



## “Enhancing workforce stability in the beverage industry” A case study on employee retention in Bilaspur, Chhattisgarh

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### Abstract

The issue of employee retention is complex and goes beyond job stability alone. It includes the dynamic interaction of several elements that affect a worker's choice to stick with a company. This dedication is evident in the beverage industry, as evidenced by the high employee retention rates and favourable employer brand of the business. The primary motivation for this study is to identify the extrinsic and intrinsic reasons that drive employees in the beverage sector to remain committed and loyal, despite the company's rapid technical breakthroughs, changing market trends, and developing career paradigms. In order to gather information from professionals in HR and employment across the beverage industry, this paper uses both qualitative and quantitative research methods, such as survey interviews and case studies. The findings emphasize the significance of using retention strategies. In general, the study intends to advance knowledge of the dynamics of employee retention in the beverage industry and offer guidance to HR policies and practices for the creation of a more stimulating and fulfilling workplace, which will result in higher retention rates and organizational success.

**Keywords:** Employee, retention, strategy, beverage, industry, employment

### Introduction

The global increase in consumer demand has led to a growing interest in the food and beverage industry. Beverage processing is one of the biggest food processing sectors. The two primary categories in the food and beverage processing industry are alcoholic and non-alcoholic beverages. Fruit juice and soft drinks are examples of non-alcoholic drinks, while alcoholic drinks include beer, wine, whiskey, and so forth. Tea and coffee are additional drinks. India's beverage business is still expanding quickly. The finest beverage firm in India is highlighted here with the latest trends in the sector. There is a growing customer desire for healthier beverage options due to rising health consciousness. Fruit juice producers as well as producers of health drinks and other related products now have more opportunities, the demand for bottled water is being driven by the increasing popularity of carbonated beverages among Indian consumers. In this market, Pepsi and Coca-Cola are the two leading companies. In India, energy drinks are becoming increasingly popular, particularly with young folks. The market leader in this area is Red Bull. The growing recognition of the value of leading a healthy lifestyle is driving up demand for natural and organic beverages. In the upcoming years, this trend is anticipated to continue. A vast variety of goods are manufactured and consumed in India, making the country's beverage sector dynamic and diverse. India's most popular beverage is tea, which is drunk by people of all ages and is grown throughout the nation. India has 358 beverage firms. The country's top ten beverage companies are Coca-Cola, Dabur India Pvt Ltd, PepsiCo India, Varun Beverages, Tetra Pack Pvt Ltd, United Breweries, Red Bull India Pvt Ltd, Cafe Coffee Day, Orient Beverage Ltd, Pearl Drinks Ltd. In addition to making a substantial economic contribution, India's beverage industry has acted as a spur for the expansion of related sectors. The industry has influenced innovation and investment, which has an effect on the

nation's whole industrial ecosystem, ranging from packaging to transportation. It plays a significant role in the economy by generating income for governments and companies as well as jobs.

It is vital to provide people with the energy and nutrition they require to survive, addressing their basic needs on a global scale. It also influences how traditions and cultural identity are shaped. Sharing experiences over food is a common method of bringing people together. With new goods and technologies being produced to increase the effectiveness and safety of food production and delivery, it is also a significant industry for innovation and research.

### Objective of study

- To Understand the elements—such as opportunities for professional growth, work-life balance, pay, job satisfaction, and company culture—that encourage staff members to remain.
- Determine any obstacles or areas—such as job unhappiness, turnover trends, or outside market forces—where employee retention might be adversely affected.
- Analyse the success of current retention tactics, such as employee engagement campaigns, mentorship programs, training and development courses, and awards and recognition systems.
- Make practical suggestions and tactics based on the results that could be used to improve employee retention rates and establish a more favourable work environment.
- Provide insightful information to the field of employee retention by demonstrating effective retention strategies; this could even serve as a model for other firms.

