

A Study on Effectiveness of Performance Appraisal System in Hindustan Coca-Cola Beverages Private Limited, Srikalahasthi

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ABSTRACT

A performance appraisal system in any organization is a structured process for evaluating employee performance, providing feedback, and identifying areas for improvement. It's not just about measuring, but also about understanding the reasons behind performance and how to enhance it. The major objective of the study is to understand employees' perceptions and satisfaction levels with the current performance appraisal system. This system should be integrated with broader HR practices like training, development, and rewards. The structured questionnaire was applied to collect primary data from 100 employees of the HCCB Private Ltd. The sampling technique used a simple random method. Company website and records were used to gather secondary data. The study findings indicated that the employees are not getting feedback after performance appraisal system. It is suggested to provide regular feedback after performance evaluation done.

Key words: feedback, Employee perceptions, satisfaction levels

I. INTRODUCTION

Performance appraisal is an impartial rating of a systematic period and so far as humanly possible, important and impartial rating an employee's excellence in matter pertaining to his present job and his potentials for a better job. Other regarded it is a "process of estimating or judging the value excellence qualities or status or some object person or thing

Performance appraisal is method of evaluation the behavior of employees in the work spot, normally including both the quantitative and qualitative aspects of job performance. Performance here refers to the degree of accomplishment of the tasks that make up an

individual's job. Performance is always measured in terms of results.

II. REVIEW OF LITERATURE

U.Suphawadee et al, 2015, The Performance Appraisal was an important instruments for human resource development the same as Education as well as Training. It was significant in the raise as well as the promotion rather than being used as an instrument for staff development truly. For the Performance appraisal of Secondary School Teachers, under jurisdiction of Local Administrative Organization in feedback consisted of 2 factors including the feedback for those who were evaluated, and the feedback for school.

Boipono.Met. al, 2014, Performance Management System enabled the majority of public servants to plan, monitor and account for their performance organizational culture affected the implementation of PMS negatively as some of the leaders did not understand the system and thus were not able to guide their subordinates towards realizing the goals of the system. In addition, the study observed that some supervisor's use PMS as a punitive tool and deserving employees were not fully rewarded something that demotivates employees.

Figazzolo. L, 2013, Within the US, traditional appraisal systems relied heavily upon classroom Observations but new appraisal systems are now employing multiple instruments and multiple sources of information. Classroom observation and student growth and learning can be found in almost all recently developed appraisal systems. These comprehensive teacher appraisal systems include evidence of classroom practice, the contribution a teacher makes to his or her profession, professional growth, and a teacher's contribution to student growth and learning.

4. **OECD, 2013**, A clear and transparent chain between the performance assessment and continuing professional-development opportunities is essential for improving teaching practice (Ousted, 2006). Identifying individual teachers' strengths and weaknesses helps to determine which professional-development activities meet the teacher's own needs as well as the school's priorities. It is important for teachers to see appraisals as the basis for improvement and growth in their profession, regardless of their current level of performance

Sindhi S (2013) As education is becoming more learner-Centered than before, on the basis that pupils need to become actively involved in their own learning processes, in order to learn and develop to the full and they need to participate in their own development, becoming able to analyze and reflect on their competencies, so that they become independent thinkers and doers so all the high achieving schools have started new performance appraisal. The new appraisal system called '360 degree' performance appraisal appeared to be the perfect fit for the systematic objective and comprehensive teacher appraisal. These schools tried to develop 360 degree performance appraisal system to support individuals planning their own personal development and to enhance performance.

NEED FOR THE STUDY

Performance appraisal is a critical component of Human Resource Management (HRM) as it helps organizations evaluate employee performance, provide feedback, and facilitate career growth. This study aims to assess the **effectiveness of the performance appraisal system at Hindustan Coca-Cola Beverages Private Limited, Srikalahasthi** to determine its impact on employee satisfaction, motivation, and productivity.

SCOPE OF THE STUDY

The study on the Effectiveness of the Performance Appraisal System in Hindustan Coca-Cola Beverages Private Limited, Srikalahasthi

focuses on evaluating the appraisal process, its impact on employees, and areas for improvement.

OBJECTIVES OF THE STUDY

- 1) To analyze the performance appraisal process followed at HCCB.
- 2) To understand employees' perceptions and satisfaction levels with the current performance appraisal system.
- 3) To assess the effectiveness of the performance appraisal system in driving performance and improving employee outcomes.
- 4) To recommend improvements to enhance the effectiveness of the performance appraisal system

Research methodology

Research design: Descriptive type

Primary Data:

Primary data is the data which has been collected directly from the people of the organization it is also called as first-hand data. Primary data constitutes collecting data from all officers and supervises in different departments to know their view about existing Performance system and recommendations through prepared questionnaires. It constitutes direct approach to the employees and knowing their personal views and suggestions.

