

Impression Management

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Abstract: Personality includes a number of virtuous qualities and traits that reflect in a person as a good impression. It can be said that a person having smart look, attractive face, polite in nature, courteous, eticate, and very practical in life is known as an impressive person. And the process by which individuals attempt to control the impression others form of them is called impression management (IM). IM is required to whom who needs to face an interview, have a rapid promotion in job, enhancement of salary and need to prove himself a good representative in the marketing job. Some of the features of IM are conformity, favors, excuses, apologies, self-promotion, enhancement, flattery, and exemplification etc. These all boost up the impression and play a vital role to make a successful applicant, employee and an administrator in service sector and corporate world.

Keywords: impression, attractive face, polite in nature, service sector, corporate world.

1. INTRODUCTION

Human beings, having five sense organs, are the best creation of almighty God, are intelligent and smart. Such people have an ongoing interest in how others perceive and evaluate them. For that Indian spend a lot of money on diets, health club memberships, cosmetics and plastic surgery all intended to make them attractive to others. Being perceived positively by others should have benefits for people in searching job in an organization .It might help them initially to get the jobs they want in an organization and once hire , to get favourable evaluation superior salary increases, and more rapid promotion. The process by which individuals attempt to control the impression others form of them is called impression management (IM).

Now a question arises here, is everyone concerned with IM ? No ! who, then , might we predict will engage in IM ? It must be noted that the impressions people use IM to convey are necessarily false (although, of course, they sometimes are true). Excuses, for instance, may be offered with sincerity. So the impression manager must be cautious nor to be perceived as insincere or manipulative. Most of the studies undertaken to test the effectiveness of IM techniques have related it to two criteria:

A) Interview success

B) Performance evaluations

The evidence indicates most job applicants use IM techniques in interview and that it works. For instance instance, interviewers felt applicants for a position as a customer service representative who used IM techniques performed better in the interview, and they seemed somewhat more inclined to hire these people . Researchers also considered applicants ' credentials , they concluded it was the IM techniques alone that influenced the interviewers that is , it did not seem the matter whether applicants were well or poorly qualified .If they use IM techniques , they did better in the interview .Some IM techniques work better than others in the interview. It has been found in the research on the basis of comparison, applicants whose IM techniques to focused on promoting their accomplishment. Called self - promotion to those who focused on complimenting the interviewers and findings areas of agreement (referred to as ingratiation). Applicants who work to create on appearance of competence by enhancing their accomplishments taking credit for successors and explaining away failures do better in interviews. Applicants who use more self-promotion tactics also seen to get more follow-up job site visits , even after adjusting for grade- point average , gender, and job type. Ingratiation also works well

in interviews; applicants who compliment the interviewer agree with his or her opinions and emphasize areas of fit do better than those who don't. On the basis of a study of 760 boards of directors, found that individuals who ingratiate themselves to current board members (express agreement with the director, point out shared attitudes and opinions, compliment the director) increase their chances of landing on a board.

Consequently it can be said that ingratiating always works because everyone - both interviewers and applicants - like to be treated nicely.

A list of IM techniques is being explained here, about which a few explanations have been given above. These are:

1- Conformity: Agreeing with some one else's opinion to gain his or her approval is a form of ingratiation. For instance :- A manager tells his boss, " you ar'e absolutely right on your reorganized plan for the western regional office . I couldn't agree with you more ."

2- Favors:- Doing something nice for someone to gain that person's approval is a form of ingratiation. Example - A salesperson says to a perspective client. "I have got two tickets to the theatre - tonight that I can't use. Take them. Consider it as a thank you for taking the time to talk with me."

3- Excuses :- Explanations of a predicament creating event aimed at minimizing the apparent severity of the predicament is a defensive IM technique.

4- Apologies:- Admitting responsibility for an undesirable event and simultaneously seeking to get a pardon for the action is a defensive IM technique. Example - An employee says to his boss, "I am sorry, I made a mistake on the report, please forgive me".

5-Self-promotion:- Highlighting one's best qualities, down- playing one's deficits, and calling attention to one's achievements is a self focused IM technique. Example -- A salesman talks his boss, "Madam worked unsuccessfully for three years to try to get that account. I sewed it up in six weeks . I am the best closer this company has ."

6- Enhancement :- Claiming that something you did is more valuable than must other members of the organisations would think is a self focused IM technique . Example - A journalist tells his editor, " My work on this celebrity divorce story was really a major boost to our sales (even though the story only made it to page 3 in the entertainment - section).

7-Flattery:- Complimenting others about their virtues in an effort to make oneself appear perceptive and likeable is an assertive IM technique . Example - A new sales trainee says to her peer, " You handled that client 's complaint so tactfully , I could never have handled that as well as you did ".

8- Exemplification:- Doing more than you need to in an effort to show how dedicated and hard working you are is an assertive IM technique. Example- An employee sends e- mails from his work computer when he works late so that his supervisor will know how long he's been working . After considering the above mentioned facts clearly mentioned in the text , it is advisable to all those people , want to get a job as an employee, an applicant who is to be faced an interview and a working staff in an organization to keep himself/herself in the good books of his / her boss to have an opportunity of success in working life ; should follow all these IM techniques in their lives wisely .

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