### Company profile

1. **Coca-Cola:** The Coca-Cola Company is a retailer, manufacturer, and marketer of syrups and concentrates for non-alcoholic beverages. Although Coca-Cola is the company's best-known product, it sells more than five hundred brands in more than two hundred nations and territories and serves 1.6 billion servings daily. The main office of The Coca-Cola Company is located in Atlanta, Georgia. The New York Stock Exchange (NYSE) is where its shares are listed. Coca-Cola tracks the effects of their products on the environment during their complete lifecycle. This includes everything from the cultivation of components and the procurement of raw materials to the final disposal of empty cans and bottles by customers.
2. **PepsiCo India:** Around the world, people enjoy PepsiCo products more than a billion times a day in more than two hundred nations and territories. With a portfolio of complementary beverages and easy foods that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream, PepsiCo generated \$86 billion in net revenue in 2022. A vast array of pleasant meals and beverages, including some legendary brands with estimated yearly retail sales of more than \$1 billion apiece, are part of PepsiCo's product portfolio.
3. **Varun Beverages:** A company based in India called Varun Beverages Limited (VBL) makes and sells beverage bottles. Outside of the US, it is the second-biggest bottling company for PepsiCo's beverages worldwide. The business, which bears the son of founder Ravi Jaipuria, was established in 1995 as a subsidiary of RJ Corp. In addition to PepsiCo's carbonated soft drinks, which include Pepsi, 7 Up, Mountain Dew, and Mirinda, the company also distributes Gatorade sports-themed beverages, bottled water under the Aquafina brand, Duke's club soda, Lipton ready-to-drink iced tea, and fruit juice brands Tropicana and Tropicana Slice. In twenty-seven states and seven union territories in India as of 2019, Varun Beverages is a PepsiCo bottler.
4. **Red Bull India:** Austrian firm Red Bull GmbH is the creator and owner of the energy drink brand Red Bull. As of 2020, it holds a 43% market share and is the most popular energy drink brand. It is also the third most valuable soft drink brand, behind Pepsi and Coca-Cola. Red Bull Energy Drink was first introduced as a single bland flavour in a tall, slender, silver-blue can. However, throughout time, several Flavors were added to the drink.
5. **Cafe Coffee Day:** Cafe Coffee Day CCD is an international chain of Indian coffee shops. Coffee Day Enterprises Limited is the parent company of this company. Austria, the Czech Republic, Malaysia, Nepal, and Egypt are among the countries where CCDs operate internationally.

### Literature review

An analysis of employee retention in the beverage business indicates that the corporation strongly prioritizes creating a

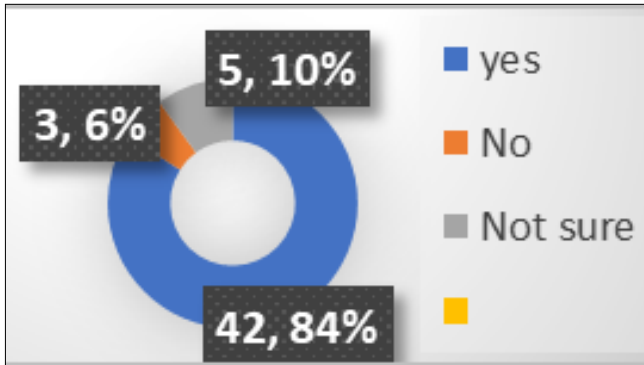
happy and encouraging work environment. The results of the study highlight the tremendous progress the beverage industry has achieved in preserving a workforce that feels respected, safe, and appreciated. A strong commitment to fostering a vibrant and coherent corporate culture is demonstrated by the high percentage of favourable responses in the areas of coworker interactions, job security, and work-life balance, among other aspects of the employee experience. Additionally, the report highlights areas of strength like competitive advantages. Yadav Swati (2023), To determine how successful the tactics are at keeping resources, the study looks at how IT companies use their resources during a double down scenario. The impact of retention strategies on staff turnover in the Indian IT business is investigated. In the study, men make up 68% of the participants, while women are represented at least 32% of the time. According to the study, retention and rewards have a good correlation. N Krishnamoorthy and Aisha Ambreen (2022), This study's contribution was to fill in certain information gaps on employee retention and attrition in the service industry, specifically in the IT sector. Employee satisfaction is a significant issue, which contributes to the high rate of job change in the service sector. Even if businesses are spending a lot of money on HR procedures to reduce attrition, it is advised to consider things from the perspective of the employees. The subjects of the current study were workers in the IT industry, specifically software engineers from several Bengaluru-based IT firms. The respondents were chosen at random. The majority of the workers were from IBM, TCS, Tech Mahindra, Honeywell, and Caterpillar. In 2019, Dr. Sangita Gorde the focus of this study was employee retention tactics. The organization's greatest asset is its workforce. Management needs to pay attention to employee happiness if they want to keep talented and dedicated staff members in the company. Determine the causes of employee attrition and take steps to address them. The goal of this study was to demonstrate the importance of employee retention in the modern workplace and the potential consequences for both the organization and the industry if businesses fail to recognize this need and take prompt action in summation, the poll also identifies strengths that support high levels of job satisfaction and loyalty, such as competitive perks, possibilities for career progression, and leave policies. The results do, however, also point to directions for improvement.

