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Project Dissertation Report
on
“A STUDY OF EMPLOYEE MOTIVATION
IN COCA-COLA”

Submitted By

Amit kumar kashyap
2K20/DMBA/18

Under the Guidance of

Dr. P K Suri
Professor



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CERTIFICATE

This is to certify that I have completed the Major Research project titled A STUDY OF EMPLOYEE MOTIVATION IN COCA-COLA. Under the guidance of **Dr. P K Suri** in partial fulfilment of the requirement for the award of Degree of Master of Business Administration at (Delhi School of Management, DELHI TECHNOLOGICAL UNIVERSITY). This is an original piece of work & I have not submitted it earlier elsewhere.

Dr. P K Suri
Professor

Dr. Archana Singh
Head of Department, DSM

DECLARATION

I hereby declare that the Project Report entitled “**A Study of Employee motivation in Coca cola.**” has not been submitted previously from the basis for award of any degree. This work embodies the result of my original work conducted under the supervision of **Dr. P K Suri**, the information submitted is true and original to the best of my knowledge.

Amit Kumar Kashyap

Enrollment No. 2K20/DMBA/18

Specialization: MBA (Human Resources & Marketing)

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my teacher Dr. P K Suri who gave me the golden opportunity to do this wonderful project on the topic EMPLOYEE MOTIVATION IN COCACOLA, which also helped me in doing a lot of Research and I came to know about so many new things I am really thankful to them. Secondly I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

EXECUTIVE SUMMARY

Motivation in easy terms could also be understood because the set of forces that cause individuals to behave in sure ways in which. A motivated worker typically is a lot of quality headed. extremely motivated employee square measure a lot of productive than apathetic employee one reason why motivation may be a troublesome task is that the manpower is ever-changing.

Employees be part of organizations with totally different desires and expectations. Their values beliefs, background, lifestyles, perceptions and attitudes square measure totally different. Not several organizations have understood these and not several time unit specialists square measure clear concerning the ways in which of motivating

such various manpower. currently days workers are employed, trained and paid they have to be motivated for higher performance. Motivation in easy terms could also be understood because the set or forces that cause individuals to behave sure ways in which. individuals square measure motivated rewards one thing they'll relate to and one thing they'll believe. Time shavechanged individuals desires a lot of. motivated workers arealways trying to find higher ways in which to try and do employment. it's the responsibility of managers to form workers hunt for higher ways in which of doing their jobs.

Individuals dissent not solely in their ability to try and do however conjointly in their can to try and do, or motivation Managers World Health Organization square measure fortunate in motivating workers square measure usually providing associate degree atmosphere within which acceptable goals square measure on the market for desires satisfaction. holding and motivating employees needs special attention and therefore the responsibility falls squarely on the shoulders of time unit likewise as managers a supervisors the least bit level. they need to form a piece atmosphere wherever individuals get pleasure from what they are doing, want they need a purpose and have pride within the mission of the organization. It needs longer, more skill, and managers World Health Organization care concerning individuals. It takes true leadership. By giving workers special task, you create them feel a lot of vital. once your workers want they're being sure with additional responsibilities, they're motivated to figure even more durable in order that they won't let the corporate.

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Chapter 1

INTRODUCTION

Motivation as a process, started with a need in human beings which creates a vacuum in a person. In an attempt to fill the vacuum an internal driving force is generated which starts and sustains a chain of action and reaction. It is at that point that the vacuum is also filled. With this information, Nnabuife (2009), define motivation as the internal and external driving force that produces the willingness to perform an act to a conclusive end. The first aspect of motivation we choose to describe as internal motivation because the driving force comes from within an individual. The second aspect is external motivation, is applied by the organisation, this is because employees are motivated to identify with organisation in order satisfy their varied and variegates needs and desires. Until they have been identified and properly satisfied, they will never cease to impede smooth running of the organisation. One of the biggest problems facing managers in organisation is how best to get employees committed to their work and put in their best towards the accomplishment of organisation objectives. Motivation is concerned with why people do what they do. It answers such question as why do managers or workers go to work and do a good job. This tries to explain what motivates people to act the way they do, with primary focus on work place, it is the primary task of the managers to create and maintain an environment in which employees can work efficiently and realize the objectives of the organisation.

Employees differ not only in their ability to work but also in their will to do so (motivation). To motivate is to induce, persuade, stimulate, even compel, an employee to act in a manner which fulfilled the objective of an organization.

1.2 Objective of the study

- The goal of this research is to establish an environment where people are willing to work independently. Interest and passion, as well as a sense of personal and communal moral pleasure and accountability.
- For the betterment of loyalty by the employees for the company.
- To develop discipline, pride, and confidence in an unified manner in order to efficiently realise an organization's goals.
- To know the employees perception to stay in the company.
- To increase the probability to know the employees state of mind more.

1.2 Need of the study

The need of this study is to analyse however effective worker motivation has been tried within the selling of cola thus essentially through our study we tend to are attempting to understand regarding varied things regarding staff motivation with special relevance cola. Like mention through this study can try and fathom varied things like however staff has been tried as a true plus of Coke everywhere the planet like through our study we tend to came to understand that cola claims that it that no different company pay such a lot time on staff

Some slogans for cola have focused on the standard of the merchandise its refreshing style, or maybe its role in amusive as in 1948's "Where There's Coke There's welcome." Additionally we tend to may say that Coke has created its completely different image everyplace within the world like in 2019, United Mexican States was the country with the very best effervescent drinkable consumption, specifically over 630 8-ounce servings per capita each year. The United-States stood on second place, with nearly a similar amount, whereas Brazil, that stratified third, consumed but [*fr1] the soft drinks Mexicans drank that year. With this utterly clear that Coke has reached at the highest within the market of soppo drinks.

Each company markets an outsized no of brands with cola company having the larger market share. This is often mirrored in drink sales with cola classic continued to outsell cola.

Chapter 2

LITERATURE REVIEW

Motivation, according to Middle Most and Hit (1981), is "the deliberate desire to drive one's behaviour toward goals." Wilful desire and goal-directed purpose of behaviour are the three fundamental factors in this concept. When someone is aroused, his or her desire to work and bring or breed efficiency in his or her task increases. Motivation is defined by Robbins (2001) as the factors that excite, guide, and maintain a person's work. He claims that motivation is a process that begins with a physiological or psychological lack or need that initiates behaviour toward a goal or reward. Motivation is the skill of persuading individuals to work freely and to act in a specific way in order to complete a job. Several writers, including Robert and Gene Neuport (1995), Williams (1997), and Cole (1990), have proposed ideas to better understand humans and how to deal with them in order to achieve goals. (singh, 2017)

2.1 Employee Motivation

What is motivation?

The willful desire to steer one's behaviour toward goals is known as motivation. Wilful desire, (person's choice) behaviour, and goal-directed purpose of behaviour are the three fundamental components of this concept. When someone is aroused, an employee's focus is on being ready to work and conveying or breeding potency in his work.

The energies that stimulate, direct, and sustain a person's work are known as motivation. He continues that motivation is a strategy that begins with a physiological or psychological lack or want that activates behaviour at a drive that is aimed at a goal or incentive.

What are the types of motivation?

Intrinsic and inessential motivation are the two types of motivation. A corporation must understand that its employees are not clones, but rather individuals with distinct characteristics.

As a result, motivating your employees effectively requires a greater awareness of the many types and methods of motivation.

With this knowledge, you may be able to persuade your employees to work harder and apply the right kind of incentive to increase employee engagement and satisfaction. Some workers are more motivated by intrinsic motivation, while others are more motivated by inessential incentive.

➤ **Intrinsic motivation**

Intrinsic motivation refers to a person's own motivation. He or she feels compelled to do well at work since the outcomes are consistent with his or her beliefs.

The strongest psychological feature variables are usually an individual's deep-seated convictions. Acceptance, curiosity, honour, and a desire to succeed are common characteristics among such people.

Positive worker feedback, as well as praise, has been demonstrated to improve intrinsic motivation. However, everything should be done in moderation. If you do any of those things, there's a good chance the person will lose motivation.

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➤ **Extrinsic motivation**

Extrinsic motivation states that external variables such as rewards and recognition stimulate an individual's motivation. Some people may never be motivated inside, relying only on external motivation to complete their objectives.

According to research, external rewards will often boost a person's disposition when they are told they need to learn a new skill set. Individuals will be encouraged or given tangible feedback if they are given incentives, privileges, or prizes.

However, you should exercise prudence when it comes to external rewards! Excessive amounts of something can be damaging, and as a manager or supervisor, you should be clear about how far you're willing to go to encourage your employees to meet structure goals.

Employee motivation in Coca-Cola

Communication that Leads to Results

Every year, it conducts a global Employee Insights Survey to solicit feedback from employees on how the firm is operated and how it might be improved. The survey is more than a simple questionnaire. It usually takes the shape of a closed website or blog where employees can reply and submit thoughts and complaints on management and other topics for a limited time. Coca-Cola keeps track of the replies and improvements year after year.

