

Exploring The Behavioral Aspects Of Online Food Delivery Service Personnel

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Abstract: *Technological evolution has completely changed the entire scenario of the restaurant industry. Online food delivery services are uplifting and enabling the consumers to order food at the comfort from home, compare prices and conveniently access these services. These online food delivery services are boosting the option of choosing meals from a wide variety of restaurants with a single tap of smart phones. This article gathered information from the online food delivery service personnel to know the behavioral approaches to their customers. Finally, the study has analyzed the behavioral approaches of service personnel and suggests ideas to handle hard situations also forecast the future of online food service industries.*

Keywords: *Online food delivery services, Behavioral approaches, Influencing factors*

1. INTRODUCTION

In the present days, on line service has been usually fine that a massive extent of human beings put a sure purchase. The manageable acquire of shopping for the want on-line is saving time. In the past, people had to draw shut out to the supermarket, shopping for malls and. But now the consumers virtually choose to log in to the legit net internet site. Likewise all consumers are having busy agenda irrespective of metropolis location or rural. But in particular the city areas and deeply about the massive cities, consumers trace out there are so busy in their existence that they don't get adequate of time to have their foods properly. As these days girl are not lazy they are not less than men, in any field. So in giant cities even better halves are working women, because of this commonly the small households manipulate to have their foods ordered from somewhere, as they lack time. Food ordering machine these days has one of the quickest creating market, even although being a new idea. Nowadays online food delivery service is an online-to-offline (O2O)service. Online food delivery service platforms getting more popular day by day because most working people wish to order food in online than going directly to the restaurant or hotel meanwhile it is most essential to pay attention towards the welfare of the workers. With the rapid development of Internet and the power of large capital, online food delivery platforms launched preferential programs and discount in 2014 and 2015, thus there came an explosive growth of users of the online food delivery platforms. Furthermore, it highlights the key role of some contextual factors and subjective norms over more technical ones

STATEMENT OF THE PROBLEM

- Whether online food delivery personnel are ready to stand for long hours in front of food outlets, restaurants and at the door steps of customers.
- When there is no orders from the customers means there is no guarantee for payment by the company during such a hectic situations how do the delivery services personnel are managing.
- The online food delivery company assures the personnel that they give order minimum 5 to 15km distance but that only on their paper. They force the personnel in night time to go and deliver each order even its 20km or above how these circumstances are administered by the personnel.

OBJECTIVE OF THE STUDY

- To evaluate the performance and acceptability of online food delivery service personnel.
- To know the behavioral aspects of online food delivery service personnel.
- To analyze the environmental issues in online food delivery service.

Review of Literature:

Abhishek and Mathipurani (2019)¹ their studied suggest that online food delivery services and analyze the job consumer satisfaction level of the employee. **Gupta(2020) said that** the main problem of delivery workers in this field is customers attitude. **Sarwar and Maqsood (2021)** job that insecurity is reduced due to COVID-19 and most of hotel (restaurant) relieved there staff. It explores regression as an appraiser between job insecurity and employee anxiety. The recession played a buffer role in reducing job damage Insecurity in manic depression.

Sangeetha (2020) said new technologies increases consumer expectation in this field. **Gupta,(2020)²** suggest that food delivery apps are easy to use and more convenience in saving time and effort for the customers. Easy payment methods, Real time tracking, and effective customer support are main feature of this system. The homepage of the app keeps a track of customer's buying behavior, which also shows a progress bar showing a probability of the customer to gain another reward in future (**Neeti kotia, 2019**)³. The experience of working with the online site is limited to a few months to two years for all the key members of the riders' unions. This model of labor organization is not only negatively related to workers' rights (**Emilio, 2019**)⁴. It is very common situation when the restaurant gets a lot Orders, the speed of delivery drivers is low, and some consumers may not be happy It. To ensure that consumers do not get angry and will not come back, the customer will serve Send messages in advance to customers, sometimes offset by a discount Coupons (**Hsiao & Wen-Chi2019**)

On these background, we have framed few hypotheses to assess the worker Job continuity intention and job satisfaction.

- H1) .Working place preferences have significant influence on deliver worker job satisfaction.
- H2). Income generation have significant influence on deliver worker job satisfactions
- H3).Consumer attitude have significant influence on deliver worker job satisfaction
- H4) Nature of the job has significant influence on deliver worker job satisfaction
- H8) .Working place preferences have significant influence on deliver worker's job retention intention
- H5). Income generation have significant influence on deliver worker's job satisfactions job retention intention

