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A Study of Employee Retention Strategies and Reward Syatem Used in Fast Food Industry in Navi Mumbai Region

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Abstract

This study aims to evaluate the employee retention strategies and reward system used in fast food industry in Navi Mumbai Region. This study collected data from 100 respondents who works in fast food industry. The finding of this study suggest that not only monetary incentives are important but also non-monetary Benefits are important such as, job security, flexible shifts, recognition, career advancement opportunities. The fast-food industry in Navi Mumbai operates in a highly competitive and dynamic environment characterized by rapid expansion, intense competition, and high employee turnover. Retaining skilled and semi-skilled employees' remains a major challenge for organizations due to demanding work schedules, moderate compensation levels, and limited career progression opportunities. This study examines the employee retention strategies and reward systems adopted by fast-food outlets in the Navi Mumbai region and evaluates their impact on employee satisfaction and organizational stability.

The research is based on primary data collected from 100 employees and managers through structured questionnaires and interviews. The study analyses demographic factors, work experience, income levels, job satisfaction, workplace environment, and perceptions regarding growth opportunities and compensation. The findings reveal that while monetary rewards such as salary and incentives play an important role, non-monetary factors—including job security, recognition, career advancement opportunities, supportive work environment, flexible shifts, and employee benefits—have a significant influence on retention.

The results indicate that organizations that combine financial rewards with positive workplace culture and growth opportunities experience higher employee satisfaction and lower turnover intentions. However, dissatisfaction related to salary standards and limited promotion opportunities still exists among a section of employees.

The study concludes that an integrated reward system that balances monetary and non-monetary benefits is essential for improving employee retention in the fast-food industry. Strategic human resource practices focusing on motivation, training, and work-life balance can enhance organizational performance and long-term sustainability.

Keywords: Employee Retention, Reward Systems, Fast Food Industry, Turnover, Navi Mumbai, Job Satisfaction.

Introduction:

The fast- food industry in India, operates highly competitive environment due to rapid growth over the decade due to urbanization. The fast -food industry of India faces persistent challenges due to high employee turnover, particularly staffs such as, cashier, crew member, kitchen personnel. High attrition increases high recruitment cost, training cost and disturbs quality of services affects customer satisfaction. Hence, employee retention strategies and reward system play a significant role to maintain organizational performance.

Objectives of the Study

- To examine employee retention strategies and reward systems used in fast-food industry in navi Mumbai region.
- To study how the employee strategies affect the employee's performance.
- To evaluate the relation between organizational employee retention and reward system.

Literature Review:

Cardy and Lengnick-Hall (2011) conducted a study on retention of employees; this study explores more regarding employees' values rather than external factors which have effects on the employees whether to stay or to leave.

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In other words, this study was concentrated towards internal factors which makes the employees to stay or leave.

- **Chitra Devi and Latha (2011)** conducted research on employee retention in IT sector. Discriminate analysis tool was used and resulted that the sector has to focus on compensation, job satisfaction and job security as these were some of the important tools used for retention of employees in organizations.

Hypotheses of the Study:

H1: All organizational factors highly impact the retention of employees in the fast

Data Analysis and Interpretation:

1. Demographic factors analysis

food industry.

H0: Some organizational factors highly impact the retention of employees in the fast food industry.

Research Methodology:

Total **100** employees interviewed on the basis of questionnaire, interview, discussion and observations on the basis of sample survey form employees and managers in fast food industries in Navi Mumbai Region. Secondary data collected from journals, websites, annual reports, newspaper articles and books, which are relevant and support this research.

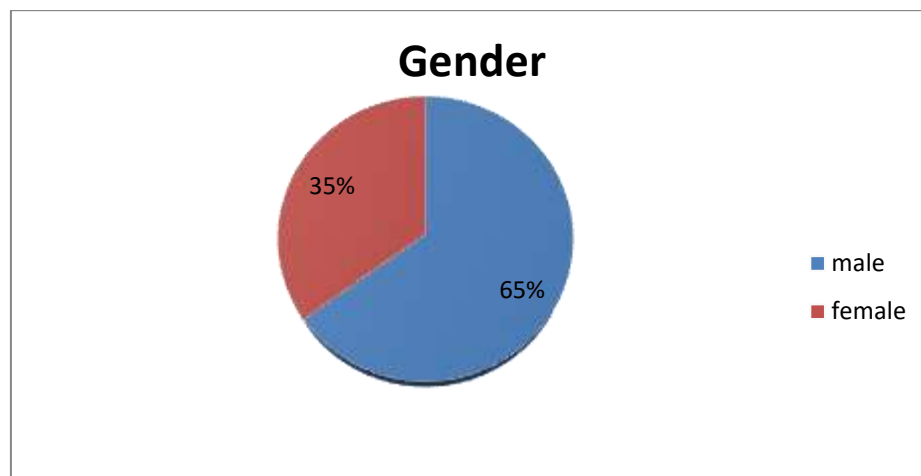


Figure No. 5.1

The graph shows, out of the total 100 respondents 65 are male employees, representing 65.00% of the total sample. 35 % are female employees, accounting 35% of the remaining sample population.