Training and Mentoring

Allowing employees to develop their abilities and be trained to attempt new things might be a major focus at Coca-Cola. To motivate and inspire employees, the company offers a number of development initiatives. Peak Performance provides ongoing opportunities for employee recognition; organic process forums provide opportunity for education; and helpful developments allow employees to enhance job skills for their specific focus area. Coca-Cola University is an online learning environment for employees. Additionally, employees are given short assignments that allow them to work in a subject that is wholly different from their own, whether it is a new department or any other country.

Financial Rewards

Coca-Cola also offers monetary incentives to encourage employees to reach higher levels. The salary is competitive. Workers get annual performance assessments, which provide them the possibility to receive benefit raises. As a way of characterizing great achievement, the Coca-Cola Red Tag programme rewards employees with vacation and products. Workers also receive tuition reimbursement, and their children are eligible for scholarship grants. Automobile discounts, free parking, and employee discounts are also available.

2.2 MOTIVATION THEORIES

Motivation is a state of mind characterized by vigour and passion that propels a person to act in a specific manner in order to achieve their objectives. Motivation is a force that propels a person to work with a high level of devotion and focus even when the odds are stacked against him. Motivation translates into accurate, human-like behaviour.

It is critical to ensure that each member of a company's workforce remains motivated. Several psychologists have researched human behaviour and classified their findings into various motivation theories. These motivation theories provide a great deal of insight into how people act and what motivates them.

1. Maslow's hierarchy of needs

A person will be motivated if his needs are met, according to Abraham Maslow. The need begins with the most fundamental needs and progresses upward when each lower level need is met. The hierarchy of needs is as follows:

- Physiological: Physical survival necessities such as food, water, and shelter.
- Safety: Protection from threats, deprivation, and other dangers.
- Social (belongingness and love): The need for association, affiliation, friendship, and so on.
- Self-esteem: The need for respect and recognition.



Fig 2.1 Maslow's hierarchy of needs

The leader will have to understand the specific need of every individual in the team and accordingly work to help fulfil their needs.

2. Herzberg's two factor theory

Herzberg classified the needs into two broad categories namely hygiene factors and motivating factors.

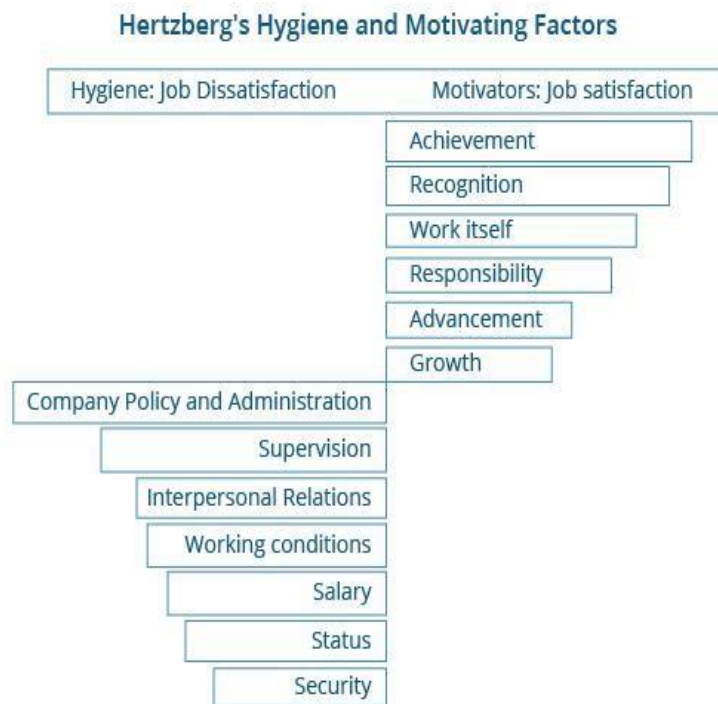


Fig.2.2 Herzberg's two factor theory

To ensure that an employee is not unsatisfied, hygiene criteria are required. Employee happiness and motivation for improved performance are both dependent on motivator factors. The presence of hygiene variables does not ensure motivation, while motivation factors do not work in the absence of hygiene aspects.

Chapter 3

COMPANY PROFILE AND ANALYSIS

3.1 Mission: -

Coca-Cola is a worldwide recognised international firm whose vision and mission statements reflect the company's leadership and progress in the non-alcoholic beverage industry for over 127 years.

With its adaptive tactics, cola has remodelled and reimagined the non-alcoholic business and market throughout its history, allowing the company to sustain top performance amid powerful economic instability. Today, Coca-Cola will only be classified as a Mega Corporation with global reach and multiple subsidiaries, with a market capitalization of \$73.1 billion. In fact, the company is ranked third among the most effective brands in the world, thanks to its purpose and vision statements.

A company vision statement describes the organic process leading to a certain future, whereas a company mission statement indicates the strategic activities that can be taken to move the organisation forward in the long run. During this cola business study, the corporate vision statement is all about the company's leadership influence, as well as the changes it will bring to the firm and the market in general.

Vision: -

"Inspiring each other to be the best we can be by offering a fantastic environment to work," says Coca-vision Cola's statement. Coca-mission Cola's is expressed in this mission statement. It demonstrates the company's desire to be a catalyst for change and progress in its industry and beyond. This is the essence of leadership. The company's vision statement states that it aims to:

- ❖ **Inspire others.** In this element, cola exemplifies itself as an organization driven by ascension others. that's the rationale it works with totally different investors and communities to unfold its edges in ways in which create a positive distinction. apart

from these edges, the corporate conjointly offers its customers a good vary of offers additionally to the irresistible cola flavours out there within the markets.

- ❖ **To be the best.** Coca Cola continuing growth, improvement of its product, and adaptation of its reaching programs to client and community desires advances its commitment to inspire, and therefore the need of the corporate to be the simplest. In fact, the dope journey shows simply however necessary it's the corporate to keep up AN upward growth trend.
- ❖ **Providing a great place to work.** The third part in Coca Cola's vision statement may be a reflection of further ways in {which} through which the corporate reveals its individuality as a worldwide whole. making AN atmosphere that embraces everybody no matter their variations, promotes growth and closeness has perpetually been the first goal of the corporation. Surely, cola has achieved this as incontestible by its quality as a perfect operating place across the world.

Core values: -

"Leadership, cooperation, honesty, responsibility, passion, diversity, and quality" are among Coca-fundamental Cola's principles. A strong internal culture is required for an organisation to not only survive but also to consistently rank at the top globally. This has formed at Coke as a result of its key beliefs.

Coke ideally aims to create and foster reasonable relationships amongst its facilities so that people can share ideas, discuss, and generate excellence. Employees and investors feel like vital elements of the corporation when an organisation and a few parts of it are given independence. This encourages them to take on tasks, become accountable, and dependable for the corporation's progress.

3.2 HISTORY OF COCACOLA



Coca-Cola has retained many of its historical design features in modern glass bottles.

Type	Cola
Manufacturer	The Coca-Cola Company
Country of origin	United States
Region of origin	Atlanta, Georgia, U.S.
Introduced	May 8, 1886; 135 years ago
Color	Caramel E-150d
Variants	Diet Coke Diet Coke Caffeine-Free Caffeine-Free Coca-Cola Coca-Cola Zero Sugar Coca-Cola Cherry Coca-Cola Vanilla Coca-Cola Citra Coca-Cola Lime Coca-Cola Mango
Related products	Pepsi RC Cola Ari-Cola Postobón Inca Kola Kola Real Cavan Cola
Website	coca-cola.com

Fig 3.1 History of coca cola

Pemberton replied by producing Coca-Cola, a non-alcoholic imitation of the French wine Coca, when Atlanta and Fulton County approved prohibition legislation in 1886. On May 8, 1886, the first sales took place at Jacob's Pharmacy in Atlanta, Georgia. It was first marketed as a medicine for 5 cents a glass at soda fountains, which were common in the United States at the period due to the belief that seltzer was good for your health. Pemberton claimed that Coca-Cola could heal morphia addiction, dyspepsia, nervous breakdown, headache, and impotence, among other ailments. In May of the same year, Pemberton published the first advertisement for the drink in the Atlanta Journal.

Although John Pemberton claimed that Charley owned the brand "Coca-Cola," the formula could still be used by the other two companies. Candler began selling his drink under the names Yum Yum and Koke in the summer of 1888. When neither of them took off, Candler set out to establish a legal claim to Coca-Cola in late 1888 in order to push his two competitors out of business (singh, 2017). John Pemberton, Margaret Dozier, and Wool people Walker sold Candler sole rights to the formula (singh, 2017). However, Dozier came forward in 1914 to claim that her signature on the bill of sale was forged, and later examination revealed that John Pemberton's signature was also forged (singh, 2017).

Candler formed a second company, The Coca-Cola Company (the current corporation), in 1892, and had the company's early records burned in 1910, further disguising its legal origins. The drink had become a national icon in the United States by the time it reached its fiftieth birthday. Rabbi Tobias Geffen declared it kosher in 1935, after the company made minor alterations to the sourcing of some ingredients.

