



A STUDY ON WORK LIFE BALANCING AND JOB SATISFACTION LEVEL OF SWIGGY DELIVERY STAFFS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Swiggy's services have grown over time to include groceries and essential item deliveries in addition to meal delivery, making it possible for users to conveniently access a variety of goods via a single platform. This study indicates that the satisfactory This study investigates the intricate relationship between work-life balance and job satisfaction among Swiggy delivery staff in Coimbatore city. The paper examines the job satisfaction and work-life balance of Swiggy delivery employees in Coimbatore. The study aims to provide the various factors which affecting the work life balancing and job satisfaction level of Swiggy delivery staffs. Convenience Sampling method is used for this study with the sample size of 150 respondents. It observed that Swiggy delivery staffs are facing various challenges in their regular life like low level of salary, High Work pressure, Metal Stress, less time is provided to spent time with their family etc. To solve these problems, they are needed to provide the Proper salary, Incentive, reduce their work pressure, and to provide proper working environment for them as a result of this measure.

1.1 INTRODUCTION OF THE STUDY

Swiggy, the largest meal delivery service in India, was introduced in 2014. Swiggy's headquarters are in Bangalore, and as of March, the service operated in over 1000 cities. Swiggy is a delivery service that allows customers to order generic items online and have them delivered right to their house. It was first established in early 2020. Instamart is the moniker Swiggy uses for supermarket delivery, and "Swiggy Genie" is the name of their quick package delivery program. Swiggy reopened its activities under Instamart and closed its Swiggy Stores at the beginning of 2021. In Chennai, Tamil Nadu, Swiggy established health hubs in March 2021. A new accelerator program was introduced by Swiggy in April 2022, giving its more intelligent delivery boys a chance to advance.

Delivering a wide variety of delicious food from their favorite local restaurants to customers in a convenient and dependable manner is Swiggy's principal goal. The organization does this by utilizing a strong and intuitive mobile application and online platform that enables consumers to peruse a wide range of eateries, submit orders, and have their meals at their door swiftly.

1.2 STATEMENT OF THE PROBLEM

The delivery staff of Swiggy in Coimbatore city are facing several challenges in achieving a satisfactory work-life balance. They are facing problems such as low salaries, high work pressure, traffic, etc. This study aims to investigate the specific factors influencing their work-life balance, considering the unique context of their employment with Swiggy in the mentioned geographical location

1.3 OBJECTIVE OF THE STUDY

- To Study the Socio-Economic Factors of Swiggy Delivery Staffs.
- To Know the Current Work life Balancing and Satisfaction Level of Swiggy Delivery Staffs.
- To identify the Factors influencing the work life balancing of Swiggy Delivery staffs.
- To offer valid Suggestion to improve.

1.4 LIMITATIONS OF THE STUDY

- The study was restricted only to the Swiggy food delivery staffs in Coimbatore city.
- The results of the study may not be generalizable to other cities or countries.
- This Study have limited to 150 Respondents only.

1.5 RESEARCH METHODOLOGY

The Study Which has used the Descriptive research design and simple size of 150 employee selected for the feedback across Coimbatore city. The data for the research was collected by the questioner which have been collected from the swiggy delivery staffs across the Coimbatore city. The research is to identify the work life balancing and job satisfaction level of swiggy delivery staffs in the Coimbatore city. Questionnaire is the most suitable instrument which used to collect the data form the respondents. The questionnaire was directly collected form the swiggy delivery respondents. The collection data was done by two types primary data and second is secondary data. The primary data was a firsthand information which was collected directly form the swiggy delivery staffs. The secondary data is the second-hand information which was collected for the

researcher from the internet, journals and articles etc. the statistical tools which have used for this study is

Simple percentage, Weighted average with Ranking and Chi-square.

1.6 ANALYSIS AND INTERPRETATION

1.6.1 Simple Percentage:

Simple percentage analysis refers to a special kind of rates, percentage are used in marketing comparison between two or more series of data.