Secondary data:

Secondary data is those which have been already collected by some agency and which have been processed. Secondary data constitutes organizations profiles, HR systems in the organization and collecting data from various records maintained by the personnel department and manuals of the organizations.

Research Instruments: Structured questionnaire

Sampling Plan:

Sampling Size: 100

Sampling Unit: Executives of the company

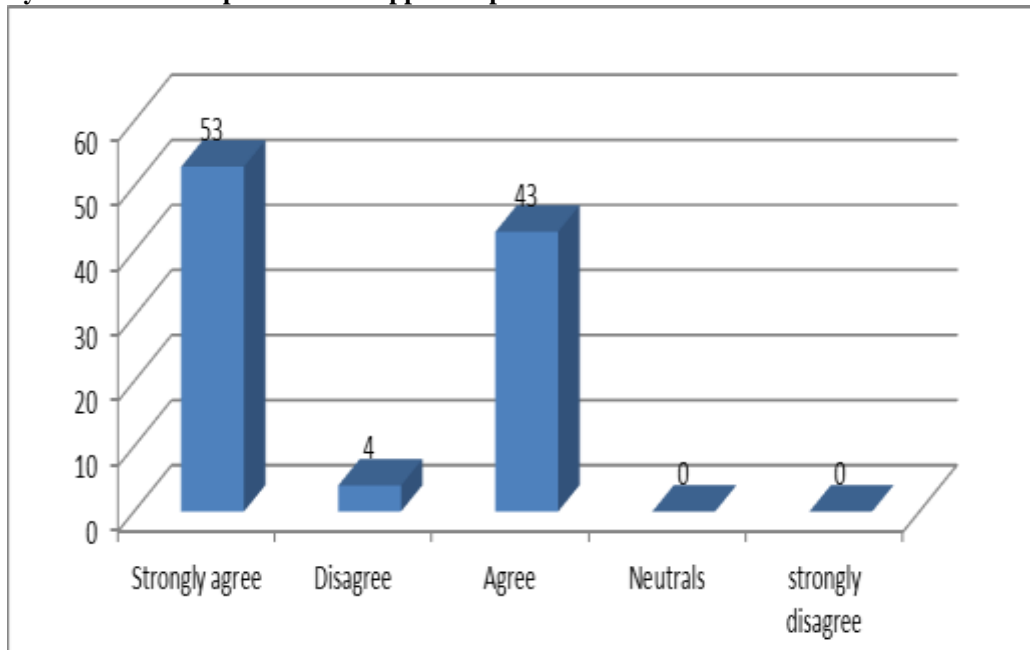
Sampling method: Simple random method

III. DATA ANALYSIS AND INTERPRETATION

Clearly understand the performance appraisal process followed in the organization

Opinion of Employees	No of Respondents	No of respondents (%)
Strongly agree	53	53%
Disagree	4	4%
Agree	43	43%
Neutrals	0	0%
strongly disagree	0	0%
Total	100	100%

Clearly understand the performance appraisal process

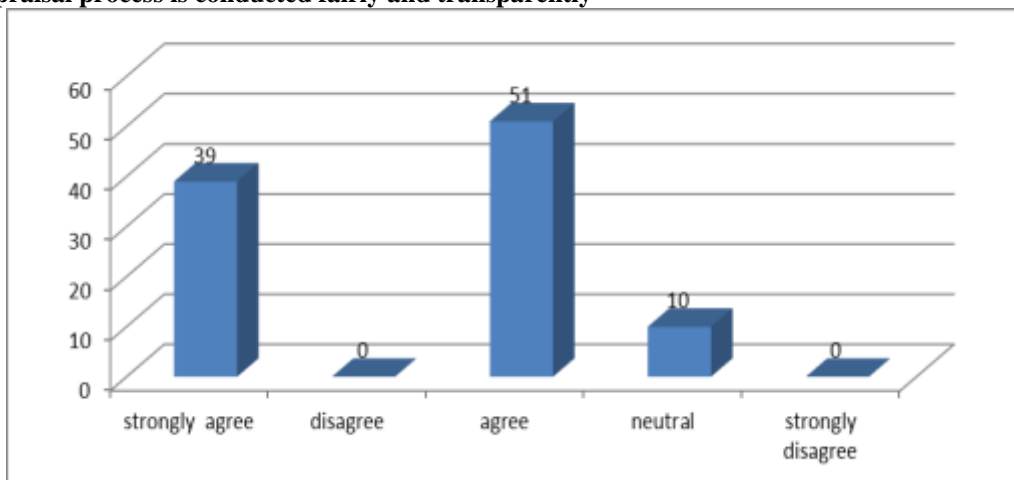


53% strongly agree, 4% dis agree 43% agree that they are Clearly understand the performance appraisal process followed in the organization

