

# EMPLOYEE MOTIVATION PRACTICES IN FAST FOOD SECTOR

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**Abstract** - Motivation increases the level of performances of employees and also increases their commitment in the workplace. This shows that motivating workers is very important. The fast food workers are unique and have their individual needs, potentials, values and goals. Job satisfaction leads to job motivation. Therefore, when workers are satisfied, they tend to be motivated to work. The study points out the strategies that could be used to improve the level of motivation of the fast food workers and also discusses the causes of low employee motivation within the organization. This will also assist the management of the fast food industries in improving the performances of their employees. Information was obtained from both the operational workers, cashiers and the administration staff. The purpose of this research is to investigate the factors that affect fast food restaurant employee job in Delhi. In this research paper we have used quantitative to get the first hand data. Questionnaires were administered to the employees of fast food restaurants in Delhi like Mc Donalds, KFC, Pizza Hut, Sagar Ratna, BTW, Dominos, Haldiram, Subway Wah Ji Wah, Burger King, Narula's Chicago Pizza etc.

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**Keywords** - Employees, Motivation, Fast Food Industries

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## I. INTRODUCTION

Today's professional world has led several challenges for people. Employees now a day's put all their efforts to give result oriented performance in their work because it is the work which defines a person's worth in the organization as well as society. It is the quality of manpower working in an organization that builds the worth of an organization. Complete utilization of employee's competence is the skill of management for which it certainly requires its workforce to be in harmony with the working environment. Several studies have been done about the nature of work in fast food industry which claims it to be dehumanizing and rough. These jobs are usually characterized as low paying, part time earning, limited growth prospects and controlled environment. Employees are expected to remain quick and courteous throughout the working hours which sometimes become hectic thing especially during peak hours.

The advent of fast food industry can be linked to USA where it is considered as a regular food item and is consumed in a large amount. Though the presence of fast food cannot be denied since ages and is being consumed in several countries in various forms and variations and are sold on small stalls, markets and are recognized by quick preparation and convenient service. It is more like finding a normal samosa or vada – pav on an Indian street. The revolution in the fast food industry was noticed somewhere round the beginning of twentieth century when Automats were introduced in America where customers could collect prepared food from a display cabinet or a vending machine which was a convenient and time consuming system for them. Since then the phenomena of fast food boomed and several market players came on the

floor and soon became huge national and then international fast food brands e.g. Mc Donald's, Burger King etc were first few market leaders. Indian fast food industry is of a significant size and has been growing at a rapid pace. It consists of several multinational and local brand outlets. While the nature of work in the multinational brands has widely been studied, studies in the Indian context are surprisingly low. Many studies have been conducted to determine the nature of work in the fast food industry. People have always debated about the dehumanizing nature of work in this industry. There is now a term "Mc Job" which reflects these types of jobs that has become a growing phenomenon around the world.

## II. REVIEW OF LITERATURE

The concerned literature with the research work in the area of job satisfaction of employees has been presented depicting the research work done by various scholars so far in this area and also illustrates the future scope of research in this field. Y Prabhavathi Et al conducted a research on Indian Fast Food industry in the year 2014 with an objective to analyze the spending behavior and food consumption of consumers segment for developing new marketing strategies in fast food sector and to analyze the consumer's consumption and expenditure towards fast food with respect to gender and the conclusions says that Young, unmarried, working professionals and well educated persons form the major consumer segment in fast food sector. Fast food restaurants provide satisfaction to the young consumers in the form of matching their taste needs and providing a stress free environment. In a research conducted by Suman Devi and Ajay Suneja they have stated that significant level of difference exists in the satisfaction

level of employees working in public sector banks and private sector banks. The observation has resulted points like employees of Private sector banks are much more satisfied with their pay increments, freedom, training and development activities etc. Anita Goyal and N.P. Singh had a study of fast food in India in which the results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. Consumers demand more and more information related to hygiene issues and nutritional values of the products of fast food outlets. In the research of Saba Sattar and Nimra Ali in 2014, they have studied factors affecting employee satisfaction by discussing variables such as promotion, leadership, work environment and job satisfaction. According to their research, the variables with least impact on job satisfaction are work environment and Job stress. A theoretical approach to job satisfaction by Mucahit celik tells that the biggest milestone of work satisfaction is attitudes that are emotional stations coming out of bio-psycho-social actions. Geeta Kumari and K M Pandey conducted a study on Job satisfaction in public sector and private sector. The present findings imply that job performance of individuals with high versus low job ambivalence may fluctuate such that job performance is comparatively high when positive beliefs and affective experiences are salient and thus predominate at a certain point in time but that their performance may be comparatively low at other times when negative beliefs and affective experiences are salient and predominate. A research work on Employee Satisfaction by Ekta Sinha in which she found the employees to be satisfied on the basis of five factors namely Empowerment & Work Environment, Working Relation, Salary & Future prospects, Training & work Involvement and Job Rotation. Dr Ruchi Jain and Surinder Kaur conducted a study on job satisfaction in Dominoes where the employees of Dominos are basically well satisfied with the factors like work environment, duties and responsibilities, refreshment & recreation facility, grievance handling procedure, fun at workplace, health & safety. K. R. Sowmya and N. Panchanatham studied factors influencing job satisfaction. It was found that the employees have significant inclination towards optimistic supervisory behavior and pleasant organizational setup. Employees must be cared for and counseled in order to increase their satisfaction level in the organization based on the aspects identified as per above analysis. Dr. R.Anitha in 2011 conducted a research on job satisfaction which shows that organizations lack the relationship between workers and supervisors, it should be given due consideration. The organizations also lack on certain factors such as working conditions, Canteen, rest room facilities, rewards, and recognition and promotion policy.

