

An Analysis on the Worker and Customer Satisfaction relating to Online Food Delivery Companies in Southern Kerala

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Abstract:

Online Food Delivery is one among the many developments to take place in the food industry and has helped us enjoy food that we crave within the comforts of our home. It offers an easy and quick network of circulating food to the customers without them having to go to a particular restaurant to have a certain food item. Several different companies out there cater the service of Online food delivery, they not only help cater food easy and quick to its customers but also provide an opportunity to people out there to earn some money by either working part time or full time. And just like any service out there, online food delivery may not provide as much satisfaction to a customer than what it provides to another and it may not provide the same level of satisfaction to a worker that it may provide to another. The differing levels of satisfaction that customers and workers experience differs from one company to another and these differing levels of satisfaction is caused due to several different factors. Through this paper, we intend to measure the worker and customer satisfaction levels of Swiggy & Zomato, list down the various factors that affect these satisfaction levels and compare the worker and worker satisfaction levels of both the companies.

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INTRODUCTION

Our lives have become so busy that we tend to overlook many necessities; one of which is food. Food is needed to sustain life and when we overlook it; it affects our ability to function. Keeping this in mind, a service which is now considered vital to our society had been introduced that is food delivery. It was first introduced to the general public in Mumbai, India in 1890. It is known as Mumbai Dabbawallas

which is an extremely well know food delivery service. The Mumbai Dabbawallas help deliver hot lunches from home and restaurants to people at work. Major contributors towards the success of Mumbai Dabbawallas are the delivery personnel themselves.

Food delivery had then expanded to an online platform and it was Zomato that introduced its online food delivery service for the first time in India in 2008.

Online food delivery is a way by which we can use either a particular restaurant's app or a multi restaurant app like Swiggy, Zomato etc. Through these applications a person is able to order any food that he desires which is available at any restaurant and have it delivered at their doorstep. It helps people enjoy food of different cuisines from different restaurants in their locality that they crave within the comforts of their home. After making their choices, they will have to make payment which can be done either by Cash on delivery, card(debit or credit), net banking etc. After that it's all just a waiting game as their order is placed with the respective restaurant and the appointed delivery personnel picks it up from the restaurant and delivers it to the customer. Though this service sounds very handy and easy to use, not everybody can be fully satisfied which is true in the case of any other service. Different customers will have different satisfaction levels which are affected by different factors. The feedback of the customers is invaluable to the companies because 'Customer is King', making it important to analyze the satisfaction level of the customers of the online food delivery companies, determine such factors and bring about necessary changes.

Customers are one side of the coin of the online food delivery and the other side is the workers (delivery personnel). Through online food delivery service, many people get employed, it provides them with an opportunity to earn a living whether part time or full time. They are the spine of food delivery companies because they are the ones who deliver food to all the customers at different locations. So just like how customer satisfaction is important, so is worker satisfaction. Different workers have different satisfaction levels from their work. Some may be happy, some may not be so. It is important to analyze the satisfaction level of workers of the online food delivery companies, determine the factors that affect their satisfaction levels and bring about the necessary changes.

2. Literature review

[1] According to **Zulkarnain Kedah, Yusof Ismail, A.K.M. Ahasanul Haque & Selim Ahmed (2015)**, it was stated that the key success factors were represented by website quality and service quality and it was also found that there was a direct link between service quality and loyalty, customer satisfaction and loyalty. The research also provides significant points for operating online food delivery services efficiently.

[2] According to **H.S. Sethu and Bhavya Saini (2016)**, their research aimed to understand the student's perception, behavior and satisfaction of online food ordering and delivery services. It was found that online food delivery helped students to manage time better, convenience and ease of access was one of the prime reasons for using the services.

[3] According to **Ramesh Kumar Bagla, Jasmine Khan (2017)**, availability of variety, rewards and cash backs were the major factors affecting the popularity of online food ordering and also there was wide scope for improving the users customer satisfaction by understanding their expectations more precisely and offering more attractive options.