On March 12, 1894, Coca-Cola was sold out in bottles for the first time. In Cartersville, Georgia, the first outdoor wall advertisement was also painted the same year. Coke cans first appeared in 1955. The Biedenharn Candy Company in Vicksburg, Mississippi, was the first to bottle Coca-Cola in 1891. Joseph A. Biedenharn was the company's CEO. The first bottles were Biedenharn bottles, which were very different from the much later hobble-skirt design that is now so well-known (singh, 2017). Asa Candler was hesitant about bottling the drink, but two Chattanooga, Tennessee entrepreneurs, Benjamin F. Thomas and Joseph B. Whitehead, devised the notion and were so convincing that Candler signed a contract giving them control of the method for less than one dollar (singh, 2017).

Coca-Cola tried to change the recipe of the drink with "New Coke" on Gregorian calendar month twenty-three, 1985, amid a barrage of messages. Following style tests revealed that the majority of customers preferred the new Coke style to both Coke and Pepsi Cola, but Coca-Cola executives were unprepared for the public's desire for the new drink, resulting in a backlash. On July 10, 1985, the company caved in to public pressure and reintroduced Coca-Cola Classic, a version of the current formula.

The Coca-Cola Company said on February 7th, 2005 that they planned to debut a Diet Coke product sweetened with the artificial sweetener sucralose, a comparable sweetener now used in Pepsi Cola One, in the second quarter of 2005. On March 21, 2005, it introduced Coca-Cola Zero, a diet beverage sweetened with a combination of sugar and acesulfame K. In 2007, Coca-Cola launched a new "healthy beverage" called "Diet Coke Plus," which included vitamins B6, B12, magnesium, niacin, and zinc. Coca-Cola said on July 5, 2005 that it would begin operations in the Republic of Iraq for the first time since the world organisation boycotted the company in 1968 (singh, 2017).

3.3 Global market share of Coca-Cola

The company made \$31 billion in revenue and \$6.8 billion in profit in 2009. Associate in Nursing growing consumer preference for healthy drinks has resulted in sales of effervescent soft drinks (abbreviated as CSD), which account for 78% of KO's sales, slowing down. The variable prices of the raw materials required to make drinks, such as the sirup used as a sweetener, the metal used in cans, and hence the plastic used in bottles, affect KO's profitability. Furthermore, delays in client payment in Coke's massive North American market add to the issue of rising pricing and a bad economy. Finally, Coca-Cola derives some of its revenue from overseas sales, which exposes it to currency swings, which are exacerbated by a higher US dollar (USD).

Coca-Cola has stayed lucrative despite these difficulties. Although the non-CSD industry is rapidly expanding, the traditional CSD market remains massive in terms of revenue and volume, as well as tremendously profitable. The size and variety of KO's CSD offerings, as well as the unrivalled total equity of the Coca-Cola trademark, have allowed knockout to maintain its dominance of this crucial market. With new, non-CSD product introductions and acquisitions like Glaceau in 2007, knockout has also adapted to changing consumer interests. Strong overseas growth has also helped to compensate for a sluggish domestic market.

Customers are purchasing fewer carbonated beverages and more non-carbonated beverages, such as Powerade and Dasani water, while the soft drink business has changed considerably. Under the terms of the new agreement, Coca-Cola Company can take over the bottler's North American operations, giving the company control over ninety percent of the total North American volume. In exchange, Coca-Cola Enterprises can take over Coke's bottling facilities in Norway and Sweden, transforming the company into a European manufacturer and distributor.

In March 2010, Coca-Cola Producer began talks to purchase OAO Nidan Juices, a Russian juice company. The company is owned seventy-five percent by a London-based private equity firm and twenty-five percent by its Russian founders, and it owns fourteen.5% of the Russian juice market. If triple-crown, the deal would boost Coca-market Cola's share to 20.5%, passing Pepsi's half-hour market share. The Russian juice market is estimated to be worth \$3.2 billion dollars, with Nidan's price ranging between \$560 and 620 million dollars.

3.4 TRENDS AND FORCES

New Aversion to Soda Threatens Main Business:

Effervescent soft drinks account for 74% of the Coca-Cola Company's merchandising area, making it extremely vulnerable to changes in demand for CSD. Consumer demand for CSD has been negatively influenced by health and welfare concerns. This is true in the majority of KO's markets. In response to the increased demand for healthy food consumption, the number of rules governing CSD has increased in the United States.

Within the CSD section shoppers are moving off from sweet drinks, opting instead for diet beverages, that don't usually contain any sugar or calories.

Though KO has been somewhat slow to retort to the present shift in shopper preferences, it's recently begun to extend its development of each diet CSD and non-CSD beverages. KO is Janus-faced with the task of equalization the chance of latest innovations with the low growth rates of established brands, a plight for manufactures throughout the liquid trade.

Bottled Water Falling Out of Favour:

Many consumers have reduced their consumption of drinking water in favour of water and reusable containers as a result of the recession and their increased environmental conscience.

Following suit, at least one city in Washington state and one in Australia have made the sale of drinking water illegal within their city lines. Despite the fact that this appears to be a minor drop, industry experts do not expect drinking water to recover very soon.

Dollar Affects International Performance:

Another factor influencing Coca-Cola is the relative strength of the US dollar (USD). Despite the fact that the company is based in North America, knockout gets about 75% of its operational revenue from outside the country. As a result, the company is particularly sensitive to the value of the dollar. As foreign currencies depreciate against the dollar, goods bought in international markets suddenly cost less greenbacks in the North American country, cutting earnings. As a result, if the dollar strengthens (as it did in the second half of 2008 and 2009), KO's profitability will suffer.

Though this hedging insulates from the potential draw back of a strengthening greenback, it conjointly limits larger gains from forceful downswings within the dollar's price.

3.5 PORTER'S FIVE FORCES

❖ RIVALRY AMONG EXISTING FIRMS:

Coca-Cola's biggest competitors are other beverage manufacturers. Coca-Cola, PepsiCo, and Cadbury Schweppes are among of the industry's biggest competitors, and they're all worldwide recognised, so there's a lot of competition. Apart from these large competitors, smaller firms like Cott Corporation and National Beverage Company account for the remaining market share. All five of these businesses produce money in countries other than the United States.



Fig 3.2 Coca cola porter's forces

"The Coca-Cola Company" is the world's largest beverage company. Every year, 800,000,000 servings of "Coca-Cola" are sold out in the United States alone. With a few exceptions, bottling factories are owned and operated by independent contractors who are native to the countries in which they are located. Coca-Cola produces, sells, and distributes non-alcoholic drinking concentrates and syrups, as well as fountain syrups.

By forming a joint venture with the Punjab government-owned Punjab Agro Industrial Corporation (PAIC) and Voltas India Limited in 1988, PepsiCo acquired access to India|India|Republic of Republic of India|Bharat|Asian country|Asian nation. Until 1991, when the use of foreign brands was permitted, this company promoted and distributed composer dope. In 1994, PepsiCo bought out its partners and ended the enterprise. The Coca-Cola Company

arrived in India in 1993 as part of India's poverty reduction agenda. In 2005, The Coca-Cola Company and PepsiCo together controlled ninety-five percent of the soft-drink market in India. The market share of Coca-Cola India was 52.5 percent.

Dope had a larger market share in Russia at initially than Coke, but it was completely undercut as the fighting ended. Dope Co Company struck a barter agreement with the country's government in 1972, in which dope Co was allowed exportation and Western selling rights to Stolichnaya hard drink in exchange for Pepsi-Cola importation and Soviet selling rights.

Another competitive factor is brand loyalty. The results of the Keys Client Loyalty Leaders Survey (2004) demonstrate which brands have the highest levels of client loyalty across all industries. Diet Dope was ranked seventeenth and Diet Coke was ranked thirty-sixth as having the most brand devoted customers.

❖ **POTENTIAL ENTRANTS:**

High fixed prices for warehouses, transportation, and labour, as well as economies of scale, are another barrier to entry. Newcomers cannot compete on price because they lack economies of scale. Because of the high capital requirements and market saturation, it is extremely difficult for companies to enter the beverage industry, and new entrants do not appear to be a strong competitive force.

Manufacturing, marketing, and establishing a replacement beverage have traditionally been seen as extremely expensive. According to business strategists, this reduces the likelihood of new players entering the market, with the exception of a few localised issues that matter little to Coke or Pepsi. Despite the fact that this read may reproduce common knowledge, some business watchers wonder if a replacement period is returning, with 'new age' beverages mercantilism to smart and health-conscious clientele.

This issue caught the attention of both Coke and Pepsi in the summer of 1992, when neither could justify a visit to their Gregorian calendar month 1992 sales.

❖ SUBSTITUTES:

“For years the story within the non-alcoholic sector centred on the ability struggle between Coke and dope. However, because the pop fight has flat-top out, the industry's giants have begun counting on new product flavours and searching to uncarbonated beverages for growth.”

