

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

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

By

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(DEEMED TO BE UNIVERSITY)**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BHUVANESH.A (42410219)** who carried out the Project Training “**A STUDY ON THE CHALLENGES FACED BY GIG WORKERS IN ONLINE FOOD DELIVERY**” under my supervision from October 2023 to December 2023.

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
	INTRODUCTION	
	1.1 Introduction	1
	1.2 Company Profile	6
	1.3 Statement of the Problem	12
	1.4 Objectives of the Problem	12
	1.5 Needs of the study	12
	1.6 Scope of the study	13
1		
	LITERATURE REVIEW	
2	2.1 Review of literature	14
	RESEARCH METHODOLOGY	
	3.1 Methodology	20
	3.2 Research Design	20
	3.3 Sample technique	20
	3.4 Sources of data	20
	3.5 Sample size	20
	3.6 Structure of questionnaire	21
	3.7 Tools for analysis	21
	3.8 Hypothesis framed	21
	3.9 Limitation	22
3		
	DATA ANALYSIS AND INTERPRETATION	
4	4.1 Percentage analysis	23
	4.2 Chi-square test	45
	4.3 Anova test	46
	FINDING, SUGGESTIONS AND CONCLUSION	
	5.1 Findings	48
	5.2 Suggestions	50
	5.3 Conclusion	51
5		
	REFERENCE	53
	ANNEXURE –I QUESTIONNAIRE	54

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.

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
4.1.1	Gender of the respondents	23
4.1.2	Age of the respondents	24
4.1.3	Marital status of the respondents	25
4.1.4	Educational qualification of the respondents	26
4.1.5	Work Experience of respondents in online food delivery	27
4.1.6	Working platform of the employees	28
4.1.7	Indicating the full time or the half time worker	29
4.1.8	No of orders received on a day	30
4.1.9	Working hours on a day	31
4.1.10	Earnings per day	32
4.1.11	Earnings per month	33
4.1.12	Satisfaction of their work schedule	34
4.1.13	Technical issues or challenges faced	35
4.1.14	Physical discomfort faced by the employee on the regular basis	36
4.1.15	Type of physical discomfort faced by the employee	37
4.1.16	Issues encountered with restaurant orders	38
4.1.17	Strategies to cope up with traffic related challenge	39
4.1.18	Respect from the customer	40
4.1.19	Support and the communication from the food delivery platform	41
4.1.20	Safety measures to provide to mitigate night delivery theft	42
4.1.21	Satisfaction of their work schedule	43
4.1.22	Satisfaction level in the online delivery gig worker	44
4.2	Chi-square	45
4.3	Anova	46

LIST OF CHARTS

TABLE NO.	TITLE	PAGE NO.
4.1.1	Gender of the respondents	23
4.1.2	Age of the respondents	24
4.1.3	Marital status of the respondents	25
4.1.4	Educational qualification of the respondents	26
4.1.5	Work Experience of respondents in online food delivery	27
4.1.6	Working platform of the employees	28
4.1.7	Indicating the full time or the half time worker	29
4.1.8	No of orders received on a day	30
4.1.9	Working hours on a day	31
4.1.10	Earnings per day	32
4.1.11	Earnings per month	33
4.1.12	Satisfaction of their work schedule	34
4.1.13	Technical issues or challenges faced	35
4.1.14	Physical discomfort faced by the employee on the regular basis	36
4.1.15	Type of physical discomfort faced by the employee	37
4.1.16	Issues encountered with restaurant orders	38
4.1.17	Strategies to cope up with traffic related challenge	39
4.1.18	Respect from the customer	40
4.1.19	Support and the communication from the food delivery platform	41
4.1.20	Safety measures to provide to mitigate night delivery theft	42
4.1.21	Satisfaction of their work schedule	43
4.1.22	Satisfaction level in the online delivery gig worker	44
4.2	Chi-square	45
4.3	Anova	46

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

GIG ECONOMY

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.

GIG ECONOMY IN INDIA

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.

RIDE-SHARING AND FOOD DELIVERY: Platforms like Ola, Uber, Swiggy, and Zomato have gained prominence in India. People can work as drivers or delivery partners, providing transportation services or delivering food on a gig basis.

FREELANCING: Websites like Upwork, Freelancer, and Fiverr connect freelancers with clients globally. Indian freelancers, especially in fields like software development, graphic design, writing, and digital marketing, can find opportunities to work on a project basis.

E-COMMERCE AND LOGISTICS: The growth of e-commerce in India has led to an increased demand for gig workers involved in last-mile delivery and

logistics. Companies like Amazon, Flipkart, and others rely on a network of gig workers for efficient delivery services.

HOME SERVICES: Platforms like Urban Company (formerly UrbanClap) connect individuals offering home services such as plumbing, electrical work, cleaning, and more with customers looking for such services on a gig basis.

CONTENT CREATION AND SOCIAL MEDIA: The gig economy extends to content creation and social media. Influencers, bloggers, and content creators in India often monetize their skills by collaborating with brands for promotions and advertising.

ONLINE EDUCATION AND TUTORING: With the growth of online education platforms, there's an increasing demand for gig workers offering tutoring and educational services.

The gig economy has grown significantly as today's workforce becomes more mobile. According to research, 15 million people are working in India's gig economy in sectors including professional services and shared services. Over 200 million people are now regarded as being a member of the gig workforce globally due to the growth of technology-enabled gig labour platforms. In comparison to regular employment situations, it also highlights how much more youngsters, students, and women are involved in gig work. Everything pertaining to the gig economy will be explained in this article.

The term "gig" is frequently used for a variety of activities, from part-time employment to "contract" labour and on-demand staffing services, despite its widespread popularity and usage. Instead of using full-time, permanent employees, a gig economy focuses on independent contractors and freelancers. Gig labour has been available in India for a while, but it has recently gained popularity as platform-based businesses dealing with shared mobility, food-tech, eCommerce, and logistics have emerged. Currently, medium-skilled occupations make up approximately 47% of gig labour, high-skilled jobs make up about 22%, and low-skilled jobs make up about 31%. These numbers unequivocally demonstrate the significance of the gig economy in India.

Investing in our community's comfort and safety is an investment in a more modern and prosperous future. The gig economy is more prevalent in developing nations than in developed ones (5–12%), according to research studies by Boston Consulting Group (BCG), and the majority of these jobs are in lower-paying job categories like delivery, ridesharing, microtasks, care, and wellness. According to these estimates, 7.7 million (77 lakh) workers participated in the gig economy in 2020–21.

The gig economy in India has experienced substantial growth, transforming the traditional employment landscape. Powered by increased internet accessibility, smartphone usage, and evolving work preferences, this trend has given rise to a dynamic labour market characterized by short-term, flexible work arrangements. In sectors such as ride-sharing and food delivery, platforms like Ola, Uber, Swiggy, and Zomato have become integral to the gig economy, providing opportunities for individuals to work as drivers or delivery partners on a flexible basis. Freelancing, facilitated by platforms like Upwork and Freelancer, has empowered a diverse range of professionals, including software developers, graphic designers, and writers, to undertake projects on a freelance basis. E-commerce and logistics have seen a surge in gig workers managing last-mile delivery for companies such as Amazon and Flipkart. Home services, exemplified by platforms like Urban Company, leverage gig workers for tasks like plumbing, electrical work, and home cleaning. Content creators, influencers, and bloggers monetize their skills through social media collaborations, contributing to the expanding gig economy landscape. While the gig economy provides flexibility for workers, it has also sparked discussions on labour rights, job security, and the absence of traditional employment benefits. Regulatory frameworks are evolving to address these concerns, reflecting the ongoing transformation of India's employment ecosystem. The gig economy in India refers to the trend of individuals working temporary or flexible jobs, often through online platforms such as Uber, Ola, Swiggy and Zomato. This type of work has grown in popularity in recent years as it offers more flexibility and independence for workers, and can be a cost-effective solution for businesses.

