



A Study on Problems Faced by Food Delivery Executives in Panvel region

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❖ Introduction:

E- Commerce is Trending Nowadays, Post Covid era has opened up new business opportunities In this Era people are looking for convenience and ease, hence there is an immense hype in food industry. It's a stage where food is been delivered at your doorstep in 30 minutes using some applications. Our hectic day and reckless life have pushed us to follow this trend. Online food delivery system is been a helpful to the society as it provides fresh food at the doorstep of the customer, giving various payment options, cash back offers. The present Indian market is captured with popular players such as Food panda, Swiggy, Zomato etc. India is witnessing the tremendous growth of restaurant industry after the advent of technological development in restaurant industry. This research is an attempt to find out problems faced by delivery executives and giving solutions to the industry to make food delivery more effective.

Keywords: Food Delivery Executives, Problems, Framework

Measurement: A structured questionnaire and Interviews were used to collect the responses of the respondents.

Time Frame: The Data were Collected in the Month of October, 2022 and on that basis current research is done.

❖ Objectives of the Study:

- 1) To understand the socio-economic profile of food delivery executives.
- 2) To analyse and to categorize the problems of food delivery executives.
- 3) To provide suggestions to employees, companies and policy makers of Food delivery Industry.

❖ Hypotheses of the Study

Hypotheses: 1

- H₀: There is no significant difference in the problems faced by Food Delivery Executives in the Online Food Industry.
- H₁: There is no significant difference in the problems faced by Food Delivery Executives in the Online Food Industry.

Hypotheses: 2

- H₀: There is no significant difference in the factors influencing Food Delivery Executives to select this job.
- H₁: There is significant difference in the factors influencing Food Delivery Executives to select this job.

❖ Significance of the Study

- 1) Delivery Executives are usually not considered, but they are one of the important factors through which the delivery services get successful.
- 2) This study helps to understand the socio- economic level and problems faced by Executives
- 3) This research helps to understand the socio- economic level and problems faced by food delivery Executives

❖ Limitations of the Study

- 1) This study is limited to Food Delivery Executives, doesn't cover about groceries or other delivery executives.
- 2) Availability of respondents for interviews. As time is the essence of delivery work, some respondents left the interview in the middle or remained busy as they had to complete their work. Data collection process was the biggest challenge we faced.
- 3) This study is limited to Panvel Region only.
- 4) This study is limited to Swiggy and Zomato only.

❖ Scope of the Study:

- 1) Further study can be done for all delivery executives who serve under any platform or on any outlet.
- 2) Further study can be done with wider Geographical basis, for now we have considered Panvel Region, we can study on Navi Mumbai Region also.
- 3) Study can be done also about the Job and Income Satisfaction of the Delivery Executives.

❖ Review of literature:

1) **Dr. K. Meenatchi Somasundari, (July 2019)** has studied the effects of stress and job satisfaction level among the Online delivery executives in their job performance. This study was focused on Zomato food delivery boys. Data was collected from 210 online delivery executives using questionnaire and it was found that executives are not satisfied with their job due to lack of recognition, professional advancement and the possibility to make ideas.

2) **Dr. Mitali Gupta, (December 2018)** has studied the impact of Online Food Delivery start- ups like Zomato and Swiggy on restaurant business. It also studies the strategies of Food Delivery Application Zomato and Swiggy. This research contains benefits of food delivery application, Indian food application scenario, strategy of Zomato and positive and negative effects of food delivery application on restaurant.

