“Impact of Work Environment on Employee’s Motivation in Beverages industry of Rawalpindi Islamabad”

By:

Atifa Sultan (01-121171-005)

MBA

Supervisor:

Qurat ulein

Department of Management Science

Bahria University Islamabad

2018

Major: HRM

F. No. 20

“(Impact of Work Environment on Employee’s Motivation in Beverages industry of Rawalpindi Islamabad)”

By:

Atifa Sultan (01-121171-005)

Supervisor:

Qurat ulein

Department of Management Sciences

Bahria University Islamabad

Spring 2018

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voce Examination

Date 24/06/2018

Topic of Research:

"Impact of Work Environment on Employee's Motivation in Beverages Industry of Rawalpindi Islamabad"

Names of Student:

Name: Atifa Sultan **Enrollment No: 01-121171-005**

Class: MBA 1.5

Approved by:

_____ _____

Supervisor (Ms. Qurat Ulein)

_____ _____

Examiner-I (Dr. Ismail Ramay)

_____ _____

Examiner-II (Mr. Zahid Majeed)

_____

Dr. Sarwar Zahid

Research Coordinator

_____

Dr. Faisal Aftab

Head of Department - Management Sciences

Acknowledgement

First of all I would like to thank Almighty Allah, the Most Merciful and Most Beneficent, whose countless guidance and blessings have always helped me to achieve all the accomplishments in life.

Also, I would extend my gratitude to my supervisor, Ma'm Qurat ulein, who helped me as a stepping stone in handling my thesis in an efficient way. Without her guidance and assistance in every step throughout the semester, it was impossible for me to complete the thesis. It was great pleasure to work under her as her supervision helped me in grappling new ways to write my paper.

Lastly, I would like to thank my parents without whom I wouldn't have been able to see the light of day. I am always obliged to friends like Yusra, Ahmed, Tahir and Aizaz, who kept me constantly updated with deadlines and helped me get through this paper.

Abstract:

The working environment not only ensnare the physical conditions but also explains the social relations at workplace including the relationship of employee with organizations, supervisor and colleagues. It also explains the nearby environment and circumstances in which employees are working together. Nowadays, the biggest asset of any organization is a motivated, hardworking and happy employee. Productivity and effective results of any organization depends on how much its employees are motivated, their passion towards the organizational goal sand work environment plays very important role to influence the employee motivation. The growth and development of any organization is directly dependent on the efficiency of human resource management, healthy work environment and culture. It also aggravates the overall economy. This research paper makes effort to study the work environment and its impact in the beverages industry of Islamabad, Pakistan. Management should frequently communicate the goals and strategies with their employees to enrich behavioral work environment.

Keywords: Work environment, physical work environment, and behavioral work environment & employee motivation.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION 1

1.1 Problem Statement 6

1.2 Objective of Research 6

1.3 Research Questions 7

1.4 Purpose of the Study 7

1.5 Significance of the Study 7

1.6 Scope of the Study 7

1.7 Organization of Study 7

1.8 Definitions of the terms 8

1.9 Hypothesis 9

CHAPTER 2: LITERATURE REVIEW 10

2.1 Environmental Psychology 13

2.2 Work Environment: 14

2.2.1 Physical Work environment 15

2.2.2 Behavioral Work Environment 19

2.3 Employee Motivation 20

2.3.1 Maslow Hierarchy of Needs Theory 24

2.3.2 Expectancy Theory 25

2.3.3 Goal Setting Theory 26

2.3.4 Herzberg's Motivational (Two Factor) Theory 27

2.4 Beverages Industry of Pakistan 28

2.4.1 The Coca Cola Company (TCC) 30

2.4.2 Pepsi.Co 30
CHAPTER 3: RESEARCH METHODOLOGY 32
3.1 Methods and Procedure 32
3.2 Design of the Study 32
3.3 Population and Sample 32
3.4 Sampling Technique 33
3.5 Instrument 33
3.6 Procedure 33
3.6.1 Data Analysis 34
3.6.2 Reliability of Research Instruments 34
3.6.3 Correlation and Regression 34
CHAPTER 4: ANALYSIS & RESULTS 35
CHAPTER 5: CONCLUSION AND RECOMMENDATION 41
5.1 Conclusion 41
5.2 Recommendations and Future Directions 43
5.2.1 Recommendations 43
5.2.2 Future Directions 43
5.3 Practical application: 43
5.4 Limitations 44
References 45
Appendix 49
Part 1: Personal Information 49
Part 2: Instructions 49
Section A: Physical Work Environment 49

Section B: Behavioral Work Environment 50

Section C: Motivation 50