A STUDY ON JOB SATISFACTION AMONG ONLINE FOOD DELIVERY EXECUTIVES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mrs.R.T.Induji, Dr.S.Brindha

Abstract:

Food delivery aided through digital app play a significant role in food industry. The advent of digital tools helps the customer in getting better service. Customers have the privilege of choosing any kind of food from anywhere at any time. Companies have remodeled their strategy for serving the customer at the par. There is a proverb says "a happy employee is a productive employee". This can be achieved by job satisfaction. When employee feel self-motivated and self-satisfied it increases the productivity. Self-motivation and self – satisfaction can be achieved by job satisfaction. Job satisfaction play a significant role in increasing the productivity.

I. OBJECTIVES:

- To understand the level of employee satisfaction.
- To identify the factors which makes the employee desirable in the Online Food Delivery industry.

II. RESEARCH METHODOLOGY:

Descriptive research design was adopted. The sampling method adopted for the study was snowball sampling method. Both primary and secondary data collection method was used in the study.

III. ANAYSIS & RESULTS:

Demographic analysis:

Gender:

Majority of the respondents are

Sl. No.	Gender	No. of Respondents	Percent
1	Male	115	95
2	Female	5	5
		120	**100**

Male.

Educational Qualification:

Sl.no	Qualification	No: of Respondents	Percentage
1	10th	2	2
2	12th	22	18
3	U.G	70	59
4	P.G	22	18
5	Others	4	3
		120	**100**

Majority of the respondents are undergraduates.

Income:

Sl.no	Income	No: of Respondents	Percentage
1	Below 15,000	43	35
2	15,000-20,000	55	46
3	21,000-25,000	16	13
4	Above 26,000	6	6
		120	**100**

Majority of the respondents have income between Rs. 15,000 – 20,000.

Age:

Sl.no	Age	No: of Respondents	Percentage
1	18-26 years	73	61
2	27-35 years	39	33
3	Above 35 years	8	6
		120	**100**

Majority of the respondents are in the age group between 18 – 26 years.

Satisfaction Level:
Satisfied with the incentives provided by the company

Sl.no	Level of Satisfaction	No: of Respondents	Percentage
1	Strongly Agree	19	16
2	Agree	45	37
3	Neutral	30	25
4	Disagree	19	16
5	Strongly Disagree	7	6
		120	**100**

Majority of the employees are satisfied with the incentives provided by the company.

Welfare facilities provided to the employees by the organization are satisfactory

Sl.no	Level of Satisfaction	No: of Respondents	Percentage
1	Strongly Agree	5	4
2	Agree	19	16
3	Neutral	30	25
4	Disagree	46	38
5	Strongly Disagree	20	17
		120	**100**

Majority of the employees are dissatisfied with the welfare measures provided by the company.

To test the relationship between the Income of the respondents and the Satisfaction level

Income * Incentives are paid regularly Crosstabulation

Count

		Incentives are paid regularly					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Income	15,000-20,000	13	14	18	6	2	53
	21,000-25,000	4	1	4	5	2	16
	Above 26,000	0	2	2	0	3	7
	Below 15,000	5	17	18	4	0	44
Total		22	34	42	15	7	120

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.876[a]	12	.000
Likelihood Ratio	30.587	12	.002
N of Valid Cases	120		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .41.

There is a significant relationship between the income of the respondents and the incentives paid to them.

To test the relationship between the Experience and Adequate

training is provided to manage stress and conflicts

Experience * Adequate training is provided to manage stress and conflicts Crosstabulation

Count

		Adequate training is provided to manage stress and conflicts					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Experience	1-2 years	10	15	5	6	3	39
	2-3 years	5	4	7	6	1	23
	Above 3 years	2	0	4	2	1	9
	Less than 1 year	6	24	14	3	2	49
Total		23	43	30	17	7	120

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.459[a]	16	.162
Likelihood Ratio	25.519	16	.061
N of Valid Cases	120		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .06.

There is no significant relationship between the experience of the respondents and adequate training provided to manage stress and conflicts

IV. CONCLUSION

From the study it is concluded that the online food delivering executives are satisfied with the incentives provided by the company. But the employees are dissatisfied with other welfare measures provided by the companies.