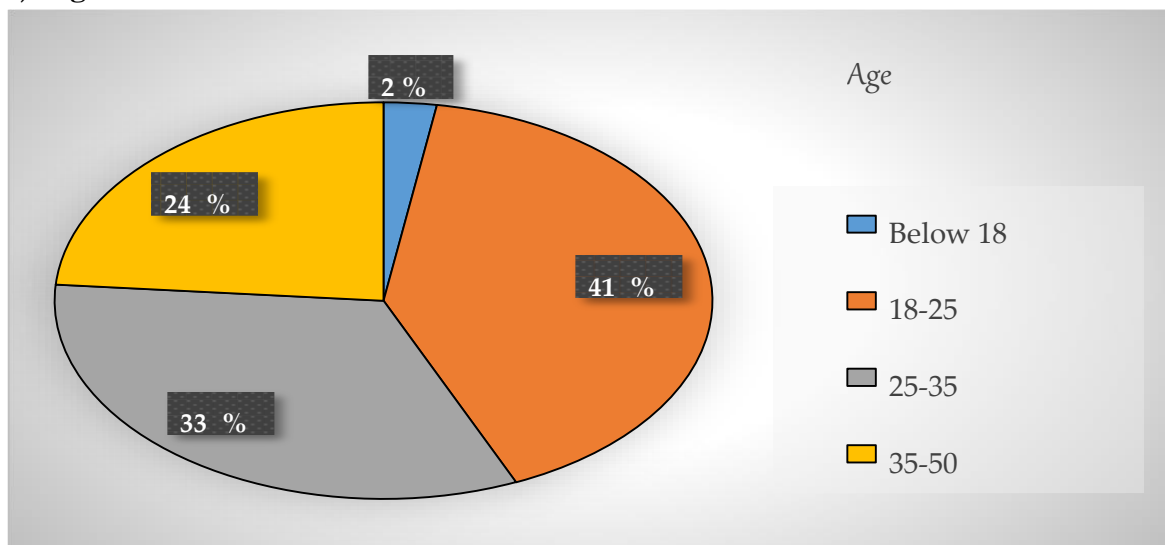
3) **Purohit Shantanu Kumar, (2021)** has studied work related prospects and challenges of E Commerce Delivery Boys in NCT Delhi. This research focus to study the socio- economic status of delivery boys, it also examines the factors influenced them to take this job. This research explores the working conditions of Delivery boys, it studies the effect of delivery work on socio- economic life and personal health.

Data collection was done among 200 delivery boys Delivery boys of more than 18 years and irrespective of the duration of working in the delivery job were included in the study. The findings from the survey are that Delivery boys working in famous Indian e-commerce companies, startups, food delivery platforms, and companies that have regional, national or global presence offering a range of products from food and nonfood products enabled in providing information.

❖ **Research Methodology:** Exploratory research design was adopted. The sampling method adopted for the study was Convenience Sampling Method which is a Non-Probability Sampling Method. Both primary and secondary data was used in research. Data collected from 100 respondents through Questionnaire and also Interview were conducted from employers and employees. Data were analysed and Hypotheses were tested using Chi – square Test in MS- Excel.

