

Effect of stress on online food delivery executives in job performance

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Abstract: - Our reckless life has pushed us to follow online lifestyle. It has made our lives comfort that even foods reached our doorsteps with a single tap. Often, we tend to ignore the work stress of food delivery executives. This article checks through its pros and cons. Stress consumed the minds of people. 'Stress is the psychological and physical state that results when the resources of the individual are not being sufficient to cope with the demands and pressures of the situation'. The present study was to evaluate the pros and cons of job stress, impact of coping mechanism and job performance of executives in selected online food delivery services. The study reported responses of 210 online food delivery executives. The convenient random sampling method was adopted for collecting data. For analysis purposes, Chi square test, Correlation and independent t- test were used. The researcher culminated that online food delivery executives to realise the intensity of stress coping mechanism are best solution to overcome the stress in job performance.

Key words: Executives, Job performance, Job stress, Stress management, Stress coping mechanism, Online food ordering (delivery) service.

INTRODUCTION

Our reckless life has pushed us to follow online lifestyle. The pool of young professionals can't spend much time to prepare food. This paves way to develop Food delivery Apps with a view to make job to be easier. Online Food Ordering and Delivery is done through the Multi restaurant's website or mobile Apps. In India, Online food delivery applications (Swiggy, Zomato, Uber Eats, and so on) are more popular in major cities like Mumbai, Bangalore, Chennai, Hyderabad, Coimbatore. It has made our lives comfort that even foods reached our doorsteps with a single tap. Often, we tend to ignore the work stress of food delivery executives. Stress consumed the minds of people. The causes of stress is often related with Organizational and Personal factors. "Stress is the psychological and physical state that results when the resources of the individual are not being sufficient to cope with the demands and pressures of the situation". The stress coping mechanisms comprises both positive and negative strategies, but it is vested in the choice of people. The positive stress coping mechanisms helps to manage stress leads the people to be productive in their job performance and increase the level satisfaction.

LITERATURE REVIEW:

The review of literature is highly useful to design the present study as indicated the research gap in the area of Effect of stress on Online Food Delivery Executives. Some of the previous related research studies are given below:

- Li-fang Zhang (2009), in the research "Occupational stress and teaching approaches among Chinese academics", suggested that the abilities of the respondents in controlling the self-ratings, and it is negative when their role predicated insufficient and conceptual changes in teaching approach is favourable.
- Amir Shani and Abraham Pizam (2009), in the research "Work-Related Depression among Hotel Employees", have studied about the work depression among Hotel employees in Central Florida by evaluating occupational stress and work characteristics might be the incidence of depression among workers.
- Urska Treven, Sonja Treven & Simona Sarotar Zizek (2011), in the research "Effective approaches to managing stress of employees" have found that the workers are likely to be stressed when they face unsuccessful in their work and the researchers suggested the key indicators of managing stress and a good organization must take effective ways to eliminate stress.
- Khalid A. (2012), in the research "Role of Supportive Leadership as a Moderator between Job Stress and Job Performance" based on the findings, suggested that an organization should able the employees to receive good support from their superiors effectively, because there is a direct relationship between stress and job performance which help the employees to work in

unfavourable situations and improve their performance.

