



A STUDY ON JOB SATISFACTION AMONG SWIGGY DELIVERY STAFFS

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ABSTRACT

For this purpose, a study on the employee satisfaction among Swiggy delivery staff was conducted. Judgment sampling and descriptive research are the two methods used in this study. It's apparent that 45 percent of delivery staffs are completely content with their work, while 35 percent of delivery staffs are extremely satisfied with their work. Nearly 85 percent of delivery staff members are respected and nearly 90 percent of delivery staff members are comfortable with the day shift.

Keywords: *Swiggy, Job satisfaction, Staffs and employees*

1. INTRODUCTION

In 2014, Swiggy was launched as India's biggest online food delivery service. As of March 2020, Swiggy was functioning in 100 Indian cities and had its headquarters in Bangalore, India. Swiggy Stores was launched in early 2020 as a generic merchandise delivery service. Customers can order food online and have it delivered to their door by an independent meal-delivery company, such as Swiggy. A mobile app or a food delivery service is often used to place an order. There is no doubt that (Thangaraja, A. 2016) In most cases, the things are delivered inside boxes or bags. In larger cities, where the distance between residences and restaurants is greater, delivery people may use bicycles or motorised scooters to make their deliveries.

In most cases, food delivery orders are made on the spot, ready to consume, and include hot, ready-to-eat food. Deliveries can be ordered through a restaurant or a national chain, and some subscription services are available. The author, A. Thangaraja, (2015) Many countries now have the option of ordering food from a restaurant's online menu or placing an order. Since 1995, businesses like Waiter.com have their very own interfaces where clients can order food from neighbouring restaurants that have cooperated with the service.. Special technology & care must be used for meal delivery because the food is already cooked and ready to eat, making it vulnerable to being dropped, tilted or left out for lengthy periods of time. To keep meals warm, hot bags are frequently employed. Passive heat retention is achieved by using thermal bags, which are commonly composed of vinyl, nylon, or Cordura.

Jobs have been created in droves within last three years because to the proliferation of food delivery apps. For many young people, they have provided an alternative route to employment. Basic qualifications for a work include a phone with internet and a bike. People that deliver for Swiggy have been vocal about their discontent with the company's lack of incentives and earning potential, which has led to a current uproar. There is no doubt that (Thangaraja, A. 2016) Consequently, we conducted a comparative study on Swiggy employees' job satisfaction.

2. REVIEW LITERATURE

Zety Binti Binti E-commerce, according to MohdYusofet. al (2016), is an aggregator, and as a result, a greater emphasis must be placed on service quality. Which is more customer-oriented? To conclude, e-commerce would be a big platform for entrepreneurs who want to build a business that connects restaurants and customers through meal delivery.

In addition to S. S. Sangle and others (2016). An option for delivery and an email letting customers know the status of their orders would be a big plus for customers. In today's world, practically everyone in a city has a smartphone and almost every online meal delivery service has a mobile app on multiple app stores. Because GPS is already installed on every smart phone, customers can follow their orders via the mobile app when they place them. The app also displays the approximate delivery time.

In the words of Dr. S Jain and Z Ansari (2016). Online meal delivery services have recognised a market demand and successfully launched their operations as a result of the rise in the number of working women and the widespread usage of smart phones. Food ordering is more popular than retail purchasing, according to certain studies. Because of all these online food delivery systems, restaurants are generating a lot of money. As the majority of orders are placed via the internet, it aids the restaurant in eradicating local competitors. Long lines at peak times are avoided, and good food management is ensured, resulting in less waste. The attitude of the delivery boy, who delivers the meal to the customer's door, is an important feature that is never examined in research.

Saini (B) and Sethu (HS) (2016). Food delivery services have a variety of exterior and internal components. External factors include a person's cultural and societal context; their socioeconomic status; their past experiences; and their attitudes and beliefs. Customers are dissatisfied for a variety of reasons. Security, graphical interface, spam emails, newsletters, etc. are some of the reasons why people don't use social media. Recommending a company's products or services to others demonstrates a level of devotion and commitment to the brand. This is related to value-creation actions such as

having a good history, offering superior products, and delivering the order on time. Only local meal delivery businesses were included in the study, which focused on young people. It is possible that other populations may have different viewpoints and different perceptions that could yield a more accurate understanding of customer behaviour. In order to give clients with the finest deals, it's also critical to look at the competition. Customers are more likely to stay with a business if the delivery fee and food packing add value.

