

A STUDY ON JOB SATISFACTION LEVEL OF FOOD DELIVERY EMPLOYEES IN SWIGGY WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Swiggy is an Indian online food ordering and delivery platform. Founded in 2014. This abstract presents a comprehensive analysis of job satisfaction level of the employees who work in swiggy in Coimbatore city. The study aims to evaluate the level of satisfaction of the employees towards the food delivery.

INTRODUCTION

Job satisfaction is one of the important factors which have drawn attention of managers in the organization. Various studies have been conducted to find out the factors which determine job satisfaction and the way it influences productivity in the organization. Moreover, job satisfaction has its impact on the general live of the employees also, because a satisfied employee is a content and happy human being. A highly satisfied worker has better physical and mental well-being. Job satisfaction is one of all the obligatory elements that have drawn attention of higher officers at intervals the organization still as academicians. varied studies square measure programmed to seem out the factors that guarantee job satisfaction and conjointly the style that influences production level at intervals the organization. although there's not any conclusive proof that job satisfaction affects productivity directly once productivity depends on such a large quantity of variables, it's still a first-rate concern for coordinators .

SCOPE OF THE STUDY

The study will focus on food delivery employees who are working with Swiggy in Coimbatore city. The study will also explore the factors that impact job satisfaction among food delivery employees in Swiggy in Coimbatore city.

STATEMENT OF THE PROBLEM

This study is undertaken to find out and to determine the actual level of satisfaction on work of the employees working in swiggy and problems faced by the employees during work and understand the working environment of the employees.

OBJECTIVES OF THE STUDY

- To assess the current level of job satisfaction among food delivery employees in Swiggy in Coimbatore city.
- To identify the key factors that contribute to job satisfaction among food delivery employees in Swiggy in Coimbatore city.

RESEARCH METHODOLOGY

The primary data was collected from the respondents by administering a structured questionnaire. Apart from primary data, the secondary data is being collected through journals, academic reports and internet, used for this study. A Descriptive research design is used in this study. The convenient sampling technique is used in this study.

TOOLS FOR ANALYSIS

- Simple Percentage analysis
- Likert scale analysis

REVIEW OF LITERATURE

1. **Dr. Mitali Gupta(2019)**, Stated that Without feeling pressure to wrap up their order, customers are more inclined to explore all of their menu options, and even end up spending more than they would when ordering over the phone or in person. With no line behind them, the pressure for your guests to

make speedy orders is gone, and they'll be more inclined to get that extra item. Most of the people knows about swiggy, zomato etc , they are growing online food ordering apps now a days. There are a few food delivery applications in India that one can download on advanced cells to arrange food in a hurry and from the solace of homes.

2. **Lau Teck Chai and David Ng Ching Yat**(2019), Stated that Within the food and beverage industry in Malaysia, there is an emerging new wave, the online food delivery (OFD) service. Not just restricted to the take-away and eating out, online food ordering is the new eating out. In Malaysia, there are numerous food delivery companies with many offering online food delivery services. In terms of limitations, the study could not include all possible factors that might affect the OFD services behavioural intention. In addition, it also lacks diversity in terms of the sample

PROFILE OF THE STUDY

Swiggy co-founders Sriharsha Majety and Nandan Reddy have a very distinct vision for the company. They aim to elevate the quality of life and experience of urban consumers by offering convenience which no other competitor is offering in terms of food ordering and delivery and overall experience. The company intends to expand Swiggy in over 300 cities and to all major metros, ushering through the branches of convenience by offering door-to-door services. Swiggy has partnered with Burger King to provide delivery services. It has also partnered with Google Local Guide to facilitate customer reviews, and with Sodexo to let customers pay through meal cards. Swiggy launched a digital wallet, Swiggy Money, in partnership with ICICI Bank, an Indian private sector bank. In January 2022, Swiggy and drone company ANRA Technologies began trailing drone deliveries.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE - 1

TABLE SHOWING THE PROBLEMS FACED BY THE EMPLOYEES DURING THE DELIVERY OF ORDERS.

PROBLEMS	NUMBER OF RESPONDENTS	PERCENTAGE
traffic	42	38.2
Climatic conditions	22	20
Risk of loss	28	25.5
Delay in transit	18	16.4
TOTAL	110	100

INTERPRETATION

It is inferred that 38.2% of the respondents has traffic problems, 20% of the respondents face climatic problems, 25.5% of the respondents has the fear in risk of loss 16.4% of the respondents face delay in transit

INFERENCE

Majority 38.2 of the respondents are aware about the government schemes.

TABLE - 2

TABLE SHOWING THAT ARE THE EMPLOYEES SATISFIED IN THIS JOB

	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	38	34.5
No	26	23.6
Maybe	46	41.8
Total	110	100

INTERPRETATION

It is inferred that 34.5% of the respondents are satisfied in this job, 23.6% of the respondents are not satisfied in this job, remaining 41.8% of the respondents are through agents.

INFERENCE

Most of the respondents have opted maybe.

LIKERT SCALE ANALYSIS

TABLE - 3

TABLE SHOWING THAT INDICATE LEVEL OF SATISFACTION TOWARDS SALARY

S.NO	LEVEL OF AGREEMENT	NO OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1	Highly satisfied	69	3	207
2	Satisfied	40	2	80
3	Not satisfied	1	1	1
	Total	110		288

(source: Primary Data)

Likert Scale = Sum of (Fx) / Number of Respondents

$$= 288 / 110$$

$$= 2.61$$

INTERPRETATION

The Likert Scale Value is 2.6 which is greater than the middle value of 2 so the respondents indicate the level of satisfaction over salary.

TABLE - 4

TABLE SHOWING THAT LEVEL OF SATISFACTION TOWARDS BENEFITS

S.NO	LEVEL	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL SCORE
1.	Strongly Disagree	63	3	189
2.	Disagree	45	2	90

3.	Agree	2	1	2
	Total	110		281

(source: Primary Data)

Likert Scale = Sum of (Fx) / Number of Respondents

$$= 281 / 110$$

$$= 2.554$$

INTERPRETATION

The Likert scale value is 2.5 which is Greater than the middle value of 2, so the respondents indicate the level of satisfaction on benefits.

FINDINGS

- Majority 38.2 of the respondents are affected with traffic problem.
- 41.8% of the respondents have opted maybe.
- The Likert Scale Value is 2.6 which is greater than the middle value of 2 so the respondents indicate the level of satisfaction over salary
- The Likert scale value is 2.5 which is Greater than the middle value of 2,so the respondents indicate the level of satisfaction on benefits

SUGGESTIONS

- A study on the job satisfaction level of food delivery employees in Swiggy with special reference to Coimbatore city could provide valuable insights into the working conditions and well-being of these employees.
- By identifying the factors that affect job satisfaction, Swiggy could take measures to improve the work environment, enhance compensation and benefits, provide opportunities for career growth, and ensure the safety and well-being of its employees.
- This could lead to a more motivated workforce, improved service quality, and ultimately, greater success for the company.

CONCLUSION

It is worth noting that over 50% of respondents indicated that they have completed an undergraduate degree. This may suggest that Swiggy is attracting educated individuals who may be seeking employment opportunities in the tech industry. It could also indicate that swiggy places value on education and qualifications when hiring employees . The data shows that a majority of Swiggy employees are unmarried and travel 20-30kms to get to work. Traffic is a significant problem affecting almost 40% of respondents, which could be a factor in employee satisfaction. While the Likert Scale analysis indicates that employees are generally satisfied with their salary, benefits, and leave offered, there is some uncertainty when it comes to recommending Swiggy as an employer.

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WEBSITES

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