



## **Employee Empowerment in food and beverage industry**

**Archana**  
Research Scholar-TMU, Moradabad,

**Dr.M.P.Singh**  
Research Supervisor-TMU, Moradabad

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### **Introduction-**

To make a company successful many different characteristics has contribute. Employee empowerment is one of the biggest contributions among all the contributions for business/company's success. Employee satisfaction affects employee empowerment, which also contributes in the success of a company. Even though employee's satisfaction differs from one to another, but still the success of a company lies within the hands of the employees. Employees have the power (both positive and negative) to create and reinforce a company's reputation in the market. Due to this it is mandatory for them (employer and companies) to keep in mind that their employees should be satisfied at any cost. The study focused specifically on how work -life balance effect employee empowerment (Root, 2017).

In a service industry such as restaurants, fast food store, street corners, it is very important for employees to be satisfied by their work so that they can perform well in their tasks. Keeping (restaurants, fast food store, and street corners) employees satisfying is always not an easy task, because they (restaurants, fast food store, and street corners) are opened for a long hours a day, 7 days a week; there are few 8-5 working days, and few weekends off. They are open/booked for holidays, special occasions, on birthdays and anniversaries.

### **Objective of the study-**

- 1) To study the employee empowerment through the empowerment factors.
- 2) To evaluate the employee empowerment through work life quality/balance.

### **Literature Review-**

Restaurant employees are expected to work irregularly in all hours, long shifts, and carry heavy workloads (Deery&Jago, 2017). This results to emotional exhaustion and due to which the performance levels decreases (Deery&Jago, 2017). Demanding work with no holidays causes work stress and this makes the employees feel home sickness and it also affect the family life (Riordan, 2017). The stress from home is then brought back to work,which eventually leading to poor work-life balance (Karatepe, 2017). Job stress inrestaurant employees include salaried employees who work constantly as well as hourly wage employees who work **very few hours each week**.

(Bohle, Quintar, Kennedy& Williamson, 2017) has focused on some effective challenges of Food & Beverage Industries i. e long working hours, employee turnover ratio (i.e. very high nower days), poor wages and availability of employees on time. By keeping these challenges in mind Food & Beverage Industries is facing quality related service constructs (Mei, Dean & White 2017). Food & Beverage Industry not only focuses on quality of food but on service delivery, staff training and manner towards the customer's. By the behavior of trained staff in Food & Beverage Industries and the way in which the staff members present themselves and product in front of the customer, it matters a lot for the industries as well as it also helps in retaining the customers and their loyalty. This habit makes the customers or increases the level of purchasing in customers in present and in future too. Staff member's patience power, dressing sense, uniformity, age gender, social skills, sense of humor etc. plays a very important role in the upliftment of Food & Beverage Industry.

According to Laur, 2017; when the employees are satisfied then they feel themselves more capable for production activities which in return enhances the service delivery quality. Skalli Theodossioy & Vasileiou(2018), states that the job satisfaction which the employees are getting in return of the work seems like a combination of some features of employees job like- pay, security, type of work, working conditions, working hours etc all these factors influence the working life or work life of the employees. Therefore we can say that the quality of work life of employees can be achieved by the combination of attributes of work

place and by work itself (task achievement, goal fulfillment) (Sirgy, Efrty Siegel & Lee, 2017).

Seth, Deshmukh&Vrat (2016) says that although managers of Food & beverage Industries try to get maximum profit by satisfying their employees in the whole sole manner, so that they can increase the productivity but it depends on the employees how they perceive or judge the work life quality by themselves. If the actual value is less than the perceived value than it leads to heavy loss in the productivity of work and if the perceived value is higher than the actual value than the employees will work beyond the expectation and can work more for the increase in productivity. The two aspects i.e. Quality service delivery & productivity are playing a vital role in Food & Beverage Industry. Due to these two, all the new comers, existing companies & practicing firms are generating ideas, profit & quality of customer's feedback and preference. These two elements has attracted the firms/ Industries in such a way that they are now more focusing on customer's loyalty, satisfaction, lower cost production and yes profitability too.

We accept the process of employee empowerment by following factors-

- 1) Vision Sharing
- 2) Valuing Employees
- 3) Trust
- 4) Provision of decision making
- 5) Feedback provided by management
- 6) Problem Solving
- 7) Social reinforcement
- 8) Proper Training
- 9) Emotional support

The employees force themselves towards empowerment so that they can mentally prepare themselves for address three key issues - like **communication, development and involvement**. Empowerment implies that all the employees have the responsibility and authority to participate in decision making process and they should have the problem solving approach in their own appropriate operating levels (dept.) which also say/means **the gaining of power or employee's empowerment**. Employee empowerment has been hailed to enable, to endow, to give percussion too. **Empowerment is the authority to act independently to meet expectations**. This authority is always given by management to the employees and the for the purpose behind that is to develop a human connection with motivation.