[4] According to **Dr. Sonali Jadhav (2018)**, his research aimed at the study of mobile food delivery applications, its benefits and challenges for restaurants and customers. According to their findings it was found that consumer's expectation depended on wider choice of restaurants, ease of ordering, and reduced cost.

[5] According to **Dr. Vijaya Lakshmi Kanteti (2018)**, stated about the various innovative strategies adopted by food delivery companies to attract customers which include using specific keywords, targeted advertisements and has suggested the use of new technologies like drone deliveries which already been introduced by Domino's Pizza. It was also added that

technology and innovation are going to play a key role. It was also added that the food delivery companies implementing the best strategies effectively shall be the most profitable in the long run.

[6] According to **Arji Mariam Jacob, N.V. Sreedharan, Sreena.K (2019)**, their research aimed to analyze the perception of customers towards ordering food services through online. It was found that convenience, special offers and discounts were the factors that motivated customers to use online food delivery apps. The Study also stated that Swiggy was the most preferred app among other food delivery apps.

[7] According to **Dr. K. Meenatchi Somasundari (2019)**, aimed at the online food delivery executives to realize the intensity of stress coping mechanism to overcome work stress which affect the performance of the food delivery service. It was found that food delivery executives get stressed regardless of what time they work. The Study suggested practicing positive managing mechanisms to overcome stress and enhance the productivity of their job performance.

[8] According to **Dr. S.Tamilarasi and K. B. Praveen (2019)**, their research aimed to study the satisfaction levels of delivery executives. It was found that there was an association with work-time and management and working policy. It was suggested that good working conditions can increase employee satisfaction and employees will try to do their best which can increase the work performance of food delivery.

[9] According to **Ms. Ardhana M Prabhash (2020)**, his research study aimed to analyze the factors that attract customers towards online food delivery system, wherein 250 youngsters were selected through random sampling method. It was found that majority of the respondents use Swiggy and the most

influencing factors were offers provided by food delivery companies, he also added that transformation in the trends of food ordering is occurring because of changing lifestyle of the consumers and innovations in online activity.

3. Objectives of the Study

3.1 Worker Satisfaction

- To list down the various factors that affect the worker satisfaction and whether the workers are satisfied with the availability of each factor.
- To record the proportion of workers who are and are not satisfied with working for two online food delivery companies Swiggy & Zomato
- To compare this proportion between the two online food delivery companies taken into consideration.

3.2 Customer Satisfaction

- To list down the various factors that affect customer satisfaction and whether the customers are satisfied with the availability of each factor.
- To record the proportion of customers who are and are not satisfied with the services of two online food delivery companies Swiggy & Zomato
- To compare this proportion between the two online food delivery companies taken into consideration.

4. Research Methodology

4.1 Data collection: Collection of primary data was done with the help of Questionnaire method (via Google forms), schedule method and interview method from both customers and workers (delivery personnel) of the online food delivery companies. Two questionnaires were used to collect data from customers and workers.

4.2 Respondents: The customers included college students, salaried office employees, professionals, senior citizens who use the services of Swiggy and Zomato and the

workers included the delivery personnel working for these companies.

4.3 Sampling Technique: The sampling technique used in this research is Convenience sampling as the customers and workers are spread out and so the customers and workers that we could spot immediately in different locations were chosen for data collection.

5. Limitations of the Study

There exists unequal sample sizes of both customers and workers for Swiggy and Zomato. The number of customers in Swiggy is 123 while that of Zomato is 80. The difference in the sample size of the customers between the two online food delivery companies is due to the fact that Swiggy has a wide customer base in Kerala than Zomato possibly due to the fact that Swiggy provides more offers and discounts to its customers. So, the number of customers that we got for data collection were

mostly Swiggy and the number of customers of Zomato were less. The number of workers in Swiggy is 69 while that of Zomato is 45. The number of workers at Swiggy is more than that of Zomato because Swiggy tries to keep a large worker base to ensure smooth flow of food to its customers. The overall number of workers is less than the customers because we had to get the data from workers while they were working because of which not everybody had time for giving data.