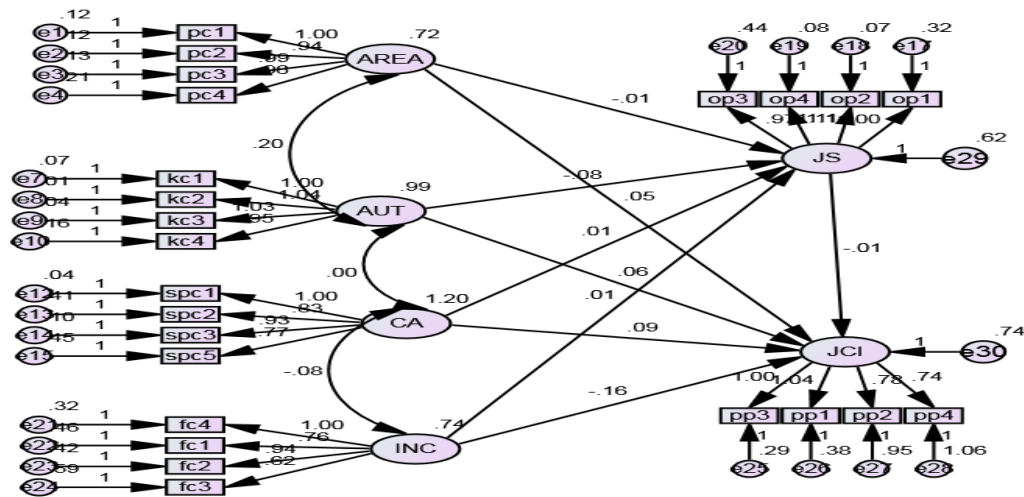
H6).Consumer attitude have significant influence on deliver worker's job retention intention
H7) Nature of the job has significant influence on deliver worker's job retention intention

2. METHODOLOGY

This article contains primary data to collect information from the respondents through the questionnaire by simple random sampling method.

Universe	Thanjavur and Sivangangai district
Sample size	50 persons
Sample	Simple random sample from Online food delivery service personnel
Statistical tools used	Measured Structural Equation Model, Person's Chi-Square, ANOVA and Factor analysis

MEASURED STRUCTURAL EQUATION MODEL (MSEM)



MSEM RESULTS

		Estimate	S.E.	C.R.	P	Label
Job satisfaction	<--- Working place preference	-.013	.057	-.223	.824	REJECTED
Job satisfaction	<--- Income generation	-.083	.048	-1.732	.083	REJECTED
Job satisfaction	<--- Consumer attitude	.011	.042	.265	.791	REJECTED
Job satisfaction	<--- Nature of the job	.007	.058	.126	.899	REJECTED
job retention intention	<--- Income generation	.056	.056	.993	.321	REJECTED
job retention intention	<--- Consumer attitude	.103	.050	2.10	.042	ACCEPTED
job retention intention	<--- Nature of the job	.156	.069	2.268	.023	ACCEPTED
job retention intention	<--- Working place preference	.047	.067	.706	.480	REJECTED
job retention intention	<--- Job satisfaction	-.011	.069	-.158	.875	REJECTED

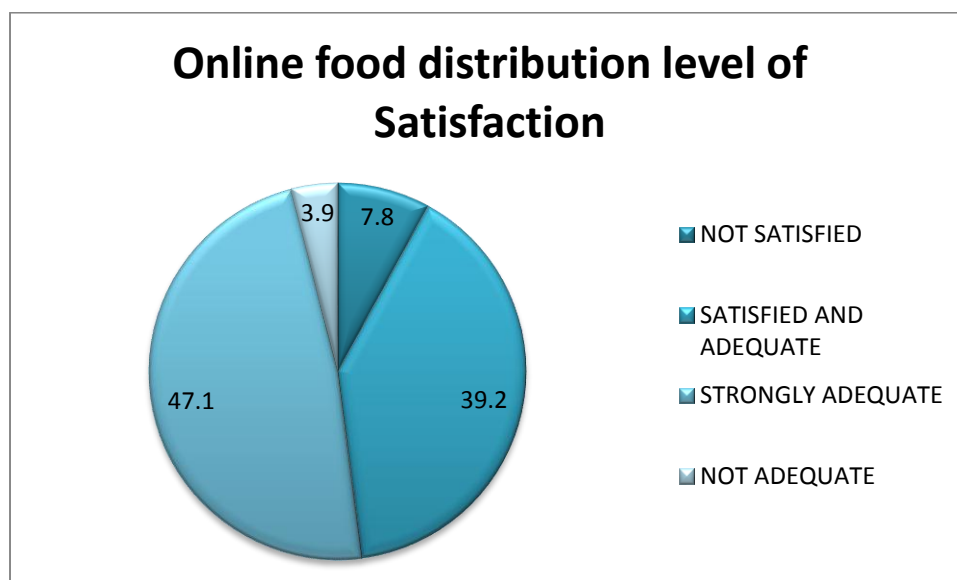
Result and interpretation: H1, H2, H3, and H4 were rejected. It implies that Working place preference Income generation of the job, Consumer attitude and Nature of the job were not significantly influence on deliver worker’s job satisfaction. H6 and H7 were accepted and it

implies that Consumer attitude and nature of the job were having significant influence on job retention intention. H5 and H8 were rejected. Working place preference and Income generation do not play any significant role in job retention intention of deliver workers.

