

An Analysis of Stress Level and Stress management of Swiggy Online Food Delivery Executives while supply of food to customers in Mysuru

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Abstract:

The fast pace of life, life style changes, social and cultural have led us to the new age of catering and food delivery supply chains. It has made our lives comfortable that even nourishments arrived at our doorsteps with a solitary tap. Food ordering on online is conceptually diverse from other sources of ordering food, as the internet endorses a one-to one communication between the vendor and the end-user with round the clock customer service. Technology has played a dynamic part in transforming the food delivery service from phone-based to digital ordering to gratify consumers' ever-changing demands, creating its way to the development of IT based social media platforms to control Indian Kitchens and culinary interests. The rising demand for restaurant business and Kitchen less homes are inspiring the business innovators to take newer challenges to meet the culinary preferences of the modern day's "DINC" (Double Income Group) families on the frontline.

The food delivery Start-ups in India have become the new trend setter and the talk-of-the-town in the global business economy since the past few years. These companies led by young Indians have been inspired to take up various challenges to address the concern areas of Indian consumers and extend them with various products and services at reasonable prices. The tech savvy youth are geared up with a variety of ideas for their start-ups to capture the mindshare of people with differentiated technology, innovative products and pioneering services. Swiggy is one of such examples. Any business is inherently associated with job stress, having a bearing impact on the holistic performance across all the touch points of business till the end point of destination of customer services.

The present study is designed to analyze work stress while supply of online food industry with special reference to Swiggy food delivery executives.

Keywords: *Life style changes, Food Delivery, culinary preferences, Work stress, customer services, Swiggy.*

Introduction

Online food ordering and delivery is a modern business type in e-commerce that paved way to the start of many online businesses. It fulfills the needs of the consumers away from restaurants and

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brings the customers and restaurants in a platform. Online food ordering and delivery service provides the customer fresh and quality cooked food in few minutes. Usage of technology brought change in the Restaurant food service to online food service. It is very simple to order the food online, it can be done using smartphone or by mail. Therefore the millennial population is very much impressed by online food ordering, they are born with technology. It is very convenient to them to order food. And also they earn more in their early age itself. Therefore the disposable income of them is more. They bother time more than the money.

Food servicing is the latest flavor of the year for Indian startups. It is not only usage of technology and apps but food technology process used for food products and services provided to them. All the details of the orders of customers tracking system is also added in their service, they keep database of consumers to enhance the services. They serve with decent qualities and quantities of food, maintain time and they built good relation with customers and maintain the customers as a regular customers.

Many people are working in online food delivery sector as full time workers and also as part time workers. Delivery executives at startups such as Swiggy are earning very good income depending on the number of deliveries completed and the distance that they cover. Online food delivery services are at peak during evenings and at night. Employees get an additional incentive during rainy days and during late night shifts. However, the employees face a lot of difficulties to work in this sector. Food delivery employees will be provided with the address of the restaurants and the delivery points. They need to pick up food from the hotels and restaurants and delivery it to the specified address on time, irrespective of the traffic and the location. Hence, the study focuses on the level of job stress of employees in food delivery services with special reference to Swiggy, an online food delivery company.

Review of Literature

Wilfred Isioma Ukpera et.al (2014) have conducted a study on "Factors impacting Job Satisfaction of employees in fast food industry in Cape Town". The study has focused on Job satisfaction of fast food outlets in Cape Town. The employees working in fast food outlets are unique and have to satisfy their own individual needs. The employees having around 6 months of experience have been considered for the study. The employees working at administrative and operational level have been considered. The findings show that the employees are not satisfactory and their personal growth is not up to the mark. The researchers have suggested for effective participation in decision making and proper training to be given to the employees

Kinyita Pauline Nyangahu et.al (2015) examined the relationship between work stress and performance of employees in Nairobi City. The researchers selected 5 managerial and 55 non-management staff for the study. Chi square test was used to analyze the inferential statistics. The findings of the study showed a relationship between work stress and employee performance. The study also revealed that work stress significantly affects the performance of an individual and stress management techniques are not highly regarded or utilized by the management.

Goh See-Kwong et .al (2017) have conducted a research entitled "A study on outsourcing of online food delivery services". The study tends to find the perspective of respondents offering delivery services through third party online platform. Twelve respondents were considered for the study. The findings show that the most significant impact while outsourcing third party online food delivery service is increase in revenue and exposure online service plays a major role in improving the customer satisfaction. So the companies should concentrate more on satisfying the needs of the customer, experience in payment modes, reviews and ratings.

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Neha Parashar et.al (2018) in their research "A study on customer's attitude and perception towards digital food app services" found that food delivery apps have now become a big hit in India, that one can download on smart phones to order food on their comfort zone of homes and the facilities plays a vital role to purchase the App. The researcher suggested that though Cash on Delivery is available, other digital techniques are also growing; hence it is necessary to develop an App with more comfort of usage for the consumers to place orders that are highly preferable.