A Study by Mustafa Abbas Bhotvawala and His Colleagues (2016). An aggregator delivery service provides a platform for customers to search for and purchase from a couple of restaurants located on their website, as contrasted to 'Deliver as a Service' providers. The research was based on a comparison of four such meal delivery services in a rapidly growing Indian market for growth and operation methods (Swiggy, Zomato, Food Panda, and TinyOwl). The market is predicted to increase at a rate of 40 percent per year since the middle class is becoming wealthier (also with long, erratic working hours). Growth in the middle class has led to an increase in the demand for meals that can be substituted for the nutritious value of homecooked meals. In the food service industry, aggressive growth techniques haven't been as successful elsewhere. However, the internet food industry's prospects appear to be improving, as India begins to catch up to global countries (where online food orders take upwards of 30 percent of market share).

Helge Wurdemanna is the author (2016). When it comes to creating new food-handling applications, it is customary practise to draw on past work done on similar commodities. It is allowed to use empirical experience if you have an established methodology. As a result of this breakthrough, products are now classified explicitly, eliminating any room for debate concerning their proper placement. The product description criteria were selected based on the processing requirements of the various types of items. This is because temperatures cannot be modified, and if temperatures are changed, food product consistency will be affected, which means that a different form of ordering method must be used. Food ordering procedures, but in the other hand, necessitate a definition that separates them from other food processes. Gaps can be found by examining commonly utilised automation during ordering processes and connecting it to specific food categories. Gaps in the system represent manual procedures that have not been automated. A theoretical foundation and cutting-edge approaches to support all tasks of building physical structures are expected as a result of this research.

In this order: Girish Deore¹, Pranav Shete (2016). The majority of eateries that deliver food are now accepting online orders. They have expressed their appreciation for the technology and noted that online purchasing has exceeded their expectations. In addition to increasing order accuracy and yield, internet ordering also enhances customer relationships. Most restaurants will be able to offset the expenses and operational risks associated with these measures. Effortless and cost-saving. Many things influence a customer's readiness to buy food online, according to a study. Time-saving and convenience are the two most important criteria that have been discovered. Before selecting a dish, consumers shop around for the best pricing and read customer reviews and ratings on food delivery websites and apps. As a result, restaurants must devise sound techniques for increasing customer confidence in their products and services by soliciting feedback, enticing consumers to post evaluations of their dining experiences online, and publicising their online meal delivery services' merchandise. In this case, SakinaGhadiyali and Neha Parashar (2016). A variety of hospitality services are examples of intangible items, which cannot be transferred from one person to another and hence cannot be sold. Instead, they are created when they are used or purchased. There are a variety of apps accessible for a variety of reasons, including delivery, pointing systems, in-house app ordering, and so on, that were examined in the study. In the field of consumer behaviour, we examine how individuals, communities, and organisations make decisions about what they want and need, what they buy, how they use it, and how they dispose of it. In this context, it refers to the activities and motivations of consumers in the marketplace. Customer happiness is documented using numerous programmes, and this shift in consumer behaviour is explained by a researcher in this article.

According to Alexandra Rodney et al (2017), female food bloggers provide inspiration for the creation of a wide range of culinary creations. Cooking at home is often influenced by the likes of well-known people. To better understand the paradoxical relationship between food bloggers' idealisation and their disinterest in food preparation, check out this research. The study is only open to female participants. In the words of Juan C. Correa (2017). In populated places, Because cities have such congested traffic, online meal delivery services must rely on urban transit. These services make use of user-generated material in order to encourage their users to share and discuss what they're seeing. As a critical performance indicator for online food delivery services, traffic conditions have been examined by the use of the Google Maps API. Although early deliveries were associated with quality issues as evidenced by consumers' feedback when they received their goods at their doorstep, the study's findings reveal that traffic circumstances had no practical effect on transaction volume or delivery time fulfilment.

A restaurant manager should be mindful of a number of things, according to Ng SooRyue et al (2017). In some cases, clients may have an issue due of their technological knowledge. Online or mobile food ordering can be fraught with trepidation on the part of customers. A customer's perception may be influenced by these elements. In terms of revenue growth, consumer exposure and reach, simplicity of use, and other factors, studies show that restaurants benefit from the findings. Restaurant owners had a lot to say about aggregators when they were interviewed. There is a lot of traffic in the city, which delays the delivery of your order, save for emergency services. Food delivery service companies supply each restaurant with an order tracking machine. When a machine malfunctions or ceases working, problems can develop. As a result, the customer's order may be late because the restaurant owner is unable to track it. Food delivery service companies should provide immediate machine replacement or repair, according to the owner of the restaurant. Customer perception is influenced by the cost of meal delivery. Many consumers aren't sure if their orders are being delivered late because of the food delivery service or because the restaurant is to blame for not having the food ready when they ordered it. One delivery lad has to handle a large number of orders due to a lack of staff. As a result, the order is delayed in its delivery.

