



A STUDY ON EMPLOYEE MOTIVATION AT HINDUSTAN COCA-COLA BEVERAGES PVT LTD, SRIKALAHASTI

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Abstract

Employee motivation at work place is an important area in human resource management that contributes to the performance of the employees. Many organisations are planning new strategies and ways in order to safeguard their employees. Better motivators at work place makes the employees feel satisfied and put more effort to increase the company's productivity and profitability. The study analyses the opinion of employees on motivational factors at work place and basing on the response, the statistical tools like factor analysis and chi-square test are applied. The results of the study are very useful to every company which needs to manage its employees and make them satisfied at work place. The study helps in retaining the employees in the company for a long time.

Key Words:*Employee Motivation, Job Satisfaction, Incentives, Performance, Workplace Engagement*

Introduction

Motivation is a Latin word meaning “to move” performance results from the Interaction (movement) of physical, financial & human resources. The first two are in Animate. They are translated unto productivity only when the human element in Introduced. In dealing with employees an intangible Factor of will, freedom of choice is introduced and workers can increase or decrease their productivity a stay choose this human quality gives rise to motivation.

Definition

According to Edwin B. Flippo, "Motivation is the act of trying to persuade others to perform their tasks by offering the prospect of benefit or incentive."

Review of Literature

2011: Rajeswari Devadass – Employee Motivation Practices

Rajeswari Devadass (2011) examined how various factors impact employee motivation, identifying job characteristics, employee characteristics, management practices, and environmental factors as key influences. The study confirmed that motivation is central to employee productivity and that organizations must tailor their strategies to align with these variables to ensure sustained motivation and performance.

2015: Ismajli et al. – Employee Motivation in Local Government

Ismajli et al. (2015) focused on motivation factors in local government, finding that salary, professional advancement, and promotion opportunities are key motivators. Additionally, work conditions, performance evaluations, and objective assessments play a vital role in enhancing service quality. The study suggested that well-motivated government employees contribute to better public service delivery.



2016: Stephen A. Furlich – Expectancy-Valence Theory and Employee Motivation

Stephen A. Furlich (2016) applied Expectancy-Valence Theory to employee motivation, focusing on how communication between managers and employees influences performance expectations and rewards. The study identified key communication behaviors and interactions that enhance employee motivation by aligning expectations with organizational goals.

Need For the Study

A Study on Employees Motivation at **Hindustan Coca-Cola Beverages Private Limited** By knowing the level of employee motivation, the HR department can know whether employee motivation of them is at the expected level or not. If the employee motivation levels are not satisfactory, then they can concentrate on increasing the satisfaction level of company. To increase the employee motivation my study will help the HR department to concentrate on specific factors to improve employee motivation avoiding them to put efforts on all the factors. Adding to the above my questionnaire concentrates on collecting feedback and specific suggestions from the employees.

Scope of the Study

1. The Study was confined to measure the motivation levels of the employee towards presumption of better work performance
2. The study is focused on Performance appraisal, Appreciation & Recognition, Empowerment
3. The goals of the individuals and the organizations can be achieved through stimulating workers towards productive performance through motivation process.

Objectives of the Study

1. To study satisfaction levels of employees with existing training and promotion, career development practices
2. To study satisfaction level with power and authority given by the company to employees
3. To measure current level of employee motivation on salary, bonus, incentives provided
4. To measure impact of appraisal system on motivation.

Research Methodology

Collection of Data:

Primary Data	: Questionnaire
Secondary Data	: Text books, Company Records
Sample Size	: 100
Sampling Method	: Simple Random sampling Method
Statistical Tool	: Bar Graph, Percentage Analysis
Research Design	: Descriptive Research

