



A STUDY ON THE CHALLENGES FACED BY GIG WORKERS IN ONLINE FOOD DELIVERY

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ABSTRACT :

This study investigates challenges faced by gig workers in India's online food delivery sector, including issues of precarious working conditions, income instability, safety concerns, and technological barriers. With a focus on workplace conditions, economic well-being, health, and technology, the research aims to provide insights into the lived experiences of gig workers, informing policies to enhance their working conditions and rights. This research focuses on exploring challenges faced by gig workers in online food delivery platforms, employing a descriptive research design with a convenience sampling method. The study, based in Chennai, Tamil Nadu, collects primary data through a questionnaire with 118 participants. The research utilizes percentage analysis and statistical tools, such as SPSS, to test hypotheses related to age and experience, as well as the correlation between hours worked and earnings per day. Despite limitations, including geographical confinement and potential personal bias, the study provides valuable insights into the obstacles encountered by gig workers in the food delivery sector.

KEYWORDS: GIG WORKER'S, FOOD DELIVERY, ONLINE FOOD DELIVERY APP

INTRODUCTION:

A gig economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. The term "gig" is a slang word for a job that lasts a specified period of time. Traditionally, the term was used by musicians to define a performance engagement. Examples of gig workers include freelancers, independent contractors, project-based workers and temporary or part-time hires. Gig apps and digital technology are often used to connect customers and gig workers. The gig economy is a recent trend, with a number of factors contributing to its rise. In India, the gig economy refers to a growing trend where individuals participate in short-term, flexible work arrangements, often facilitated by digital platforms and technology. This type of employment is characterized by temporary or project-based engagements rather than traditional long-term jobs. Various sectors in India have witnessed the rise of gig work, driven by factors such as increased internet penetration, the proliferation of smartphones, and changing work preferences among individuals.

OBJECTIVES:

PRIMARY OBJECTIVE

- To study on the challenges faced by gig workers in online food delivery

SECONDARY OBJECTIVES

- To learn about gig workers, the food delivery platform they work, pay rate and orders received for a day, and month.
 - To examine the causes, gig workers find it tough to deal with some things mentally throughout their working hours.
 - To identify the welfare systems of gig workers under online food delivery
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NEED FOR THE STUDY

Income Instability: Gig workers in online food delivery experience unpredictable income due to factors like order volume, fluctuating demand, and variable tips.

- **Safety Concerns:** Occupational hazards, accidents, and exposure to adverse weather conditions pose safety risks to gig workers during food deliveries.

- Rating System Pressure: High-pressure customer rating systems impact job satisfaction and psychological well-being, influencing order allocation and future earning potential.
- Technological Challenges: Workers face usability issues, navigation difficulties, and a digital divide, impacting their efficiency and effectiveness on online platforms.

REVIEW OF LITERATURE:

according to Mohd Yusof et al (2016) Zety Binti E-commerce, 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.

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.

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.

Mark R. Gleim, Catherine M. Johnson, Stephanie J. Lawson (2019) studied about Sharers and sellers: A multi-group examination of gig economy workers' perceptions. The study was done to find out the various perceptions of Gig economy workers.

SOURCES OF DATA:

Primary Data It is a source of collecting data by first-hand information through observation, direct communication

RESEARCH DESIGN:

Descriptive Research Design Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

HYPOTHESIS:

Hypothesis-1:

H0- There is no significant difference between the age and experience of employees.

H1- There is a significant difference between the age and experience of employees.

Hypothesis-2:

H0- There is no significant difference between the no. of hours worked on a day and earnings per day.

H1- There is a significant difference between the no. of hours worked on a day and earnings per day.

PERCENTAGE ANALYSIS:

DATA ANALYSIS AND INTERPRETATION

TABLE INDICATING THE GENDER OF RESPONDENTS

S.no	Particulars	No of Respondents	percentage
1	Male	100	84.7%
2	Female	18	15.3%
Total		118	100

Interpretation: From the above table, it is interpreted that the percentage of no of respondents from males is 84.7%, and 15.3% from females.
 Inference: Majority 84.7% of respondents are from male.