Researchers in Turkey conducted a study and concluded that fast food consumption is concentrated in the immediate vicinity of university campuses and important metro districts in the city. False orders have been placed as a result of problems with consumer identification on websites for food delivery services. Some of the biggest fast food chains have cleanliness difficulties, and the food they deliver would be neither freshly nor hot because of the volume of orders they receive. Turkey was the only country studied in this study. When it comes to regulating the food business in other nations, customers' perceptions will differ.

Kanteti, Vasilissa (2018). Home-cooked cuisine is an untapped market for meal delivery services. It's here that you have the most potential. Online food delivery services have had a major impact on the business model of eateries. However, the cost of packaging will always play a significant role in low-

priced orders because online food service is a viable choice for most people's daily diets." Fast-paced metropolitan living and nuclear families mean that many people do not even have the time or resources to prepare meals at home, which creates an opportunity for this kind of business.

M Chaudhary and S Rathore (2018). There is no one-size-fits-all approach to how people see online food delivery. As a result, the perception is based on one's own beliefs. Compared to older people, younger people are more likely to use online meal ordering services. This is because of a lack of knowledge about technology (mobile apps). Additionally, customers are drawn to food delivery businesses that provide substantial discounts and cashback incentives. Companies may be able to better target their customers if they can segment huge geographic areas to discover the real behaviour of their customers.

3. RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

- To find out Job satisfaction level of Swiggy delivery staff in Chennai city.
- To understand the working environment for the Swiggy employees.
- To understand the side effects of the delivery staffs.

NEED OF THE STUDY

- To determine whether or not the Swiggy drivers are happy with their work (Job satisfaction). In addition, this is our primary goal.
- Public protests have been held by the Swiggy delivery personnel, who are concerned about the lack of incentive opportunities they receive on a daily basis.
- To learn about the impact of the recent pandemic on the delivery staff.
- To see if these delivery workers are treated with respect.
- Swiggy's delivery workers are described in detail in this study.
- To be aware of the negative implications of one's work.

Online meal ordering is a confusing process for customers because to the great number of restaurants listed on food-tech websites. Working-class and teen-aged people are more likely to order food via mobile applications and websites, according to demographic data. Users should be able to easily navigate websites and mobile apps, as well as get clear and concise information. Food-tech companies' client loyalty can be affected by a number of reasons.

Factors to consider include delivery speed, packing, the UI and UX of websites and mobile apps, and more. Companies benefit from customer engagement. Engaging with others via social media such as Facebook, Twitter, Instagram, and Pinterest is an option. In the foodtech industry, client engagement is a priority. Traditional methods include newspaper adverts, television and radio commercials. It's important to note that JeyaRani and Thangaraja (2016) There really are a plethora of food delivery options to choose from. Offers and discounts are often sought after by customers. Thus, it is important to offer the correct deal at the right moment to keep customers from leaving elsewhere. Keeping food fresh & pure at the time of delivery is just as important as developing customer loyalty, and both are influenced by delivery time. Success can only be achieved through a combination of new ideas and creative thinking. A table reservation service is offered by some companies to consumers who plan to dine out, which helps both the company and the customer at the same time. It's projected that there will be a lot of novel and imaginative ways for consumers to enjoy this developing business. Consumers are unwittingly unfaithful to online meal ordering and delivery service companies, who are making large profits.

There are a number of things to consider, such as delivery delays, the quality and freshness of the food, the user-friendliness of website and mobile app, and the availability of better deals and discounts from competitors. The attitudes and perceptions of customers should be more closely scrutinised by businesses. In order to keep customers informed, it's crucial to involve them in the process. Many food-tech companies use social media platforms like Facebook, Instagram, Pinterest, YouTube, and others to keep customers up to date on new products and services. Customers' perceptions of the effects of these advertising and promotion tactics are mixed, leading to confusion. Mobile and internet user interfaces are equally important, since these are the channels through which customers place their orders. Although some restaurants need to be much more prominent online, some consumers believe that the reviews & ratings posted on websites are scripted.

SCOPE OF THE STUDY

- Swiggy delivery workers satisfaction could be determined by this document.
- Swiggy delivery workers have been voicing their displeasure, and this research helps explain why. "
- Improvement and possible initiatives Swiggy might take to address any problems.

4. DATA INTREPERTATION

HYPOTHESIS

Null Hypothesis H₀

There are no significant relations between the the age of the respondent and duration of work per day

Alternate Hypothesis H₁

There is a significant relation between the age of the respondent and duration of work per day.

Procedure

Analysis => Descriptive Statistics => Cross tabulation => Chi square => Ok.