However, there are also concerns about the lack of job security and benefits for gig economy workers. The gig economy in India is expected to continue to grow in the future, but it should also be backed by government regulations and policies to protect workers' rights and ensure fair treatment.

GROWTH DRIVERS OF GIG ECONOMY IN INDIA

Rise of the Internet and Mobile Technology: The widespread adoption of smartphones and the availability of high-speed internet has made it easier for workers and businesses to connect through online platforms, facilitating the growth of the gig economy.

Economic liberalization: The Indian government's economic liberalization policies have led to increased competition and a more open market, which has encouraged the growth of the gig economy.

Increasing Demand for Flexible Work: The gig economy is particularly attractive for Indian workers who are looking for flexible work arrangements that allow them to balance their personal and professional lives.

Demographic factors: The gig economy is also driven by the large and growing number of young, educated and ambitious Indians who are seeking to improve their livelihoods with side income generation.

Growth of E-commerce: The rapid growth of e-commerce in India has led to a significant increase in demand for delivery and logistics services, which has in turn led to the growth of the gig economy in these sectors.

THE ISSUES ASSOCIATED WITH THE GIG ECONOMY IN INDIA

Lack of Job and Social Security: Many gig workers in India are not covered by labour codes and do not have access to benefits such as health insurance and retirement plans.

Additionally, gig workers often do not receive the same level of protection as traditional employees in the event of injury or illness.

Digital Divide: The gig economy heavily relies on technology and internet access, this creates a barrier for those who lack access to these resources, and further exacerbates income inequality

Lack of Data: There is a lack of data and research on the gig economy in India which makes it difficult for policy makers to understand its size, scope, and impact on the economy and workforce.

Exploitation by Companies: Gig workers in India are often paid less than traditional employees and may not have the same legal protections. Some companies may also exploit gig workers by misclassifying them as independent contractors to avoid liability and avoid paying taxes.

Social Isolation: Gig workers may not have the same social connections and support systems as traditional employees, as they often work independently and may not have a physical workplace.

1.2. COMPANY PROFILE

SWIGGY



Swiggy is an Indian online food ordering and delivery platform. Founded in 2014, Swiggy is headquartered in Bangalore and operates in more than 500 Indian cities as of September 2021. Besides food delivery, the platform also provides on-demand grocery deliveries under the name Instamart, and same-day packaged delivery service called Swiggy Genie.

Swiggy's success can be attributed to its robust technology infrastructure, efficient logistics network, and a relentless focus on customer satisfaction. The platform utilizes advanced algorithms and data analytics to optimize delivery routes, estimate delivery times accurately, and enhance the overall efficiency of its operations. Swiggy has also pioneered the use of artificial intelligence and machine learning to personalize the user experience, providing recommendations based on individual preferences.

In addition to its core food delivery services, Swiggy has expanded its offerings to include Swiggy Genie, a hyperlocal delivery service that enables users to send packages and documents conveniently. The company's commitment to innovation is further evidenced by its foray into cloud kitchens and the development of its own brand of virtual restaurants.

Swiggy's rapid growth has been fueled by strategic partnerships, continuous innovation, and a relentless commitment to quality. The company has secured significant investments from leading venture capital firms, enabling it to expand its reach across various cities in India and enhance its technological capabilities. Swiggy's success not only reflects the booming food delivery market in India but also underscores its ability to adapt to evolving consumer preferences and market dynamics. As a trailblazer in the online food delivery industry, Swiggy continues to shape the future of dining experiences in India and beyond.

In 2011, Sriharsha Majety and Nandan Reddy designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted in 2014 and rebranded to enter the food delivery market. At the time, the food delivery sector was in turmoil as several notable startups, such as food panda (later acquired by Ola cab), TinyOwl (later acquired by zomato) and Ola Cafe (later closed) were struggling. Majety and Reddy approached Rahul Jaimini, formerly with myntra and founded Swiggy in August 2014.

In January 2017, Swiggy started its cloud kitchen chain called "The Bowl Company". In November 2017, Swiggy started a kitchen incubator business called Swiggy Access, opening a network of ready-to-occupy kitchens for its restaurant partners. By 2019, over 1,000 Swiggy Access kitchens were operational, according to a tech crunch report.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In September 2019, Swiggy launched the instant pickup/drop off service Swiggy Go, allowing customers to send document or parcel deliveries. In April 2020, it rebranded Swiggy Go as Swiggy Genie. During the COVID-19 pandemic, it began doorstep delivery of alcohol in the states of Jharkhand, West Bengal and Odisha.

In May 2020, Swiggy laid off 1,100 employees during the COVID-19 pandemic. The pandemic also resulted in the shutdown of more than three-fourths of its cloud kitchens.

In August 2020, Swiggy launched its instant grocery delivery service called Instamart using a network of DARK STORE. In early 2021, the company closed Swiggy Stores and expanded its operations under Insta mart.

ZOMATO



Zomato is an Indian multinational restaurant aggregator and food delivery company. It was founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in more than 1,000 Indian cities and towns, as of 2022–23. Zomato rivals swiggy in food delivery and hyperlocal space.

Zomato was founded as Foodie Bay in 2008 by Deepinder Goyal and Pankaj Chaddah who worked for Bain & Company. The website started as a restaurant-listing-and-recommendation portal. They renamed the company Zomato in 2010 as they were unsure if they would "just stick to food" and also to avoid a potential naming conflict with eBay

With the introduction of xxx domains in 2011, Zomato also launched zomato.xxx, a site dedicated to food porn

In 2011, it expanded across India to Delhi NCR, Mumbai, Bangalore, Chennai, Pune, Ahmedabad and Hyderabad. In 2012, it expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, it expanded to New Zealand, Turkey, Brazil, and Indonesia, with websites and apps available in Turkish, Portuguese, Indonesian, and English languages. In April 2014, it was launched in Portugal, which was followed by launches in Canada, Lebanon, and Ireland in 2015.

In January 2015, Zomato acquired Seattle-based restaurant discovery portal Urban spoon, which led to the firm's entry into the United States and Australia. This U.S. expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare.

In an effort to expand its business beyond restaurant listing, Zomato started its food delivery service in India in 2015, initially partnering with companies such as Delivery and Grab to full fill deliveries from restaurants that did not have their own delivery service.

In April 2015, Zomato acquired the American online table reservation platform Nex Table, which was subsequently renamed Zomato Book. In January 2016, it launched Zomato Book's table reservation feature on its application in India. In April 2015, it acquired cloud-based point of sale (P o S) company Maple Graph Solutions,[25] and, in April 2016, launched its own version of P o S for restaurant owners called Zomato Base, comprising menu and inventory management, payment system, and analytics. Later that year, Zomato acquired Sparse Labs (renamed Zomato Trace) and integrated the latter's real-time delivery location tracking technology on its food delivery platform.

In February 2017, the firm announced plans to launch Zomato Infrastructure Services, a cloud kitchen infrastructure service to help partner restaurants expand their presence without incurring any fixed costs. Later that year, it introduced a paid membership program called Zomato Gold using which subscribers could get offers and discounts on dining and food delivery at Zomato's partner restaurants.

In 2018, Zomato shut down operations of Zomato Infrastructure Services. The company then acquired WOTU and rebranded it as Hyper pure to supply food ingredients such as grains, vegetables and meat to restaurants from its warehouses. In December 2018, Zomato launched its annual multi-city food and entertainment carnival called Zoma land.

In March 2019, Zomato sold its UAE food delivery business to . In September 2019, the firm laid off almost 10% of its workforce (540 people) tending to back-end activities like customer service, merchant and delivery partner support functions.

In April 2020, due to a fall in food delivery and rising demand for online grocery ordering amid the COVID-19 pandemic, Zomato began delivering groceries and essentials under a service named Zomato Market in 80+ cities across India. In April 2020, it introduced contactless dining at its partner restaurants. In May 2020, Zomato also began delivering alcohol in West Bengal, Jharkhand and Odisha after obtaining the permission of the governments in these states. In May 2020, Zomato further laid off 520 employees due to the COVID-19 pandemic.

