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# A Study on Quality of Work Life at Anheuser Busch Beverages

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**Abstract:** *Quality of Work Life (QWL) is a relatively new concept which is defined as the overall quality of an individual's working life. QWL is sometimes considered as a sub-concept of the broad concept of quality of life, which refers to the overall quality of an individual's life. Quality of life includes factors such as income, health, social relationships, and other factors such as happiness and fulfillment. QWL being the main subject of the present study meaning, definition, scope of the QWL, and QWL in the Indian context, etc., have been discussed in this chapter. The pursuit for improved productivity through human resources has its foundation in the early nineteenth century with F.W Taylor developing Scientific Management Theory and creating a new awareness regarding human resources. Prior to the advent of Scientific Management, human resources were considered as a mere instrument of production with regard to work from dawn to dusk. The working conditions were paid scanty attention. The labour was motivated by the lure of money. The Scientific Management focused mostly on division of labour, hierarchy, close supervision and management principles. These have no doubt brought several benefits to the society. From then onwards continuous research and investigations have been undertaken to understand human behavior at work and the ways to improve their job satisfaction, balanced with the aim of the organizations to work for better productivity with job and employee satisfaction. In order to achieve these twin objectives, different approaches have been developed and applied for improvement of quality of working life of workers.*

## I. INTRODUCTION

### A. Definition

QWL is a process of work organization which enable its members at all levels to actively; participate in shaping the organizations environment, methods and outcomes. This value based process is aimed towards meeting the twin goals of enhanced effectiveness of organization and improved quality of life at work for employees

QWL is a way of thinking about people, work and organizations, its distinctive elements are (i) a concern about the impact of work on people as well as on organizational effectiveness, and (ii) the idea of participation in organizational problem-solving and decision making. Quality is about behaving in a way that reflects on individuals and organization understanding of the fundamental interconnectedness of structure, process and outcome. According Lippitt, G.L. (1978) the term QWL broadly referring to the degree to which work provides an opportunity for an individual to satisfy a wide variety of personal needs to survive with some security, to interact with others, to have a sense of personal usefulness, to be recognized for achievement and to have an opportunity to improve one's skills and knowledge. Nadler, D. A. and Lawler, E.E. (1983) defined QWL as an individual's perception of and attitudes towards, his or her work and the total working environment. In simple words, QWL can be defined as an individual's evaluative reactions to satisfaction with his/her work and the total working environment.

Beukema, L. Groningen et al. (1987) expressed that QWL is defined as the degree to which employees are able to shape their jobs actively, in accordance with their options, interests and needs. It is the degree of power an organization gives to its employees to design their work.

### B. Factors Influencing the Quality of Working Life

Many different factors influence the quality of an individual's working life. These factors include working conditions, workplace-stress and job satisfaction.

- 1) Job satisfaction refers to how far the individuals are satisfied with their position of employment. Factors such as workplace environment, peers, income and work duties influence how satisfied an employee is with the job. When job satisfaction is positive, this contributes to a better quality of working life. An individual who is satisfied with their job is more likely to experience a higher quality of working life than an employee who is dissatisfied or even resentful of the work.
- 2) Workplace-stress refers to the amount of stress experienced by an employee in the work environment. Workplace-stress is caused by numerous factors, including what duties an individual must perform, or their peer group in a company, and their overall workload. An employee who has stressful work related duties, such as an emergency room doctor who is responsible for

the lives of countless people each day, is more likely to experience workplace stress. An employee, who has a heavy workload, is also more likely to experience workplace-stress. Workplace-stress often leads to the stress outside the workplace due to the attending to other items of work in an individual's daily life. This stress is the cause of experiencing lower quality of work life.

- 3) Other factors which influence quality of working life are: (i) individual employees wage, (ii) their working hours, (iii) workplace conditions, (iv) fairness in the workplace, (v) personal characteristics such as anxiety or depression. Vi) The wage of the individual employees should be related to the job they perform, through fair compensation.

#### C. Importance of Quality of Work Life

Improved Quality of Work Life was not considered as important factor in India until recently as there were important impending factors like resource deficiency, environmental threats and some services of financial problems. Quality of Work Life program has become important in work place for the following reasons:

- 1) Increase demands at work
- 2) Loss of long term employee guarantees
- 3) The need for enhanced work place skills
- 4) Greater competition for talent
- 5) Increased women in work force Good quality of Work Life leads to an atmosphere of good impersonal relations and highly motivated employees who strive for their development. Though monetary benefits still occupy the first place in the cost of elements like physical working conditions, job restructuring and job re-designing, career development, promotional opportunities etc. are gaining importance rapidly. As such, workers expect the management to improve all these facilities which thereby improve Quality of Work life. If provided with good Quality of Work Life, employees concentrate more on both individual as well as group development which in turn leads to overall development

#### D. Scope For The Study

- 1) To know the work environment in the organization.
- 2) To analyze the level of satisfaction, motivation, involvement and commitment individuals experience with respect to their line at work.
- 3) The quality of work life will help in understanding the needs and perception of the employees by the management and take appropriate steps to address employee's concerns.

#### E. Objectives of The Study

The organization it is necessary to understand the working environment of the employees in an organization the following objectives are set for the study.

- 1) To know the level of satisfaction derived from working conditions of an employee.
- 2) To understand the relationship of workers with their superior and colleagues.
- 3) To assess the quality of work life among employees in AB company.
- 4) To analyze the importance of work environment of all the employees towards the performance. \

#### F. Limitations Of The Study

- 1) This study has acknowledged some limitations.
- 2) The time stipulated for the project is very short.
- 3) Some employees are not be willing to disclose their personal or family matters which could not be assessed for want of recorded data and information.

#### G. Research Methodology

- 1) *Primary Data:* The primary data has been collected through the questionnaire method. In this method, a questionnaire was made consisting of a number of questions to be answered filled by the respondents (employees) on their own. This method was used in order to enable the respondents to answer the questionnaire as per their convenience and to provide those adequate to give well thought out answers. The questionnaire was prepared and distributed among the employees of both lower and middle level.

2) *Secondary Data*: The secondary data are those which have already been collected by someone or else which have been passed through journals. Secondary data was collected through books, internet and also collected from records.

a) *Sampling Unit*: The area, which is taken for study is Anheuser busch In that employees were taken for the survey and the questionnaire were given to middle level and lower level employees.

The sampling technique used for this study is Simple Random Sampling.

i) *Sample Size*: The sample size taken for the study is 50.

ii) *Sample Area*: The sample area covers Employees, HR's, Workers, superiors etc.