Meenatchi Somasundari M (2018) conducted a study on, "Mechanism of job satisfaction and job performance among the selected online food delivery services". The researcher adopts analytical research design and has the primary objectives as to know the effect of stress on job performance of online food delivery executives. 100 Samples have been considered by using convenient sampling method for collecting the data. To find out the important dimensions of stress and its impact on demographic variables, chi-square test, independent t sample test has been used. The study found that job satisfaction is the major factor which affects the performance of the employees. It was found that job stress directly affects the functioning of the workers in the online food delivery industry

Mitali Gupta (2019) examined the impact of online food delivery app on restaurant business with special reference to Swiggy and Zomato. The researcher explored the changing urban way of life of the normal Indian is sufficiently emotional to be ideal for the food on the go and fast home delivery models to develop at a higher rate. The researcher pointed out that organization that knows about the colossal potential for development may wander straight in however, the fittest will endure. The researcher concluded that organizations who keep their offer and their image dynamic in purchaser's brains, will take the greatest offer of the Indian online food benefit pie.

D.Vijayalaxmi et .al (2019) conducted a study on "Result of Psychological well-being on online food delivery service executives job performance". The study aimed to inspect the stress factors and employment fulfillment level among the online food delivery executives by using statistical methods such as Chi-square test and independent t-test taking opinions of 210 respondents from online nourishment conveyance officials. The researcher concluded that both fulltime and part time and low nourishment conveyance officials have no critical contrast found with the sentiment about occupation fulfillment. And suggested to follow some stress coping techniques such as Yoga, meditation, Music, Exercise and much.

Ankit Katrodia (2020) has conducted a study on "Job Stress and Insecurity among the employees in food delivery services". The study aimed to study the factors affecting the job stress and insecurity of the employees working in food delivery services. 150 employees were considered for the study. The researcher opined that the hours of work is causing major stress to the employees working in food delivery industry such as Swiggy, Zomato and Uber. The researcher concluded by suggesting that the company must work towards forming a grievance appraisal committee to solve employees work-related issues and also provide training to the workers with the view to reduce the work stress of the employees.

Need and Significance of the Study

Online food ordering and delivering services is fulfilled with the help of online apps, a big pool of people's help is inevitable, often we tend to ignore the work stress of online food delivery employees. Therefore, an attempt has been made to understand whether the employees are potential enough to manage stress and increase their performance. The present study has been carried out with special reference to online food delivery services provided by Swiggy. The present study has conducted in Mysuru. The study aims to identify the stress level of Swiggy online food delivery executives.

Objectives of the Study

The present study is based on the following objectives:

- To study the demographic factors of the executives in online food delivery company.
- To study the factors most responsible for work stress of executives in supply of online food delivery .
- To study the stress coping techniques used by executives in online food delivery company.

Research Methodology

Data: Both Primary and Secondary data are used for the study.

Primary data: The primary data for the study are collected by conducting interviews, by administering a structured questionnaire. Primary data are collected from the target respondents i.e. Swiggy online food delivery executives and office bearers of Swiggy.

Secondary data: Secondary data are collected from books, research papers, newspaper articles and data published by FSSAI (Food Safety and Standards Authority of India).

Analysis and Interpretation:

Demographic profile of food delivery Executives Swiggy

Table 1: Age of the food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Below 20 years	4	5.33
20 to 30 years	38	50.67
30 to 40 years	22	29.33
40 and above	11	14.67
Total	75	100

Source: Collected from primary data through field survey

The above table shows that 50.67% of respondents are under the age of 20 to 30 years .29.33% of respondents are under the age of 30 to 40 years. 14.67% of respondents are under 40 and above., 5.33% of respondents are of below 20 years

Table 2: Education qualification of food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Below SSLC	26	34.67
PUC	25	33.33
DEGREE and above	24	32.00
Total	75	100.00

Source: Collected from primary data through field survey

Table 2 represents the Education qualification of the respondents. Highest percentage of respondents are of below SSLC that is 34.67%. The lowest respondents 32% fall under the group of degree and above.The qualification of PUC 33.33%

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Table 3: Marital status of food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Married	23	30.67
Unmarried	52	69.33
Total	75	100.00

Source: Collected from primary data through field survey

Table 3 states the marital status of the respondents. Under this married constitute 30.67% and 69.33% shows highest among these two is unmarried.

Table 4: Size of the family of food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Small family	54	72.00
Large family	21	28.00
Total	75	100.00

Source: Collected from primary data through field survey

Table 4 reveals the family size of the respondents. Under this group most of the respondent are from the small family that is 72% and 28% of the respondents are from large family.

Table 5: Nature of Job of food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Part time	47	62.67
Full time	28	37.33
Total	75	100.00

Source: Collected from primary data through field survey

Table 5 provides data of the nature of job of the respondents. Most of the people work part time and very few work as full time basis. That is 62.67% and 37.33% respectively.