Zomato closed operations of Zomato Market in June 2020 as demand for food delivery recovered and grocery delivery business "was not scalable". In April 2021, it pulled out of alcohol delivery service citing poor unit economics and scalability.

In July 2021, Zomato went public, opening its initial public offering at a valuation of over US\$8 billion.

In November 2021, Zomato ceased its services in all countries except India and the United Arab Emirates.

In April 2022, Zomato launched a pilot of 10-minute food delivery in Gurgaon called Zomato Instant. In June 2022, Zomato announced the acquisition of quick-commerce company Blinkit for US\$568 million.

In August 2022, Zomato launched a service called Intercity Legends in Delhi NCR that allowed users to have food delivered from famous restaurants in other cities within a few days. In November 2022, Zomato introduced Zomato

Pay feature, which allowed users to make payments at partner restaurants and avail offers, and partner restaurants to promote themselves.

Circa February 2023, Zomato ceased operations in Australia, while announcing that their operations in India and the UAE were continuing.

In June 2023, Zomato launched a feature that enabled users to build carts from up to four restaurants and place the order together. In October 2023, the company started offering hyperlocal package delivery service on a separate app called Xtreme.

In conclusion, Zomato stands as a pioneering force in the global food delivery industry, with its roots deeply embedded in India. Since its inception in 2008, the company has evolved from a restaurant discovery platform to a comprehensive food services provider, offering online ordering, table reservations, and diverse culinary content. Zomato's commitment to innovation, technological prowess, and an expansive network of restaurants have propelled it to the forefront of the competitive food delivery landscape. The company's strategic expansion into numerous countries and its continuous efforts to diversify its services demonstrate a resilient business model. With a focus on customer satisfaction, cutting-edge technology, and a commitment to enhancing the overall dining experience, Zomato remains a key player in shaping the future of food delivery on a global scale.

1.3 STATEMENT OF THE PROBLEM

The study of research purpose is to know the Gig workers in online food delivery encounter numerous challenges, Issues include precarious working conditions, absence of employment benefits, uncertain income, and potential exploitation.

1.4 OBJECTIVES OF THE PROBLEM

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

1.5 NEED FOR 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.

1.6 SCOPE OF THE STUDY

The study is to identify what are major challenges that faced by a online food delivery Gig Worker level of work-life balance they get and the expectation for wages and they get in real conditions most importantly the hurdles they face when delivering a food.

Workplace Conditions and Labor Rights: Explore the challenges faced by food delivery gig workers in terms of their workplace conditions. This could encompass issues such as long working hours, lack of job security, and the absence of traditional employment benefits. Investigate the extent to which these workers are aware of and able to exercise their labor rights.

Economic Well-being and Income Stability: Examine the economic challenges faced by gig workers in the food delivery sector. This may include fluctuations in income, reliance on tips, and the overall financial instability associated with gig work. Assess the financial impact on workers' livelihoods and their ability to meet basic needs.

Health and Safety Concerns: Investigate the health and safety challenges confronted by food delivery gig workers. This involves exploring issues such as exposure to road accidents, vulnerability to crime, and the lack of access to health insurance or workplace safety measures. Assess the physical and mental health implications of these challenges.

Technological Barriers and Algorithmic Management: Analyze the challenges arising from the reliance on technology and algorithmic management in the food delivery gig economy. Examine how workers navigate app-based platforms, algorithmic scheduling, and performance metrics. Investigate the potential for exploitation and the impact on workers' autonomy and job satisfaction.

CHAPTER-2

REVIEW OF LITERATURE

according to Mohd Yusofet 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.

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.

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.

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,

Sakina Ghadiyali 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.

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.

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.

Ukandu, N. E., & Ukpere, W. I. (2014). Job satisfaction at fast food businesses in Cape Town was the subject of the research. Employees in fast food restaurants are individuals with specific requirements that must be met. The survey only took into account personnel with at least six months of experience. Employees at both the administrative and operational levels were polled for information. The surveys contain 200 closed ended questions and were delivered to 123 fast-food employees, with a 62.5 percent response rate. The findings suggest that the employees are dissatisfied with their jobs and that their personal development is lacking.

Meenatchi Somasundari (2018). The study used an analytical research approach and its main goal is to learn about the impact of stress on online food delivery executives. A total of 100 samples were collected by using convenience sample method. To discover the key areas of stress as well as the influence it has on demographic characteristics independent t sample test, chi-square test has been utilised in the research. The research discovered that job satisfaction is the most important factor that has an impact on the performance of the employees.

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.

Jyothishman Das (2018). conducted a study on customer perceptions of online food ordering and delivery services. The study found that factors like doorstep delivery, rewards, and cashbacks were key motivators for consumers to use mobile phone food ordering. Zomato was preferred due to its better on-time delivery and discounts.

Meenatchi Somasundari M (2018). explored the relationship between job satisfaction, job performance, and stress among online food delivery executives. The study revealed that job satisfaction significantly affected

employees' performance. Additionally, job stress was identified as a direct factor impacting the functioning of workers in the online food delivery industry.

Neha Parashar (2018). focused on customer attitudes and perceptions towards digital food app services. The study highlighted the popularity of food delivery apps in India and the importance of user-friendly features. While Cash on Delivery remained an option, the study emphasized the need for apps with enhanced usability for placing orders.

Mitali Gupta (2019). examined the influence of online food delivery apps on restaurant businesses, particularly Swiggy and Zomato. The research highlighted the potential for growth in the food delivery industry due to changing urban lifestyles. It emphasized the importance of active branding to capture a significant share of the online food service market.

Ankit Katrodia (2020). investigated job stress and insecurity among employees in the food delivery industry. The study pointed out that long working hours were a major stress factor for employees of platforms like Swiggy, Zomato, and Uber. It recommended the establishment of a grievance appraisal committee and providing training to mitigate work-related stress.

Chapter-3

Research methodology

3.1. METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding Various challenges faced by gig workers in online food delivery.

3.2. 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

3.3. SAMPLING TECHNIQUE

Convenience sampling method A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

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

3.5 SAMPLE SIZE

The sample size for this research project is 118

3.6 STRUCTURE OF QUESTIONNAIR

Questionnaire was divided into two sections. First part was designed to know the general information about workers and the second part contained the respondent's opinions about Challenges Faced.

3.7 TOOLS FOR ANALYSIS

Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

STATISTICAL ANALYSIS

Tool for statistical testing of Hypothesis (SPSS)

3.8 HYPOTHESIS FRAMED

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.

3.9 LIMITATIONS

The study is confined to Chennai Tamilnadu. The study is based upon the Gig Workers facing the problem in in food delivery platform. The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy level might vary.

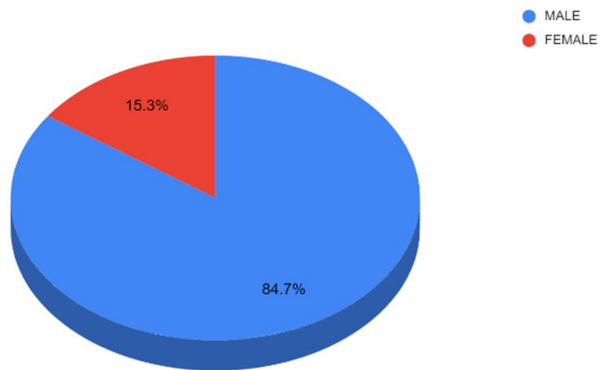
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 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:

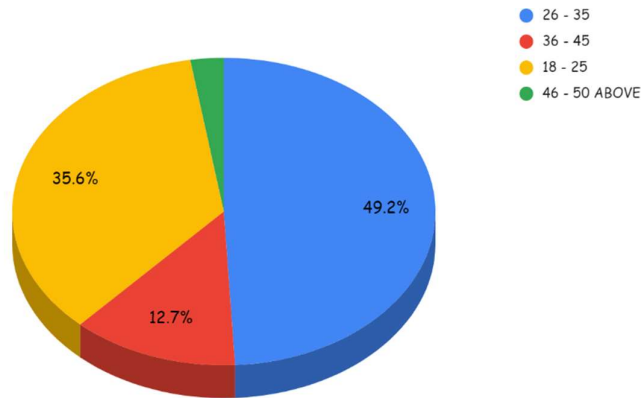
From the above table, it is interpreted that the percentage of no of respondents from males is 84.7%, and 15.3% from females.