Those competitors who aren't in the beverage business are known as substitute merchandise. Drinking water, sports drinks, coffee and tea, juices, and other beverages are examples of Coca-Cola replacements. Water and sports beverages are becoming increasingly|progressively|more and more popular as consumers become more health conscious. There are increasingly|increasingly|more and more types within the water and sports beverages that appeal to various customer tastes while also appearing to be healthier than soft drinks.

Blended coffees also are turning into popular the increasing variety of Starbucks, Barista and CCD stores that provide many alternative flavours to charm to all or any shopper markets. it's additionally low-cost for shoppers to change to those substitutes creating the threat of substitute merchandise terribly sturdy (Data monitor, 2005).

Because of the market saturation of sugary drinks, the growth rate has recently been challenged. "Looking ahead, despite steady increase in consumption, the global soft drinks market is expected to modestly decelerate, reflecting stagnation of market costs," according to knowledge monitor (2005). The change ascribed to the opposite growth areas of the non-alcoholic industry, such as tea and coffee, is 11.8%, and drinking water is 9.3%. As competitors adopt new product lines, sports drinks and energy drinks are anticipated to grow even more.

Profitability in the beverage industry can be quite consistent, although market saturation has led analysts to expect a slow rate of development in the industry (2005). Drink leaders are establishing themselves in numerous markets as a result of this.

3.6 SWOT Analysis of Coca-Cola

I. STRENGTHS:

❖ WORLD'S LEADING BRAND

Coca-Cola has a strong global brand recognition. The company has a competitive whole price and a strong whole portfolio. Recognized by Business Week and Inter-brand, a disapproval practise. Coca-Cola was one of the top 100 international brands in 2006, according to their ranking. Coca-Cola was valued at \$67,000 million by Business Week-Interbrand in 2006. Coca-Cola is significantly ahead of its closest competitor Pepsi Cola, which comes in at number 22 with a total value of \$12,690 million. Coca-Cola also owns a huge portfolio of product brands. Coca-Cola, Diet Coke, Faerie, and Fanta are four of the top five drinkable brands in the world owned by the corporation.

Brand extensions like as Vanilla Coke, Cherry Coke, and Coke with Lemon are possible thanks to strong wholes. The corporation has made massive investments in whole marketing over the years. As a result, Coca-Cola is one of the most well-known international brands. Coca-stable Cola's entire price facilitates client recall and allows the corporation to expand into new areas while consolidating old ones.

II. WEAKNESS:

❖ NEGATIVE PUBLICITY

The Coca-Cola Company has been embroiled in a number of legal battles over its involvement in human rights breaches and other allegedly unethical acts. The Coca-Cola Company's relationship with the Middle East and US foreign policy has been criticised repeatedly. In September 2006, the company received negative press in India. The Centre for Science and Environment (CSE) accused the corporation of marketing pesticide-contaminated items. A dangerous pesticide residue was found in Coca-Cola drinks distributed in and around the Indian national capital region.

The US Food and Drug Administration (FDA) wrote to Mr. Muhtar Kent, President and Chief Executive Officer, on December 10, 2008, to inform him that the FDA had determined that Coca-product Cola's Diet Coke Plus 20 FL OZ violated the Federal Food, Drug, and Cosmetic Act.

The Center for Science in the Public Interest, a consumer advocacy group in the United States, filed a class-action lawsuit against Coca-Cola in January 2009. The lawsuit was filed in response to Vitamin Water claims and the company's flavours. According to claims, 33 grammes of sugar are more dangerous than vitamins and other chemicals.

❖ DECLINE IN CASH FROM OPERATING ACTIVITIES

During fiscal 2006, the company's cash flow from operations decreased. In 2006, cash flows from operating activities fell by 7% compared to 2005. Operating activities generated \$5,957 million in net cash in 2006, down from \$6,423 million in 2005.

Certain marketing accruals reported in 2005 also contributed to the decline.

The availability of funds for the company's investment and financing activities is reduced as cash from operational activities declines, increasing the company's vulnerability to debt markets and shifting interest rates.

III. OPPORTUNITIES:

❖ ACQUISITIONS

Kerry Beverages, (KBL), which was later renamed Coca-Cola China Industries, was one of the company's acquisitions in 2006. (CCCIL). Coca-Cola does not own a majority stake in KBL, its bottling joint venture with the Kerry group in city.

Coca-administration Cola's of joint ventures that produce and distribute Coca-Cola products in nine Chinese provinces was extended as a result of the acquisition.

Apollinaris, a non-inheritable company in Europe that offers sparkling and still drinking water, cheval cheval cheval cheval cheval cheval cheval cheval cheval cheval cheval cheval cheval cheval Coca-Cola also owns a 100 percent non-inheritable stake in TJC Holdings, a South Korean bottling corporation.

Africa. Throughout the year of 2006, Coca-Cola made acquisitions in Australia and New Zealand. Coca-worldwide Cola's business will be bolstered by these acquisitions.

❖ GROWING HISPANIC POPULATION IN U.S

Hispanics are quickly increasing in both population and economic power. As a result, they are now more valuable than ever to marketers. In 2006, it was estimated that 11.6 million US households were Hispanic. This equates to a Hispanic population of approximately 42 million people.

According to the US Census, the Hispanic population will exceed 60 million by 2020, accounting for over 18% of the total US population. Hispanic economic power is expanding at a higher rate than their numbers. According to Nielsen Media Research, Hispanic purchasing power will exceed \$1 trillion by 2008, up 55 percent over 2003 levels.

IV. THREATS:

❖ DEPENDENCE ON BOTTLING PARTNERS

Coca-Cola makes the majority of its money by selling concentrates and syrups to bottlers in which it has no ownership stake or in which it has a minority ownership interest. Eighty-three percent of its global unit case volumes were made and delivered by bottling partners with whom the company had no controlling interests in 2006. As independent contractors, its bottling partners, many of whom work for publicly traded companies, make their own business decisions that aren't always in the company's best interests. Moreover, numerous of its bottling partners have the right to manufacture and market their own products, as well as bound products from other beverage companies.

If Coca-Cola is unable to provide an appropriate combination of incentives to its bottling partners, the partners may take activities that, although improving their own short-term profitability, may harm Coca-Cola in the long run. These bottlers may commit additional resources to non-Coca-Cola-related business possibilities or products. Such initiatives may have a negative influence on Coca-Cola's in the long run. Furthermore, the loss of one or more of Coca-Cola's clients by one of its major bottling partners could have an indirect impact on the company's financial results. Such reliance on third parties could be a weak spot in Coca-Cola's operations, putting the company at danger.

3.7 Revenue income of Coca-Cola

The Coca-Cola Company sold beverage products in more than 200 countries in 2005, according to its annual report. According to the 2005 research, beverages bearing the trademarks owned by or licenced to Coca-Cola account for nearly \$1.5 billion of the more than 50 billion beverage servings consumed worldwide every day. Approximately 78 percent of the company's total gallon sales came from beverages bearing the trademark "Coca-Cola" or "Coke."

Coca-Cola became the first brand to sell £1 billion worth of groceries in the United Kingdom in 2010. Coca-Cola sales fell 11% year over year in 2017, owing to a shift in customer preferences away from sugary beverages.

Table 3.1 Revenue income of coca cola

Year	Revenue in mil. USD	Net income in mil. USD	Price per Share in USD	Employees
2000	17,354	2,177	27.71	74,600
2001	17,545	3,969	24.35	78,400
2002	19,394	3,050	24.88	81,800
2003	20,857	4,347	22.04	83,100
2004	21,742	4,847	23.22	85,500
2005	23,104	4,872	21.38	86,900
2006	24,088	5,080	21.94	88,700

2007	28,857	5,981	26.89	90,500
2008	31,944	5,807	26.91	92,400
2009	30,990	6,824	24.38	92,800
2010	35,119	11,787	28.26	139,600
2011	46,542	8,584	33.32	146,200
2012	48,017	9,019	37.06	150,900
2013	46,854	8,584	39.66	130,600
2014	45,998	7,098	40.84	129,200
2015	44,294	7,351	41.24	123,200
2016	41,863	6,527	43.54	100,300
2017	35,410	1,248	44.34	61,800
2018	34,300	6,434	45.41	62,600
2019	37,266	8,920	50.82	86,200

Source: Company website

A BRIEF INSIGHT - BEVERAGE INDUSTRY IN INDIA

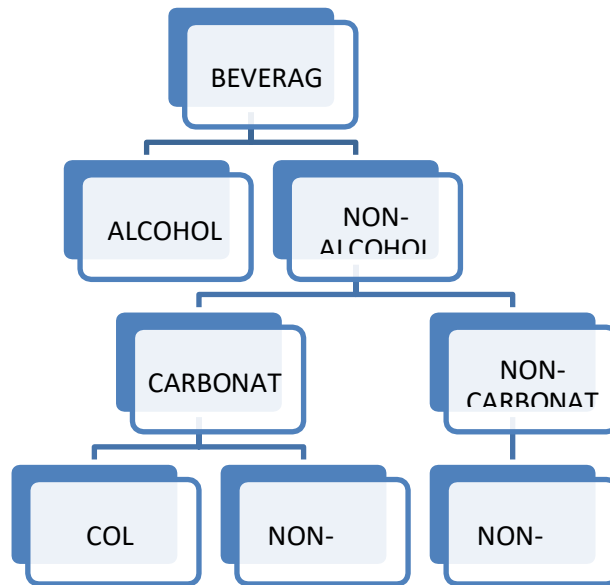


Fig.3.3 BEVERAGES IN INDIA

Segmentation based on consumption levels, i.e. high and low consumption levels.