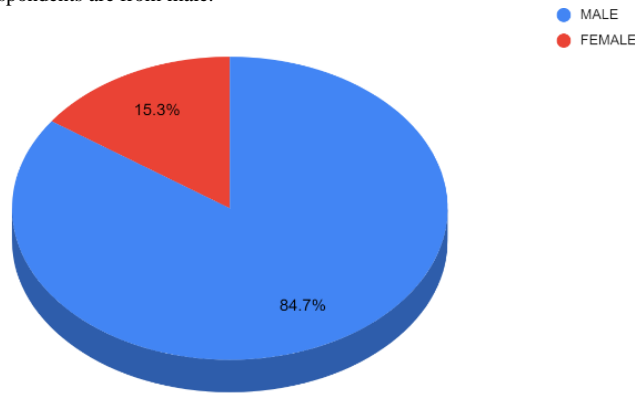
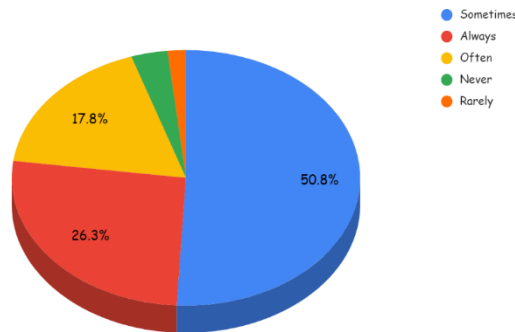


TABLE INDICATING THE PHYSICAL DISCOMFORTS FACED BY FOOD DELIVERY GIG WORKERS ON A REGULAR BASIS

s.no	Particulars	No. of Respondents	percentage
1	Often	21	17.8
2	Sometimes	60	50.8
3	Rarely	2	1.7
4	Never	4	3.4
5	Always	31	26.3
	Total	118	100

Interpretation: From the above table, it is noted that the percentage of no. of respondents who chose often is 17.8%, 50.8% chose sometimes, 1.7% chose rarely, 3.4% chose never, and 26.3% chose always.
 Inference: It looks like 50.8% of respondents sometimes face physical discomforts.



ANOVA

PERDAYEARNINGS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.838	4	2.459	2.358	.058
Within Groups	116.795	112	1.043		
Total	126.632	116			

Inference

Since p value is 0.058 is less than 0.05. We accept alternative hypothesis and reject null hypothesis so there is significant difference between no. of hours worked on a day and earnings per day.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.647 ^a	12	.002
Likelihood Ratio	29.550	12	.003
N of Valid Cases	118		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 1.36.

Inference Since p value is 0.002 is lesser than 0.05. We accept alternative hypothesis and reject null hypothesis so there is significant difference between the age and experience of employees.

FINDINGS

- Majority 84.7% of respondents are from male.
- Majority 49.2% of respondents are from the age categories of 26-35.
- Majority 53.4% of respondents are Unmarried.
- Majority 33.1% of respondents have an Associate's Degree.
- Majority 40.7% of respondents have an experience of 1-2 years.
- Majority 59.3% of respondents are from Swiggy
- Majority 59.3% of respondents are from Full Time.
- Majority 40.7% of respondents are from 18-22 orders received on one day
- Majority 50.8% of respondents are those who work for 6-12 hours on a day
- Majority 36.4% of respondents are those who earn from Rs.500-1000 per day.
- Majority 36.4% of respondents are those who earn from Rs.15000-25000 per month.
- It looks like 46.6% of respondents aren't really satisfied with their work schedule flexibility.
- It looks like 41.5% of respondents rarely face technical issues/glitches.
- It looks like 50.8% of respondents sometimes face physical discomforts.
- It looks like majority 63.6% of respondents suffer from back pain/neck pain while working

SUGGESTION:

Platforms should provide clear and transparent payment structures, ensuring that gig workers understand how their earnings are calculated. Consider implementing minimum earnings guarantees during peak hours or adverse weather conditions to provide a baseline income for gig workers. Platforms should offer comprehensive safety training programs for gig workers, emphasizing safe driving practices and providing guidelines for navigating various delivery scenarios. Platforms should ensure that rating systems are fair and account for factors beyond the control of the gig worker, such as restaurant delays or customer preferences. Provide education to customers on the impact of low ratings on gig workers, fostering a more understanding and considerate rating culture. Platforms should continually assess and improve the usability of their apps, considering the diverse technological proficiency of gig workers. Provide clearer information about job assignments, including estimated earnings, distance, and expected delivery times, allowing gig workers to make informed decisions. Implementing these suggestions requires a collaborative effort between online food delivery platforms, policymakers, and other stakeholders to create an environment that supports the well-being and rights of gig workers.

CONCLUSION

While performing this project, I have understood the main key areas in where a gig worker faces challenges in his day today work life. The workers are not under the Payment of Bonus act, Minimum wages act, and Provident Fund act, because there is no bond or rapport between the employer and employee. Additionally, industry stakeholders, including researchers, can contribute by conducting further studies to explore potential solutions, innovative models of employment, and the long-term impact of gig work on the well-being of individuals in the online food delivery sector. By collaboratively addressing these challenges, it is possible to create a more sustainable, equitable, and supportive environment for gig workers, ensuring that the benefits of the gig economy are shared more fairly among all participants.

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