Inference:

Majority 84.7% of respondents are from male.

4.1.2: TABLE INDICATING THE AGE OF THE RESPONDENTS

s.no	particulars	No. of. respondents	percentage
1	18-25	42	35.6
2	26-35	58	49.2
3	36-45	15	12.7
4	46-50 above	3	2.5
total		118	100



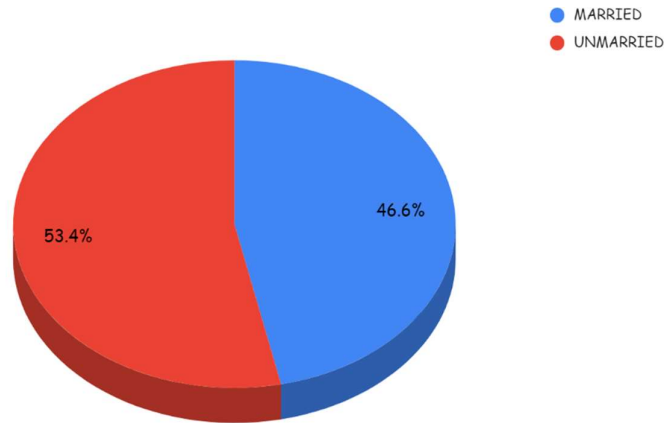
Interpretation:

From the above table, it is noted that the percentage of no. of respondents from 18-25 is 35.6%, 49.2% from 26-35, 12.7% from 36-45, and 2.5% from 46-50 above

Inference:

Majority 49.2% of respondents are from the age categories of 26-35.

4.1.3: TABLE INDICATING THE MARITAL STATUS OF THE RESPONDENTS



s.no	particulars	no. of respondents	percentage
1	married	55	46.6
2	unmarried	63	53.4
total		118	100

Interpretation:

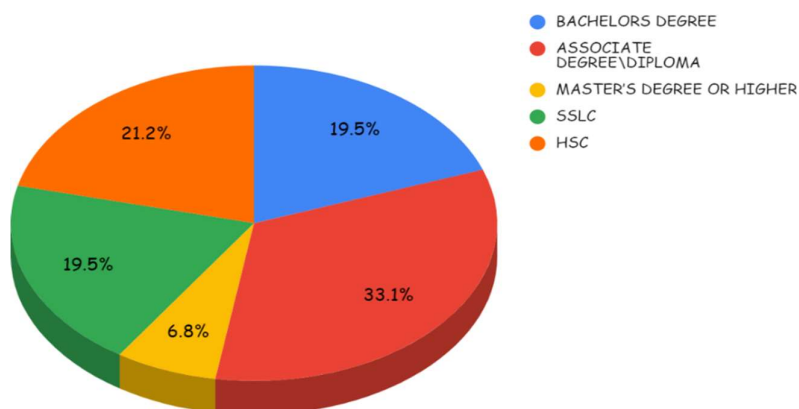
From the above table, it is interpreted that the percentage of no. of respondents from Married is 46.6%, and 53.4% from Unmarried.

Inference:

Majority 53.4% of respondents are Unmarried.

4.1.4: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

s.no	particulars	no. of respondents	percentage
1	HSC	25	21.2%
2	SSLC	23	19.5%
3	master's degree	8	6.8%
4	bachelor's degree	23	19.5%
5	associate degree	39	33.1%
total		118	100



Interpretation:

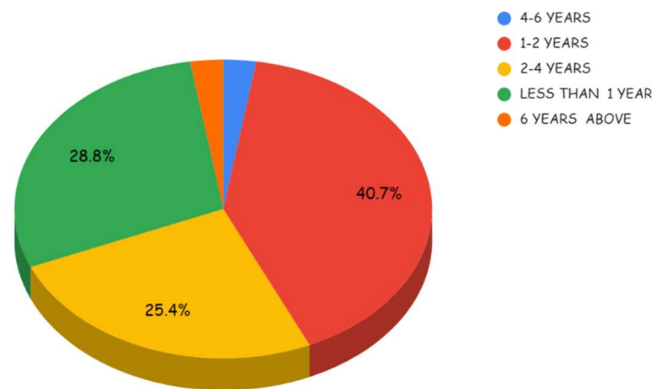
From the above table, it is noted that the percentage of no. of respondents from HSC is 21.2%, 6.8% from Master's Degree, 33.1% from Associate's Degree, and 19.5% from SSLC & Bachelor's Degree.

Inference:

Majority 33.1% of respondents have an Associate's Degree.

4.1.5 TABLE INDICATING THE WORKING EXPERIENCE OF RESPONDENTS IN ONLINE FOOD DELIVERY

s.no	particulars	no. of respondents	percentage
1	4-6 years	3	2.5%
2	1-2 years	48	40.7%
3	2-4 years	30	25.4%
4	Less than 1 years	34	28.8%
5	6 years above	3	2.5%
total		118	100



Interpretation:

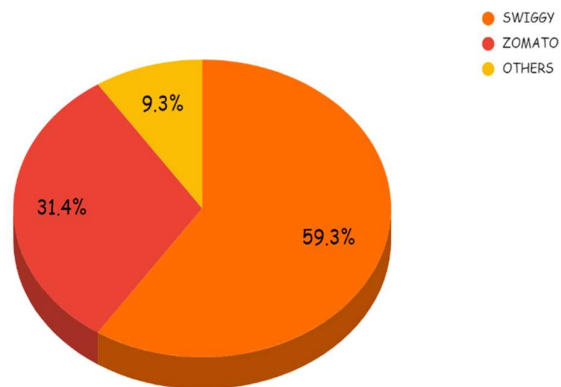
From the above table, it is noted that the percentage of no. of respondents who worked for 4-6 years is 2.5%, 40.7% people worked for 1-2 years, 25.4% worked for 2-4 years, 28.8% worked for less than 1 year, and 2.5% worked for 6 years above.

Inference:

Majority 40.7% of respondents have an experience of 1-2 years.

4.1.6 TABLE INDICATING THE WORKING PLATFORM OF THE EMPLOYEES

s.no	particulars	no. of respondents	percentage
1	zomato	37	31.4
2	swiggy	70	59.3
3	others	11	9.3
total		118	100



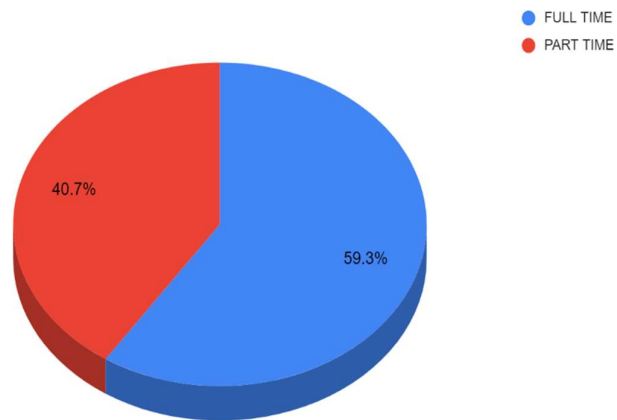
Interpretation: From the above table, it is noted that the percentage of no. of respondents from Zomato is 31.4%, 59.3% from Swiggy, and 9.3% from Others.