3.8 PESTLE analysis of Coca-Cola

❖ Political Analysis:

Political factors refer to the manner in which the government intervenes in a company's activities. Taxation, trade restrictions, environmental policies, rules requiring labour recruitment, the amount of permissible merchandise by the government, and thus the government's service could all be political factors.

Apart from government agencies, tax policies and accounting standards are two opposing political factors. The corporate accounting standards vary from time to time, and this has a significant impact on the rumoured results.

The corporation is also subject to tax rules that vary depending on the country. In addition to the present, the company is subject to import and excise duty for the distribution of the product in countries where it does not have outsourcing units.

Furthermore, any disturbance or changes in the government, as well as any reasonable protest by political activists, could reduce demand for the goods. Furthermore, factors such as the uncertain conditions in Iraq and the rise in terrorist activity in these areas may have an impact on our product's international market. It makes it difficult for the company to reach the markets of these countries.

Economic Factors:

Before entering a country, the corporation conducts an analysis of its financial situation. Individuals' purchasing power will increase while the country undergoes an economic transition. It gives the company or the seller a reasonable chance to sell the product. Coca-Cola, which had previously understood this correctly and justly, began its distribution throughout several countries. Outside of the United States, profits from the internet are estimated to be approximately \$72. Aside from the US dollar, the company uses a total of sixty-three different currencies. As a result of the fluctuating foreign currency exchange rates, there is a precise influence on revenues. A strong or weak currency has an impact on global merchandise

mercantilism.

Interest rates square measure the speed that is obligatory on the corporate for the money they need borrowed from government. once there's a rise within the interest rates, it should deter the corporate in additional investment because the value for borrowing is higher. Coca-Cola uses spinoff monetary instruments to cope up with the unsteady interest rates. Inflation and wage rate go hand in hand, once there's a rise within the inflation the worker demand for a better wage rate to cope up with the price of living.

- This adds value to the company that cannot be reflected in the final product's value because the competition and risk are higher during this phase. This can be a threat in the company's external environment. From the perspective of rationalisation, it is apparent that economic variables have a significant impact on company behaviour in various economic situations.

- **Social Factors:**

Culture characteristics and perspective, health consciousness among people, rise with age distribution, and safety stress are all social elements. The corporation cannot change social factors; however, the corporation must adapt to the dynamical society. To react to these social developments, the corporation uses a variety of management techniques.

Because Coca-Cola, as a B2C firm, is in close contact with its customers, social developments are the most important variables to consider. Every country has its own culture and point of view among its citizens. Before promoting in a given country, it's critical to understand the culture. Coca-Cola has around 3300 products in its stable, but it does not introduce all of them when entering a country.

Consumers and governments are becoming increasingly aware of the negative effects on public health, particularly in the soft drinks industry, which is the second social consideration. It influenced the company to enter the Diet Coke and calorie-free soft drink markets. The issue of avoirdupois is handled seriously by children who want to keep their bodies in good shape. As a result, Coca-Cola produced a dietary product for those children who will enjoy coke without calories. "Consumers from the age groups thirty-seven to fifty-five are also increasingly interested with nutrition," according to one of the studies.

➤ **Technological Factors:**

- In the soft drinks industry, technology plays a variety of roles. Producing and distributing the product is a relatively low-tech endeavour, while developing a substitute product with the right blend and style may be a science (an art in itself).
- Packaging is where technological contributions are most important. For a significant component of their operations, the corporation considers their bottling partners. Nearly 83 percent of the global unit case volume is manufactured and delivered by bottling partners with whom the corporation has no dominant position. As a result, the corporation must maintain a positive relationship with their bottling partners. If the company does not provide adequate support in terms of evaluation, selling, and advertising, the bottling business, while increasing short-term earnings, may become harmful to the company.
- The company's technological advancements have led to: the introduction of new means to provide Coca-Cola, such as general vendition machines all over the world. In the case of modern products such as Cherry Coke, Diet Coke, and others, it contains a light-emitting diode. Technical advancements in the bottling industry include the advent of functional and non-refillable bottles, as well as cans that are attractive, trendy, and popular among children.

Legal Factors

The company's products are subjected to various acts in the United States, including the Federal Food, Drug, and Cosmetic Act, the Federal Trade Commission Act, the Occupation Safety and Health Act, and various environmental related acts and regulations. The company's products are subjected to various laws and regulations in terms of production, distribution, sale, and advertising. Changes in these regulations may result in higher expenses and capital expenditures, affecting firm profitability as well as product manufacturing and distribution.

Various countries may enact stringent regulations requiring additional product labelling and warnings about chemical composition or health risks. If these rules become applicable in the future, the organisation must be prepared to embrace them and make the appropriate changes.

➤ **Environment Factors**

The environment, such as weather conditions and the seasons when people like to drink chilled beverages, are among these influences. Environmental issues associated to product manufacture, packaging, and distribution in other nations must also be addressed by the company. It must follow the rules and market the goods appropriately. The company rigorously adheres to the use of renewable plastic in PET bottles.

Chapter 4

RESEARCH METHODOLOGY

A descriptive survey research design was used in this study. When using questionnaires to obtain vast volumes of data, descriptive survey design is ideal. The procedure is comprehensive and cost-effective. It also allows the study to acquire a more accurate picture of how people respond to situations and test hypotheses about social relationships at both the individual and group level, while also maintaining a high level of anonymity, making data collection easier. A total of 45 personnel were chosen for the study out of a total of 100. Data was collected using both closed and open ended survey questions. The survey items covered the following topics: demographic information about the respondents (gender, age, occupation, and years in the organisation); the impact of employee performance recognition on employee motivation; the relationship between working conditions and employee motivation; and the impact of training and personal development on employee motivation. The researcher conducted a pilot study with predominantly MBA students as respondents to pre-test the instrument. Before being submitted to the respondents for data collection, the instrument was changed again.

4.1 OBJECTIVES OF THE STUDY

- ❖ The project's major goal is to assess and study the current state of the Coca-Cola Company in an effective manner.
- ❖ To do a PESTEL and SWOT study of Coca-cola both worldwide and locally in order to better understand public perception. This would aid us in identifying possible growth opportunities.
- ❖ The study's goal was to conduct a market analysis of the Coca-Cola Company and determine the many elements influencing its growth.
- ❖ Another goal of the research was to conduct a competitive analysis of Coca-Cola and its competitors.
- ❖ To gain a better understanding of why people buy Coca-Cola products.

SCOPE OF THE STUDY:-

This research primarily aims to determine Coca-current Cola's market position. When customers are given the choice between Coca-Cola and Pepsi Cola, it also tries to learn their preferences. Although it is intended for the general public, it was only carried out in New Delhi, Noida, and Greater Noida.

4.2 SOURCES OF DATA

The data for this research has been collected from both primary and secondary sources.

SECONDARY DATA:-

- ❖ News papers.
- ❖ Magazines.
- ❖ Text books.
- ❖ Marketing reports of the company.
- ❖ Internet websites.

PRIMARY DATA:-

Primary and secondary data were collected simultaneously to achieve the set objectives and provide a solution to the problem outlined in this study.

The methods that have been used to collect the primary data are:-

- ❖ Questionnaire..

RESEARCH MEASURING TOOLS & TECHNIQUES

The respondent's response to the questionnaire supplied to them is the major data gathering instrument employed in this study. The following are the numerous study measuring tools used:

- ❖ Questionnaire.
- ❖ Tables.

Chapter 5

DATA ANALYSIS AND INTERPRETATION

5.1 Findings of study: -

The main purpose of the study was to establish the factors influencing staff motivation at Equator bottlers. The study had three hypotheses:

H₀₁ There is no relationship between Financial incentives and Motivation at work.

H₁ There is relationship between Financial incentives and Motivation at work.

H₀₂ There is no relationship between Organisation's policy and Motivation at work.

H₂ There is relationship between Organisation's policy and Motivation at work.

H₀₃ There is no relationship between Appreciation and valuation and Motivation at work.

H₃ There is relationship between Appreciation and valuation and Motivation at work.

A variety of factors have been identified to have a significant impact on employee motivation at Equator bottlers. Employee performance was recognised, as were working conditions, mentoring, and personal development. These factors had a five-hitter level of relevance and had an impact on worker motivation. As previously stated in the research study, both environmental and private factors influence employee motivation.

Previous research has shown that workers want their efforts to be recognised and rewarded. Recognizing the efforts and accomplishments that employees make at work is thought to play a role in employee motivation.