## II. LITERATURE REVIEW

P. Yukthamarani Permarupan et al. (2013) study was designed to examine the relationship between the quality of work life ,employees' job involvement and affective commitment among the employees of the public and private sector organizations in Malaysia. A total of 334 middle management level employees were selected to participate in this study. The main Findings of this study contributed to the knowledge and understanding of the effect of the selected organizations in Malaysia towards attainment of a superior level of efficiency to thrive in an ever competitive business world. <sup>1</sup>

Yolandi van der Berg, Nico Martins (2013) the aim of the study was to determine the relationship between organizational trust and QWL. Results confirmed a positive relationship between managerial practices with organizational trust and QWL and a lower relationship between the personality dimensions, organizational trust and the QWL. <sup>2</sup>

Mohammed J Almalki et al. (2012) Quality of work life (QWL) has been found to influence the commitment of health professionals, including nurses. However, reliable information on QWL and turnover intention of primary health care (PHC) nurses is limited. Mohammed J Almalki et al. Creating and maintaining a healthy work life for PHC nurses is very important to improve their work satisfaction, reduce turnover, enhance productivity and improve nursing care outcomes. <sup>3</sup>

Hagerty, M. R., et al. (2001) state that the QWL implies the quality of a person's whole life, not just a separate component. Hanna Sutela (2006)<sup>30</sup> opines that the Quality of work life is evaluation about four categories, namely, physical work environment, psychic and social factors in the work environment, health and stress symptoms, labour market position, and family background variables.<sup>4</sup>

Gilgeous, (1998) <sup>27</sup> says that the Quality of life could be defined as an individual's satisfaction with his or her life dimensions comparing with his or her ideal life. Evaluation of the quality of life depends on individual's value system and on the cultural environment where he lives. Lau, Wong, Chan and Law , it describes that QWL is the favorable working environment that support and promote satisfaction by providing employees with rewards, job security and career growth opportunities. <sup>5</sup>

Knox, S. and J.A Irving (1997)<sup>26</sup> stated that the QWL practices and policies of the QWL determine the organization environment, and organization development and interventions operationalise the constructs. Individual employee's perceptions concerning strengths and weaknesses in the total work environment and what is or is not desirable in the workplace are other foci for research.<sup>6</sup>

## III. ILE



Figure-1 Anheuser Busch Beverages

<sup>1</sup> P yukthamarani permarupan 2013 Quality of worklife

<sup>2</sup> Yolandi van der berg 2013 quality of worklife

<sup>3</sup> Mohammad j Almalki 2012 quality of worklife

<sup>4</sup> Hagerty M R 2001 Quality of worklife

<sup>5</sup> Gilgeous 1998 Quality of worklife

<sup>6</sup> Knox s and J A 1997 quality of worklife

#### A. Overview of the Sector

The beverage industry consists of two major categories and eight sub-groups. The non-alcoholic category is comprised of soft drink syrup manufacture; soft drink and water bottling and canning; fruit juices bottling, canning and boxing; the coffee industry and the tea industry. Alcoholic beverage categories include distilled spirits, wine and brewing.

#### B. Evolution of the Industry

Although many of these beverages, including beer, wine and tea, have been around for thousands of years, the industry has developed only over the past few centuries.

The beverage products industry, viewed as an aggregate group, is highly fragmented. This is evident by the number of manufacturers, methods of packaging, production processes and final products. The soft drink industry is the exception to the rule, as it is quite concentrated. Although the beverage industry is fragmented, ongoing consolidation since the 1970s is changing that.

Since the early 1900s beverage companies have evolved from regional firms that mainly produced goods for local markets, to today's corporate giants that make products for international markets. This shift began when companies in this manufacturing sector adopted mass production techniques that let them expand. Also during this time period there were advances in product packaging and processes that greatly increased product shelf life. Air-tight containers for tea prevented absorption of moisture, which is the principle cause of loss of flavour. In addition, the advent of refrigeration equipment enabled lager beers to be brewed during the summer months.

#### C. Economic Importance

The beverage industry employs several million people worldwide, and each type of beverage grosses billions of dollars in revenue each year. Indeed, in several small, developing countries, the production of coffee is the major support of the entire economy.

#### D. Characteristics of the Workforce

Though the ingredients and production of beverages vary, generally the characteristics of those employed in this industry have many commonalities. The process of harvesting raw materials, whether they be coffee beans, barley, hops or grapes, employs low-income, unskilled individuals or families. In addition to being their main source of income, the harvest determines a large part of their culture and lifestyle. In contrast, the processing of the product involves automated and mechanized operations, usually employing a semi-skilled, blue-collar workforce. In the production facility and warehouse areas, some of the common jobs include packaging and filling machine operator, fork-lift operator, mechanic and manual labourer. The training for these positions is completed onsite with extensive on-the-job instruction. As technology and automation evolve, the workforce The Beverage Industry is a mature sector and includes companies that market nonalcoholic and alcoholic items. Since growth opportunities are few compared to existing business, many members of the industry endeavor to diversify their offerings to better compete and gain share. Too, they may pursue lucrative distribution arrangements and/or acquisitions to expand their operations, product portfolios, and geographic reach. Most equities in this group are suitable for conservative investors. The largest companies offer reliable dividends, with regular increases, and above-average Stock Price Stability. There are a few selections for those that are more venturesome. Such issues might serve a particular market niche, for example, energy drinks or developing overseas markets. Generally, the group turns in a steady performance throughout the business cycle, but it will generally suffer in the most stressful of economic times.

#### E. The Non Alcoholic Segment

Historically, two large entities have dominated the Nonalcoholic beverage landscape. They distribute their well-known carbonated and noncarbonated drinks internationally via sizeable bottling companies. The bottlers depend on these two industry leaders to create new products, improve existing offerings and maintain sufficient advertising. Related capital spending amounts to several billion dollars each year. The industry titans often boost their results (and those of their subsidiaries) by purchasing smaller market players or by inking promising distribution agreements. In prosperous economic times, consumers usually favor the most famous brand names. Still, when customers are short of disposable income, they can turn to competing, inexpensive private label and lesser-known beverages. Sales are seasonal, not surprising, peaking during warm summer months. Consumer preferences will drive product diversification. Most notably, greater awareness of the causes of common health issues, e.g., obesity and diabetes, has increased demand for bottled water and other low-sugar or sugar-substitute drinks. Soda, including diet options, continues to fall out of favor. In response, beverage companies have capitalized on the popularity of energy drinks and ready-to-drink coffee. However, energy drinks have come under scrutiny due to their high levels of caffeine, as regulators attempt to size up the associated risks.

Product diversification may be achieved through internal or external means. The same goes for geographic expansion. The BRIC Nations (Brazil, Russia, India, and China), key markets in the global arena, have gotten much attention. Beverage companies have spent heavily to open new bottling plants and develop distribution networks in these countries. Some carry significant debt leverage, but cash flow is fairly predictable and usually more than sufficient to cover annual interest payments (and dividends) and maturities.