Inference:

Majority 59.3% of respondents are from Swiggy

4.1.7 TABLE INDICATING THE FULL TIME AND HALF TIME WORKER

s.no	Particulars	No. of Respondents	percentage
1	Part Time	48	40.7
2	Full Time	70	59.3
Total		118	100



Interpretation:

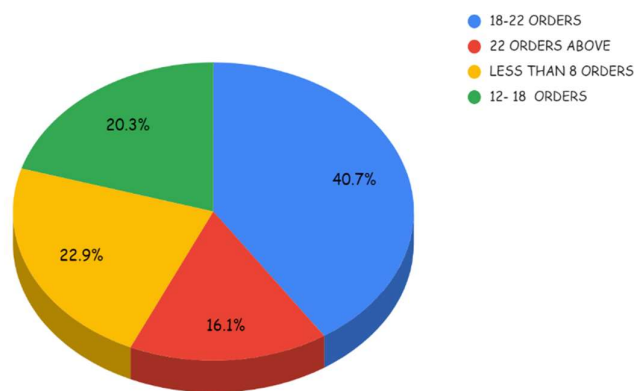
From the above table, it is noted that the percentage of no. of respondents from Part Time is 40.7%, and 59.3% from Full Time.

Inference:

Majority 59.3% of respondents are from Full Time.

4.1.8 TABLE INDICATING NO. OF ORDERS RECEIVED ON A DAY

s.no	Particulars	No. of Respondents	percentage
1	Less than 8 orders	27	22.9
2	12-18 orders	24	20.3
3	18-22 orders	48	40.7
4	22 orders above	19	16.1
Total		118	100



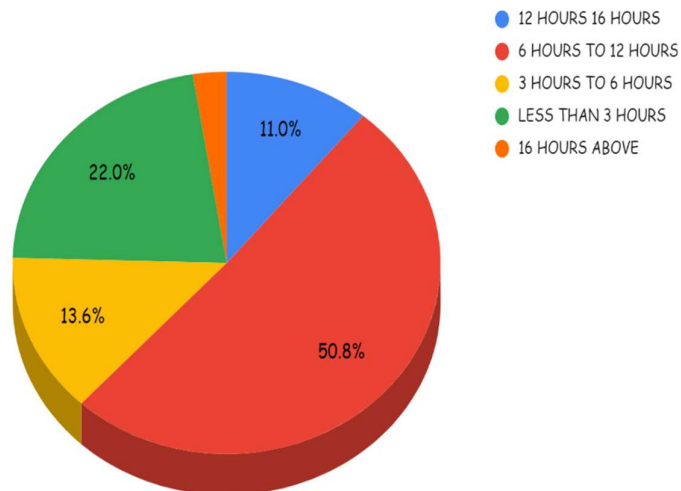
Interpretation: From the above table, it is noted that the percentage of no. of respondents from less than 22 orders is 22.9%, 20.3% from 12-18 orders, 40.7% from 18-22 orders, and 16.1% from 22 orders above.

Inference:

Majority 40.7% of respondents are from 18-22 orders received on one day

4.1.9 TABLE INDICATING THE WORKING HOURS ON A DAY

s.no	Particulars	No. of Respondents	percentage
1	Less than 3 hours	26	22.0
2	3-6 hours	16	13.6
3	6-12 hours	60	50.8
4	12-16 hours	13	11.0
5	16 hours above	3	2.5
Total		118	100



Interpretation:

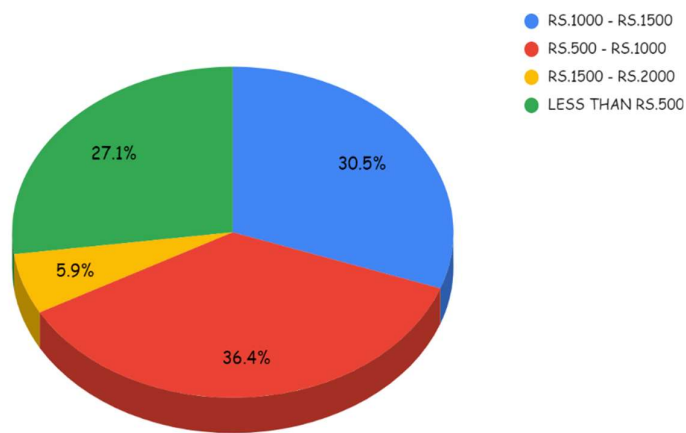
From the above table, it is noted that the percentage of no. of respondents who work less than 3 hours is 22.0%, 13.6% for 3-6 hours, 50.8% for 6-12 hours, 11% for 12-16 hours, and 2.5% for 16 hours above.

Inference:

Majority 50.8% of respondents are those who work for 6-12 hours on a day

4.1.10 TABLE INDICATING THE EARNINGS PER DAY

s.no	Particulars	No. of Respondents	percentage
1	Less than Rs.500	32	27.1
2	Rs.500-1000	43	36.4
3	Rs.1000-1500	36	30.5
4	Rs.1500-2000	7	5.9
Total		118	100



Interpretation:

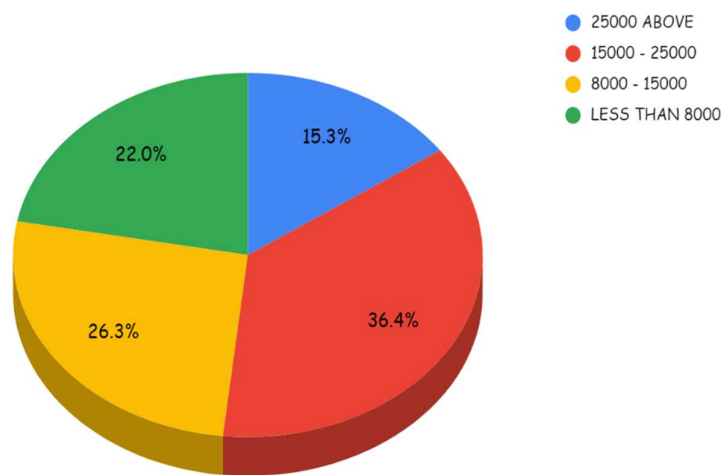
From the above table, it is noted that the percentage of no. of respondents who earn less than Rs. 500 is 27.1%, 36.4% from Rs. 500-1000, 30.5% 1000-1500, and 5.9% from 1500-2000.

Inference:

Majority 36.4% of respondents are those who earn from Rs.500-1000 per day.

4.1.11 TABLE INDICATING THE EARNINGS PER MONTH

s.no	Particulars	No. of Respondents	percentage
1	Less than Rs.8000	26	22.0
2	Rs.8000-15000	31	26.3
3	Rs.15000-25000	43	36.4
4	Rs.25000 above	18	15.3
Total		118	100



Interpretation:

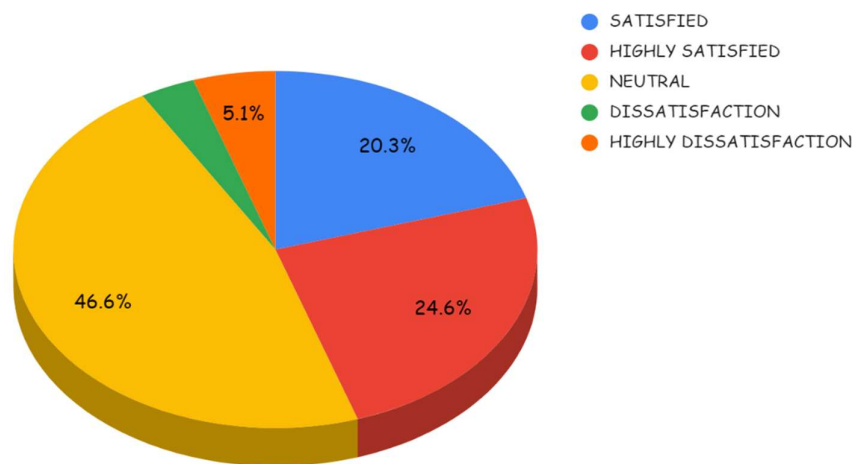
From the above table, it is noted that the percentage of no. of respondents who earn less than Rs. 8000 is 22.0%, 36.4% from Rs. 15000-25000, 26.3% 8000-15000, and 15.3% from Rs.25000 and above.

Inference:

Majority 36.4% of respondents are those who earn from Rs.15000-25000 per month.