❖ **Data Analysis and Interpretation:**

1) **Age:**

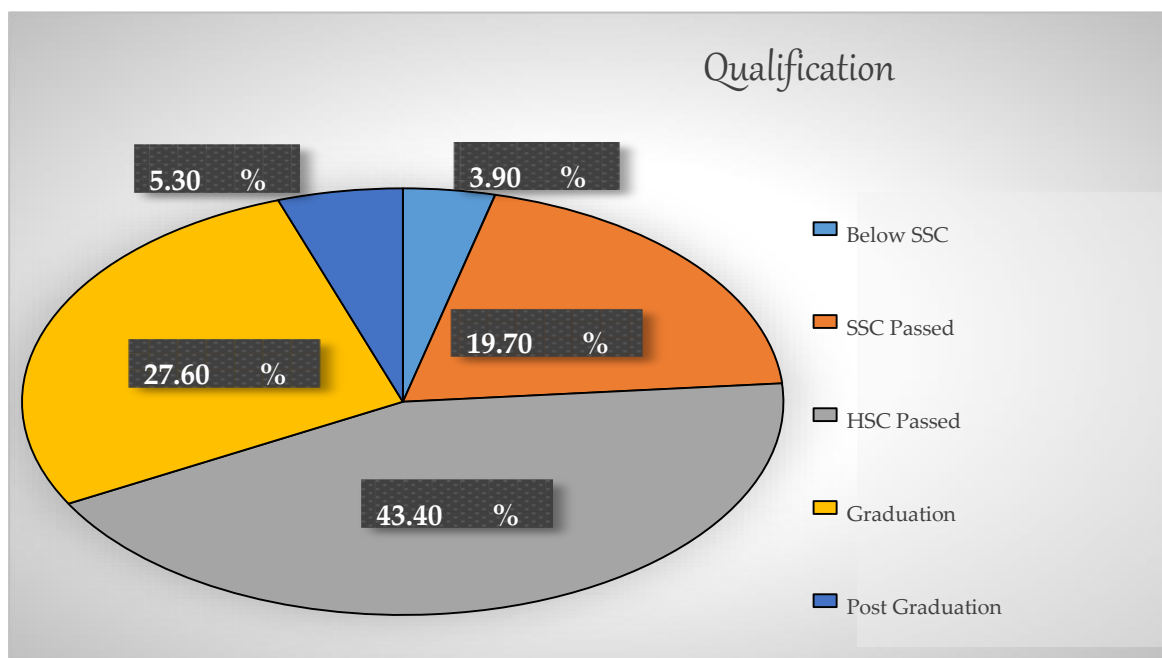


Source: Primary Data

- 2.6% of the executives are of the age group of below 18.
- 40.8% of the executives of the age group of 18-25.
- 32.9% of the executives of the age group of 25-35
- 23.7% of the executives of the age group of 35-50.

Conclusion: It states that majority of executives of the age group of 18-25.

3) **Qualification**

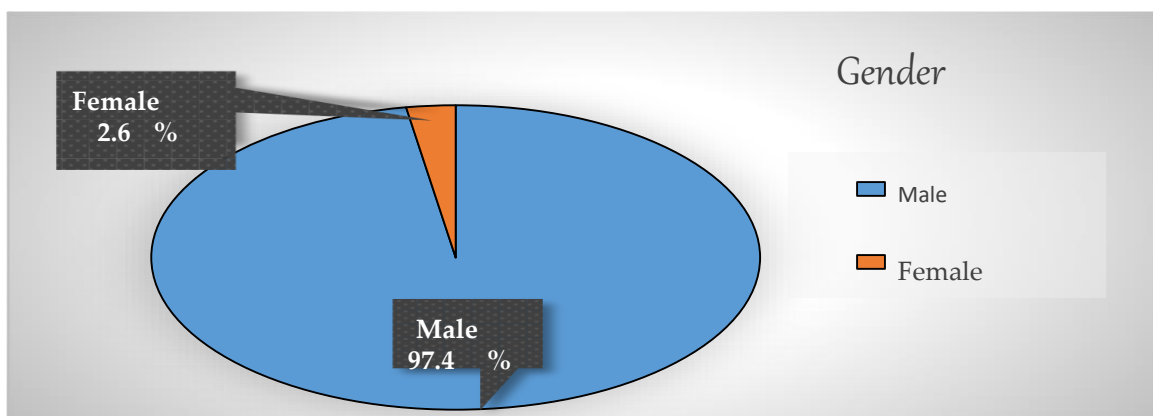


Source: Primary Data

- 3.9% of the executive qualification is below SSC.
- 19.7% of the executive qualification is SSC passed.
- 43.40% of the executive’s qualification is HSC passed.
- 27.6% of the executive qualification is graduation
- 5.30% of the executive qualification is post graduate.

Conclusion: It states that majority of executives qualification is HSC passed.