Limitations of the Study

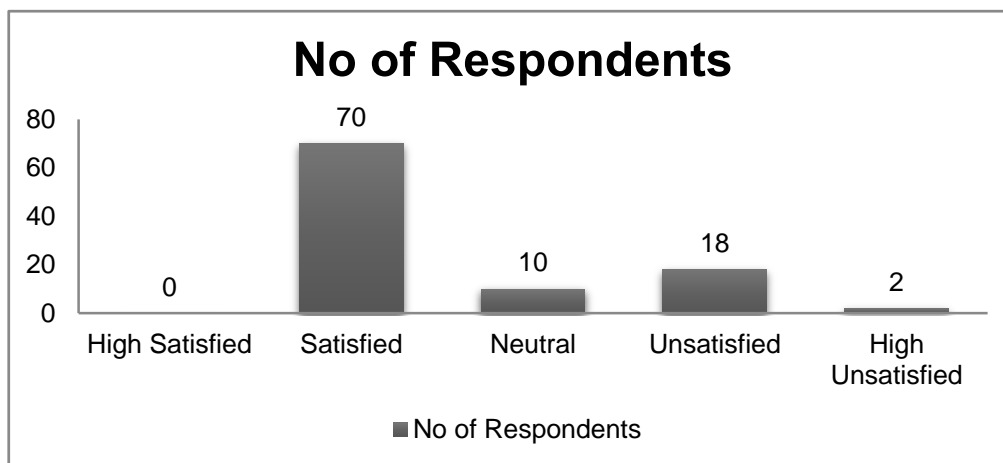
1. The survey was conducted on limited no. of employees which can't be generalized for the whole organization.
2. The survey has a time limit of two months i.e. 60 days. So the respondents will be less and size of the sample will be small.
3. Few of them were reluctant to answer the questions.
4. The data was collected during the working hours, so employees were busy in their routine work so they were less responsive.



Data Analysis and Interpretation

1. Representing Satisfaction Level With Training

Options	No of Respondents	Percentage
High Satisfied	0	0%
Satisfied	70	70%
Neutral	10	10%
Unsatisfied	18	18%
High Unsatisfied	2	2%
Total	100	100%

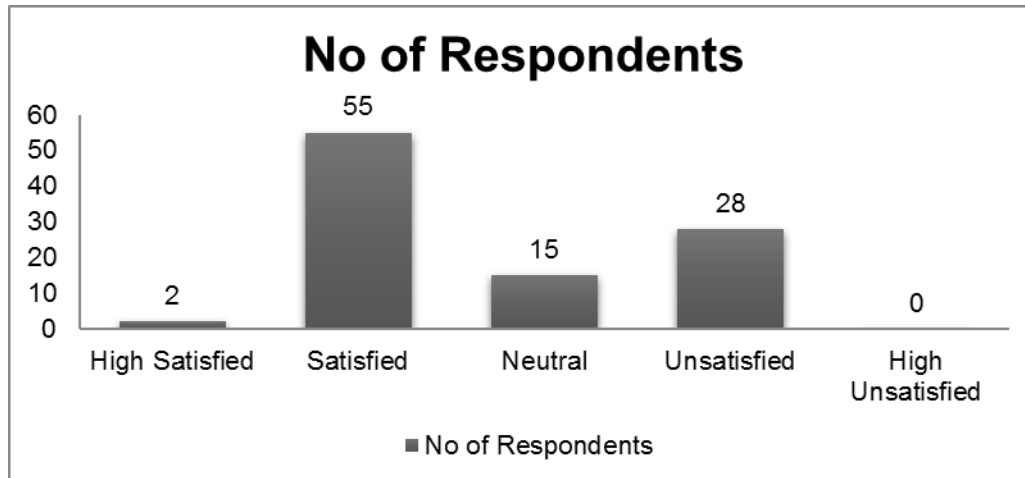


Interpretation

70% of respondents find training as satisfactory. 18% of respondents as unsatisfactory. 10% of respondents as neutral. 2% of respondents as very unsatisfactory.