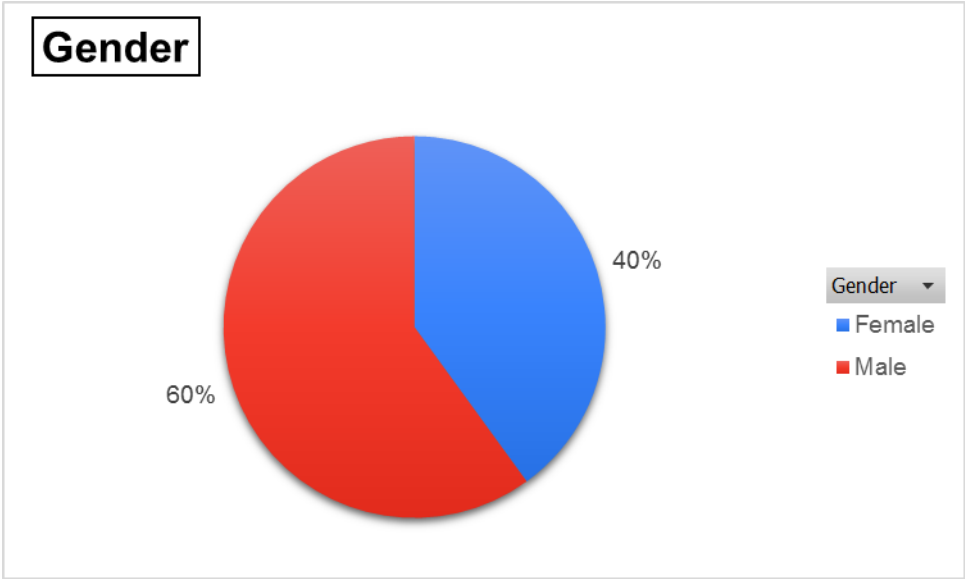


Fig5.1. Gender of employees

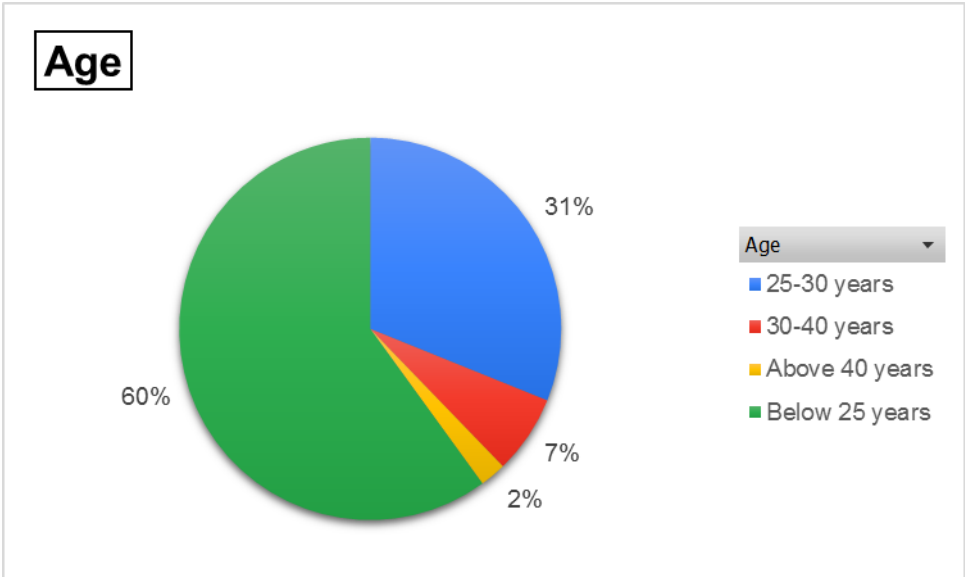


Fig 5.2. Age of employees

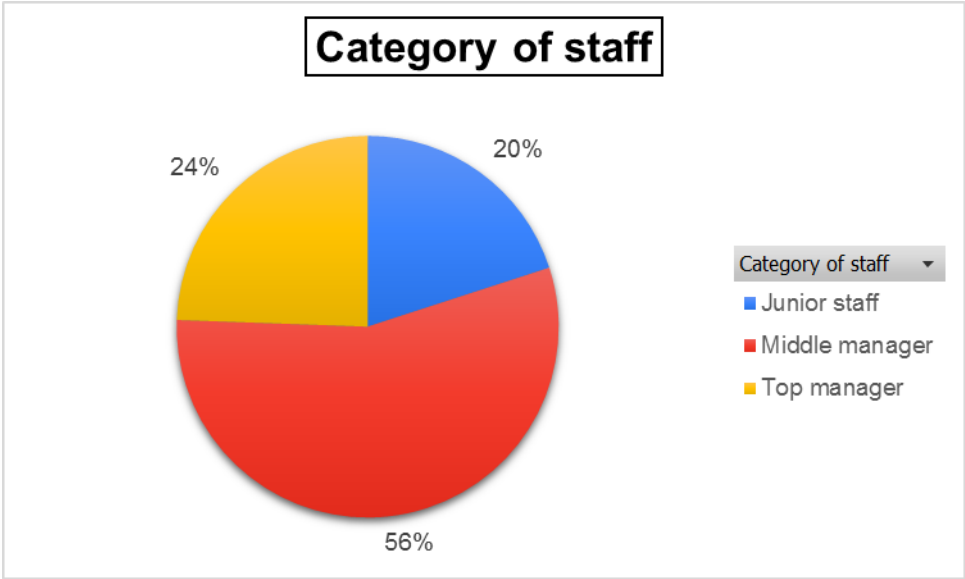


Fig 5.3. Category of staff

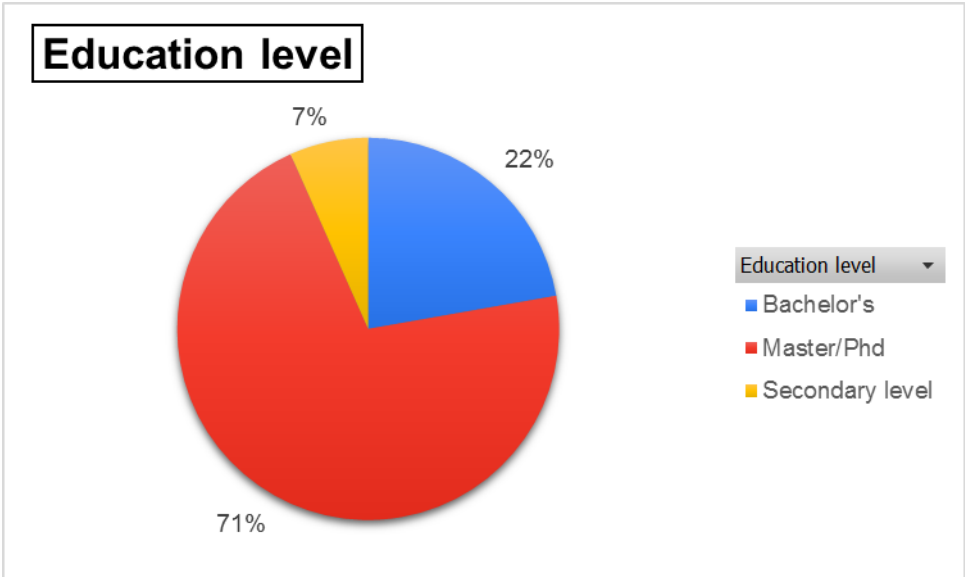


Fig 5.4. Education level

Duration in the organisation

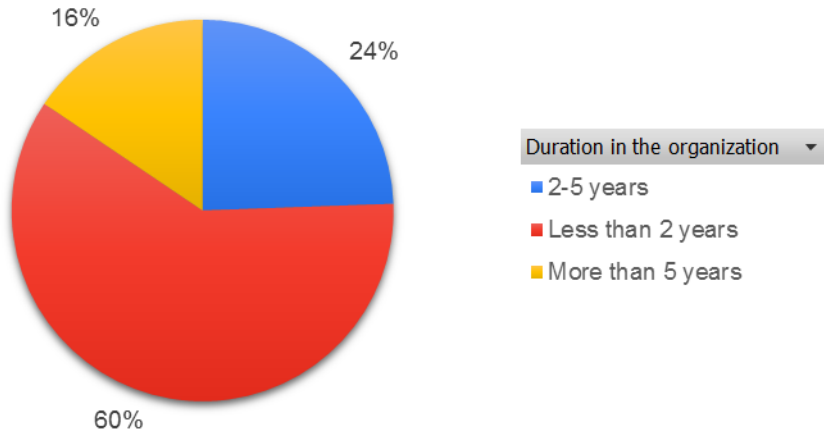


Fig 5.5. Duration in the organization

I am normally motivated to work for Coca Cola Company.