3) Gender

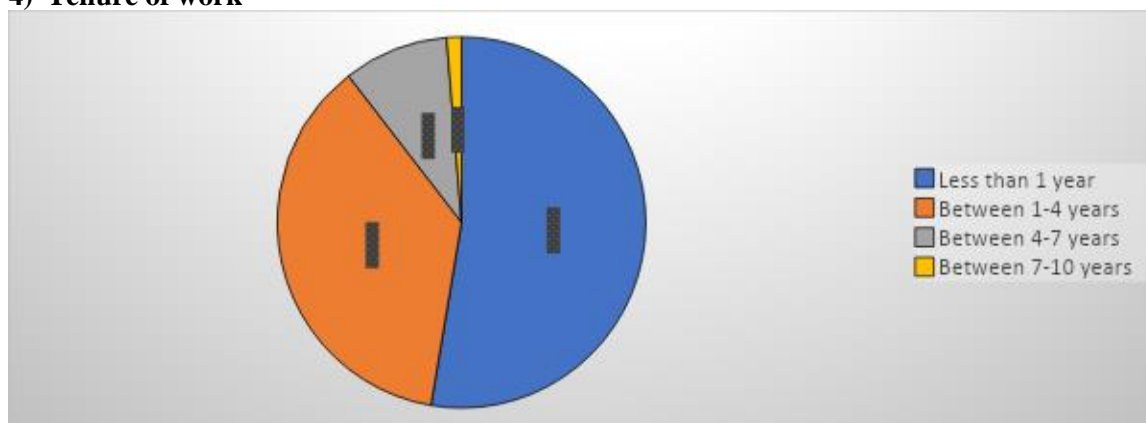


Source: Primary Data

- 2.6% of the executive are female.
- 97.4% executives are male.

Conclusion: It states that majority of executives are male.

4) Tenure of work

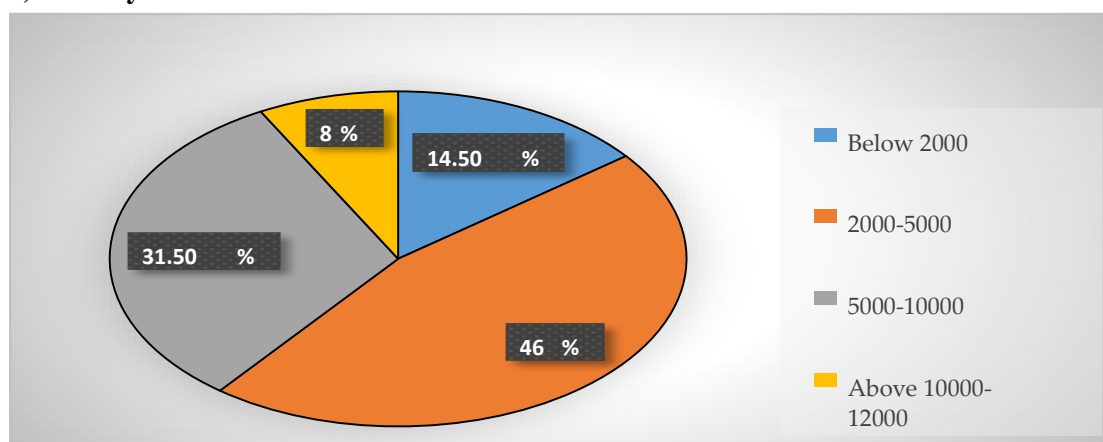


Source: Primary Data

- 52.6% executives are working from less than 1 year.
- 36.8% of the executives are working between 1-4 years.
- 9.2% of the executives are working between 4-7 years.
- 1.3% of the executives of working between 7-10 years.

Conclusion: It states that majority of the executives are working from less than 1 year

