the employees with the help of a well designed questionnaire. The interaction of demographic variables with various factors of organizational culture has been examined with the help of mean and standard deviation. In order to study this relationship more logically ANOVA test has been applied between the groups and within the groups. The result came that mean score shows that the demographic variables impact the organisational culture. But when ANOVA is applied it was found that the impact of only some of the variables is statistically significant whereas for other variables it is insignificant.

**KEY WORDS:** Organizational Culture, Demographic variable, Relationship etc.

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