4.1.12 TABLE INDICATING THE SATISFACTION OF THEIR WORK SCHEDULE

s.no	Particulars	No. of Respondents	percentage
1	satisfied	24	20.3
2	highly satisfied	29	24.6
3	neutral	55	46.6
4	Dissatisfaction	4	3.4
5	Highly Dissatisfaction	6	5.1
	Total	118	100



Interpretation:

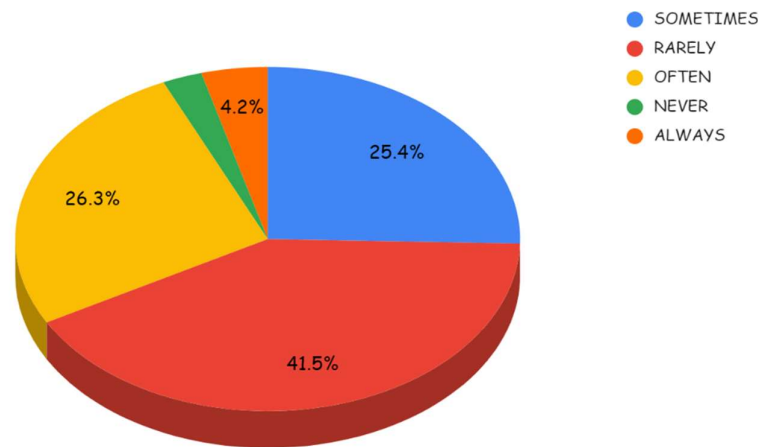
From the above table, it is noted that the percentage of no. of respondents who are highly satisfied is 24.6%, 20.3% chose satisfied, 46.6% neutral, and 3.4% chose dissatisfaction, and 5.1% chose highly dissatisfaction.

Inference:

It looks like 46.6% of respondents aren't really satisfied with their work schedule flexibility.

4.1.13 TABLE INDICATING THE TECHNICAL ISSUES/CHALLENGES FACED

s.no	Particulars	No. of Respondents	percentage
1	Often	31	26.3
2	Sometimes	30	25.4
3	Rarely	49	41.5
4	Never	3	2.5
5	Always	5	4.2
	Total	118	100



Interpretation:

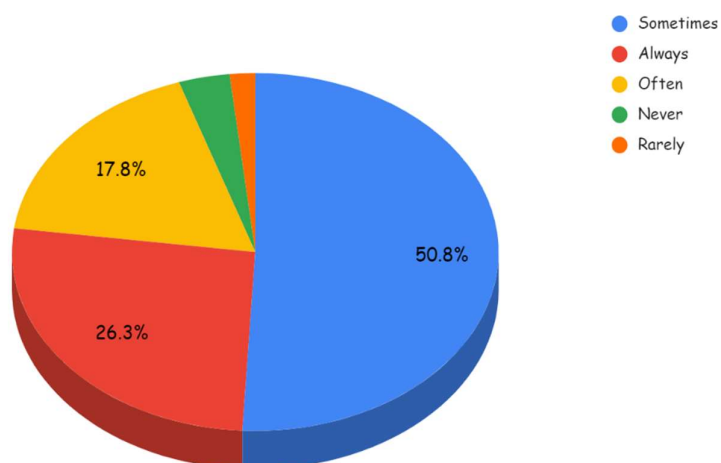
From the above table, it is noted that the percentage of no. of respondents who chose often is 26.3%, 25.4% chose sometimes, 41.5% chose rarely, 2.5% chose never, and 4.2% chose always.

Inference:

It looks like 41.5% of respondents rarely face technical issues/glitches.

4.1.14 TABLE INDICATING THE PHYSICAL DISCOMFORTS FACED BY EMPLOYEE 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:

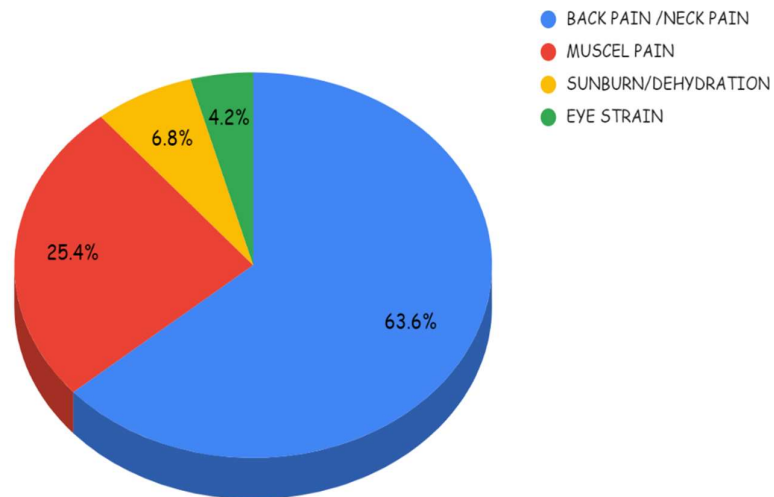
From the above table, it is noted that the percentage of no. of respondents who chose often is 17.8%, 50.8% chose sometimes, 1.7% chose rarely, 3.4% chose never, and 26.3% chose always.

Inference:

It looks like 50.8% of respondents sometimes face physical discomforts.

4.1.15 TABLE INDICATING THE TYPE OF PHYSICAL DISCOMFORT FACED BY EMPLOYEE

s.no	Particulars	No. of Respondents	percentage
1	MUSCLE PAIN	30	25.4
2	SUNBURN/DEHYDRATION	8	6.8
3	EYE STRAIN	5	4.2
4	BACK PAIN/NECK PAIN	75	63.6
	Total	118	100



Interpretation:

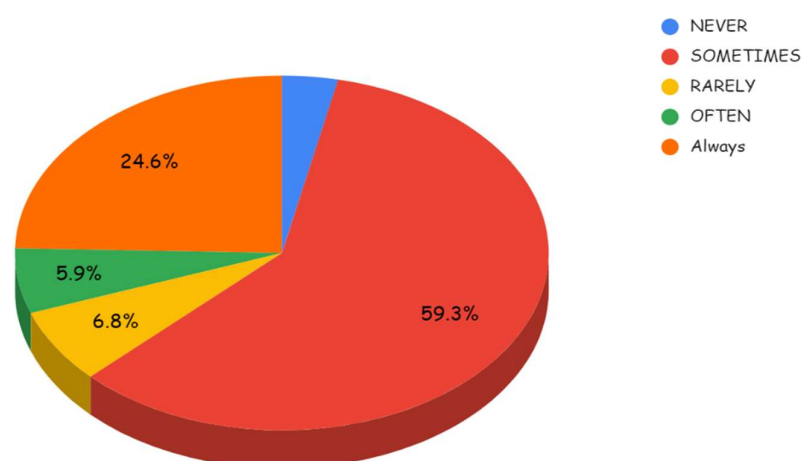
From the above table, it is noted that the percentage of no. of respondents who suffer from muscle pain is 25.4%, 6.8% chose sunburn/dehydration, 4.2% chose eye strain, and 63.6% chose back pain.

Inference:

It looks like majority 63.6% of respondents suffer from back pain/neck pain while working

4.1.16 TABLE INDICATING THE ISSUES ENCOUNTERED WITH RESTAURANT ORDERS

s.no	Particulars	No. of Respondents	percentage
1	Often	7	5.9
2	Sometimes	70	59.3
3	Rarely	8	6.8
4	Never	4	3.4
5	Always	29	24.6
	Total	118	100



Interpretation:

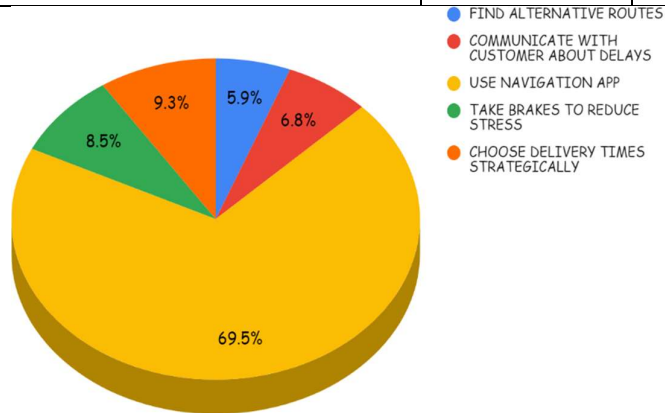
From the above table, it is noted that the percentage of no. of respondents who chose often is 5.9%, 59.3% chose sometimes, 6.8% chose rarely, 3.4% chose never, and 24.6% chose always.

