

Perception and Job Stress of Delivery Employees Working In Zomato with Special Reference to Coimbatore

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ABSTRACT

As technology has evolved and people's lifestyles have changed, food delivery services have risen in popularity. Delivery executives play an essential role to the successful development of online meal delivery businesses. This data set discusses the perceptions and job stress of employees at Zomato, with a focus on Coimbatore, Tamil Nadu, India. The questionnaire was distributed to 50 employees working as delivery executives for Zomato. A convenient sampling technique was used for the study. Employees at Zomato have the option of working part-time. This was the primary basis for this job's perception. The major reason for stress is that delivery executives are compelled to work quickly and are given a time constraint to work within. Keeping up with this is challenging for them. This industry has a higher level of job stress. As a result, tactical initiatives for a stress-free attitude toward their jobs may be enhanced, resulting in increased employee work satisfaction, which will eventually contribute to the sector's growth.

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I. INTRODUCTION

Online food purchasing is the process of ordering consumers' favourite foods via a restaurant's website or food delivery applications. Food delivery services have exploded in popularity in recent years as technology has advanced and people's lifestyles have changed. In India's food sector, online food delivery has ushered in a new era. (Karodia ankit 2020) Customers' preferences are the greatest vital factor in deciding what to eat. Customers always select their favourite restaurant, several menu choices, the item of their choosing, and lastly, delivery and pick-up options while purchasing meals. Customers' payment options usually include debit or credit cards, payment apps, or cash on delivery. The app will provide updates on meal quality, preparation and finish times, as well as spontaneous delivery information. Customers may follow the delivery process and projected delivery time via a website or mobile app. The customer's location, local eateries, and lodging information are all available. Every time a consumer places a purchase, the message is forwarded to the mainframe. It is then forwarded to the individual who is closest to the pick-up and delivery locations.

II. REVIEW OF LITERATURE

Ukandu, N. E., & Ukpere, W. I. (2014). Job satisfaction at fast food businesses in Cape Town was the subject of the research. Employees in fast food restaurants are individuals with specific requirements that must be met. The survey only took into account personnel with at least six months of experience. Employees at both the administrative and operational levels were polled for information. The surveys contain 200 closed-ended questions and were delivered to 123 fast-food employees, with a 62.5 percent response rate. The findings suggest that the employees are dissatisfied with their jobs and that their personal development is lacking.

Meenatchi Somasundari (2018). The study used an analytical research approach and its main goal is to learn about the impact of stress on online food delivery executives. A total of 100 samples were collected by using convenience sample method. To discover the key areas of stress as well as the influence it has on demographic characteristics independent t sample test, chi-square test has been utilised in the research. The research discovered that job satisfaction is the most important factor that has an impact on the performance of the employees.

Goh See-Kwong et.al (2017). Their study mainly concentrated to learn about the perspectives of respondents who provide delivery services through a third-party internet platform. The investigation into the perspectives of company owners in respect to outsourcing food delivery services was found to be insufficient. The survey included twelve respondents who are currently providing outsourcing services. Outsourcing decisions and motivational reasons are included in the questionnaire.

Mehroliya, S., et.al (2021). During the COVID-19 epidemic in India, this study intends to empirically analyse the unique features of clients who ordered meals through Online Food Delivery

services (OFDs) and those who did not. Customers of 462 OFDs provided data for this study. To examine the significant differences between the two categories of OFDs customers, binary logistic regression is used to examine the respondents' characteristics, such as age, patronage frequency before the lockdown, affective and instrumental beliefs, product involvement, and the perceived threat. According to the binary logistic regression, respondents who feel a high level of threat have less product participation and report a lower level of benefit on OFDs.

III. RESEARCH METHODOLOGY

Research Gap

Various researchers have taken up the topic of perception and job stress in a number of segments of the workforce. Few studies have been conducted in the food delivery system, and none have been conducted on topics such as perception and job stress among food delivery staff, with special reference to Zomato, Coimbatore City, and TamilNadu, India. As a result, the purpose of this study is to fill in the gaps in the literature by giving more data.

Objectives of the study

1. To determine the factors which influence perception of the job as delivery executives in Zomato
2. To identify the level of factors which are causable for their job stress

Research Design

The aim of the research is to find out the elements that influence the perception and job stress of the food delivery boys. Descriptive research design was applied for the study.

Methodology

50 employees from Coimbatore city who are working for Zomato food delivery have been used for this study as sample representatives. A convenient sample technique has been used for the study. Data was collected from the employees with the help of a questionnaire.

Data Collection and Analysis

A questionnaire was distributed to the respondents to fill out. The first section of the questionnaire consists of the demographic variables of the respondents, and the second section deals with the factors which influence perceptions of the job. And the third section was about the factors which deal with the reason for the job stress.