### Research Methodology

A mixed-methods approach was used in this study to provide a thorough understanding of the recruitment procedures in diverse auto manufacturers. Surveys, interviews, and secondary data analysis will all be a part of the research strategy in Sampling Unit: Interviews and Random Sampling. The survey report was created considering the Coca-Cola employees' comments. In order to collect data for a survey, a subject (sample) is chosen from a small group of people or the population. With this method, research can make inferences about the population as a whole from the sample's characteristics. Survey sampling can be done in a number of ways, but the best approach will depend on the population being studied, the resources available, and the goals of the study. Accuracy and validity of the study are improved by appropriate sampling. Sampling size is the quantity of items to be

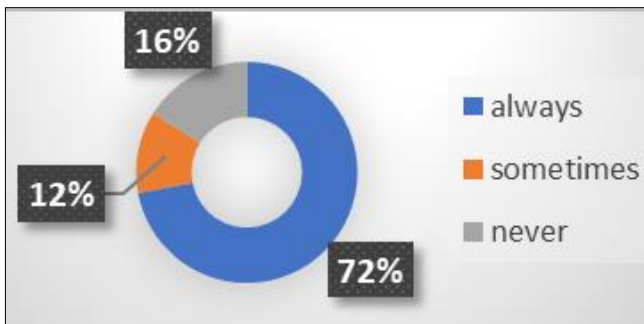
chosen from the universal. The sample size should not be excessively big or small. The research work should be optimized with a sample size of fifty. order to collect information from many sources and viewpoints. Information Gathering Structured

**Data Analysis and Interpretation**  
**Sense of Importance for Assigned Tasks**



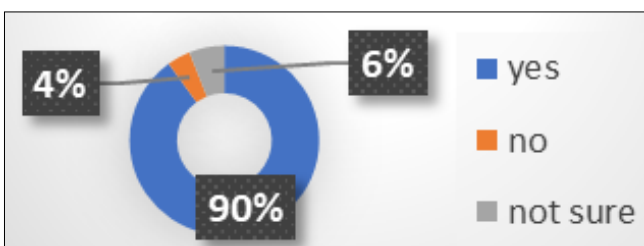
The majority of workers believe their co-workers give them a sense of importance for assigned tasks. However, some negative responses may indicate issues such as poor coordination, inadequate awareness of job responsibilities, or ineffective communication among team members.

**Feedback from Supervisors**



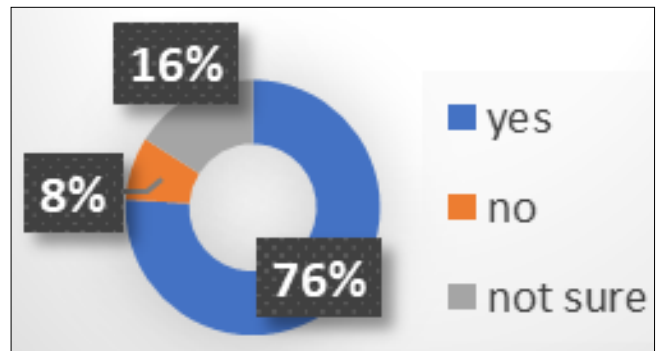
Affirmative responses indicate a positive feedback culture within the organization. Negative responses highlight the need for improvement in providing timely and meaningful feedback to all staff members, which can support their professional development.