#### F. Wine, Beer, and Spirits

The range of wine, beer and distilled spirits offered by brand and type is wide. Demand is somewhat inelastic across good and bad economic times. There is an overall long-term trend of rising affluence around the globe. Thus, more and more consumers are becoming increasingly discerning about what they purchase. Premium alcoholic beverages are gaining in popularity, particularly flavored offerings. Investors should consider, though, that this trend is disrupted during recessions, when people trade down to cheaper, low-margined products. As is the case with premium wine and spirits, craft beers are very popular with consumers. These beers are priced higher and are quite profitable, as long as the cost of their rich ingredients is covered. Small brewers, paying close attention to quality, expand slowly, but, over time, can win a decent share of business. Large brewers, mindful not to lose sales, have developed their own premium brands, while some have acquired smaller rivals. Like their nonalcoholic peers, makers of alcoholic beverages invest large amounts of cash in marketing and advertising to build brand recognition. Debt burdens can be rather hefty here, as well, especially when a company is aggressively expanding through acquisitions as has been the case in recent years. Indeed, a steady wave of consolidation has left this group much less fragmented than it was last decade.

#### G. Common Characteristics

Both the nonalcoholic and alcoholic sides of the Beverage Industry are dominated by a few sizeable players and competition among them is often intense. Changing consumer tastes adds operating risk. Pricing and margins frequently come under pressure. Also, volatile commodity costs will challenge managements to protect profitability. Good operating efficiency and cost-control practices, mostly on an ongoing basis, are important. Notably, some companies hedge raw material (e.g., aluminum and carbon dioxide) costs. Missteps in reading the trends of ingredient prices can have a measurable negative impact on earnings. We find that beverage makers with the most established brands produce the widest operating and net income margins.

#### H. Government Influence

Much has changed since American Prohibition of the 1920s and 1930s. With the exception of a few counties and towns, the prohibition of alcohol has been repealed in all U.S. states. Industry sales are considerable, and regulators on both the state and federal level see "sin" taxes as a good source of revenue. In fact, taxes are the most expensive component of the brewing process. Authorities are also considering tax increases on soft drinks to curb citizens' sugar (corn syrup) intake and boost revenue. Other governments around the world have also weighed similar tax hikes to shore up their budgets. Incremental taxes have not hurt overall beverage demand, but, to a degree, they have pressured sales of premium offerings. Foreign governments, from time to time, come under pressure from religious/health leaders to limit or ban alcohol consumption or local industry/public calls to restrict alcoholic/nonalcoholic beverage imports. All in all, this industry has a lengthy history of steady single-digit yearly sales and net-profit growth.

### IV. COMPANY PROFILE

Anheuserbusch companies is an American brewing company headquartered in st. Louis, Missouri. since 2006, it has been a wholly owned subsidiary of Anheuser Busch inbev which also has its North American Regional Management head quarters in st Louis. The original Anheuser busch inbev was formed through successive mergers of three international brewing groups, interbrew from Belgium, Ambev from brazil and Anheuser Busch. Hence, since 2008, Anheuser busch has been a division of Anheuser Busch inbev Sa/nv , now the world largest brewing company. The company employs over 30000 people, operates 12 breweries in the united states and until December 2009, was one of the largest theme park operators in the united states, with ten theme parks through the company family entertainment division, busch entertainment corporation.

- 1) *Prohibition Period:* As with all breweries the country, the temperance movement and eventual prohibition in the united states dealt a major blow to the company in the 1910s through the 1930s. Some of the products sold by Anheuser busch to survive during prohibition included brewer's yeast, malt extract, ice cream, and bevo, a nonalcoholic, malt beverage, or "near beer".
- 2) *Prohibition to Acquisition by Inbev:* In 1957, Anheuser – busch became the largest brewer in the united states. In 1981, Anheuser busch international, inc was established, Anheuser busch operated 15 breweries internationally. 14 in china and one in the united kingdom. In 1997, chinese products of Anheuser busch products began after the company's purchase of a

local brewery, later the company operated both Budweiser wuhan international brewing company and harbin brewery, which Anheuser busch fully Acquired in 2004. In the united kingdom, the Budweiser stag brewing company produced and packaged Budweiser at the stag brewery in mortlake.

At one time, Anheuser busch international also held investments in Grupo Modelo in mexico Tsinglao Brewery in china. Anheuser Busch also held investments in Redhook Ale Brewery Seattle Washington and Widmer brothers brewery of Portland, Oregon acquisition, most international operations were transferred to AB Inbev zones where the interests are located

### V. DATA ANALYSIS

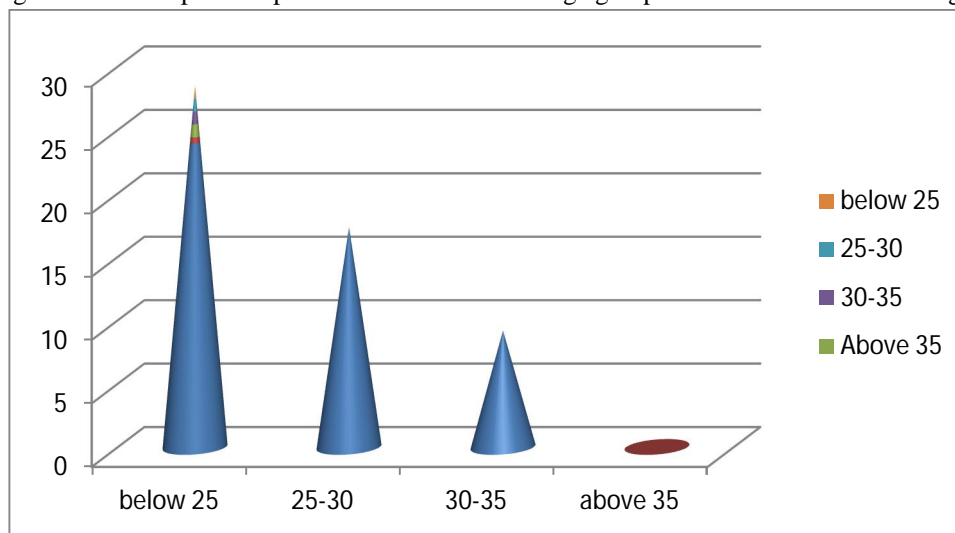
Objective 1: To know level of satisfaction derived from working conditions of respective age groups of the employees.

#### 1) Age

Table No1: Age

VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
Below 25	24	48%
25-30	17	34%
30-35	9	18%
ABOVE 35	0	
TOTAL	50	100%

Figure No. 2: Graphical representation of Different Age groups at Anheuser busch beverages.