The appraisal process is conducted fairly and transparently

Opinion of Employees	No. of respondents	Respondents (%)
strongly agree	39	39.0%
Disagree	0	0.0%
Agree	51	51.0%
Neutral	10	10.0%
strongly disagree	0	0.0%
Total	100	100%

The appraisal process is conducted fairly and transparently

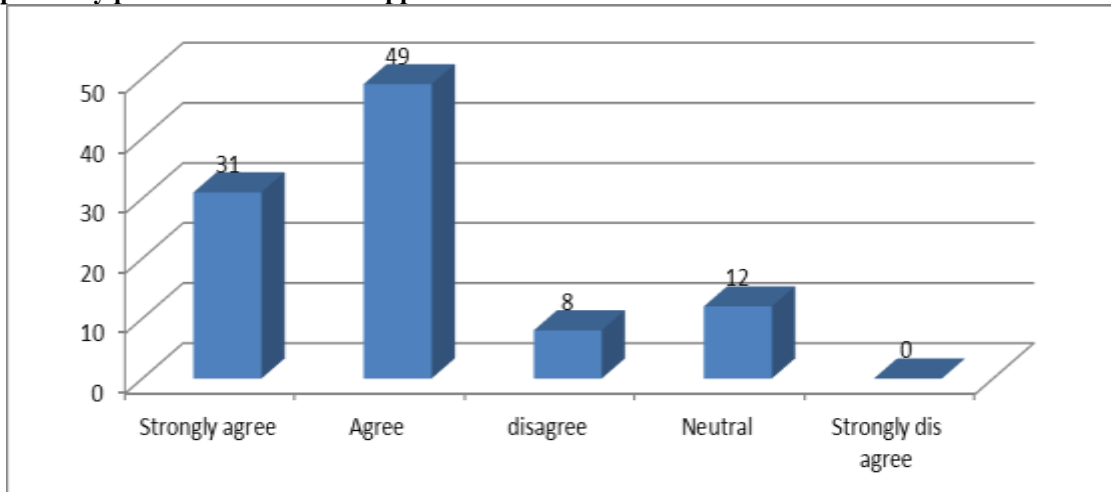


39% strongly agree, 51% agree and neutral 10% that appraisal process is conducted fairly and transparently.

Improve my performance after the appraisal discussions

Opinion of Employees	No of Respondents	Respondents of (%)
Strongly agree	31	31%
Agree	49	49%
disagree	8	8%
Neutral	12	12%
Strongly dis agree	0	0%
Total	100	100%

Improve my performance after the appraisal discussions

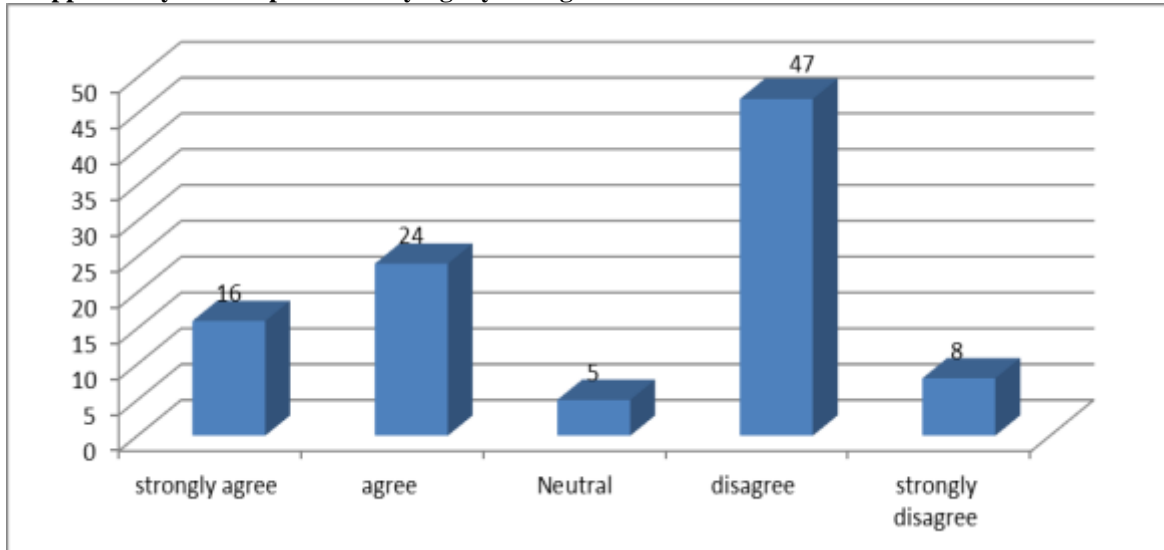


31% strongly agree, 49% agree, 12% neutral and 8% disagree that improve their performance after the appraisal discussion