5) Weekly Income



Source: Primary Data

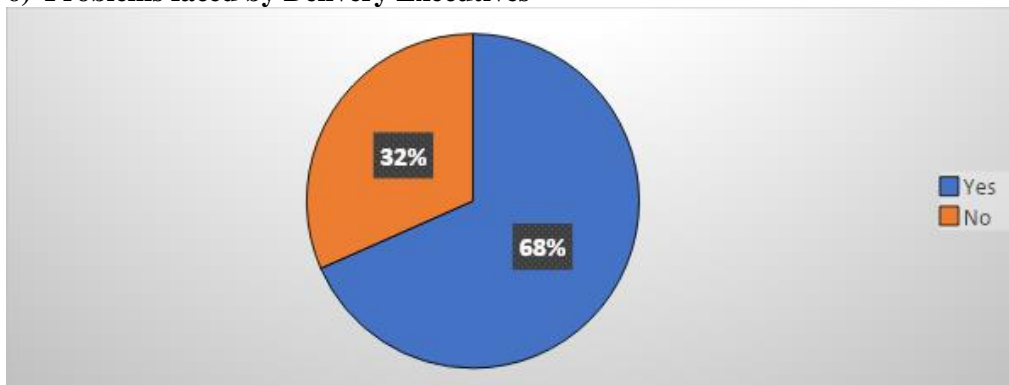
- 14.5% of the executive's weekly income is ₹ 2000

Available online at: <https://jazindia.com>

- 46% of the executive's weekly income is between 2000-5000
- 31.5% of the executive's weekly income is between 5000-10000
- 8% of the executive's weekly income is between 10000-12000

Conclusion: It states that majority of executives weekly income is between 2000-5000.

6) Problems faced by Delivery Executives

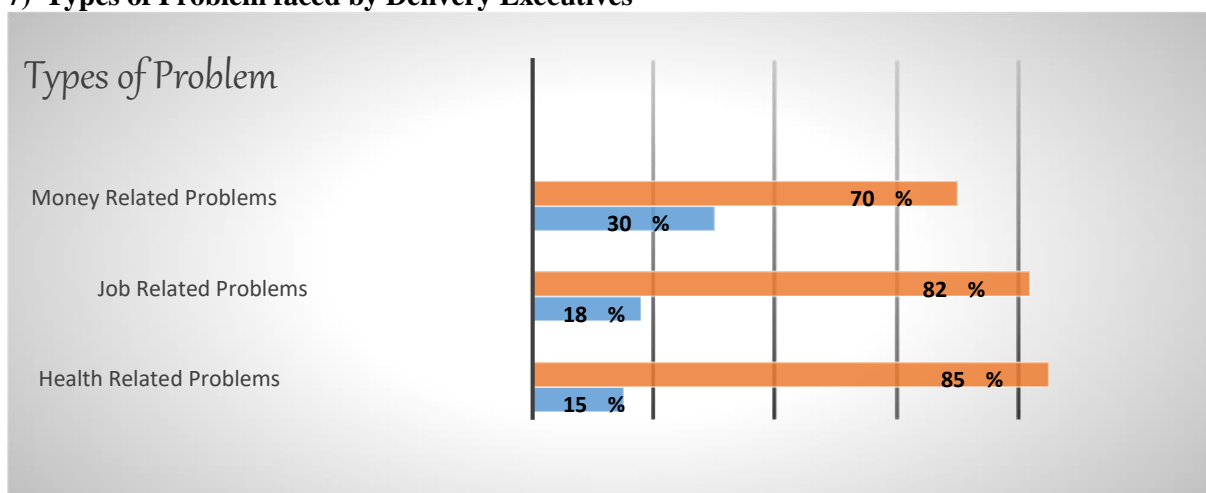


Source: Primary Data

- 48.4% of the executives faced problems.
- 31.6% of the executives does not face problems.

Conclusion: It states that majority of the executives face problems.

7) Types of Problem faced by Delivery Executives



Source: Primary Data

Here types of problems are divided into three categories

- I) Money Related Problems
- ii) Job Related Problems
- iii) Health Related Problems

❖ Findings from the study

- 1) The delivery platform served in Panvel Region is Swiggy and Zomato.
- 2) Factors affecting the executives to start this job is Family Responsibility.
- 3) Maximum executives Job type is Full Time, and executives face problems delivering food.
- 4) Executives are not finding it beneficial to work, but they have to work for the fulfilment of their household needs.
- 5) Problems faced by the executives can be solved by the higher authority like giving fixed income, keeping their performance in mind.
- 6) Executives should have Grievance Redressal where they can register their complaints.