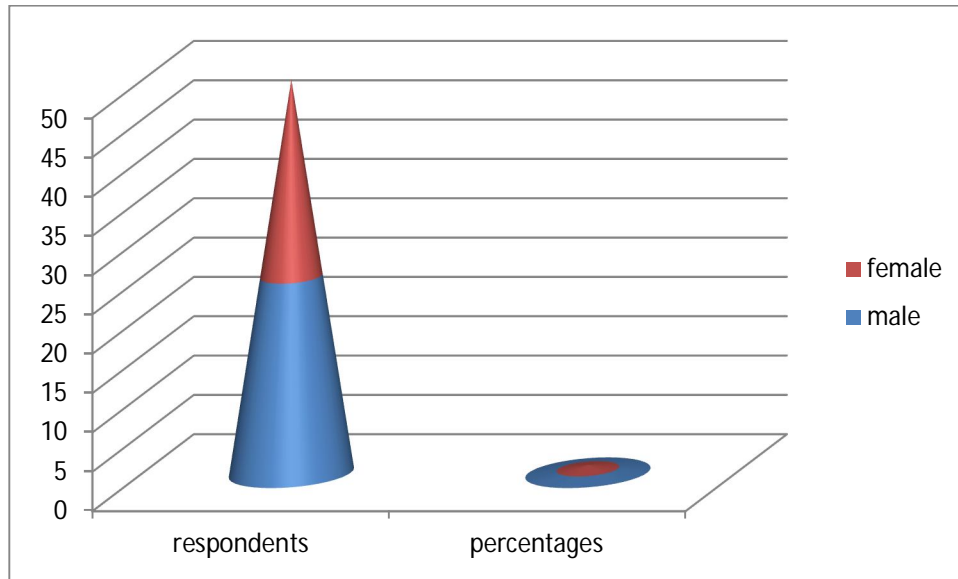
- a) *Data Interpretation:* From the above graph, 48% of the employees are below 25 years of age working in Anheuser busch.
- b) *Objective 1:* To know level of satisfaction derived from working conditions

#### 2) Gender

Table No 2: Gender

VARIABLES	RESPONDENTS	PERCENTAGE
MALE	25	50%
FEMALE	25	50%
TOTAL	50	100%

Figure No. 3: Graphical representation of Genders at Anheuser Busch beverages.



a) *Interpretation:* From the above graph there are equal number of males and females working in the organization.

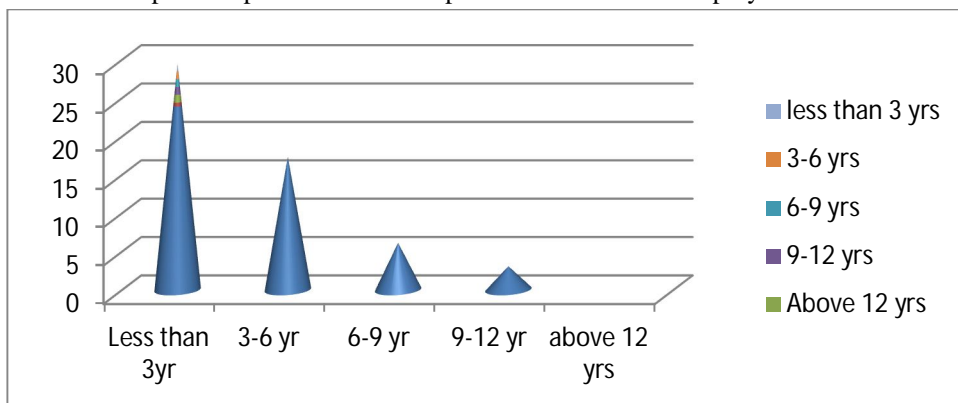
b) *Objective 1:* To know level of satisfaction derived from working conditions

3) *Experience*

Table No 3: Experience

VARIABLES	RESPONDENTS	PERCENTAGE
LESS THAN 3 YEAR	24	48%
3-6 YEARS	17	34%
6-9 YEARS	6	12%
9-12 YEARS	3	6%
ABOVE 12 YEARS		
TOTAL	50	100%

Figure No. 4: Graphical representation Of Experiences of different employees At Anheuser Busch.



a) *Interpretation:* From the above graph 48% employees are having less than 3 years experience. There are least number employees in range of 12 years of age.

b) *Objective 1:* To know level of satisfaction derived from working conditions

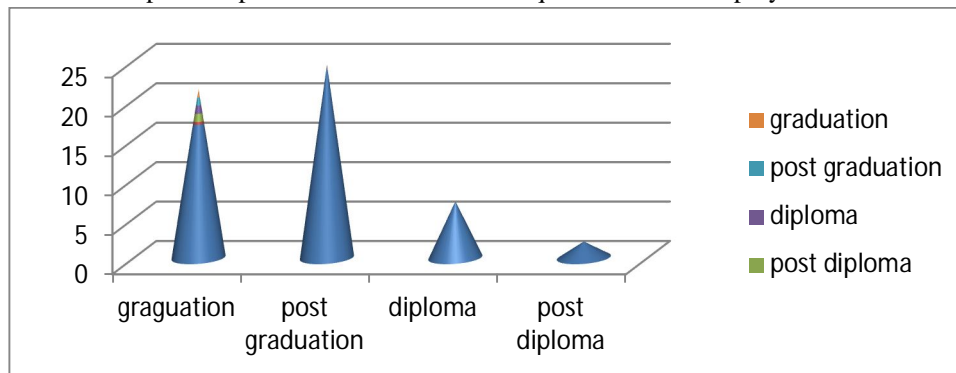


4) Educational Qualification

Table No 4: Educational qualification

Variables	Respondents	Percentage
Graduation	17	34%
Post graduation	24	48%
Diploma	7	14%
Post diploma	2	4%
Total	50	100%

Figure No. 5: Graphical representation OF Education qualification of employees in Anheuser Busch



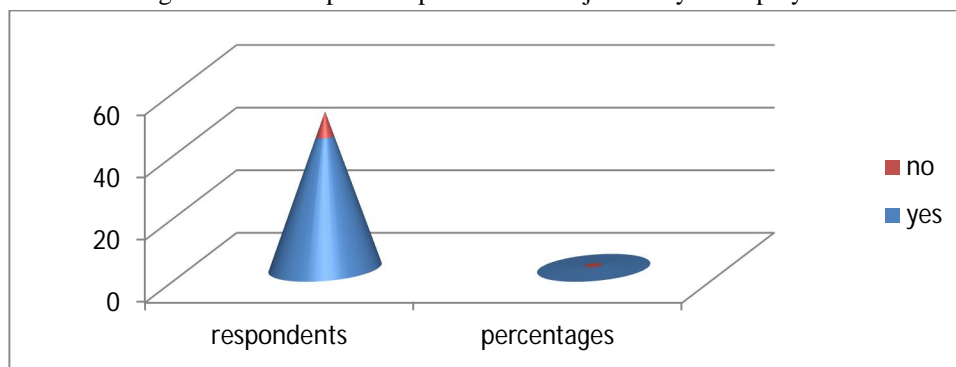
- a) Interpretation: From the above graph majority of the employees are post graduated and 34% of employees are graduated. Least number of employees have qualification of diploma and post diploma.
- b) Objective 1: To know level of satisfaction derived from working conditions

5) Job Safety

Table No 5: Job safety

VARIABLES	RESPONDENTS	PERCENTAGE
YES	42	84%
NO	8	16%
TOTAL	50	100%

Figure No. 6: Graphical representation of job safety of employees.