6. Data Analysis

6.1 Worker break up

Data was obtained from over 114 delivery boys. Of the 114 delivery boys, 69 worked for Swiggy while 45 worked for Zomato. The total delivery personnel were spread across four districts in Kerala i.e. 38 from Ernakulam, 20 from Alappuzha, 23 from Kollam and 33 from Trivandrum.

Table 6.1: District wise and company wise distribution of workers

	Ernakulam	Alappuzha	Kollam	Trivandrum	Total
Swiggy	24	11	13	21	69
Zomato	14	9	10	12	45
Total	38	20	23	33	114

6.2 Customer Break up

Data was obtained from over 203 customers. Of the 203 customers, 123 were users of Swiggy while 80 were users of Zomato. The total customers were

spread across four districts in Kerala i.e. 58 from Ernakulam, 40 from Alappuzha, 49 from Kollam and 56 from Trivandrum.

	Ernakulam	Alappuzha	Kollam	Trivandrum	Total
Swiggy	38	22	29	34	123
Zomato	20	18	20	22	80
Total	58	40	49	56	203

Table 6.2: District wise and company wise distribution of customers

6.3 Factors affecting Worker Satisfaction

The various factors that affect a worker's satisfaction are pay, additional benefits, management's attempt at resolving any problems and issues that the workers face

The different factors that affect a worker's satisfaction was understood after interviewing workers of Swiggy and Zomato

Table 6.3.1: Workers who do and do not feel that Swiggy provides them with the following factor

	Swiggy							
	Yes	%	Neutra l	%	No	%	Tota l	%
Availability of additional benefits	42	60.87	0	0	27	39.13	69	100
Good attempts by management at resolving issues	25	36.23	12	17.39	32	46.38	69	100
Adequate pay	24	34.78	13	18.84	32	46.38	69	100

Table 6.3.2: Workers who do and do not feel that Zomato provides them with the following factors

	Zomato							
	Yes	%	Neutra l	%	No	%	Tota l	%
Availability of additional benefits	25	55.56	0	0	20	44.44	45	100
Good attempts by management at resolving issues	25	55.56	7	15.56	13	28.88	45	100
Adequate pay	21	46.66	12	26.67	12	26.67	45	100

6.4 Factors affecting Customer Satisfaction

Several factors exist that affect the satisfaction that customers derive from using the services of Swiggy or Zomato. These factors are: Delivery charge, Delivery time and Discounts and offers.

The different factors that affect a customer's satisfaction was understood after interviewing customers of Swiggy and Zomato

Table 6.4.1: Customers who feel and do not feel that Swiggy provides them with the following factors

	Swiggy							
	Yes	%	Neutral	%	No	%	Total	%
Good Discounts and Offers	82	66.67	23	18.70	18	14.63	123	100
Short Delivery time	70	56.91	24	19.51	29	23.58	123	100
Fair Delivery Charge	28	22.76	46	37.40	49	39.84	123	100

Table 6.4.2: Customers who do and do not feel that Zomato provides them with the following factors

	Zomato							
	Yes	%	Neutral	%	No	%	Total	%

Good Discounts and Offers	50	62.5	17	21.25	13	16.25	80	100
Short Delivery time	20	25	23	28.75	37	46.25	80	100
Fair Delivery Charge	16	20	44	55	20	25	80	100

6.5 Overall Satisfaction of Workers

The following table shows the number of workers who are and are not satisfied with working for Swiggy and Zomato:

Table 6.5 Workers who are and are not satisfied with working for Swiggy and Zomato

	Swiggy		Zomato	
	No. of Workers	Percentage (%)	No. of Workers	Percentage (%)
Satisfied	31	44.93	33	73.33
Not Satisfied	38	55.07	12	26.67
Total	69	100	45	100

6.6 Overall Satisfaction of Customers

The following table shows the number of customers who are and are not satisfied with the overall services that Zomato and Swiggy provide to them:

Table 6.6. Customers who are and are not satisfied with the services of Swiggy and Zomato

	Swiggy		Zomato	
	No. of Customers	Percentage (%)	No. of Customers	Percentage (%)
Satisfied	85	69.11	37	46.25
Not Satisfied	38	30.89	43	53.75
Total	123	100	80	100

7. Findings

7.1 Workers

7.1.1 Factors affecting worker satisfaction

- A worker's satisfaction is affected by different factors like adequate pay, whether the management listens to their queries and tries to resolve it and availability of additional benefits. If these different factors are made available to a worker then it's highly likely that the overall satisfaction they derive from working for the company will be favorable.

7.1.1.1 Swiggy

- Swiggy fails to provide two of the three factors which is evident from **Table 6.3.1**. Many of Swiggy's workers feel that the company does provide them with additional benefits but the management does not properly listen to their issues and try to resolve them enough. A majority also feels that they don't get adequate pay which is due to the large number of delivery personnel to ensure the smooth flow of orders to customers. Due to the large work force, the number of orders that each worker would get will decrease. A worker is paid on the basis of the number of orders he completes, so when the number of orders per worker decreases each worker would get a lower pay.

7.1.1.2 Zomato

- Zomato on the other hand succeeds at providing all three factors which is evident from **Table 6.3.2**. The majority of the workers there feel that they do have availability of additional benefits, that the management does listen to their issues and try to resolve them and that they get adequate pay which is due to the fact that the number of Zomato workers is less. Due to the smaller work force, the number of orders that each worker would get will increase. A worker is paid on the basis of the

number of orders he completes, so when the number of orders per worker increases, each worker would get a higher pay.

7.1.2 Overall Worker Satisfaction

- For a worker to be satisfied working for a company, he should feel that his basic needs are met, that he feels like he has a voice in the company. The overall satisfaction that he or she experiences from working for it depends on the availability and non-availability of the three factors i.e. adequate pay, whether the management listens to their issues and tries to resolve them and additional benefits.

7.1.2.1 Swiggy

- It's evident from **Table 6.5** that majority of the delivery boys working at Swiggy are not satisfied. The reason for the vast majority of Swiggy's delivery boys not being satisfied could very well be due to the fact that Swiggy provides only one of the three factors that contribute to satisfaction of workers as shown in **Table 6.3.1**.

7.1.2.2 Zomato

- It's evident from **Table 6.5** that majority of the workers working for Zomato are satisfied because Zomato is able to provide its workers all the three factors as shown in **Table 6.3.2**.

7.1.2.3 Comparison between Swiggy and Zomato

- When we compare Swiggy and Zomato, we can understand from **Table 6.5** that Zomato is in a better off position than Swiggy because a majority of Zomato workers are satisfied while a majority of Swiggy workers are not satisfied.

7.2 Customers

7.2.1 Factors affecting customer satisfaction

- A customer's satisfaction is affected by different factors like Fair Delivery charge, Good discounts and offers and Short Delivery time. If these different factors are made available to a customer then it's highly likely that the overall satisfaction they derive from a service will be favorable.

7.2.1.1 Swiggy

- Swiggy provides two of the three factors to its customers which is evident from **Table 6.4.1**. Majority of the customers feel that the delivery charges are on the higher side but they can expect the delivery of food within a reasonably short amount of time. Most of the customers also feel that Swiggy offers them with good discounts and offers. The short delivery time is due to the fact that the Swiggy's workforce is large.

7.2.1.2 Zomato

- Zomato provides only one of the three factors which is evident from **Table 6.4.2**. The delivery charge that Zomato asks for is considered to be high by a majority and many customers feel that the delivery time is long which could be explained due to the lesser number of workers. Most of the customers feel that Zomato does provide them with good discounts and offers

7.2.2 Overall Customer Satisfaction

- For a customer to be satisfied overall with any service, he should feel that the service was worth the money that he or she paid for it. The different factors whose availability or non-availability can affect the overall satisfaction that he or she experiences from it are short delivery time, Fair Delivery charge and Good discounts and offers.