Table 6: Monthly Income of the food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Below 5000	04	5.33
5000 to 10000	18	24.0
10000 to 15000	31	41.34
15000 and above	22	29.33
Total	75	100.00

Source: Collected from primary data through field survey

Table 6 recorded with the monthly income of the respondents. Here it is observed that most of the respondents are earning Rs.10000 to 15000 per month i.e., 41.34% of the respondents. Only 5.33% of respondents earn only Rs.5000. 29.33% of respondents earn more than 15000. 24% of respondents earn Rs.5000 to 10000.

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Table 7: Experience of the food delivery Executives of Swiggy

Particulars	Frequency	Percentage
Below 1 year	34	45.33
1 to 2 years	23	30.67
2 to 3 years	13	17.33
Above 3 years	05	06.67
Total	75	100.00

Source: Collected from primary data through field survey

Table 7 consists of Experience of the Swiggy food delivery Executives. 45.33% of respondents have less than one-year service. Only 06.67% of respondents have above three years' service. 30.67% and 17.33% Of respondents have 1 to 2 years and 2 to 3 years' experience.

Table 8: JOB STRESS – FACTORS

Particulars	N	Mean	Std Deviation
Have high work load	75	4.11	1.214
Have Arguments with angry customers	75	2.29	1.171
Get Unkind/hurtful response from customers	75	3.79	1.177
Have faced Harassments and assaults in workplace	75	2.97	1.461
Have Constant pressure to work fast	75	3.49	1.298
It is Difficulty to keep up with time deadlines	75	3.67	1.201
Feeling tired and drained of physical energy	75	3.56	1.056
Unkind treatment by hotel workers/owners	75	3.76	1.344
Feeling of choosing wrong job/profession	75	2.76	1.113
Low confidence level and low self esteem	75	2.92	1.292
Skipping meals and loss of appetite	75	2.80	1.263
Getting irritated by traffic	75	4.21	1.094
Being in an accident because of rash driving	75	3.48	1.379
Difficulty in finding customer's address	75	3.07	1.131

From Table 1 it is observed that "Getting irritated by traffic" and "Have high work load" has the highest Mean value of 4.21 and 4.11 respectively. Hence it indicates the stress is more in these two factors when compared to other stress factors. The factors "Have Arguments with angry customers and Feeling of choosing wrong job/profession" has the lowest Mean value that is 2.29 and 2.76. Therefore, the stress level is less towards these two factors compared to other factors of job stress.

Table 9: Stress Management Techniques

Particulars	N	Mean	Std. Deviation
Learn techniques for relaxation such as meditation and deep breathing	75	3.20	1.668
Build physical exercise into daily life	75	3.33	1.436
Learn to recognize the sources of stress	75	3.35	1.310
Make Time to discuss with Family members or play with kids	75	3.43	1.265
Express my feelings instead of bottling them up	75	3.35	1.370
Tried to have regular and adequate amount of sleep	75	3.53	1.234
Bring humor into life by watching comedies, sharing jokes and reading fun stories	75	4.31	1.162
Attach myself with nature, try gardening, spend time in the open sky, terrace, balcony and feel the flowing air	75	3.87	1.329
Practice healthy eating habits and avoid junk foods	75	3.05	1.229
Share my feelings about work problems you face with your friends and family members	75	3.51	1.245

Table 9 shows that the most respondents are practicing the factors consists of "Bring humor into life by watching comedies, sharing jokes and reading fun stories" and "Attach myself with nature, try gardening, spend time in the open sky, terrace, balcony and feel the flowing air" as the mean shows highest value such as 4.31 and 3.87. The factors less practiced to manage stress by the respondents are "Practice healthy eating habits and avoid junk foods" and "Learn techniques for relaxation such as meditation and deep breathing" as the Mean value is lowest that is 3.05 and 3.20 respectively.

Findings

1. It is found that most of the Executives are belonging to middle age group.
2. Most of the respondent are of lower education qualification as the job requires any qualification.
3. It is evidenced that it is suitable to unmarried youths and one who work part time.
4. The executives earn a moderate income.
5. Majority of the executives are irritated by traffic and heavy pressure of work.
6. Many executives practice one or the other stress coping techniques.

Suggestions

- The company has to analyse the stress factors of the food delivery executives and take corrective measures to reduce the job stress.
- In peak times when there is high traffic some concessions in time should be given to deliver the food to customers.
- The company should study the work pressure of the delivery executives and reduce the work pressure to reduce the stress

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- The company should create awareness to practice various stress relief techniques

Conclusion

The food delivery executives are the back bone of the online food delivery companies. They depend highly on these executives. The success of the company depends upon its employees. In case of food delivery company, it is very much true. Therefore, the company motivate the executives to work hard and smart. Learn techniques for relaxation such as meditation and deep breathing. The executives should be rewarded properly because of insecurity and lack of recognition and also to behave pleasantly with the customers. This will lead high customer satisfaction and also high job satisfaction of executives.

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