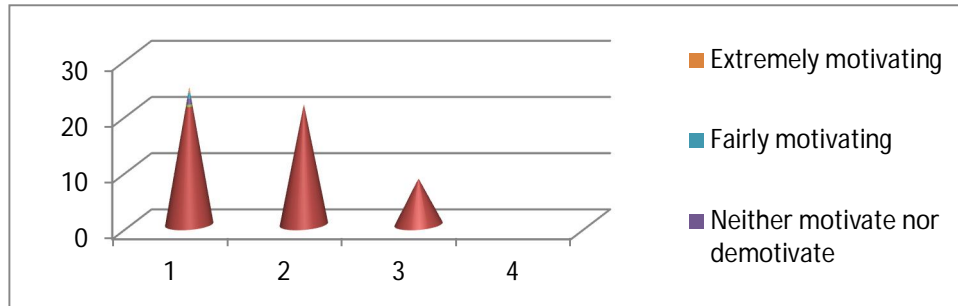
- a) Interpretation
  - i) Majority of the employees are respondent positive towards job security i.e.84% of the employees.
  - ii) Only 16% of employees are respondent negatively.
- b) Objective 2: To understand the relationship of workers with their superior and colleagues.

6) Do the Superiors Encourage the Employees?

Table No 6: Superiors Encourage the employees

Variables	Respondents	Percentage
Extremely motivating	21	42%
Fairly motivating	21	42%
Neither motivating nor demotivating	8	16%
Total	50	100%

Figure No 7: Graphical representation of superiors encourage the employees



a) Interpretation

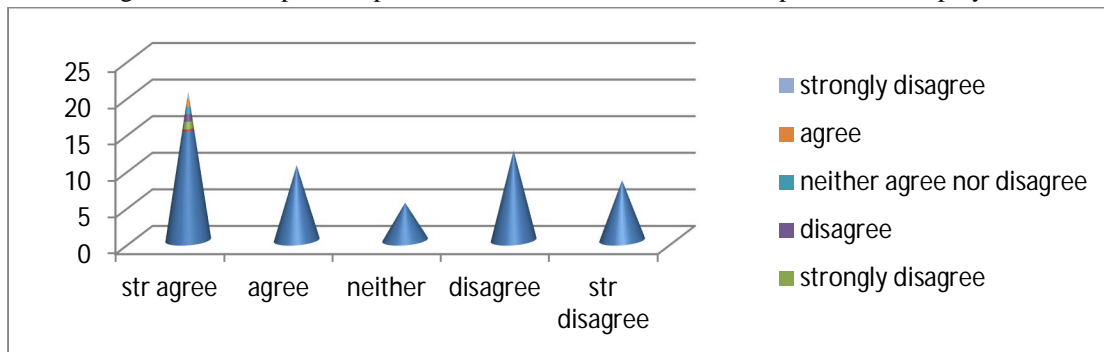
- i) From the above graph 42% of the employee getting motivation through extreme i.e. from the higher authorities.
  - ii) Some employees not getting any motivation nor demotivating in the organisation.
- b) Objective 2: To understand the relationship of workers with their superior and colleagues

7) Is Interaction Between Superiors and Workers are Strong?

Table No. 8: Interaction between superiors and workers

Variables	Respondents	Percentage
Strongly agree	15	30%
Agree	10	20%
Neither agree or disagree	5	10%
Disagree	12	24%
Strongly disagree	8	16%
Total	50	100%

Figure No.9: Graphical representation of interaction between superiors and employees.



a) Interpretation

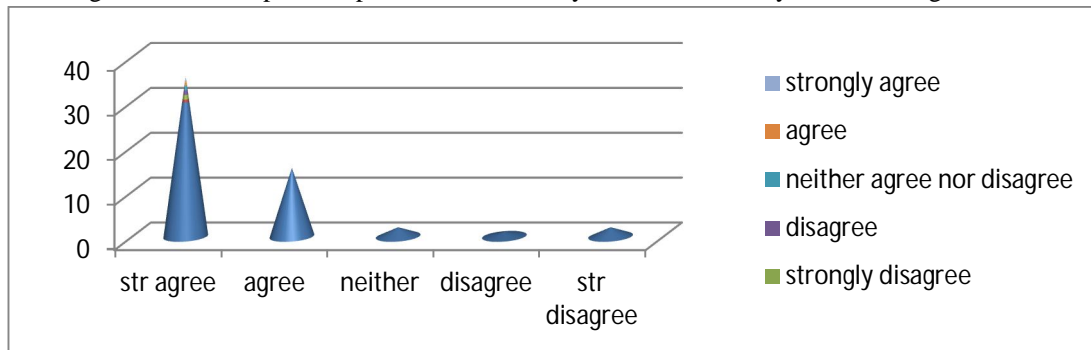
- i) 30% of employees agreed with the statements i.e the recruitment and selection process is transparent in Anheuser busch company.
  - ii) As 10% of employees are neutral and 14% disagree the statement.
- b) Objective 2: To understand the relationship of workers with their superior and colleagues

8) Is the Safety Measures taken by the Organization is Satisfactory?

TABLE NO 10: Safety measures of the organization is satisfactory

Variables	Respondents	Percentage
Strongly agree	30	60%
Agree	15	30%
Either agree or disagree	2	4%
Disagree	1	1%
Strongly disagree	2	4%
Total	50	100%

Figure No.11: Graphical representation of safety measures taken by AB in the organisation.