Formula:

$$\text{Percentage} = \text{Number of Respondents} / \text{Total Number of Respondents} * 100$$

S.NO	VARIABLE	CATEGORIES	NO OF RESPONDENTS	PERCENTAGE
1.	Age	Below 20	24	16%
		21 – 30	60	40%
		31 – 40	38	25%
		Above 41	28	19%
2.	Gender	Male	98	65%
		Female	52	35%
3.	Education Qualification	Diploma	24	16%
		HSC	30	20%
		PG Graduate	36	24%
		SSLC	27	18%
		UG Graduate	33	22%
4.	Family Members	Below 2	46	31%
		3 – 4	62	41%
		5 – 6	24	16%
		Above 6	18	12%
5.	Marital Status	Married	62	41%
		Unmarried	88	59%
6.	Monthly salary of the Respondents	Below Rs.10000	22	15%
		Rs.10001 – 20000	49	33%
		Rs. 20001 – 30000	63	42%
		Above 30001	16	10%
7.	Experience of the Respondents	Below 2 Years	41	27%
		2 – 4 Years	57	38%
		5 – 7 Years	30	20%
		Above 8 Years	22	15%
8.	Incitive of the respondents	Below Rs.1000	24	16%
		Rs.1001 – 1500	41	27%
		Rs.1501 – 2000	60	40%

		Above Rs.2001	25	17%
9.	Working timing	1 – 5 Hours	37	25%
		6 – 9 Hours	41	27%
		10 - 11 Hours	54	36%
		More Than 11 Hours	18	12%
10.	Target provided per day	5 – 10 Orders	22	15%
		11 – 15 Orders	55	37%
		16 – 20 Orders	47	31%
		More than 20 Orders	26	17%
11.	Opinion Income of respondents	More Sufficient	27	18%
		Sufficient	24	16%
		Moderate	41	27%
		Insufficient	58	39%
12.	Mental stress	Very Difficult to Mange	49	33%
		Difficult to Manage	55	37%
		Neutral	31	20%
		Easy to Manage	15	10%

Source: Primary Data

Inference:

The table shows that Mostly (40%) of the respondents are between the age group of 21 – 30. Majority of (65%) of the respondents are Male. Mostly (24%) of the respondents are Completed PG Graduate. Mostly. Mostly (41%) of the respondents are having the 3 – 4 family members. Majority (59%) of the respondents are Unmarried. Mostly (42%) of the respondents are getting salary between Rs.20001 – 30001. Mostly (37%) of the respondents family income was between 20001 – 25000. Mostly (38%) of the respondents are have the experience between 2 – 4 Years. Mostly (40%) of the respondents are provided incentive between Rs.1501 – 2000. Mostly (36%) of the respondents are Working between 10 – 11 Hours. Mostly (37%) of the respondents are provided target between 11 – 15 orders. Mostly (39%) of the respondents are Insufficient to Manage their Day-to-day life. Mostly (37%) of the respondent are Difficult to mange their mental Stress.

1.6.2 Weighted Average with Ranking

The respondents are asked to rank their options using this manner. This approach entails ranking the given aspects. The research adds up the weights assigned to each component in order to determine a rating of all the items involved. The research total weight assigned to each item receives the greatest weight score. The weight score is assigned a rank first, and the following rankings are assigned subsequently.

Formula:

$$\text{Weighted average} = \frac{f(x)}{N}$$

Factor	Total	Weights	Rank
Flexible work and Work loan	60	40	8
Compensation and Incentive	70	47	6
Safety and Security	65	43	7
Time Spent with the family and friends	120	80	2
Technology and Communication	40	27	10
Personal Circumstances	85	57	5
Intaking of Food and Water	135	90	1
Physical Damage	90	60	4
Time management	110	73	3
Physical Damage	48	32	9

Source: Primary Data**Inference:**

Form the above table Shows that Intaking of food and water ranked first with weighted average of 90. Time Spent with the family and friends ranked second with Weighted average of 80, Time management is ranked third with weighted average of 73, Physical Damage ranked fourth with weighted average of 60, Personal Circumstances which ranked fifth with weighted average of 57, Compensation and Incentive which ranked sixth with weighted average of 47, Safety and Security which ranked seventh with weighted average of 43, Flexible work and Work loan faced which ranked Eighth with the weighted average of 40, Physical Damage ranked Night with weighted average of 32, and Technology and Communication which ranked tenth with the weighted average of 40.