### III. ANALYSIS

Data were collected through survey questionnaire. The schedule was prepared and 100 employees were interviewed to collect data. In the research, the dependent variable is motivation and the independent variables are wage rate, rewards, working conditions and flexible scheduling. Likert's five point scale was used in the questionnaire. For the existing wage rate, they were asked what they think about their wage that they are paid in hourly basis. For rewards, employees were asked about their promotion and recognition. For working condition, they were asked about job security and job environment. For flexibility scheduling, they were asked about their scheduling of work in each working day. The collected data were processed and analysed in logical order.

Aspects	Strongly agree		Agree		Not sure		Disagree		Strongly disagree	
	No.	%	No.	%	No.	%	No.	%	No.	%
Flexible hours	33	55	14	23.33	2	3.33	11	18.33	0	0
Facilities like food	31	51.67	17	28.33	8	13.33	4	6.67	0	0
Wage rate	0	0	0	0	0	0	51	85	9	15
Employer-employee relationship	0	0	0	0	7	11.67	40	66.67	13	21.67
Reward	0	0	8	13.33	5	8.33	32	53.33	15	25
Making new friends	12	20	37	61.66	7	11.67	4	6.67	0	0
Choosing career	0	0	2	3.33	6	10	9	15	43	71.67

### DISCUSSION

The study shows that for employees, out of 100 respondents, 60% are male and 40% are female. So, the study reveals that majority of the employees in food outlets are male. Age limit of the employees is within 16 to 40 years. There is no person whose age is above 40 years. It is found that most of the employees are less than 20 years (70%). It also reveals that, 74% of the employees are part time jobholders and the rest are full time jobholders. In the case of the employers, 80% are male and 20% are female. Most of the employers' age is between 31 and 35. Only 10% are above 35 years of age. It is also revealed that 40% of the employers are part time job holders and 60% are full time job holders.

- **Flexible hours:** Table revealed that 55% of the employees were strongly in agreement with this and 23.33% agreed with this. Only 3.33% were not sure about this, but 18.33% disagreed with this statement.
- **Facilities like food:** Out of the 60 employees, more than 30 were encouraged to work in the fast food joint as a result of the free food facility provided to them. Some 28.33% of them were just

about agreeing with this and 6.67% do not actually think that they worked for free food. However, 8 among them were not sure about this.

- **Wage rate:** When the employees were asked about the wage rates, 85% of the employees stated that the wage rate was not fair and 15% totally disagreed that the wage rates was fair.
- **Employer-employee relationship:** Employees were asked about their relationship with their employer. Majority of the employees (66.67%) replied that the relationship between them were not good. Moreover, 11.67% of the employees were not sure if their relationship was good or bad.
- **Reward:** Not even a single employee surveyed, strongly agreed with the statement that the outlet rewarded its employee for their hard work. As per the table, it was seen that only 13.33% almost agreed with the reward system. Majority of the employees disagreed with the reward system and their percentage was 53.33. However, 15 out of 60 employees strongly disagreed with this.
- **Making new friends:** The result in table 1, is that more than half (61.66%) of the staff think that they made new friends and met new people at the outlet. However, 20% of the employees strongly believed this, while only 6.67% think that they do not make new friends at the outlet.
- **Choosing a career:** Majority of the people surveyed, think that they would not choose a career in fast food outlet, but the table shows that their percentage is 71.67%. Moreover, 2 people hardly thought that they would choose a career in fast food outlet. However, by analyzing the aforementioned factors, it can be seemingly demonstrated that students possess an instrumental mentality at work, in that they are only concerned about their self interest.

## CONCLUSION

All the above researches prove that growth and prosperity of any organization depends tremendously on its workforce for which employee satisfaction is a must. Factors that were considered by above researchers as parameters of job satisfaction were

promotions, income, training and development, healthy working environment, cordial relationships with coworkers. Employees would definitely stay at a workplace where they are paid well, mentored, empowered, appreciated, promoted and trusted. For an industry, promptly focused on providing quality service to its customers keeping pace with time and consumer crowd at the same time and on the other hand it has customers with concerns like taste ,hygiene and cleanliness along with speedy service, it becomes hard-hitting to provide a pleasant working ambiance to employees. Fast food is a very fast growing industry in the world as well as India therefore it is inevitable to study the response of people working within this industry about the issue of job satisfaction.

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