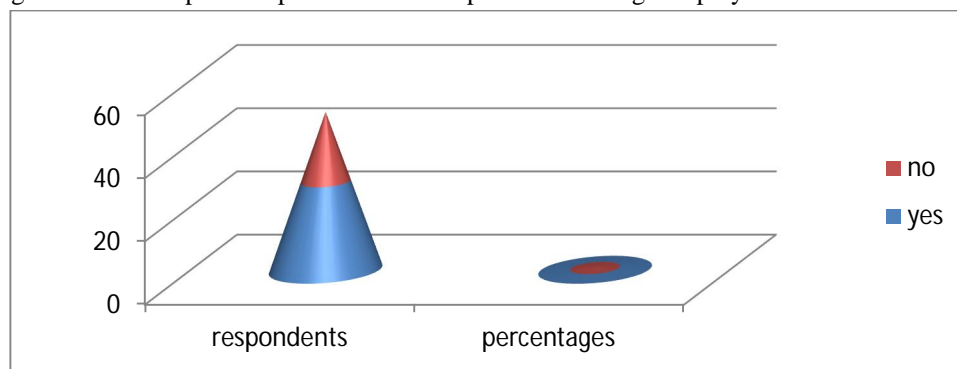
- a) Interpretation: 60% of the employees are agree with measurement which has taken by the organization and 4% of the employee are in neutral and 4% of the employees are disagreed totally.
- b) Objective 2: To understand the relationship of workers with their superior and colleagues

9) Do the Superiors Encourage the Employees in Decision Making?

TABLE 11: Superiors encourage employees in decision making

VARIABLES	RESPONDENTS	PERCENTAGE
YES	28	56%
NO	22	44%
TOTAL	50	100%

Figure No.12: Graphical representation of superiors encourage employees in decision making.



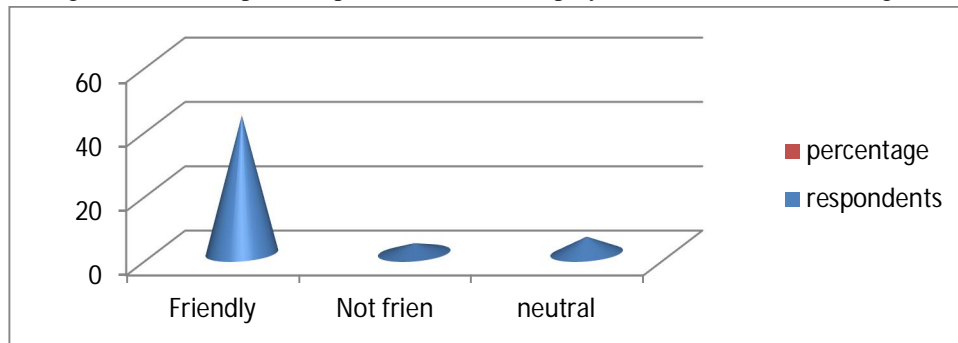
- a) Data Interpretation
  - i) The above data is regarding the encouragement of employees in decision making.
  - ii) It says that 56 percent of employees agree that their superiors will encourage them and remaining 44 percent of people disagree with that statement.
- b) Objective 2: To understand the relationship of workers with their superior and colleagues

10) Interaction Among the Colleagues.

TABLE 14: Interaction among colleagues.

Variables	Respondents	Percentage
Friendly	42	84%
Not friendly	3	6%
Neutral	5	10%

Figure No.15: Graphical representation s of Employees interaction with colleagues.



a) Data Interpretation

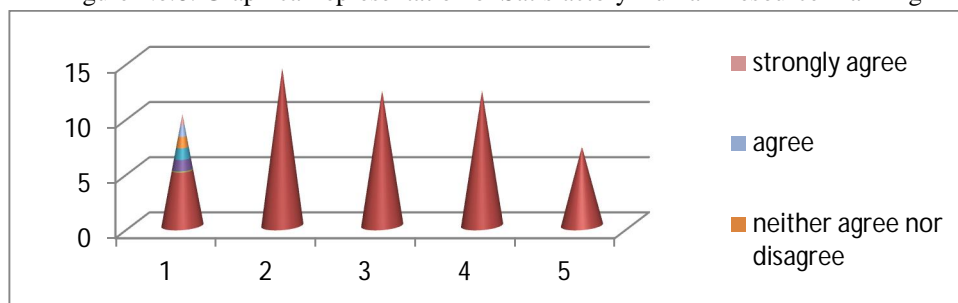
- i) The above is regarding how the employees interact with their colleagues.
  - ii) The above graph suggests that 42 members are friendly and 3 are not friendly and remaining are neutral.
- b) Objective 3: To assess the QWL among employees in Anheuser busch beverages company.

11) Does Anheuser busch have a Satisfactory Human Resource Planning

Table No. 7

Variables	Respondents	Percentage
Strongly agree	5	10%
Agree	14	28%
Neither agree or disagree	12	24%
Disagree	12	24%
Strongly disagree	7	14%
Total	50	100%

Figure No.8: Graphical representation of Satisfactory Human Resource Planning



a) Interpretation

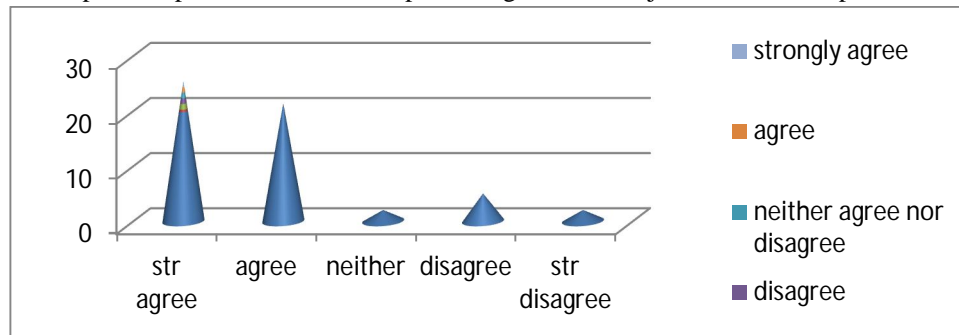
- i) 28% of employees agreed that the human resources planning is going well.
  - ii) As 24% of employees are neutral and disagree the statement.
  - iii) 14% strongly disagreed the statement.
- b) Objective 3: To assess the QWL among employees in Anheuser busch beverages company

12) Does Anheuser busch make Justice in the Compensation?

TABLE NO 9: Anheuser busch justice in compensation

Variables	Respondents	Percentage
Strongly agree	20	40%
Agree	21	42%
Either agree or disagree	2	4%
Disagree	5	10%
Strongly disagree	2	4%
Total	50	100%

Figure No. 10: Graphical representation of AB representing the level of justice in the compensation they make.



a) Interpretation

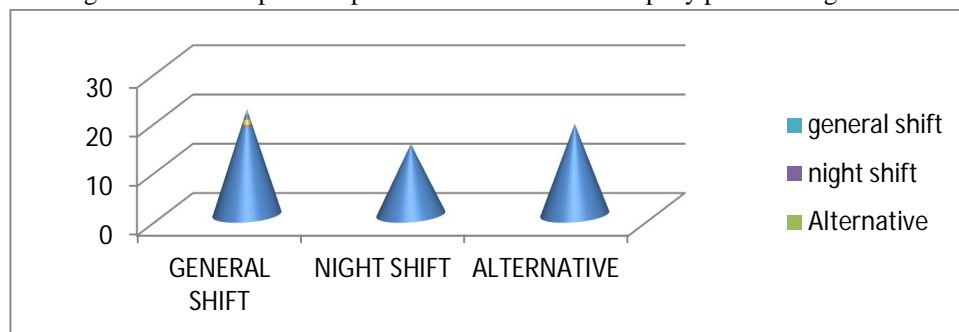
- i) 40% of the employees are reacted as a positive to the statement that they make justice in compensation.
  - ii) As 4% of employees are neutral and disagree the statement
- b) Objective 3: To assess the QWL among employees in Anheuser busch beverages company

13) Do your Company Have night Shift?