5.2. Educational Status Analysis

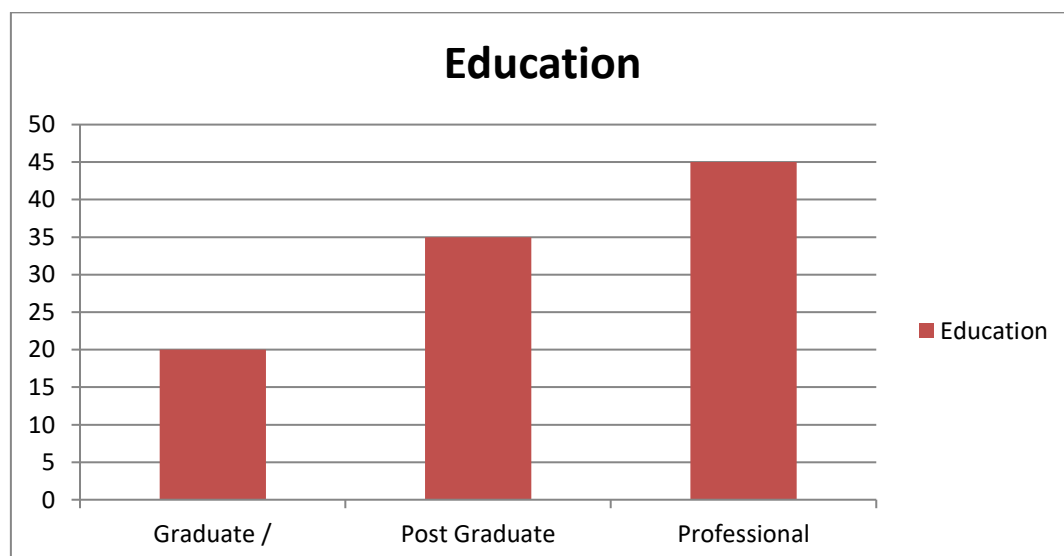


Figure: 5.2

The above graph explains that 20 respondents constituting 20% of the total sample are graduates holders. 35 respondents representing 35% of the entire sample are post graduates and 45 respondents accounting for 45% of the 100 sample are professionals.

5.3. Job Title Wise Analysis

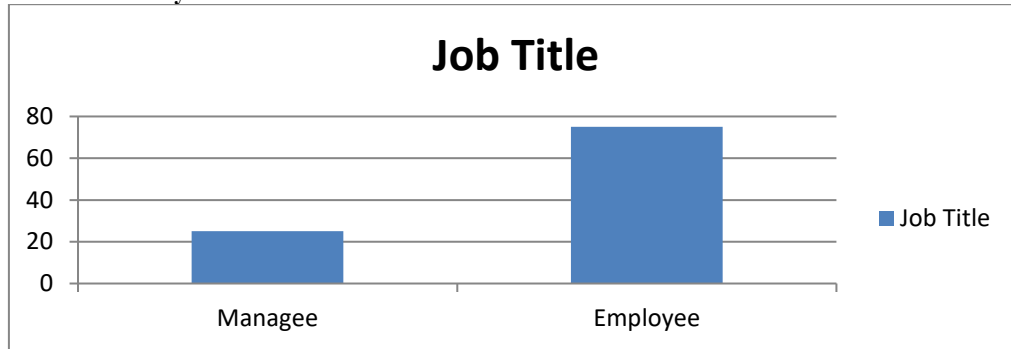


Figure No. 5.3

The above chart shows that from 100 respondents 25 respondents hold manager Designation, constituting 25%, 75 respondents are employees.