## Factors which are responsible for the Employees work life quality/ Balance-

1. Working Hours.
2. Social Obligation.
3. Stress.
4. Financial Assistance
5. Job Autonomy.
6. Personal Life Satisfaction.
7. Health.
8. Work Pressure
9. Job Satisfaction

### Employee Empowerment Factors

**Table 1.1: Collective Percentage level of Employee Empowerment Factors**

S. No	Factors of Employee empowerment/ Questions	No. of Respondents Answered	Never	Few	Some	Average	A lot	Total percentage
			1	2	3	4	5	
1	Vision Sharing	46	11	6	4	9	16	100%
2	Valuing Employees	47	14	5	9	8	11	100%
3	Trust	44	12	5	6	4	17	100%
4	Provision of decision making	40	15	4	4	7	10	100%
5	Feedback provided by management	48	25	12	6	3	2	100%
6	Problem Solving	42	16	4	5	7	10	100%
7	Social reinforcement	44	12	5	6	4	17	100%
8	Proper Training	48	12	4	5	8	10	100%
9	Emotional support	43	16	4	5	8	10	100%

Source: Researcher's Field Survey

Below given Table 1.2 shows the average agreement factors at each level regarding the respondents of employee empowerment.

Table 1.2: Average Agreement at Each Level Regarding employee's empowerment.

S. No.	Factor Employee Empowerment	Respondents
1.	Vision Sharing	3.28
2.	Valuing employee	3.25
3.	Trust	3.20
4.	Provision of Decision Making	2.65
5.	Feedback provided by management	1.85
6.	Problem Solving&Continuous Following up	2.78
7.	Social Reinforcement	3.20
8.	Training	3.47
9.	Emotional Support	2.81

Source: Researcher's Field Survey

It is clearly mentioned from the Table 1.1 and Table 1.2 that the highest factor responsible of the employee empowerment is **Training** which is responding or measured as **3.47** on the liker scale which signifies that the respondents are agree between Newer (1) – A lot (5) level of agreement. Similarly with other factors like **vision sharing, valuing employees, trust and social reinforcement** are also getting **3.28, 3.25, 3.20** and **3.20** level of empowerment. The average level of employee's empowerment is **emotional support; problem solving and provision of decision making** are **2.83, 2.78,** and **2.65**. The average empowerment level of employees scores **1.85** is below than other, it means respondents don't like feedback factor.

### Work Life Balance Factors

Table 2.1: Collective Percentage level of Work Life Balance

S. No	Factors of work life Balance/ Questions	No. of Respondents Answered	Never	Few	Some	Average	A lot	Total percentage
			1	2	3	4	5	
1	Working Hours	48	25	12	6	3	2	100%
2	Social Obligation	43	16	4	5	8	10	100%
3	Stress	46	11	6	4	9	16	100%
4	Financial Assistance	42	16	4	5	7	10	100%
5	Job Autonomy	44	12	5	6	4	17	100%
6	Personal Life Satisfaction	48	25	12	6	3	2	100%
7	Health	45	14	7	4	5	15	100%
8	Work Pressure	47	14	5	9	8	11	100%
9	Job Satisfaction	41	16	4	5	6	10	100%

Source: Researcher's Field Survey

Below given Table 2.2 shows the average level of respondents regarding **Factors of Work Life Balance** in Food and Beverage industry

**Table 2.2 Factors of Employees Work Life Balance**

S. No.	Factor of Work Life Balance	Respondents
1.	Working Hours	1.85
2.	Social Obligation	2.81
3.	Stress	3.28
4.	Financial Assistance	0.35
5.	Job Autonomy	2.70
6.	Personal Life Satisfaction	1.85
7.	Health	3
8.	Work Pressure	2.93
9.	Job Satisfaction	2.65

*Source: Researcher's Field Survey*

It is clearly mentioned from the Table 2.1 and Table 2.2 that the highest factor responsible of the employee work life balance is **Stress** which is responding or measured as **3.28** on the liker scale which signifies that the respondents are agree between Newer (1) – A lot (5) level of agreement. Similarly with other factors like **Health, Work Pressure, Social Obligations and Job Autonomy** are also getting **3, 2.93, 2.81 and 2.70** level of employee work life balance. The average level of employee work life balance is **Job Satisfaction, Personnel Life Satisfaction, Working Hours** and they are rated as **2.65, 1.85, and 1.85**. The least level that employees don't like scores is **0.35** it means respondents don't like **Financial Assistance**.

### **Research Methodology-**

The above research was conducted in Moradabad. Researcher has taken the sample size of 50 employees from different fast food store like Temptation, Kundan, Lavina, Nandan, and Sughand. Researcher has analysed the data by using Likert Scale method.

### **Conclusion:-**

Based on the data collected and the analysis of that data, only financial assistance does not play a significant role in the satisfaction of Food & beverage Industry employee and their work life balance. In fact, most of the data collected shows that the **Health, work pressure and stress** are important factors which affect the employee empowerment and their work life quality.

The factors that do show a significant effect between employee empowerment and work life balance are **Social Obligation, Job Autonomy, Job Satisfaction, Training, Vision Sharing and Valuing Employees**.

### **Limitation:-**

The limitation of this paper is as follows:-

1. Due to non-availability of proper financial assistance on time the employee's general get demotivated and which results in low empowerment.
2. Personnel factors and working hours along with heavy work pressure also disturb the employees during their working time, which is also a major factor which leads to less employee empowerment and generate heavy employee turnover.

### **Suggestions/Recommendation:-**

By taking other factors into consideration the organizations can improve the employee empowerment factor in their own organisations, which will improve the working culture, leads to job satisfaction, relaxation in working time will ultimately give rise to healthy working culture. And all these factors will improve or give birth to employee empowerment and improve the work life balance within the organisation.

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