TABLE NO 12: Company having Night shift

Varibales	Respondents	Percentage
General shift	18	36%
Night shift	14	28%
Alternative	18	36%

Figure No.13: Graphical representation shows the company provides nightshifts.



a) Data Interpretation

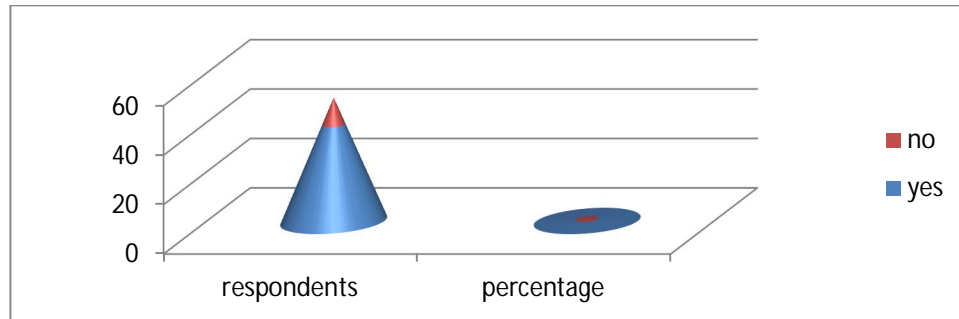
- i) The above data is regarding the night shifts.
  - ii) The above bar graph clearly represent that 18 respondents are from General shift and 14 members are from night shift and remaining 18 members are from Alternative shifts.
- b) Objective 3: To assess the QWL among employees in Anheuser busch beverages company

14) Does the Company Provides the Promotion for Highly Skilled Employees?

Table 15: Company provides promotion for highly skilled employees

Variables	Respondents	Percentage
Yes	39	78%
No	11	22%
Total	50	100%

Figure No.16: Graphical representation of company provides the promotion for highly skilled employees.



a) Data Interpretation

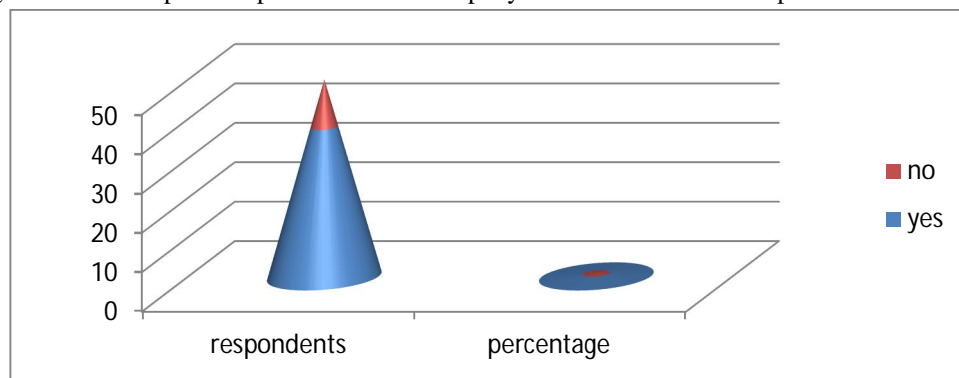
- i) The above data is regarding the promotion for highly skilled employees.
  - ii) The above data suggests that 39 members agrees that there is promotion given for highly skilled employees and remaining 11 doesn't agree with that statement.
- b) Objective 4: To analyze importance of work environment towards the performance.

15) Will the Environment you Work have an Impact on your Outcome?

TABLE NO 13: Working Environment has Impact on outcome

Variables	Respondents	Percentage
Yes	38	76%
No	12	24%
Total	50	100%

Figure No.14: Graphical representation of company's work environment impact on their outcome.



a) Data Interpretation

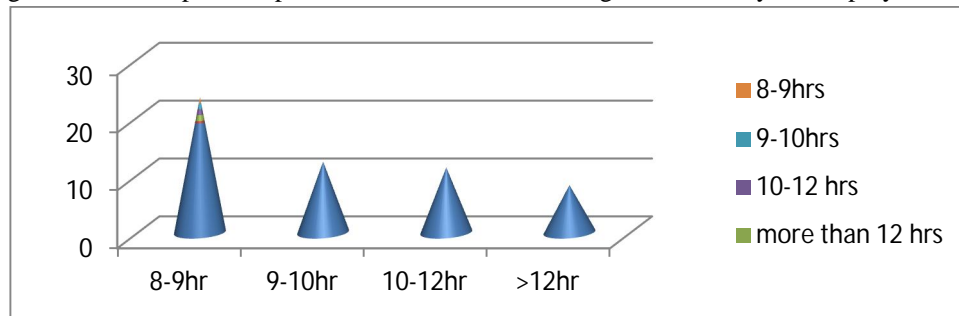
- i) The above data is regarding whether the environment they work have an impact on the outcome.
  - ii) The above graph suggests that 38members agrees and 12 don't agree.
- b) Objective 4: To analyze importance of work environment towards the performance

16) How Many Hours in a day do you Work?

TABLE 16: Number of Working Hours.

VARIABLES	RESPONDENTS	PERCENTAGE
8-9	19	38%
9-10	12	24%
10-12	11	22%
More than 12 hours	8	8%

Figure No.17: Graphical representation shows the working hours in a day the employees work.



a) Data Interpretation

- i) The above statement suggests that Working hours per day of employees.
- ii) From the above data we can say that 19 responds to 8-9 hours working per day and 12 employees works 9-10 hours a day and 11 employees works 10-12 hours a day and 8 employees works more than 12 hours a day

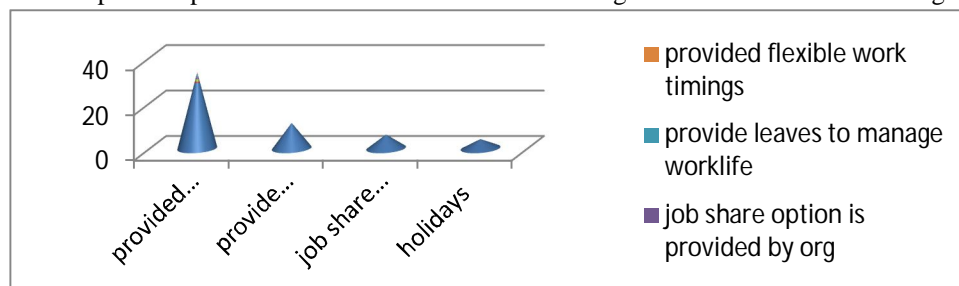
b) Objective 4: To analyze importance of work environment towards the performance

17) Initiatives your Organization has Taken for Managing work Life?