2. Representing Satisfaction Level With Promotion

Options	No of Respondents	Percentage
High Satisfied	2	2%
Satisfied	55	55%
Neutral	15	15%
Unsatisfied	28	28%
High Unsatisfied	0	0%
Total	100	100%

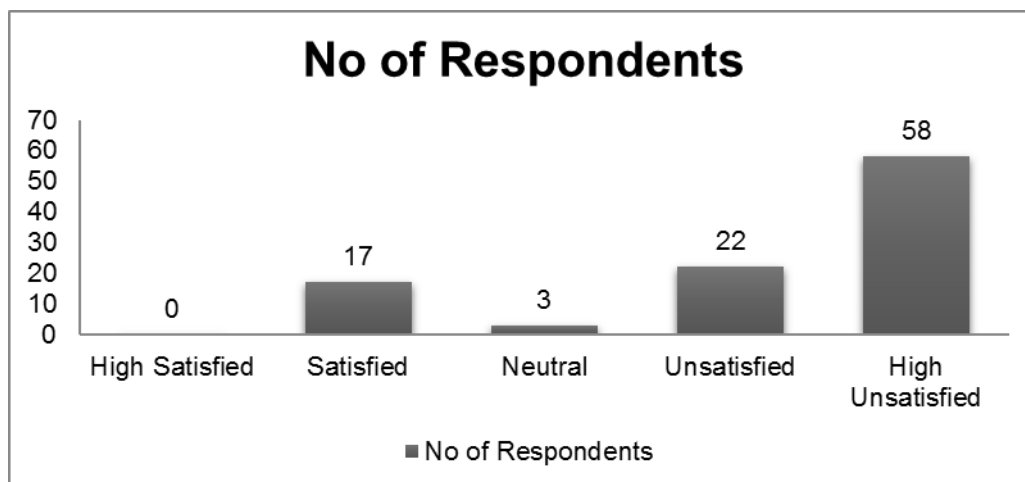


Interpretation

56% of respondents find promotion as satisfactory. 28% of respondents as unsatisfactory. 15% of respondents as neutral. 2% of respondents as very satisfactory.

3. Representing The Rate of Degree of Formal Authority Given To Employees

Rate	No of respondents	Percentage
One	0	0%
Two	17	17%
Three	3	3%
Four	22	22%
Five	58	58%
Total	100	100%



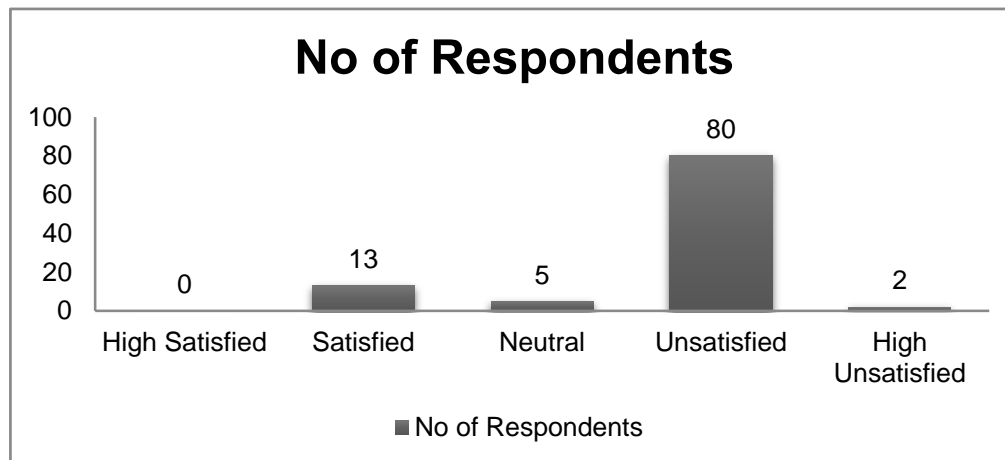
Interpretation

58% of respondents rate the degree of formal authority as very high. 22% of respondents rate as high. 17% of respondents rate as low. 3% of respondents as average.