CHI – SQUARE TEST

To Determine Whether There is a Connection Between the Age of the Respondent and the Factors Influencing Job Satisfaction of Swiggy Delivery Staffs.

Chi-Square Test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi- Square	2.055a	4	0.726
Likelihood Ratio N of Valid Cases	2.374 100	4	0.667

Table 1

Interpretation

The pearson Chi-Square 0.726 is greater than 0.05, and Null Hypothesis is Accepted.

Inference

There is no Significance relationship between age of respondent and duration of work.

ONE WAY ANOVA

Hypothesis

Null Hypothesis H₀

There is no significant relationship between the age of the respondents and experience in Swiggy company

Alternate Hypothesis H₁

There is a significant relationship between the age of the respondents and experience in Swiggy company.

Procedure

Analysis =>Compare Mean =>One-Way Anova=>Dependent Variables/Independent Variables =>Ok

One Way Anova Representing the Relationship Between the Income and Mode Of Payment at the Time Of Shopping

ANOVA

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	0.128	2	0.64	0.113	0.893
Within Groups	54.912	97	0.566	-	-
Total	55.040	99			

Table 2

Interpretation

Based on the SPSS one-way ANOVA results, the following conclusion can be drawn. The hypothesis was accepted since the f value is 0.113 and the significance is 0.893.

Inference

There is no correlation between the respondent's age and the amount of time he or she has worked for Swiggy.

5. REGRESSION

Regression Between Age of The Respondent and Respected the Time of Delivery

ASSUMPTIONS

- The variables must be normally distributed.
- The variables must be linear.

Hypothesis

Null Hypothesis h0

There is no significant relationship between age of the respondent and respect at the time of delivery.

Alternate Hypothesis h1

There is a significant relationship between age of the respondent and respect at the time of delivery.

Procedure

Analysis => Regression => Linear => continue.

The Regression Between the Age of The Respondents and Experience in Swiggy Company

Hypothesis

Null Hypothesis h0

There is no significant relationship between age of the respondent and respect at the time of delivery.

Alternate Hypothesis h1

There is a significant relationship between age of the respondent and respect at the time of delivery

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.012 ^a	.000	-.010	.896

Table 3**NOVA****COEFFICIENTS**

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.905 -.253	0.368	-0.074	5.118 -
	Respect at the delivery		0.343		0.737

Table 4**COEFFICIENTS**

Model		Sig.
	(Constant)	.000
1	Respect at the delivery	.463

Table 5**Interpretation**

The R value represents the simple correlation and the value ranges from 0.074 which indicates lower degree of correlation.

The statistical significance of the regression which is 0.463 which is greater than 0.05.

Null hypothesis is accepted.

Inference

There is no significance relationship between age of the respondent and respect at the time of delivery.

6. DISCUSSION

We discovered that each delivery is given a sufficient amount of time to rest. Thus, there wasn't a lot of work to be done, and there weren't many orders coming in sequentially. When we looked at how long people had been working for Swiggy, we found that the majority had less than six months

of experience, and that there were only a few people who had more than six months. This suggests that people who collaborate as delivery staff at Swiggy aren't particularly concerned with longevity. It was discovered from the poll that a large number of people can save the money they received from their job. They were unable to save any money because they could hardly afford that feed their kids. There was a lot of compulsion among those who worked there.

According to the vast majority of respondents, they actually travel 10 kilometres every day. According to the results of the poll, almost all of the delivery personnel had to go quite a distance in order to complete the order, with the majority reporting that they had travelled and over 10 kilometres. During epidemic days, we received a higher volume of orders than usual. During the epidemic days, a large number of orders were placed, which may have been due to people preferring to have their food delivered to their homes rather than going out to dine. It has been reported that this work has had a positive impact on many people's lives. Many persons had side effects as a result of the delivery work, it was discovered. Most people complained of heat-related boils, rashes, and backaches.

RECOMMENDATIONS

It is possible for the delivery workers to be given protection gear by the Swiggy. Having to work and transport goods whether in rainy or sunny seasons puts a lot of strain on delivery employees, thus it would be nice if the business could supply them with safety equipment. They offer medical insurance. If Swiggy could provide medical insurance to customers in need, it would be beneficial to their delivery crews. The corporation has the option of increasing the rewards for the delivery personnel.

7. CONCLUSION

For the purpose of this study, Swiggy delivery staff's job happiness and whether or not they are respected will be examined. According to the results of the survey, 45% of delivery personnel are completely satisfied with their jobs, while 35% are extremely satisfied. Nearly 90 percent of delivery personnel are happy to work a day shift, and 85 percent of delivery staff are well-respected at work.

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