5.4. Job Experience Wise Analysis

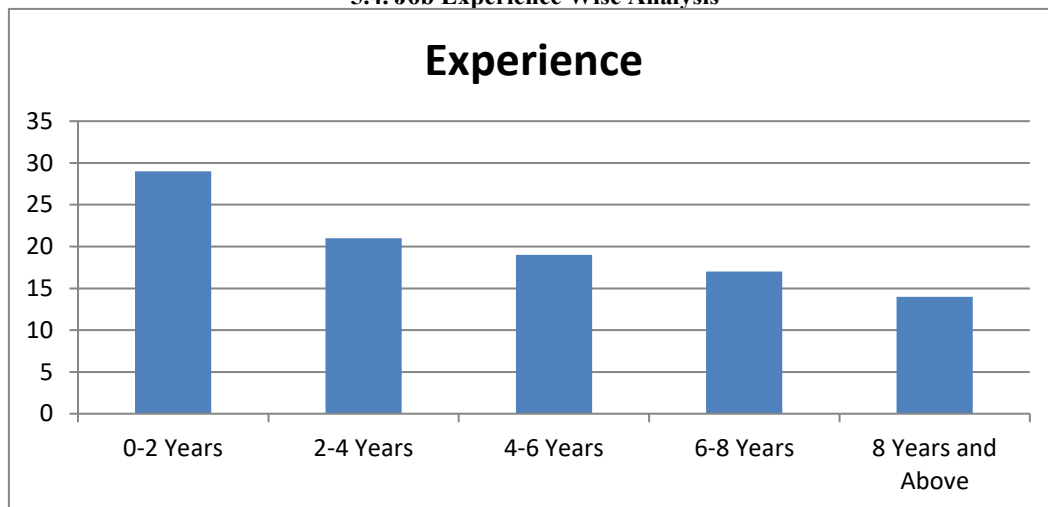


Figure No. 5.4

The chart Shows 100 employee respondents, 29 employees comprising the reflections of 29% the total sample, possess 0-2 years of work experience and 21 employees representing 21% of the total sample, have 2-4 years of work experience and 19 employees are of 19% of the entire sample group with 4-6 years of work experience. 17 respondents, making up 17% of the total sample, carries 6-8 years of work experience. 14 respondents, constituting 14% of the total sample, belongs to 8 or more years of work.

5.5. Income wise Analysis

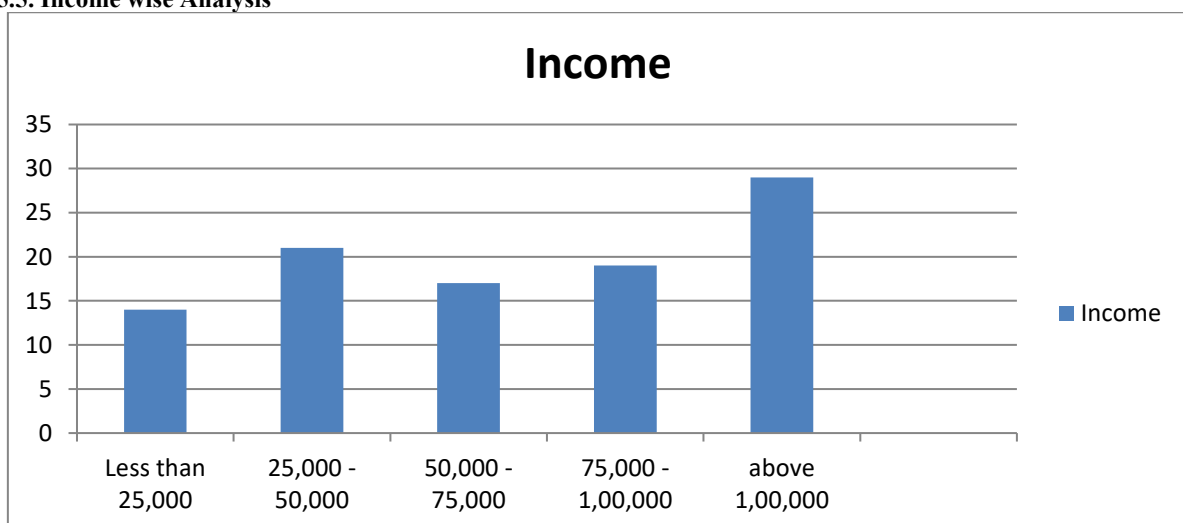


Figure No. 5.5

Graph-5.5 illuminates that out of the 100 total respondents 14 respondents representing 14% have an income group of less than 25,000 , and 21 respondents constituting 21% earn between 25,000 and 50,000 and again 17 respondents

making up 17% fall into the income group of 50,000 to 75,000 , and then 19 respondents are representing 19% have incomes ranging from 75,000 to 1,00,000 and the remaining 312 software respondents forming 29% of the total sample earn 1,00,000 or more.