7.2.2.1 Swiggy

- It's evident from **Table 6.6** that majority of the customers ordering food from Swiggy are satisfied. The reason for the vast majority of Swiggy's customers being satisfied could very well be due to the fact that Swiggy provides two of the three factors that contribute to satisfaction of a customer as shown in **Table 6.4.1**

7.2.2.2 Zomato

- It's evident from **Table 6.6** that majority of the customers ordering food from Zomato are not satisfied. Majority of the customers are not satisfied which could very well be due to the fact that Zomato provides only one of the three factors that contribute to the satisfaction of a customer as shown in **Table 6.4.2**.

7.2.2.3 Comparison between Swiggy and Zomato

- When we compare Swiggy and Zomato, we can understand from **Table 6.6** that Swiggy is in a better off position because a majority of Swiggy's customers are satisfied with their services while a majority of Zomato's customers are not satisfied with their services.

8. Suggestions

8.1 Swiggy

- Swiggy's workers complain that they are not getting adequate pay (**Table 6.3.1**) which is due to the fact that Swiggy has a huge number of workers so it is best if Swiggy identifies inefficient workers through worker ratings and lays them off so that the remaining workers get a higher pay.
- Many of the workers complain that the management does not listen to their queries and issues as shown in **Table 6.3.1** which is to be rectified. It is important for the management at Swiggy to understand that workers are as important as customers. It's not just enough to satisfy one's customers but to also look out for one's workers.
- The delivery charges in Swiggy are high which is evident from **Table 6.4.1** and so Swiggy should try and lower these charges to some extent.

8.2 Zomato

- Many customers complain about long delivery time evident from **Table 6.4.2** because the number of Zomato workers is less so the company should think about hiring more workers to reach more customers. Hiring more workers ensures a smooth flow of orders to the customers shortening the present delivery time.
- Many customers also complain that the delivery charge is high which is evident from **Table 6.4.2** which needs to be decreased.
- Compared to Swiggy, the customer base is much weaker. Zomato should try and bring about more discounts and offers to help expand its customer base. Though, most customers of Zomato feel that

the company does provide them with good discounts and offers, the percentage of customers who feel so is lesser than that of Swiggy as evident when comparing **Table 6.4.1** and **Table 6.4.2**.

8.3 Suggestions for Swiggy and Zomato

- Provide more employment opportunities to women. Ladies who stay alone would feel more comfortable when a delivery girl has been assigned to them. Providing more employment opportunities to women would also increase the reputation of the companies.

Some people get deterred from ordering food via online food delivery apps because they feel that it's a complex task. The companies should try and show these people how simple it is to use these apps through informative advertisements.

Findings and Conclusion

Online food delivery is an important service that helps cater food to those who don't want to leave the comforts of their home and also provide a source of livelihood to many. It has become so important that life without it would be difficult. This service is being provided by many companies like Swiggy, Zomato etc. and as in the case of any service, the customer satisfaction levels and worker satisfaction levels of different companies differ from each other. The satisfaction levels of both customers and workers are dependent on several different factors. The satisfaction level of the customer depends on the delivery time, delivery charges, discounts and offers and the satisfaction level of a worker depends on the pay, additional benefits and management's attempt at resolving issues faced by the workers. In terms of customer satisfaction, Swiggy wins the race against Zomato. Swiggy was able to provide two of the three factors to its customers while Zomato was able to provide only one and a majority of the customers at Swiggy are satisfied while a majority of customers at Zomato are not satisfied. In terms of worker

satisfaction however, Zomato wins the race against Swiggy. Zomato is able to provide all three factors to its workers while Swiggy is able to provide only one, a majority of the workers at Zomato are satisfied while a majority of workers at Swiggy are not satisfied. Both customer and worker satisfaction are important to any service and it is the duty of a company to ensure that both of these are met.

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