PepsiCo Website’s Diversity Representation

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**Introduction**

Diversity refers to the differences between people, which may be racial, ethnic, age, gender, socio-economic, cultural, sexuality, or educational differences, among others. Organizations have continuously identified the importance of diversity in the organizational setting considering it impact on the image and reputation of the organizations. It is important to note that diversity has more to do with how individuals perceive other persons and less of how they perceive themselves. Such perceptions would affect the interaction that individuals will have with each other within the organization, or with the organization. Organizational management has a huge task in promoting diversity through clearly communicating the message of diversity to potential consumers, employees, and suppliers. With the increased embracement of information technology (IT), most individuals are more likely to interact with organizations online even as they search for more information on them, an aspect that has led to the establishment of organizational websites that offer visitors with information regarding what the organizations do. Nevertheless, the aspect of diversity varies among organizations even as some are keen to display their commitment to the course on their websites while others fail. This paper is going to review PepsiCo’s website and determine their use of information and pictorial representations to communicate their commitment on diversity.

**Accessibility of diversity-related material on PepsiCo’s Web site**

PepsiCo’s website is rich with diversity information, which is important in informing potential consumers, employees and suppliers on the company’s commitment to diversity and hence allow them to develop a clear perspective of what they would expect form the company in view of their distinctive boundaries and worldviews. Unlike most organizations, the company provides visitors with a direct link to a page titled “Diversity and Inclusion”, which provides the different elements of diversity that the company is keen to observe (PepsiCo, 2016). It is important to note that most employees, consumers, and suppliers have different motivators when looking for a company to interact with in their various capacities. Important of all is the aspect of achieving satisfaction from the interaction. Diversity is one of the ways through which individuals are able to achieve satisfaction. According to Maslow’s hierarchy of needs, individuals desire to be loved and to belong (Maslow, 2012). This means that individuals yearn for friendship and appreciation of their identities by other parties within their context, regardless of their differences. As such, for employees, consumers, or suppliers to engage in business interactions with PepsiCo they have to be contented with the fact that they will be appreciated in all their interactions. The availability and easy access of information on diversity ion the company’s website exposes the potential suppliers, consumers, and employees to information that would allow them to effectively gauge the company’s commitment to diversity and to effectively interact with it.

**Usefulness of the diversity information to potential employees, customers, and suppliers**

The information provide on PepsiCo’s website concerning, diversity is highly informative for potential employees as it reveals the organization’s intentions of employing people across all diversifications. The website provides clear information on the organization’s on-campus recruitment program and how the program has been developed to ensure inclusion of individuals from all backgrounds (PepsiCo, 2016). The diversity and inclusion webpage includes subcategories of the different diversification elements including disability, veterans, and women, who form the most marginalized population in the society. This was established to ensure that individuals within these subcategories are not locked out of the intake program and that they are encouraged to apply. Potential consumers are able to understand the company’s policy on diversity and inclusion an aspect that provides an incentive to do business with the company. It is important to note that embracing diversity is part of corporate social responsibility (CSR) initiatives and hence, a company that shows commitment to diversity implies that it values each and every member of the society and that it is concerned of their welfare regardless of their differences (Harvey & Allard, 2015). To this effect, individuals are likely to purchase goods or services from a company that has upheld diversity as opposed to one that shows little commitment towards the same. The website also provides suppliers with adequate information concerning their commitment towards ensuring diversity in the supply chain. This is achieved through the company’s Supplier Diversity Program, which offers women and minority owned businesses with an opportunity to join the supply chain, with the company investing close to $1.3 billion annually towards the same program (PepsiCo, 2016).