IV. Result and Discussion

Profile of the Participants

Table 1: Participants Profile

Age of the respondent	n	%
Below 19	4	8
19-25	24	48
26-32	13	26
33 and above	9	18
Total	50	100
Educational qualification of the Respondent	n	%
Below 12th Std	6	12
12th & Diploma	8	16
Professional courses	7	14
Under Graduates	21	42
Post Graduates	8	16
Total	50	100
Monthly earnings	n	%
Up to 5000	3	6
5000-10000	18	36
10000-15000	17	34
Above 15000	12	24
Total	50	100

Household size	n	%
Up to 4	22	44
4--6	21	42
Above 6	7	14
Total	50	100

Source: computed primary data

Table 1 represents the demographic features of the respondents. The majority of the respondents came under the age of 19-25 (24%). The majority of the delivery boys have an Undergraduate degree as their educational background. 18% of the respondents earned monthly salaries of 5000-10000 rupees. Most of the respondents' household sizes are limited to 4 members (22%).

Perception of the Job

Table 2: Perception towards the Job

Reason	n	%
Passion	6	12
Family responsibility	12	24
Alternative for other jobs	4	8
To meet educational expenses	11	22
Can work as part time	17	34
Total	50	100

Source: computed primary data

The table 2 shows the factors which influence the perception of employment as delivery executives. A majority of the respondents (34%) had the opinion that "can work as a part-time job" was the main reason for selecting the job. "Family responsibility is the second reason" (24%). "To meet educational expenses" with a percentage of 22, "passion" (12%), and "alternative to other jobs" (4%), are the other third, fourth, and fifth reasons for perception towards this job.

Factors affecting Job Stress

A likert's five point scale which starts from Strongly Agree to Strongly Disagree (5-1)) was used to determine the job stress level and T- test is used to determine the result . The table 1 shows the factors with t-values which is used for the study.

Factors	Test value=0					
	t	df	Sig (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Work load is a lot.	22.909	49	0.000	3.660	3.6405	4.280
Disputes with angry consumers	15.111	49	0.000	2.560	2.2195	2.901
Customers' rude/hurtful responses	18.413	49	0.000	3.200	2.8507	3.549
Force to work rapidly	26.784	49	0.000	3.960	3.3372	3.983
Keeping up with time limit is tough	25.276	49	0.000	3.700	3.4058	3.994
Feeling fatigue and depleted of physical energy	24.603	49	0.000	3.680	3.4021	3.958
Poor treatment by hotel employees and owners	20.633	49	0.000	3.500	3.1591	3.841
Loss of appetite and skipping meals	23.949	49	0.000	3.660	3.3529	3.967
Getting frustrated by traffic	23.75	49	0.000	3.820	3.4968	4.143
Poor sleeping routine	21.913	49	0.000	3.500	3.1792	3.821

"Forced to work rapidly" and "Keepig up with time limitations is tough" had the highest t-values of 26.784 and 25.276, respectively, indicating that these two variables cause the respondent to be more stressed than other factors. The factor "Feeling fatigued and depleted of physical energy" has a t-value of 24.603, whereas the factor "Loss of appetite and skipping meals" has a t-value of

23.949. Another factor that contributes to occupational stress is traffic frustration, which has a t-value of 23.750. "High work load" has a t-value of 22.909. The t-value for "poor treatment by hotel personnel and owners" is 20.633. "Customers' rude/hurtful responses" and "Disputes with angry consumers" has the lowest t-value of 18.413, 15.111 respectively. This shows the respondent level of stress is low towards these two factors.

V. CONCLUSION, POLICY IMPLICATION AND FURTHER RESEARCH

In this study, the perception and job stress of employees working in food delivery businesses were investigated. Employees are a company's most valuable asset. This is even more significant in emerging sectors like as the services of food delivery. Job satisfaction in this area is low due to a lack of recognition, professional advancement, and the possibility to make ideas. Job stress is another key element that influence job satisfaction. Job stress is more in this sector. As a consequence, tactical steps for a stress-free attitude toward their employment may be strengthened, resulting in a rise in employee job satisfaction, which will ultimately contribute to the sector's development.

a. Suggestions:

- The corporation shall endeavor to establish a grievance appraisal committee to address employees' job-related difficulties, as well as give the necessary training to workers in order to alleviate employee stress.
- Assigned the great traffic congestion in city centers during peak hours, the delivery deadlines given to employees may be extended.
- An appropriate communication channel can be established to provide information to employees about the changes that will be made to their jobs.
- Food delivery employees may be treated with respect rather than degraded by society.

b. Further Scope for the Study:

The study only looked at two factors: employee perception and job stress in the food delivery industry, with a specific focus on Zomato. Future study might include other aspects such as job stability, work-life balance, insurance benefits, and employee health issues, as well as a larger region of analysis like the entire state of Tamil Nadu.

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