The appraisal system helps in identifying my strengths and weaknesses

Opinion of Employees	No of Respondents	Respondents of (%)
strongly agree	16	16%
agree	24	24%
Neutral	5	5%
disagree	47	47%
strongly disagree	8	8%
Total	100	100%

The appraisal system helps in identifying my strengths and weaknesses

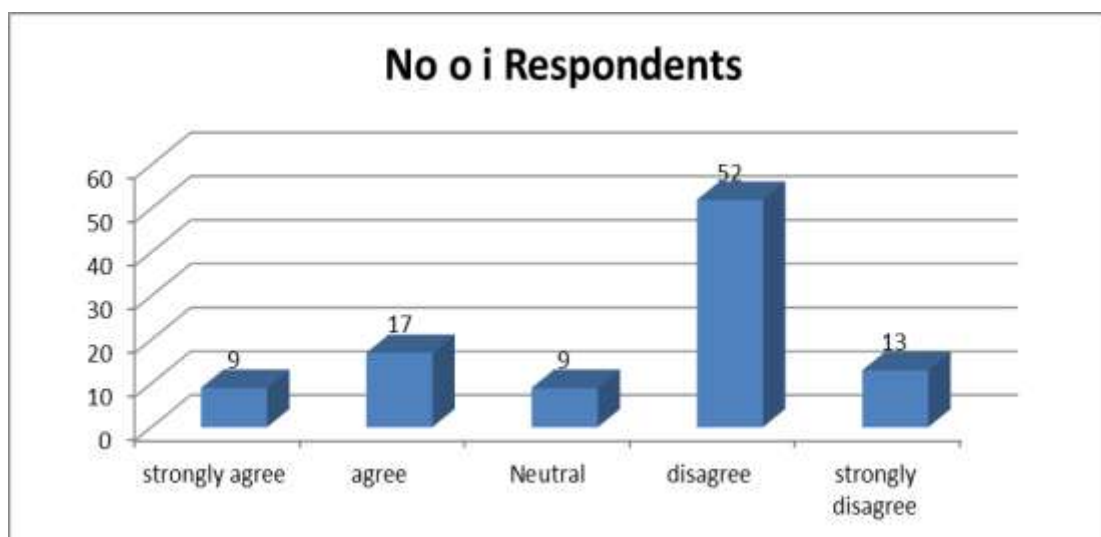


16% strongly agree 24% agree are 5% neutral 47% disagree and 8% strongly disagree that Performance Appraisal System helps in identifying their strength and weaknesses.

Appraiser is fair and unbiased during performance evaluation

Opinion of Employees	No of Respondents	Respondents of (%)
strongly agree	9	9%
agree	17	17%
Neutral	9	9%
disagree	52	52%
strongly disagree	13	13%
Total	100	100%

Appraiser is fair and unbiased during performance evaluation



9% strongly agree are 17 % agree are 9% neutral 52% disagree and 13% strongly disagree that there believe is fair and unbiased during evaluations

FINDINGS

- 53% strongly agree, 4% disagree 43% agree that they are clearly understand the performance appraisal process followed in the organization
- 39% strongly agree, 51% agree and neutral 10% that appraisal process is conducted fairly and transparently
- 80% agree, 12% neutral and 8% disagree that improve their performance after the appraisal discussions
- 40% agree and 14% disagree that performance appraisal system helps in identifying their strength and weaknesses
- 65% disagree that their appraiser is fair and unbiased during evaluations
- 48% agree and 9% neutral that the goals and responsibilities are clearly communicated before the appraisal period begins.
- 49% disagree that they receive irregular and useful feedback during and after appraisal.

SUGGESTIONS

- Employees are not getting feedback after performance appraisal system .So it is Suggested to provide regular feedback after performance evaluation.
- It is recommended that the company management should provide weakness points of each employee after performance appraisal system. So that the employees should improve their performances.
- The performance appraisal system must be fair and unbiased done by appraisal during evaluation.

IV. CONCLUSION

Performance appraisal system is a significant element of the information and control system in an organization. It provides valuable information for human resource policies and its formulations such as pay increases, promotions, demotions, transfers and terminators. Performance appraisal system is mostly based on objective settings. Many of the respondents are satisfied with the present appraisal system followed in the company.

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