Inference:

It looks like 59.3% of respondents sometimes face issues encountered with restaurant orders.

4.1.17 TABLE INDICATING THE STRATEGIES TO COPE UP WITH TRAFFIC RELATED CHALLENGE

s.no	Particulars	No. of Respondents	percentage
1	Use Navigation App	82	69.5
2	Choose Delivery Times Strategically	11	9.3
3	Communicate to customer about delays	8	6.4
4	Find alternative routes	7	6.3
5	Take brakes to reduce stress	10	8.5
	Total	118	100



Interpretation:

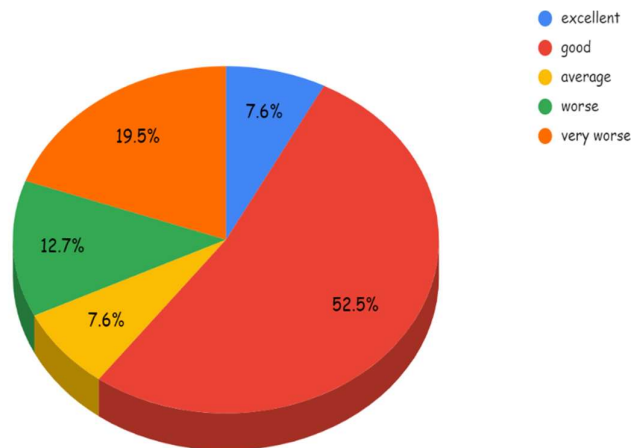
From the above table, it is noted that the percentage of no. of respondents who use navigation app is 69.5%, 9.3% chose “Choose Delivery Times Strategically”, 6.4% chose “Communicate to customer about delays”, 6.3% chose “Find alternative routes”, and 8.5% chose “Take brakes to reduce stress”.

Inference:

It looks like 69.5% of people use navigation app to cope up with traffic related challenge.

4.1.18 TABLE INDICATING THE Respect from The Customer

s.no	Particulars	No. of Respondents	percentage
1	Very worse	82	19.5
2	worse	11	12.7
3	average	8	7.6
4	good	7	52.5
5	excellent	10	7.6
	Total	118	100



Interpretation:

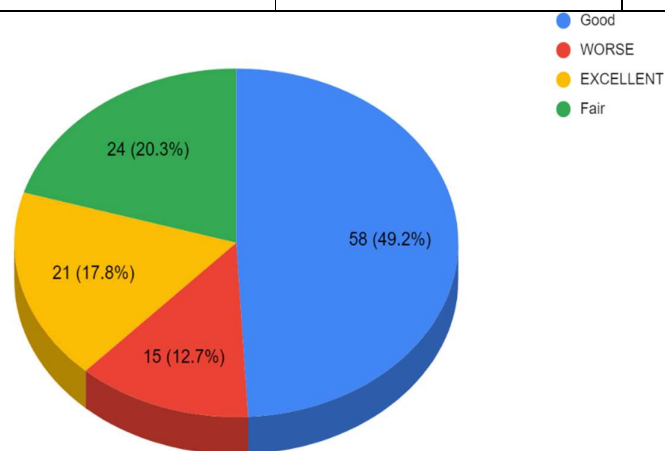
From the above table, it is noted that the percentage of no. of respondents who chose very worse is 19.5%, 12.7% chose worse, 7.6% chose average, 52.5% chose good, and 7.6% chose excellent.

Inference:

It looks like 52.5% of respondents choose good for respect from customer

4.1.19 TABLE INDICATING THE SUPPORT AND COMMUNICATION FROM THE FOOD DELIVERY PLATFORM

s.no	Particulars	No. of Respondents	percentage
1	worse	15	12.7
2	fair	24	20.3
3	good	58	49.2
4	excellent	21	17.8
	Total	118	100



Interpretation:

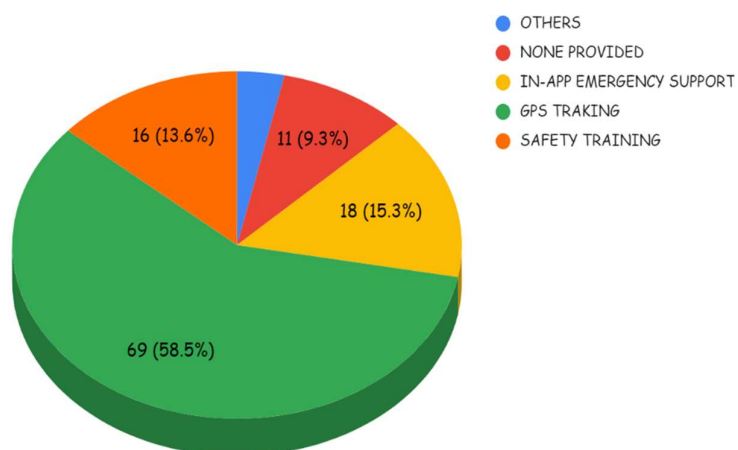
From the above table, it is noted that the percentage of no. of respondents who chose worse is 12.7%, 20.3% fair, , 49.2% chose good, and 7.6% chose excellent.

Inference:

It looks like 49.2% of respondents choose good for the support and communication from the food delivery platform

4.1.20 TABLE INDICATING THE SAFTY MEASURES PROVIDES TO MITIGATE NIGHT DELIVERY THEFT

s.no	Particulars	No. of Respondents	percentage
1	Safety training	16	13.6
2	GPS tracking	69	58.5
3	In-app emergency support	18	15.3
4	others	4	3.4
5	None provided	11	9.3
	Total	118	100



Interpretation:

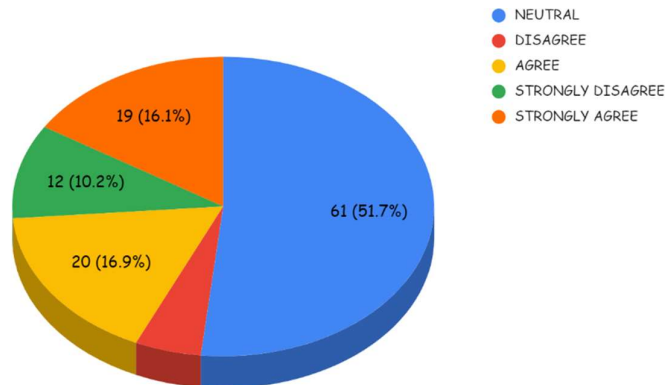
From the above table, it is noted that the percentage of no. of respondents who chose others is 3.4%, 12.7% chose 9.3, 15.3% chose in-app emergency support, 58.5% chose GPS tracking, and 13.6% chose safety training.

Inference:

It looks like Majority 58.5% of respondents have a facility of GPS tracking given by platform

4.1.21 TABLE INDICATING THE SATISFACTION OF THEIR WORK SCHEDULE

s.no	Particulars	No. of Respondents	percentage
1	agree	20	16.9
2	Strongly agree	19	10.2
3	neutral	61	51.7
4	Disagree	6	5.1
5	strongly Disagree	12	10.2
	Total	118	100



Interpretation:

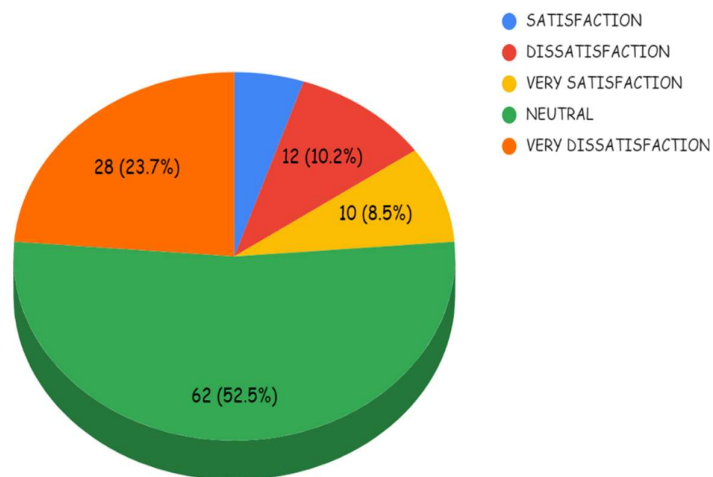
From the above table, it is noted that the percentage of no. of respondents who chose agree is 16.9%, 10.2% chose Strongly agree, 51.7% chose neutral, 5.1% chose disagree, and 10.2% chose strongly Disagree.

