



A Case Study of Pepsico India Holdings Private Limited, Madurai, Tamilnadu

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ABSTRACT

In this work the analysis has been done on stress management (factors which reduces the stress) in Pepsico India holdings private limited. A sample size of 100 is taken for the purpose of analysis made from primary data. Out of the total sample most of the respondents are male(90%) and many are between the age group of 25-30 (43%) and 30-35 age group(27%). Most of the respondents have 6-10years of experience in the company. Most of the respondents felt that the superior – subordinate relationship and the grievance handling system in the organization is good and the respondents felt that their exists lack of co- operation in the organization.

Keywords: stress

Introduction

STRESS is a dynamic condition in which an individual is confronted with an opportunity, constraint, or demand, related to what he or she desires, and for which the outcome is perceived to be both uncertain and important. Stress can manifest itself in both a positive and a negative way. Stress is said to be positive when the situation offers an opportunity for one to gain something. The psyching up that an athlete goes through can be stressful, but this can lead to maximum performance. It is when constraints of demands are placed on us that stress can become negative.

Constraints are things that keep us from doing what we desire; purchasing a new car may be your desire. But if you cannot afford \$11,000 for a car, you are constrained from purchasing it. According to constraints, it inhibits us in ways that take control of the situation out of our hands. If you cannot afford the car, you cannot get it. Demands on the other hand, cause us to lose something we desire. The examination may take precedence. Thus demands preoccupy our time and force us to shift priorities.

Review of Literature:

In the study, "Job stress – prone Type – A behavior and personal and organizational consequences" Canadian Journal of Administrative, revealed that the job stressors were significantly related to employees psychosomatic problems, job satisfaction, unproductive time at the job and absenteeism.

In the article, "Studies on Stress management: A case study of Avatar Steel industries, Chennai, India" done by Geeta Kumari and K.M.Pandey (2011), revealed the satisfaction level of employees with the physical and psychological working condition of the organization.

In the article, "Job satisfaction in public sector and private sector : A comparison ," (2011), done by Geeta Kumari and K.M.Pandey revealed the satisfaction level of employees in public and private sector, which plays an important role in creating stress among the employees.

Objectives of the study

- To determine the critical and crucial factors involved in reducing stress of the Employees.
- To analyze the problems of the employees in their daily working condition which creates stress.

Sample size is 100.

Convenient sampling method is adopted.

Limitation of the Study

- 1) There may be bias in the collected of information, as some of the respondents doesn't given their opinion as they feel.
- 2) Some respondents did not give full information as they felt the researcher to be a spy from other companies.
- 3) This study does not reflect the view of those who are not included in the sample. Hence generalization cannot be made.

Pepsi was founded in 1898 by Caleb Bradham, a New Bern, North Carolina, druggist, who first formulated Pepsi-Cola. Today, Brand Pepsi is part of a portfolio of beverage brands that includes carbonated soft drinks, juices and juice drinks, ready-to-drink teas and coffee drinks, isotonic sports drinks, bottled water and enhanced waters. PepsiCo Americas Beverages (PAB) has well known brands such as Mountain Dew, Diet Pepsi, Gatorade, Tropicana Pure Premium, Aquafina water, Sierra Mist, Mug, Tropicana juice drinks, Propel, SoBe, Slice, Dole, Tropicana Twister and Tropicana Season's Best.

Pepsico has set up a fully integrated operation in india-manufacturing, research and development, marketing, distribution, covering fruit/vegetable processing, exports, snack foods and beverages, including franchising of beverage business and restaurants. It has setup a holding company to further accelerate growth in future through new initiatives and joint ventures. Pepsi co started its operations in india in 1980 with the formation of pepsico foods Limited .

Pepsico today is the leader in the cola and orange segments of beverages in India and enjoys leadership in soft drinks in many parts of the country.It has the following brands-pepsi cola, 7-UP, Mirinda, dukes mangola, teem, lehar evervess, dukes lemonade, soda, drinking water (Aquafina) & pepsi. The snack foods category includes cheetos, frito lays Ruffles and lehar range of snack foods. Pepsi today has the best team of employees and franchisees in the country and in a short span of 7 years has become a household name.