TABLE 17: Initiatives of organisation taken for managing work life

VARIABLES	RESPONDENTS	PERCENTAGE
Provided flexible work timings	29	58%
Provide leaves to manage worklife	11	22%
Job share option is provided by Org	6	12%
Holidays/paid time offs	4	8%

Figure No.18: Graphical representation shows the initiatives the organisation has taken for managing worklife.



a) Data Interpretation

- i) The above data is regarding the initiatives the organization has taken to improve work life.
- ii) From the above data we can incur that 29 members agrees that they provides flexible working hours and 11 responds to provides leaves to manage worklife and 6 members responds to job share option which is provided by the organization.

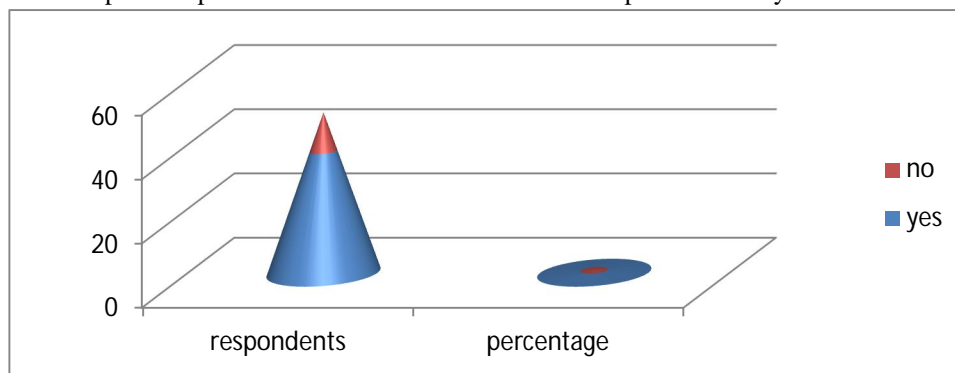
b) Objective 4: To analyze importance of work environment towards the performance

18) Does AB Provide Safety Instruments to Employees?

TABLE 18: Safety instruments provided to Employees

VARIABLES	RESPONDENTS	PERCENTAGE
YES	38	76%
NO	12	24%
TOTAL	50	100%

Figure No.19: Graphical representation shows the Anheuser busch provides safety instruments to employees.



a) Data Interpretation

- i) Above graph says regarding the AB provides safety instruments to employees.
- ii) From the graph we can say that 38 members obeys with the statement and remaining 12 members doesn't agree with the statement.

VI. FINDINGS, SUGGESTIONS AND CONCLUSION

A. Findings

- 1) Quality of worklife plays a crucial role in Anheuser busch as it defines overall quality of an working life of all the employees.
- 2) Anheuser busch must provides an individual favourable working conditions for his development.
- 3) Anheuser busch motivates the employees in performing the task.
- 4) Anheuser busch have satisfactory human resource planning.
- 5) Anheuser busch provides justice in the compensation.
- 6) Safety measures taken by Anheuserbusch is satisfactory.
- 7) The company allows the employees to make decisions.
- 8) There is a friendly interaction among the colleagues in the Anheuser busch.
- 9) The company provides promotion for highly skilled employees.

B. Suggestions

- 1) The level of satisfactory measures taken by the organization must be improved
- 2) The superiors must listen to the ideas given by the Employees.
- 3) Every individual employee must maintain friendly relation among colleagues so that their working condition can be improved.
- 4) They must provide fair compensation to the employees.

C. Conclusion

On the overall note it states that quality of worklife plays a crucial for all the employees in a workplace. It also states that the employee must be in a positive attitude towards the work. Anheuser busch allows the employees to make decisions and provides safety measures to them and improve their quality of worklife. Anheuser busch provides promotion for highly skilled employees and provides friendly relation with employees. In this way Anheuser busch encourages its employees to work and improve their quality of work life.



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- [9] <https://www.ibef.org/industry/beverages-india.aspx>.

### APPENDIX QUESTIONNAIRE

- 1) Which Age Group do you belong?
  - a) Below 25
  - b) 25-30
  - c) 30-35
  - d) Above 35
- 2) What is your Gender?
  - a) Male
  - b) Female
- 3) What is your Work Experience?
  - a) Less than 3 years
  - b) 3-6 years
  - c) 6-9 years
  - d) 9-12 years
- 4) What is your Educational Qualification?
  - a) Graduation
  - b) Post Graduation
  - c) Diploma
  - d) Post Diploma
- 5) Do you feel the job is safe?
  - a) Yes
  - b) No
- 6) Do the superiors motivate Employees?
  - a) Extremely Motivating
  - b) Fairly Motivating
  - c) Neither Motivating nor Demotivating
- 7) Is there any interaction between superiors and workers?
  - a) Strongly agree
  - b) Agree
  - c) Neither agree nor disagree
  - d) Disagree
  - e) Strongly disagree
- 8) Does Anheuser Busch have satisfactory Human Resource planning?
  - a) Strongly agree
  - b) Agree
  - c) Neither agree nor disagree
  - d) Strongly disagree
- 9) How is your interaction among the colleagues?
  - a) Friendly
  - b) Not friendly



- c) Neutral
- 10) Is safety measures taken by the organization is satisfactory?
  - a) Strongly agree
  - b) Agree
  - c) Either agree or disagree
  - d) Disagree
  - e) Strongly disagree
- 11) Do the superiors encourage employees in decision making?
  - a) Yes
  - b) No
- 12) Does Anheuser Busch make justice in the compensation?
  - a) Strongly agree
  - b) Agree
  - c) Neither agree nor disagree
  - d) Disagree
  - e) Strongly agree
- 13) Does the company provides the promotion for high skilled employees?
  - a) Yes
  - b) No
- 14) Does your company have night shifts?
  - a) General shift/ day shift
  - b) Night shift
  - c) Alternative
- 15) Will the environment you work have impact on your outcome?
  - a) Yes
  - b) No
- 16) How many hours in a day do you work?
  - a) 8-9
  - b) 9-10
  - c) 10-12
  - d) More than 12 hours
- 17) Initiatives your organisation has taken for managing worklife?
  - a) Provides flexible work timings
  - b) Provides leaves to manage worklife
  - c) Job share option is provided by the organisation
  - d) Holidays or paytime offs
- 18) Does your company provides any safety instruments while working?
  - a) Yes
  - b) No



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