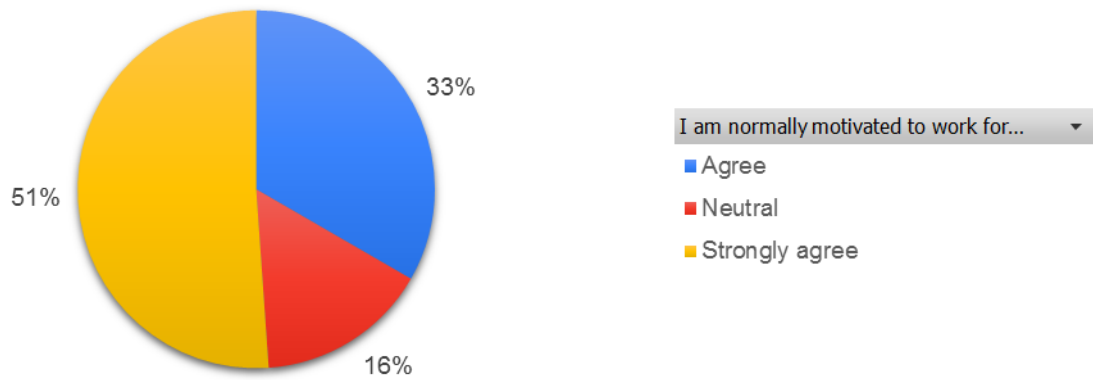


Fig 5.6. Employees who normally feel motivated in the company

Do you think you're growing in your role?

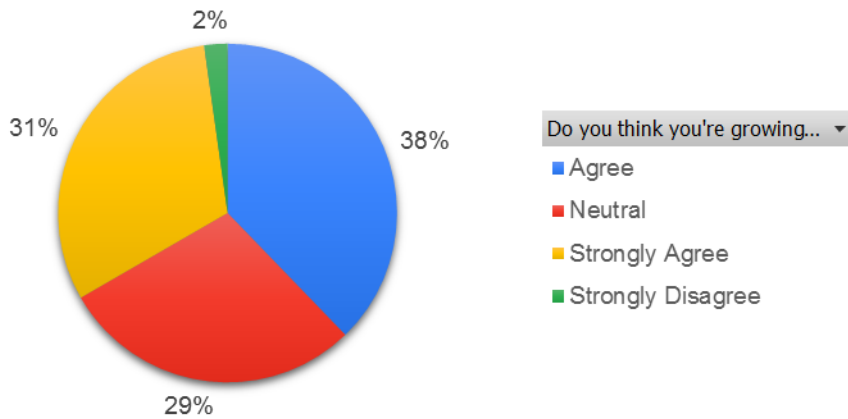


Fig 5.7. Employees who feels they are growing in the company

Motivation by Coca Cola helps me feel appreciated and valuable to this company.

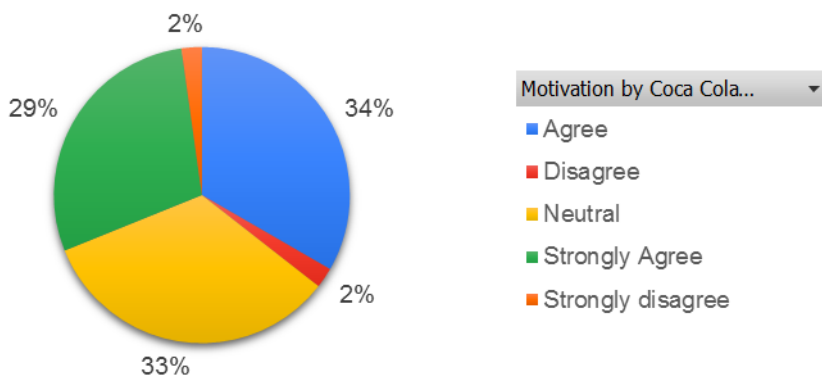


Fig 5.8. Employees who feel they are getting appreciation and valuation in company

Financial incentives motivate employees better than non-financial incentives

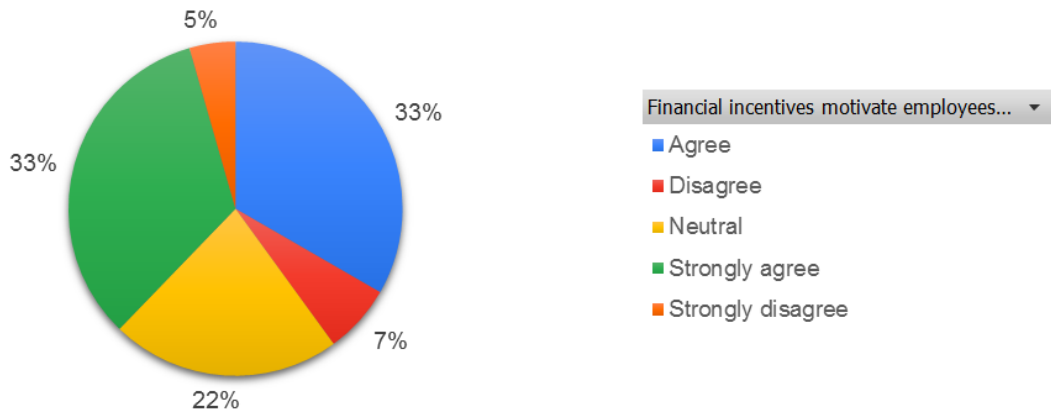


Fig 5.9. Employees who feels financial incentives motivate them

Due to this organization's policies on employee's motivation, I feel the urge to remain with this company.

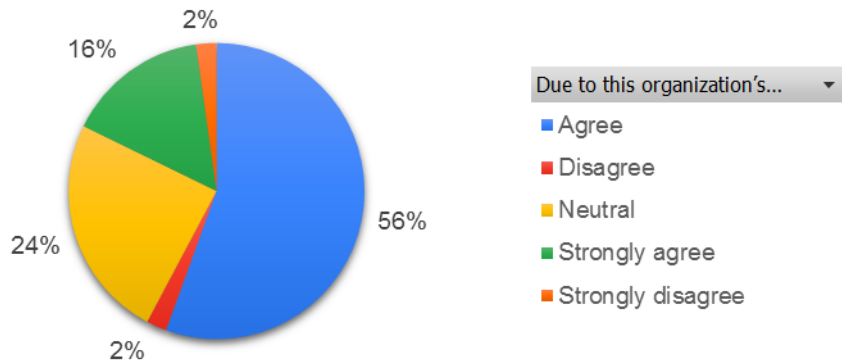


Fig 5.10. Employees who think organization policy impact employee motivation

Correlation and Regression

Correlation

Table 5.1 Correlation

	<i>Motivation</i>
Growth in role	0.074797248
Motivation	1
Financial Incentive	0.66367564
Organisations policy	0.711267184
Appreciation and valuation	0.663132217

Source: Own analysis built in MS Excel

The correlation analysis is critical for understanding the relationship between the Motivation at work, financial incentives, growth in role, organization policy, and appreciation and valuation. From the table, it is found that the correlation between Motivation at work and financial incentives is 0.6636. This shows that there is a positive correlation between Motivation at work and financial incentives. It shows the Employee is motivated with financial incentives. Correlation between Motivation at work and Growth in role is 0.074. This shows that there is no correlation between Motivation at work and Growth in role. Correlation between Motivation at work and Organisation policy is 0.71126. This shows that there is a positive correlation between Motivation at work and Organisation policy. It shows that there is a positive impact of organization policy on Motivation at work. Correlation between Motivation at work and Appreciation and valuation is 0.66313. This shows that there is a positive correlation between Motivation at work and Appreciation and valuation. It shows that there is a positive impact of Appreciation and valuation on Motivation at work. The sample size for the research as mentioned above is 45.

Regression

1. Motivation at work, financial incentives

Table 5.2 Regression analysis of financial incentives with respect to Motivation at work

<i>Regression Statistics</i>	
Multiple R	0.66367564
R Square	0.440465355
Adjusted R Square	0.427452922
Standard Error	0.718241395
Observations	45

Source: Own analysis using MS Excel

The regression analysis is helping in understanding the relationship between growth in Motivation at work with financial incentives given in the company. In this case the R shows that the variables are 66% predicting the financial incentives. The value of R^2 is 0.440465. This means Motivation at work is able to explain 44.04 % variation in the dependent variable Financial incentives.

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	17.46200431	17.46200431	33.84957564	6.72168E-07
Residual	43	22.18244014	0.515870701		
Total	44	39.64444444			

The ANOVA table is explaining the variance that Financial incentives has with Motivation at work . 17.46200431 out of 39.64444444 is explained by this variable. Some portion is explained by other variables that are not included in the research project. The significance value is below 5% that is showing that the model is a good fit for explaining the relationship that is present among the variables.

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.22690992	0.159039449	1.426752429	0.160872424	-0.093823696	0.547644	-0.093823696	0.547643536
Financial Incentive	0.669327252	0.115043449	5.818038814	6.72168E-07	0.437320026	0.901334	0.437320026	0.901334478

The coefficients table shows the regression line that will be formed based on the data that has been analyzed. The significance for motivation at work of an individual is below 0.05 and when the p is less than 0.05 that means we reject the null hypothesis and accept the alternative hypothesis.