Pepsico india holding limited, Madurai was an erstwhile franchisees owned bottling operation taken over by pepsico on 2nd may 1994. It is located 8 Kms from the city of Madurai and services the entire south tamil nadu and parts of kerala.

Everybody responds to stress in a different way, it is only by understanding the nature of individual responses that you can start fighting stress yourself and others.

Reduction or elimination of stress is necessary for psychological and physical well being of an individual. Efficiency in stress management enables the individual to deal or cope with the stressful situations instead of avoidance. Strategies like time management, body-mind and mind-body relaxation exercise, seeking social support help individual improve their physical and mental resources to deal with stress successfully.

DATA ANALYSIS AND INTERPRETATION

TABLE NO: 1
Age wise classification of employees, Gender wise classification of employees and Experience wise classification with Pepsico

AGE	NO OF RESPONDENTS	GENDER	NO OF RESPONDENTS	EXPERIENCE	NO OF RESPONDENTS
20-25	30	Male	90	1-3years	23
25-30	43	Female	10	3- 6years	48
30-35	27	Total	100	6-10 years	24
Total	100			Above 10 years	5
				Total	100

Inference:

It is observed from the survey that 43% of the respondents are between (25-30) years, 30% of the respondents are between (20-25) years and 27% of the respondents are between (30-35) years.

It is also observed from the survey that 90% of the respondents are male and 10% of the respondents are female.

It is also observed from the survey that 23% of the respondents have (1-3) years of experience, 48% of the respondents have (3-6) years of experience and 24% of the respondents have (6-10) years of experience and 5% of the respondents have above 10 years of experience.

TABLE NO: 2
Stress causing factors in Pepsico holdings

Factor	Physical Environment	Time constraint	Family problems	Health
Strongly agree	23	27	20	6
Agree	54	47	41	47
Cannot say	15	18	27	17
Disagree	7	7	12	7
Strongly disagree	2	1	5	23
TOTAL	100	100	100	100

Interpretation:

Majority of the respondents (77%) opined that their physical environment causes stress (Temperature, Lighting, Gases and Dust), 74% of the respondents opined that the time pressure causes stress, 61% of the respondents opined that their family problems causes stress, and 53% of the respondents said that their health problems too causes stress.

TABLE NO:3
Stress reducing factors in Pepsico holdings

Factor	Meditation	Working condition	Rational allocation of work	Financial Motivation	Training Program me	relaxation Program me	Superior- subordinate relationship	Grievance handling procedure
Strongly agree	29	24	20	28	33	1	13	20
Agree	45	46	41	43	43	57	40	25
Cannot say	14	13	21	12	12	12	36	38
Disagree	4	7	12	9	6	9	10	12
Strongly disagree	8	10	6	8	6	7	1	4
TOTAL	100	100	100	100	100	100	100	100

Interpretation:

As it is evident from the table that majority of the respondents (74%) said that meditation reduces stress, 70% of the respondents opined that the good working condition created by the organization can reduce stress, 61% of the respondents opined that the rational allocation of work in the organization also reduces stress, 71% of the respondents felt that the stress can be reduced by financial incentives provided by the organization, 76% of the respondents opined that the training program me and 57% of the respondents felt that the relaxation program me (holidays, leaves, family, tours etc.) reduces stress, 53% and 45% of the respondents opined stress can be reduced by creating cordial superior – subordinate relationship and through proper grievance – handling procedure in the organization.

Findings, Suggestions & Conclusion:

A Small percentage of the employees did have high stress. Person facing stress at the organizational level have a lot of psychological problems in the form of decreased motivation, absenteeism, low productivity, targets not being achieving etc. As a remedy for the above said problems, employees facing stress are advised to attend stress management courses which will help them to build coping strategies and so reduce their stress. The stress management course comprise of a package program consisting of:

- Relaxation program me
- Positive outlook towards works responsibilities
- Self analysis through personality type tests
- Inter personal skill development
- Protection, yoga cum meditation
- Time management
- & Training program me related to job.

Since Performance appraisal & job satisfaction were perceived stressful by the employees, the employees should be counseled regarding that matter.

At the individual level, the employees could practice a relaxing holiday (where in quality time is spent with the family) every fortnight or month.

Excessive use of tea / coffee, cigarette is not answer to stress, and suggest employees to get 6-7 hrs of continuous sleep per day to reduce stress.

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