**The appropriateness of the photographs and graphic material that relates to diversity**

The use of culturally appropriate images in expressing an organizations commitment to diversity has been highlighted by various authors as one of the approaches through which diversity can be promoted within the organization. Images and graphic portrayals communicate more clear messages as compared to written messages as individuals can easily relate to an image that represents them (Walker, Feild, Bernerth, & Becton, 2012). PepsiCo has been keen to include various images of diversity on its website. Right from the websites homepage, the company shows various images including those highlighting the latest news stories, which are reflective of its embracement of diversity. The diversity webpage’s background image also portrays the aspect of diversity even as it includes individuals from the Caucasian, Black, Asian, Arabic, and Indian origins (PepsiCo, 2016). The pictured individuals seem happy and more interested in the topic of discussion as they have converged around a table. This implies that the company is welcoming of individuals from different racial backgrounds and that it is more interested in the competence and value that a person can add to the company as opposed to their diversified backgrounds. Apart from racial diversification, there is a clear balance between the number of men and women in the background picture, an aspect that suggests gender diversification (PepsiCo, 2016). This is later highlighted in the picture included in the section discussing women leadership, where a woman dressed in a PepsiCo labeled shirt is serving a customer. This implies that the company offers women the same opportunity as men in all the positions.

**Internal management issues that can affect the prominence that diversity gets or doesn’t get on an organization’s Web site**

There are various factors that may affect the prominence of diversity information on an organization’s Website. One of the major contributors to such reduced prominence is the lack of enough support from the top management, an aspect that results in underfunding of diversity projects (Tavakoli, 2015). As such, there lacks finances to support both the inclusion of the information on the website and the establishment of programs that can be promoted through the website. Another issue that may lead to reduced prominence of diversity on an organization’s website involves the management’s failure to establish a shared culture that can be well represented on all its platforms, such that individuals still retreat to their own cultures and beliefs when it comes to issues of diversity (Woodward, Vongswasdi, & More, 2015). This would impede any collaborative efforts towards promoting diversity messages.

**Diversity awards listed on PepsiCo’s Web site**

The use of diversity awards in the organizational setting is important in promoting a spirit of inclusion. It is important for managers to identify individuals and teams that are on the frontline in promoting diversity and to award them in order to motivate other teams towards promoting diversity as well as to establish the feeling of inclusion among all the members of the organization regardless of their background (Wrench, 2013). The awards for diversity may range from monetary awards to appraisal and inclusion of one’s name in the Hall of Fame. Two major awards are presented on PepsiCo’s website, which include the Harvey C. Russell Inclusion Award and the Global Steve Relnemund Diversity and Inclusion Leadership Legacy Award (PepsiCo, 2016). The former is given in honor of outstanding associates of the company in terms of promoting diversity and inclusion. On the other hand, the Global Steve Relnemund Diversity and Inclusion Leadership Legacy Award is given in honor of senior staff who express inclusive leadership and promotion of diversity and inclusion (PepsiCo, 2016). Individuals or teams that receive diversity awards within organizations include those who immensely contribute towards diversity and inclusion initiatives put in place by the organization including those that take the organization to other levels in matters of diversity (Harvey & Allard, 2015).

**Personal response**

In cases where I was a job applicant and had qualified for a position advertised by PepsiCo, I would still apply for a position in the company as the company has shown a great deal in advocating for diversity. The information offered on the website coupled by the use of images is reflective of the company’s efforts towards promoting diversity and inclusion. As such the company has fostered an inclusive environment in which al the employees feel a sense of belonging and none of the employees is discriminated against for their differences. I would walk into the company with confidence and assurance of being accepted despite my age, race, physical disability, and sexual orientation, all of which are not mainstream in the organization. In addition, I would be assured of facing no harassment from any of the other employees if I was to be offered a chance to work in the organization. The company upholds a zero-tolerance policy in view of any form of discrimination or harassment through its Global Anti-Harassment and Anti-Discrimination Policy on the basis of color, race, sex, religion, gender identity, sexual orientation, national origin, age, veteran status, or disability, among other categories that are protected under applicable law (PepsiCo, 2016). Apart from protection from harassment from other employees, this policy would also protect me from third person discrimination including vendors, visitors, and customers of PepsiCo.

**Conclusion**

It is evident from the review that PepsiCo has sufficiently promoted its support for diversity when dealing with employees, suppliers, and consumers through its website. The company’s website provides enough information to inform individuals that see to interact with the organization of the organizations value of the competencies of each person regardless of their points of diversification. The information provided illuminates the organization’s call for inclusiveness and promotion of measures that would facilitate inclusiveness such as offering of awards to the associates and senior staff that show the most effort in advocating for diversity and inclusion.

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