Inference:

It looks like majority 51.7% of respondents are chosen neutral for receive adequate support from work place

4.1.22 TABLE INDICATING THE SATISFACTION LEVEL IN THE ONLINE FOOD DELIVERY GIG WORK

s.no	Particulars	No. of Respondents	percentage
1	satisfied	6	20.3
2	highly satisfied	10	8.5
3	neutral	62	52.5
4	Dissatisfaction	12	10.2
5	Highly Dissatisfaction	28	23.7
	Total	118	100



Interpretation:

From the above table, it is noted that the percentage of no. of respondents who are highly satisfied is 8.5%, 20.3% chose satisfied, 52.5% neutral, and 10.2% chose dissatisfaction, and 23.7% chose highly dissatisfied.

Inference:

It looks like majority 52.5% of respondents are chosen neutral for satisfaction level in the online food delivery gig work

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.

CHI- SQUARE

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EXPERIENCE * AGE	118	100.0%	0	0.0%	118	100.0%

EXPERIENCE * AGE Crosstabulation

Count

		AGE				Total
		18 - 25	26 - 35	36 - 45	46 - 50 ABOVE	
EXPERIENCE	LESS THAN 1 YEAR	17	3	4	5	29
	1-2 YEARS	4	15	8	12	39
	2-4 YEARS	3	13	5	8	29
	4-6 YEARS	2	3	2	1	8
	6 YEARS ABOVE	2	5	1	5	13
Total		28	39	20	31	118

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.

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.

ANOVA

Descriptives

PERDAYEARNINGS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
LESS THAN 3 HOURS	25	1.92	.997	.199	1.51	2.33	1	4
3 HOURS TO 6 HOURS	25	2.48	.963	.193	2.08	2.88	1	4
6 HOURS TO 12 HOURS	29	2.52	1.090	.202	2.10	2.93	1	4
12 HOURS 16 HOURS	21	2.81	.928	.203	2.39	3.23	1	4
16 HOURS ABOVE	17	2.47	1.125	.273	1.89	3.05	1	4
Total	117	2.43	1.045	.097	2.24	2.62	1	4

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

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF YOUR STUDY

- ❖ 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
- ❖ It looks like 59.3% of respondents sometimes face issues encountered with restaurant orders.

- ❖ It looks like 52.5% of respondents choose good for respect from customer
- ❖ It looks like 49.2% of respondents choose good for the support and communication from the food delivery platform
- ❖ It looks like Majority 58.5% of respondents have a facility of GPS tracking given by platform
- ❖ It looks like majority 51.7% of respondents are chosen neutral for receive adequate support from work place
- ❖ It looks like majority 52.5% of respondents are chosen neutral for satisfaction level in the online food delivery gig work
- ❖ 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.
- ❖ Since p value is 0.058 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between no. of hours worked on a day and earnings per day.

5.2 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.

5.3 CONCLUTION

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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ANNEXURE- QUESTIONNAIRE

1.GENDER

- MALE
- FEMALE

2. AGE

- 18 – 25
- 26 – 35
- 36 – 45
- 46 - 50 ABOVE

3 . MARITAL STATUS

- MARRIED
- UNMARRIED

4. EDUCATION QUALIFICATION

- SSLC
- HSC
- ASSOCIATE DEGREE\DIPLOMA
- BACHELORS DEGREE
- MASTER'S DEGREE OR HIGHER

5. HOW LONG HAVE YOU BEEN WORKING IN ONLINE FOOD DELIVERY .

- LESS THAN 1 YEAR
- 1-2 YEARS
- 4-6 YEARS
- 4-6 YEARS

6. WHICH ONLINE FOOD DELIVERY PLATFORM ARE YOU WORKING FOR?

- SWIGGY
- ZOMATO
- OTHERS

7. ARE YOU PART TIME WORKER OR FULLTIME WORKER IN THE ONLINE FOOD DELIVERY COMPANY

- PART TIME
- FULL TIME

8. HOW MANY ORDERS DO YOU GET IN ONE DAY ?

- LESS THAN 8 ORDERS
- 12- 18 ORDERS
- 22 ORDERS ABOVE

9. HOW MANY HOURS PER DAY DO YOU WORK AS A FOOD DELIVERY GIG WORKER?

- LESS THAN 3 HOURS
- 3 HOURS TO 6 HOURS
- 6 HOURS TO 12 HOURS
- 12 HOURS 16 HOURS
- 16 HOURS ABOVE

10. HOW MUCH DO YOU EARN IN ONE DAY

- LESS THAN RS.500
- RS.500 - RS.1000
- RS.1000 - RS.1500
- RS.1500 - RS.2000

11. YOUR MONTHLY INCOME FROM FOOD DELIVERY GIGS

- LESS THAN 8000
- 8000 – 15000
- 25000 ABOVE
- 15000 – 25000

12. ARE YOU SATISFIED WITH THE FLEXIBILITY OF YOUR WORK SCHEDULE

- SATISFIED
- HIGHLY SATISFIED
- DISSATISFACTION
- HIGHLY DISSATISFACTION

13. HOW OFTEN DO YOU EXPERIENCE GLITCHES OR TECHNICAL ISSUES WHILE USING APP FOR WORK

- OFTEN
- SOMETIMES
- RARELY
- NEVER
- ALWAYS

14. HOW OFTEN DO YOU EXPERIENCE PHYSICAL DISCOMFORT OR PAIN WHILE PERFORMING FOOD DELIVERY TASK

- OFTEN
- SOMETIMES
- RARELY
- NEVER
- ALWAYS

15. WHAT ARE ALL THE PHYSICAL PROBLEM YOU FACE WHILE PERFORMING FOOD DELIVERY TASK

- MUSCLE PAIN
- SUNBURN/DEHYDRATION
- BACK PAIN /NECK PAIN

16. HOW OFTEN DO YOU ENCOUNTER ISSUES WITH RESTAURANT ORDERS OR CUSTOMERS (EG. MISSING ITEMS,WRONG ADDRESSES)

- OFTEN
- SOMETIMES
- RARELY
- NEVER
- ALWAYS

17. WHAT STRATEGIES DO YOU USE TO COPE WITH TRAFFIC-RELATED CHALLENGE?

- USE NAVIGATION APP
- CHOOSE DELIVERY TIMES STRATEGICALLY
- COMMUNICATE WITH CUSTOMER ABOUT DELAYS
- FIND ALTERNATIVE ROUTES TAKE BRAKES TO REDUCE STRESS

18. DO YOU FEEL THAT YOU RECEIVE ADEQUATE SUPPORT FROM THE FOOD DELIVERY PLATFORM YOU WORK FOR?

- STRONGLY AGREE
- AGREE
- NEUTRAL
- STRONGLY DISAGREE

- DISAGREE

19. WHAT SAFTY MEASURES DO FOOD DELIVERY PLATFORM PROVIDES TO MITIGATE NIGHT DELIVERY THEFT AND HOW EFFECTIVE ARE THESE MEASURES ?

- GPS TRAKING
- IN-APP EMERGENCY SUPPORT
- SAFETY TRAINING
- NONE PROVIDED
- OTHERS