- P.Kavitha (2012), in the research “Role of stress among women employees forming majority workforce at IT sector in Chennai and Coimbatore”, focuses on the organizational role stress for the employees in the IT sector. She found in her research that, women face more stress than men in the organization and she viewed to be more specific married women faces more stress than the unmarried women.
- Prakash B. Kunderagi and Dr.A.M.Kadakol(2015), in their research “Work stress of employee: a Literature Review” concluded that it is common factor which influence employees in all the organization, and if stress is managed well, it will results in productive and constructive change. The researcher discussed about the Positive and Negative ways for managing stress. They concluded that it will be successful healthy lifestyle as well as organizational well-being will change if we make distress into Eu-stress.
- According to Varsha Chavan, et al, (2015), in their research “Implementing Customizable Online Food Ordering System Using Web Based Application”, visualized the use of smart phone and the wireless communication technology is convenient, effective and easy to use, in fulfilling customers desire and service industry delivery system which will help to improve the overall restaurant business in future.
- According to H.S. Sethu & Bhavya Saini (2016), in their research “Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal”, studied the perception and satisfaction of students On online food ordering and delivery services. They concluded that ordering food via Internet is much helpful in managing their time and easy to access.
- According to Leong Wai Hong (2016), in the research “Food Ordering System Using Mobile Phone”, stated that the current business environment resist to change with technological advancement, which could improve the restaurant’s productivity and profitability and to facilitate online business.
- Jyotishman Das (2018), in the research “Consumer perception towards ‘online food ordering and delivery services’: an empirical study”, found that the factors that encourages

consumers the most to use mobile phone in ordering food is Doorstep Delivery, Ease & Convenience, and Rewards & Cashbacks. And concluded that most of the customers prefers Zomato than other service providers due to their better on time delivery and better discounts which would sustain its upper hand in forthcoming future.

- Dr. Neha Parashar and Ms. Sakina Ghadiyali, in their research “A study on customer’s attitude and perception towards digital food app services” found that food delivery apps have now become a big hit in India, that one can download on smart phones to order food on their comfort zone of homes and the facilities plays a vital role to purchase the App. The authors suggested that though Cash on Delivery is available, other digital techniques are also growing in future, hence it is necessary to develop an App with more comfort of usage for the consumers to place orders highly preferable.

Rationale of the problem:

The recognition of competent human resource and organizing their efforts efficiently is a complex process. Indeed, organizational performance and personal success are critical in the new era. Though Online food ordering and delivery services is fulfilled with the help of Apps, a big pool of people’s help is inevitable. Often, we tend to ignore the work stress of food delivery executives. This article checks through the Stress consumed by the minds of people. Therefore, an attempt has been made to understand whether the executives are much enough to enhance the potentiality to manage stress and increase their performance with the special reference to Online food delivery services in Coimbatore city.

Objectives of the study:

The specific objectives of the study have been framed as follows;

To examine the job stress factors and job satisfaction level among the Online food delivery executives in their job performance.

To study the influence of stress coping mechanism on the Online food delivery executives.

Hypotheses:

The following hypotheses were framed.

- H⁰ - There is no significant association between job stress factors and demographic variables.

- H_0^2 -There is no significant association between job stress and job performance.
- H_0^3 -There is no significant difference of the job stress, stress coping mechanisms, job satisfaction and job performance.

Scope of the study:

The main purpose of the study is to examine the association between job stress, stress coping mechanisms, job satisfaction and job performance among the selected Online food delivery services – Swiggy, Zomato and Uber Eats in Coimbatore city in Tamilnadu. Therefore, the current study confines itself to the job stress, stress coping mechanisms, job satisfaction and job performance among the selected Online food delivery service executives.

Research Design:

The current research paper adopts analytical research design and has the primary objective as to know the effect of stress on job performance of Online food delivery executives, and in order to carry out the present study in a meaningful manner an adequate amount of data and information has been collected from both primary and secondary sources. The raw information was collected by administering questionnaires and holding interviews and from online food ordering (delivery) services web sites and collected literature review available in the form of books, journals, magazines, reports, published and unpublished documents.

The population of the present study is the executives of the Online food ordering services – Swiggy, Zomato and Uber Eats. For the purpose of the analysis 210 (70 executives from each Online food delivery services - Swiggy, Zomato and Uber Eats) executives are selected as sample respondents. Convenient random sampling method is used for selecting the sample respondents for collecting the data.

In order to find out the significant difference in all dimensions of Stress factors and demographic variables of respondents, Chi-square test, Independent t – sample test, has been used for the study.