2. Motivation at work, Organization's policies on employee's motivation

Table 5.3 Regression analysis of organization policy with respect to motivation at work

<i>Regression Statistics</i>	
Multiple R	0.711267184
R Square	0.505901007
Adjusted R Square	0.494410333
Standard Error	0.674938069
Observations	45

Source: Own analysis built in using MS Excel

The regression analysis is helping in understanding the relationship between Motivation at work with Organization's policies on employee's motivation. In this case the R shows that the variables are 71% predicting the Organization's policies on employee's motivation. The value of R² is 0.5059. This means motivation at work is able to explain 50.59 % variation in the dependent variable Organization's policies on employee's motivation.

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	20.05616438	20.05616438	44.02709507	4.35177E-08
Residual	43	19.58828006	0.455541397		
Total	44	39.64444444			

The ANOVA table is explaining the variance that Organization's policies on employee's motivation has

with motivation at work. 20.0561 out of 39.64444 is explained by this variable. Some portion is explained by other variables that are not included in the research project. The significance value is below 5% that is showing that the model is a good fit for explaining the relationship that is present among the variables.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.248097412	0.141801309	1.749612997	0.087319455	-0.03787218	0.534067005	-0.03787218	0.534067005
Organization's policies on employee's motivation	0.828767123	0.124902893	6.635291634	4.35177E-08	0.576876433	1.080657814	0.576876433	1.080657814

The coefficients table shows the regression line that will be formed based on the data that has been analyzed. The significance for motivation at work of an individual are below 0.05 and when the p is less than 0.05 that means we reject the null hypothesis and accept the alternative hypothesis.

3. Motivation at work, appreciation and valuation

Table 5.4 Regression analysis of Appreciation and valuation with respect to Motivation at work

<i>Regression Statistics</i>	
Multiple R	0.663132217
R Square	0.439744337
Adjusted R Square	0.426715136
Standard Error	0.71870401
Observations	45

Source: Own analysis built in using MS Excel

The regression analysis is helping in understanding the relationship between Motivation at work with appreciation and valuation of the employee. In this case the R shows that the variables are 66% predicting the appreciation and valuation of the employee. The value of R^2 is 0.4397. This means motivation at work is able to explain 43.97 % variation in the dependent variable appreciation and valuation of the employee.

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	17.43341995	17.43342	33.75067448	6.91554E-07
Residual	43	22.2110245	0.516535		
Total	44	39.64444444			

The ANOVA table is explaining the variance that appreciation and valuation of the employee has with motivation at work. 17.43341 out of 39.64444 is explained by this variable. Some portion is explained by other variables that are not included in the research project. The significance value is below 5% that is showing that the model is a good fit for explaining the relationship that is present among the variables.

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.353006682	0.143900781	2.453126	0.018292531	0.0628031	0.64321	0.0628031	0.643210263
Appreciation & Valuation	0.66091314	0.113763556	5.809533	6.91554E-07	0.431487064	0.890339	0.431487064	0.890339216

The coefficients table shows the regression line that will be formed based on the data that has been analyzed. The significance for motivation at work of an individual are below 0.05 and when the p is less than 0.05 that means we reject the null hypothesis and accept the alternative hypothesis.

The findings of this study indicated that 84% of employees either felt valued and appreciated to a high or very high extent compared to that 16% of the employees who had not been recognized by the organization.

In addition to traditional motivating tactics such as compensation, promotion, job appraisals, and prizes, the corporation was focusing on symbolic forms of acknowledgment. By balancing the various motivating approaches, the company may be able to focus more on public recognition. Any research in this area should focus on why the company preferred public recognition over other motivational strategies, as well as whether or not using each strategy would result in significantly different motivating outcomes.

There are several studies which indicate that working conditions have an influence on job motivation for ex-ample:

- Environmental pressure at work place.
- No control over job assignment.
- The protection of the employee from unfair work practices or dismissal.

Previous studies indicate that coaching and private development contributes to worker motivation due to the subsequent reasons:

- Trained employees perform duties confidently.
- A staff motivated by among other things training provides better results.
- A part from organizational goals, employees have at personal level what they want to achieve in or by working in the organization. When they are trained and as a result of that training accomplish their personal goals while at the organization; they feel accomplished hence motivated.

The results of this study reveal that there is no significant link between supervisor motivation and the quality of the forums available to them to talk. Its findings also show that there was a significant link between the friendliness with which supervisors selected and trained workers' communications, as well as their motivation. The findings suggest that improving supervisory character and methods can help boost worker motivation and structure performance.

Discussion:

Considering all the parameters the study shows that the employees are motivated if they are given some financial incentives to have a good work life balance and work for the betterment and growth of the company and also they feel motivated at work if some organization policies are made in the favor of the employees to get the best level of productivity out of them.

As shown in the analysis the dependent variable here is the motivation at work which depends on other variables to get the desired result with all the independent variables that are financial incentives, organisation's policy, appreciation and valuation. The result shows that if the employees are given good financial incentives then the employees feel motivated while at work, and if the organization policies are satisfying employees then their motivation will always be on higher side and similarly when the employees get appreciation and valuation by the organization then they feel motivated working in the same company.

The following are the hypothesis of the analysis:

H₀ There is no relationship between Financial incentives and Motivation at work.

H₁ There is relationship between Financial incentives and Motivation at work.

H₀₂ There is no relationship between Organisation's policy and Motivation at work.

H₂ There is relationship between Organisation's policy and Motivation at work.

H₀₃ There is no relationship between Appreciation and valuation and Motivation at work.

H₃ There is relationship between Appreciation and valuation and Motivation at work.

Findings on some motivation techniques adopted by Coca--Cola.

In following the primary objective of the study the research worker used totally different tricks through putting in queries which will facilitate to gather info regarding psychological feature techniques adopted by cola, info was collected and showed that, cola uses financial incentives, sensible company policies like sensible operating setting, coercion of staff, setting terribly high targets and promotions with clear procedures as psychological feature techniques.

Findings on the employee's responses to motivational rewards adopted by Coca-Cola Company.

The findings relating to responses of staff on psychological feature rewards provided by coca-cola company showed that the workers feel the urge to stay with the corporate and feel appreciated and valuable to cola company that results in increase within their productivity in the company of cola

5.2 Conclusion

The researcher came to the conclusion that the impact of motivation on employee productivity is critical to the organisation. In order to keep up with the fast-paced nature of business trends, management should make every effort possible to implement clever and positive psychological feature tactics that will increase employees' commitment to productivity and performance. Finally, monetary incentives, the creation of high targets, and the Coca-Cola Company's focus on success are some of the psychological feature tactics that are implemented.. So, considering all the parameters the study shows that the employees are motivated if they are given some financial incentives to have a good work life balance and work for the betterment and growth of the company and also they feel motivated at work if some organization policies are made in the favor of the employees to get the best level of productivity out of them.

5.3 Recommendation and suggestion

As a result of research findings, me as researcher concludes that the impact of motivation on staff productivity is critical to the business. To keep up with the current dynamic rate of business trends, the management of the firm should strive as much as possible to employ effective and positive motivating approaches to boost employee morale toward productivity and performance. Finally, financial incentives, high objectives, and a strict focus on performance are some of the motivating strategies employed by Coca-Cola. More , so, the personal sector institution ought to be associate inspired to adopt a lot of positive psychological feature methods so as to align themselves with the simplest practices and outputs. The man of science is of the read that a lot of positive methods can bring out a lot of productivity as presently practiced in Coca Cola company. Further studies ought to be administrated to search out out whether or not motivation strategy adopted cocacola an organization is common in alternative personal producing corporations / institutions in African country.

5.4 Limitations

Every study has some limitations, such as time constraints or human error, for example... I did my best to make it unique and real to the best of my abilities. Although the expectations may not have been realised due to a lack of time, every effort has been done to reflect one of the best reports.

I attempted to explain the procedure, however the meaning it carries is not accurate. During the preparation of this project report, certain human errors could have occurred. And, the other limitation was or I could say the biggest limitation was this pandemic situation due to which I could not go out and get the survey personally filled the sample size of the study is 45 which resulted in less generalizability and some difficulty in the research.

6. ANNEXURES

QUESTIONNAIRE: -

Section A

Please fill the circle with the most correct answer

1. Gender

- Male
- Female

2. Age

- Below 30 years
- 31-40 years
- above 41 years

3. Category of staff

- Top managers
- Middle manager
- Junior staff

4. Education level

- Secondary level

- Diploma
- Master/PhD
- Bachelor's

5. Duration in the organization

- Less than 2 years
- 2-5 years
- More than 5 years

SECTION B

6. To what extent do you agree or disagree with the following statements?

- Strongly Agree
- Agree
- Disagree
- Strongly

7. I am normally motivated to work for Coca Cola Company.

- Strongly agree
- Agree
- Disagree
- Strongly Disagree

8. Financial incentives motivate employees better than non-financial incentives.

- Strongly agree
- Agree
- Disagree
- Strongly Disagree

9. Due to this organization's policies on employee's motivation, I feel the urge to remain with this company.

- Strongly agree
- Agree

- Disagree
- Strongly Disagree

10. Motivation by Coca Cola helps me feel appreciated and valuable to this company.

- Strongly agree
- Agree
- Disagree
- Strongly Disagree

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THANKYOU