1.6.3 Chi-square:

The Chi Square test is a Statistical test used to compare observed result with expected result. The purpose of this test is to Determine if a difference between observed data and Expected data is due to change, or if it is due to relationship two variable.

Formula:

$$\chi^2 = \frac{\sum(O_i - E_i)^2}{E_i}$$

O_i = Observed value

E_i = expected value

Source : Primary data

S.No	Satisfaction Factors	Personal chi-square	Df.	P – Value	S/NS
1.	Working Environment	3.245	4	0.518	NS
2.	Salary	0.506	4	0.973	NS
3.	Able to balancing the regular life	0.674	4	0.954	NS
4.	Incentives	1.900	4	0.754	NS
5.	Satisfaction of the work	5.375	4	0.251	NS
6.	Medical Support	5.517	4	0.238	NS
7.	Target provided	1.040	4	0.904	NS
8.	Feedback of the customer	3.240	4	0.519	NS

INTERPRETATION

From the above table indicate that Chi Square P Value is higher than 0.05 significant level. When the Value is higher than 0.05 Which Means the Null Hypotheses is Accepted. That means there is no significant association between the Gender and job satisfaction factors and null hypotheses is accepted in all the variables Working Environment, Salary, Able to balancing the regular life, Incentives, Satisfaction of the work, Medical Support, Target provided and Feedback of the customer.

INFERENCE

It found that there is no significant association between the Gender and satisfaction factors.

FINDINGS

- Mostly 40% of the respondents are between the age group of 21 – 30.
- Majority of 65% of the respondents are Male.
- Mostly 24% of the respondents are Completed PG Graduate.
- Mostly 41% of the respondents are having the 3 – 4 family members.
- Majority 59% of the respondents are Unmarried.
- Mostly 42% of the respondents are getting Monthly salary between Rs.20001 – 30001.
- Mostly 38% of the respondents are have the experience between 2 – 4 Years.
- Mostly 40% of the respondents are provided incentive between Rs.1501 – 2000.
- Mostly 36% of the respondents are Working between 10 – 11 Hours.
- Mostly 37% of the respondents are provided target between 11 – 15 orders.
- Mostly 39% of the respondents are Insufficient to Manage their Day-to-day life.
- Mostly 37% of the respondent are Difficult to mange their mental Stress.

SUGGESTIONS

- The study reveals that the work life balancing of swiggy delivery staffs and their satisfaction level in their job.
- Most of the swiggy delivery staffs are required sufficient salary and incentive to balance their day to expenses.
- Most of the swiggy delivery staffs not able to balance their regular life by unproper intaking of food and water, not able to spent proper time with their friends and family.
- Some of the swiggy delivery employees are having the personal Circumstance live such as family responsibilities and health considerations etc. because of their low level of salary and high work pressure.

CONCLUSION

Our project reveals that work life balancing and job Satisfaction level of Swiggy delivery staffs in Coimbatore city. The swiggy delivery staffs in Coimbatore city are feels that their work life balancing is significantly challenging. they are facing various struggles to balancing their regular life. The factors which are all affecting their work life balancing are High work pressure, Low salary, less time is provided to spent time with their family and friends etc.

To overcome from this problem the swiggy want to provide the Proper salary and to provide the good working environment to the employees. The swiggy want to provide the several time to spent time with their family and friends and also, they wanted support for the company. It is my hope that this project was contribute to creating supporting and rewarding work environment to the swiggy delivery staffs and also bringing attention to their challenges and work life balancing of the swiggy delivery staffs.

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