RESULT AND ANALYSIS

Job Stress and Demographic variables

H_0^1 – There is no significant association between job stress factors and demographic variables.

Independent variable	Pearson Chi-Square	df	p-Value	Result
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	Value			
Age	159.678	9	0.000	Rejected
Gender	18.467	3	0.000	Rejected
Marital status	39.531	3	0.000	Rejected
Education	222.666	15	0.000	Rejected
Income (Monthly)	59.948	9	0.000	Rejected
Working Hours	62.294	9	0.000	Rejected
Type of job	47.377	3	0.000	Rejected

Source: Primary Data

Interpretation: The chi-square statistics indicate that the demographic variables (Age, Gender, Marital status, Education, Income (Monthly), Working Hours and Type of job) are found to be insignificant relationship with online food delivery executives' opinion on job stress in the selected online food delivery services.

Job Stress and Job performance

H_0^2 - There is no significant association between job stress and job performance.

Independent variable	Pearson Chi-Square Value	df	p-Value	Result
Stress related to Personality	190.172	12	0.000	Rejected
Stress related to Support	153.671	12	0.000	Rejected
Stress related to Demand	146.261	12	0.000	Rejected

Source: Primary Data

Interpretation: The chi-square statistics indicate that the stress related factors with personality, Support, and demand were statistically association with job performance (P-value were less than 05). This shows job stress could change employee's performance in the selected online food delivery services.

H_0^3 – There is no significant difference of the job stress, stress coping mechanisms, job satisfaction and job performance.

Group Statistics

Factors	Type of work	N	Mean	Std. Deviation	Std. Error Mean
	Part time	60	3.1333	.59565	.07690
Job Performance	Full time	150	3.4533	4.17018	.34049
	Part time	60	2.3833	.86537	.11172
Stress factor	Full time	150	7.6200	1.71715	.14020
	Part time	60	8.6667	2.71635	.35068
Manage stress - Mechanism	Full time	150	1.5533	.49881	.04073
	Part time	60	1.2333	.42652	.05506

Source: Primary Data

The mean, the standard deviation and standard error of full-time working executives against job satisfaction are found to be 2.9733, .85880, and .07012 respectively and for part-time working executives with 3.1333, .59565, and .07690 respectively.

The mean, the standard deviation and standard error of full-time working executives against job performance are found to be 3.4533, 4.17018, and .34049 respectively and for part-time working executives with 2.3833, .86537, and .11172 respectively.

The mean, the standard deviation and standard error of full-time working executives against job stress factor are found to be 7.6200, 1.71715, and .14020 respectively and for part-time working executives with 8.6667, 2.71635, and .35068 respectively.

The mean, the standard deviation and standard error of full-time working executives against managing stress mechanism are found to be 1.5533, .49881, and .04073 respectively and for part-time working executives with 1.2333, .42652, and .05506 respectively.

Independent t-test

Factors	t- value	Sig-(2-tailed)
Job stress	3.341	.001
Job satisfaction	-1.321	.188
Job Performance	1.968	.050
Manage stress - Mechanisms	4.370	.000

Source: Primary Data

It is inferred from the table that there is a significant difference found between full-time and part-time executives to job stress factors (p-.001), managing stress mechanisms (r-.000), and job performance (p.050), so there is a significant difference of respected factors while comparing full-time and part-time food delivery executives. And no significant difference found with job satisfaction(r-.188) factors while comparing full-time and part-time food delivery executives.

Conclusion: The research culminated that food delivery executive faces stress irrespective of time of work. The stress managing (coping) mechanisms are comprised with positive (54%) and negative (46%) managing mechanisms. It is evident from the research that both full-time and part-time food delivery executives have no significant difference found with the opinion about job satisfaction. Hence it is suggested better to practice positive managing (Coping)mechanisms (Yoga, Meditation, Music, Exercise, and such). This would enhance the productivity of their job performance and make to take best solution to overcome the stress in job performance.

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