5.6. Company Provides a Safe and Comfortable environment

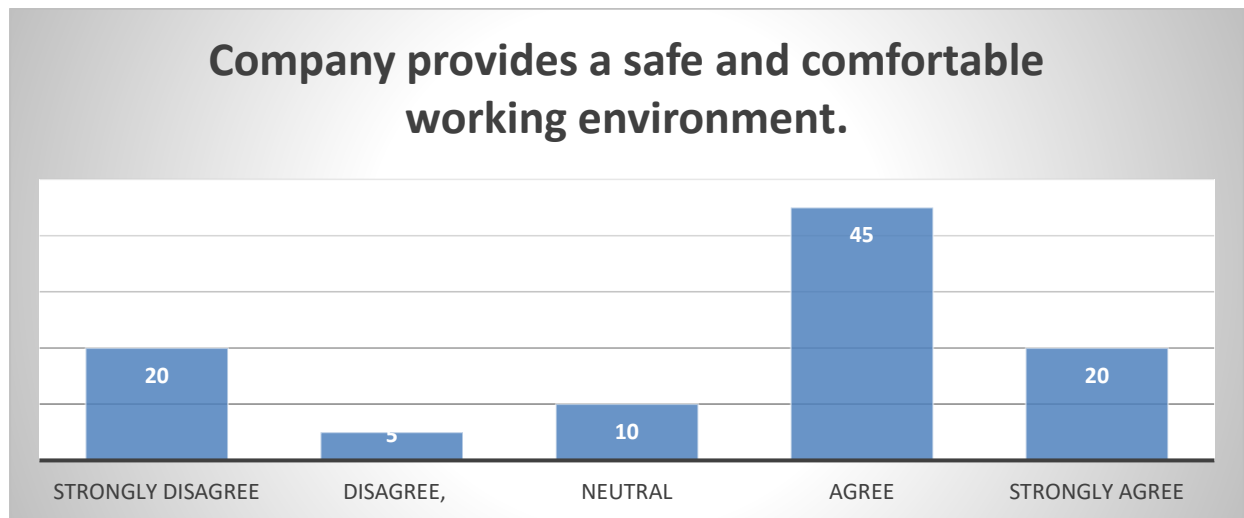


Figure No. 5.6

The chart shows employees' A total of **45% agree** and **20% strongly agree**, meaning **65% of employees feel the workplace is safe and comfortable**. However, not all employees share this view. **20% strongly disagree** and **5% disagree**, which means **25% of employees are dissatisfied** with the working environment. Moreover **10% of employees are neutral**, indicating they neither clearly approve nor disapprove.

5.7. There are clear opportunities for career growth and promotion.

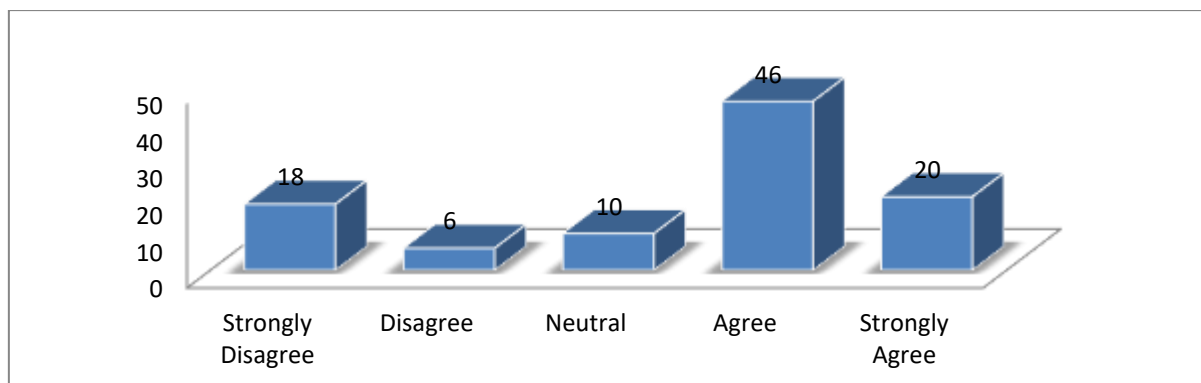


Figure No. 5.7

The majority of workers have favorable opinions. 66% of workers believe their workplace is secure and comfortable, with 46% agreeing and 20% strongly agreeing. But some workers aren't happy. 24% of workers have a negative opinion of their workplace, with 18% strongly disagreeing and 6% disagreeing. Furthermore, 10% of workers are neutral, indicating that they may have conflicting experiences or have doubts about the working environment.