**Comfort in Current Position**



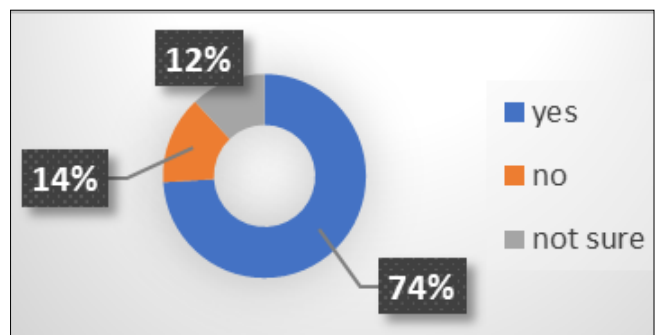
The positive response suggests that most workers feel comfortable in their current positions. However, the small percentage of unidentified responses underscores the importance of open communication regarding job security and satisfaction.

**Understanding of Job Responsibilities**



While a large number of workers are aware of their job roles, indicating effective communication, ambiguous responses suggest that there may still be room for improvement in clarifying job responsibilities and ensuring accountability.

**Management of Personal and Professional Responsibilities**



The higher rate of employees feeling able to balance personal and professional responsibilities indicates a healthy work-life integration within the organization. However, those expressing difficulty point to areas for improvement in fostering better work-life balance initiatives.

**Findings**

**Diverse Retention Strategies:** Businesses use a range of tactics, such as competitive pay, extensive benefit packages, flexible work schedules, and chances for professional advancement, to keep their staff. **Competitive business Landscape:** There are many job prospects in the extremely competitive beverage business. Retaining top people depends critically on an organization's capacity to offer competitive pay, benefits, and opportunities. **Impact of Management and Leadership:** Maintaining employees is mostly dependent on supportive management and effective leadership. Positivity towards superiors has a strong correlation with both longer tenure and increased job satisfaction. **Systematic Performance Reviews:** The organisation carries out periodic reviews of employees' work, providing helpful criticism and establishing precise objectives. Employees can better grasp career trajectory with this structured Approach **Global Opportunities:** The organisation gives staff members the ability to collaborate with multiple teams and engage on global initiatives, which improves job satisfaction and exposes them to various cultures. In summary, the analysis of employee retention in the beverage industry points to a business that prioritises

creating a happy and encouraging work environment. The results of the poll highlight the tremendous progress Beverage industry has made in preserving a workforce that feels safe, appreciated, and acknowledged. The high proportion of affirmative answers in all areas of employee experience, including relationships with co-workers, job security, and work-life harmony.

### **Limitations**

The information is based on the self-reported replies of Chhattisgarh beverage industry executives, which could include bias or inaccurate information. There could be problems with generalisation because the sample size might not be typical of the whole beverage business in the area. There is a chance that some significant factors influencing retention strategies were left out of the survey, which may have prevented all components of the retention strategy Process from being fully covered. The analysis did not take into consideration external elements that could have an impact, such as market conditions, industry trends, and economic issues. The information does not reveal information on the efficacy or success rates of various retention tactics used by business.

### **Conclusion**

The results also point to directions for improvement going forward. Although many workers are at ease with their managers and fellow colleagues, there is still opportunity to improve channels of communication and feedback systems to guarantee ongoing development. The organisation may improve its fantastic work-life balance and flexible work schedule initiatives to better meet the changing needs of its workforce. The way that some companies handle staff retention in the context of the always changing beverage manufacturing industry sets the standard for other businesses to follow. It is well-positioned to maintain its image as an employer of choice, where workers not only contribute their abilities but also thrive in a nurturing environment, by continuously improving their plans based on survey data. An engaged workforce that will be essential to the business's success in the years to come as it adjusts to new technological advancements and trends in the sector.

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