❖ Testing Of Hypotheses

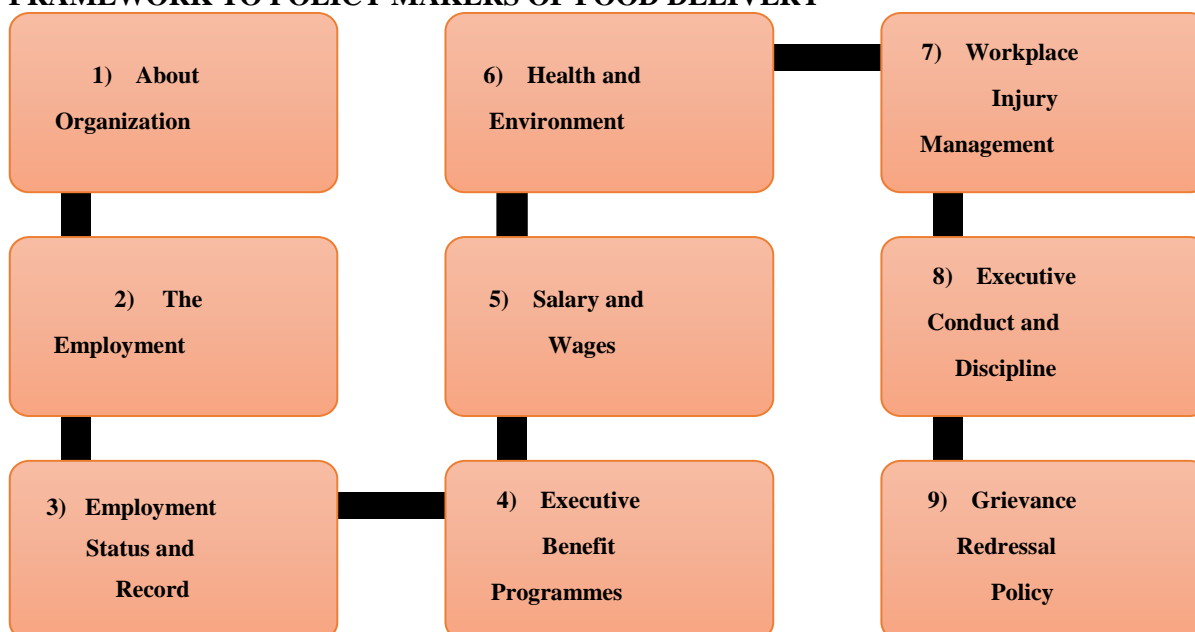
Hypothesis testing was done through Chi Square Test.

Hypotheses	Result	Conclusion
H ₀ : There are no significant problems faced by Food Delivery Executives in the Online Food Industry. H ₁ : There are significant problems faced by Food Delivery Executives in the Online Food Industry.	Critical Value is 21.02606982 and Chi-square value is 37.7202. Chi-Square value is greater than Critical value (37.7202 > 21.02606982).	Therefore H ₁ (Alternative Hypothesis) is accepted.
H ₀ : There is no significant difference in the factors influencing Food Delivery Executives to select this job. H ₁ : There is significant difference in the factors influencing Food Delivery Executives to select this job.	Critical Value is 7.814727903 and Chi-square value is 22.4662. Chi-Square value is greater than Critical value (22.4662 > 7.814727903).	Therefore H ₁ (Alternative Hypothesis) is accepted

Suggestions

- 1) The Executives should be provided with helpline numbers in which they can register their complains, inform the grievance and where there is assurance that their problems would be considered and solved without any delay.
- 2) If the executives are loyal towards the organization and work, then after a period of years, they should be given fixed income per day.
- 3) Also, a framework to policy makers of food delivery is been prepared.

FRAMEWORK TO POLICY MAKERS OF FOOD DELIVERY



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