5.8. Satisfaction level of employees with salary compared to industry standards.

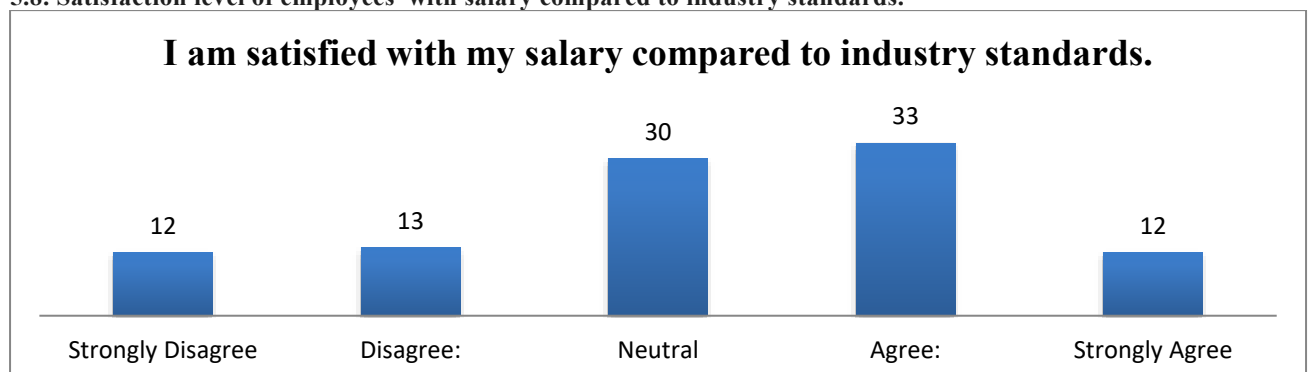


Figure:5.8

This chart explains how people feel about their salary compared to industry standards are **45% are satisfied** (33% agree, 12% strongly agree) and believe their pay matches industry levels. Additionally **30% feel neutral**, meaning they are unsure or think their salary is just average. And **25% are dissatisfied** (13% disagree, 12% strongly disagree) and feel underpaid.

5.9. Employee satisfied with leaves, breaks, and other benefits provided.

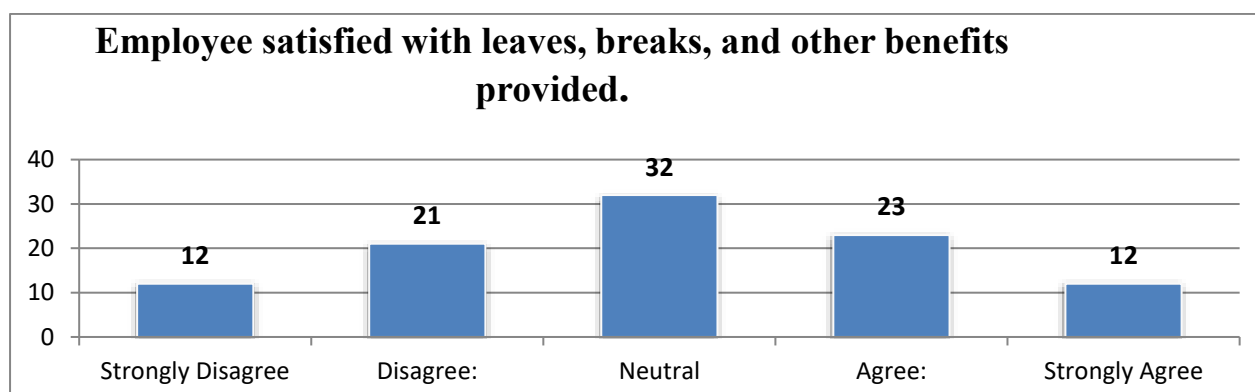


Figure: 5.9

Conclusion:

Appropriate orientation and talent-motivating progressive training to improve the prompt promotion through job enrichment and job expansion, as well as necessary job security that boosts employee morale, create the coveted "emotion to stay" in the company. It is determined that the special required liberal hybrid work culture is a healthy and productive work culture because employees can enjoy flexible work hours that foster a stress-free mindset, which makes them happy to maintain friendly retention behavior. Additionally, work from home will add time and value to the balanced work and life pleasures. Bono's parallel thinking, which supports various forms of creative thinking, can be used to create the best retention strategies for highly skilled and productive workers.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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