4. Representing Satisfaction Level On Incentives

Options	No of Respondents	Percentage
High Satisfied	0	0%
Satisfied	13	13%
Neutral	5	5%
Unsatisfied	80	80%
High Unsatisfied	2	2%
Total	100	100%

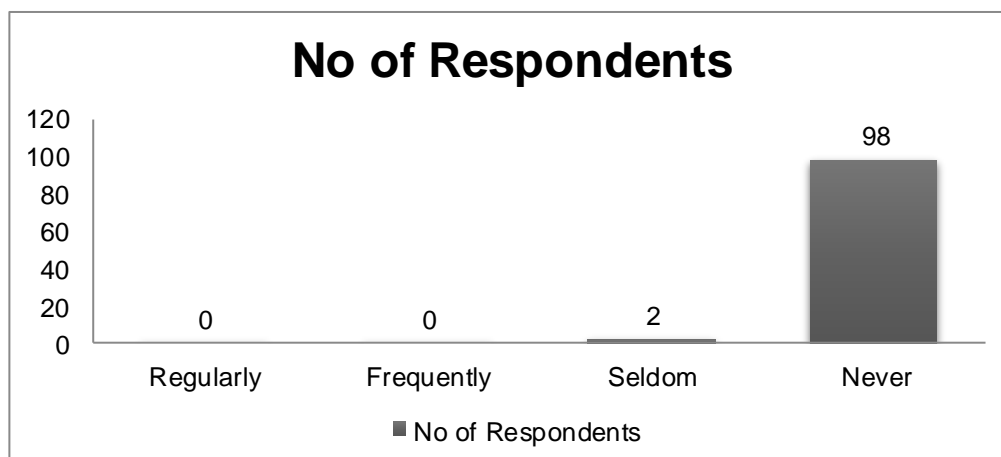


Interpretation

80% of respondents find incentives as unsatisfactory. 13% of respondents as satisfactory. 5% of respondents as neutral. 2% of respondents as very unsatisfactory.

5. Representing The Recognition of Achievements By Rewards

Options	No of respondents	Percentage
Regularly	0	0
Frequently	0	0
Seldom	2	2%
Never	98	98%
Total	100	100%





Interpretation

98% of respondents find recognition of achievements by reward as never. 2% of respondents as seldom.

Findings

1. 70% of respondents find training as satisfactory. 18% of respondents as unsatisfactory. 10% of respondents as neutral. 2% of respondents as very unsatisfactory.
2. 56% of respondents find promotion as satisfactory. 28% of respondents as unsatisfactory. 15% of respondents as neutral. 2% of respondents as very satisfactory.
3. 58% of respondents rate the degree of formal authority as very high. 22% of respondents rate as high. 17% of respondents rate as low. 3% of respondents as average.
4. 80% of respondents find incentives as unsatisfactory. 13% of respondents as satisfactory. 5% of respondents as neutral. 2% of respondents as very unsatisfactory.
5. 98% of respondents find recognition of achievements by reward as never. 2% of respondents as seldom.

Suggestions

1. Enhancing career growth with training, mentorship, and promotional opportunities contributes to long-term motivation
2. Promotion Policies to be revisited to avoid dissatisfaction among employees considering the performance and experience.
3. Ensure employees not only have authority but also understand their responsibilities clearly to avoid misuse
4. Introduce performance-based incentives to motivate employees and recognize their contributions
5. Reward system might be designed by the organization for the recognition of Achievements based on their performance.

Conclusion

The main objective of the study in HINDUSTAN COCA-COLA BEVERAGES PRIVATE LIMITED was to find out whether there workers in the company are satisfied with the level of motivation provided by the company. According to the survey report, majority of employees are satisfied with the motivational factors provided by the company.

Employees have expressed their dissatisfaction with various monetary and non-monetary benefits and the facilities provided by **Hindustan Coca- Cola Beverages Private Limited**. The motivational practice should be improved further for better employee motivation of the employees. Improved motivational practices are eroding employee confidence and satisfaction.

With proper motivation programs organizations can improve the work efficiency of the employees, Technical knowledge of the employees will be increased and dissatisfied employees will be minimized. Hence ensuring improved motivational practices to employees must be the concern of organization all time retain and succession of an organization.



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