DATA ANALYSIS AND INTERPRETATION

Online food distribution category

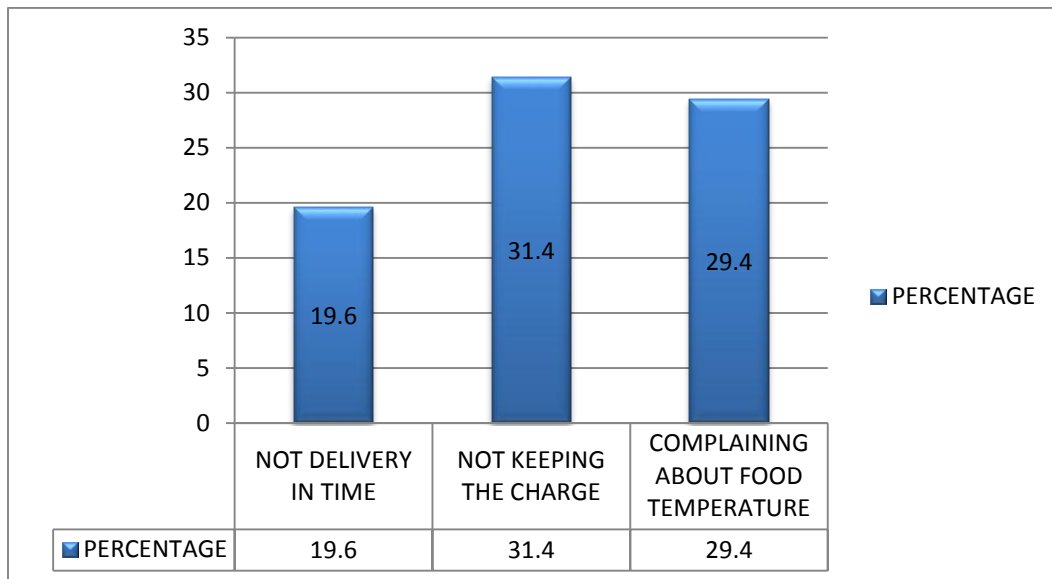
Food distribution service level of satisfaction	Frequency	Percent
Satisfied and adequate	20	39.2
Strongly adequate	24	47.1
Not satisfied	4	7.8
Not adequate	2	3.9
Total	50	98.0



From the above table , it shows that online food distribution is how much satisfied for delivery workers. 39.2 percent of online food delivery personnel are satisfied and adequate and 47.1 percent of online food delivery personnel are strongly adequate and 7.8 percent of online food delivery personnel are not satisfied and 3.9 percent of online food delivery personnel are not adequate. The majority of the respondents are saying strongly adequate.

Challenges faced from customers end

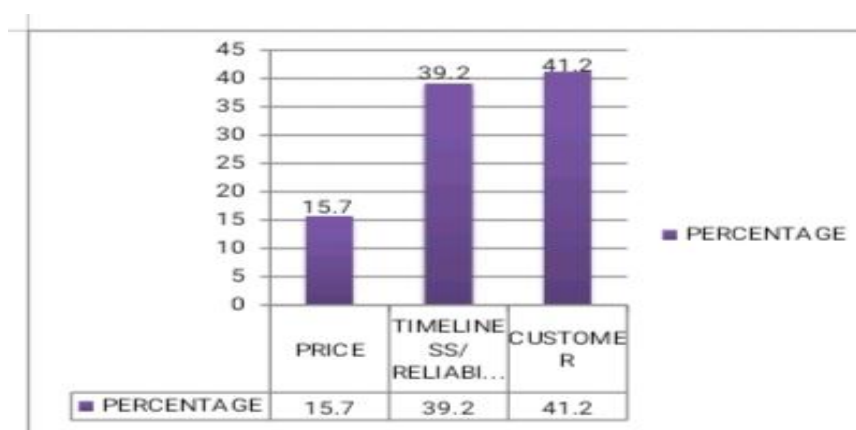
Challenges faced	Frequency	Percent
Delayed delivery	10	19.6
No possibilities for making alternative food arrangements	16	31.4
Complaining about food temperature	15	29.4
Other issues	9	17.6
Total	50	98.0



The above table shows that basic negative comments from customers, 19.6 percent of delivery personnel are complaining delayed delivery and 31.4 percent of delivery personnel are complaining no possibilities for making alternative food arrangements and 29.4 percent of delivery personnel are stated as food temperature is not upto the expected level and 17.6 percent of delivery personnel are stated other issues. The majority of the respondents are stated that not possible for making alternative food arrangements.

Factors considered by online food delivery service personnel to sustain the customers

	Frequency	Percent
Price of food items	8	15.7
Timeliness/Reliabilities	20	39.2
Customer satisfaction	21	41.2
Total	50	98.0

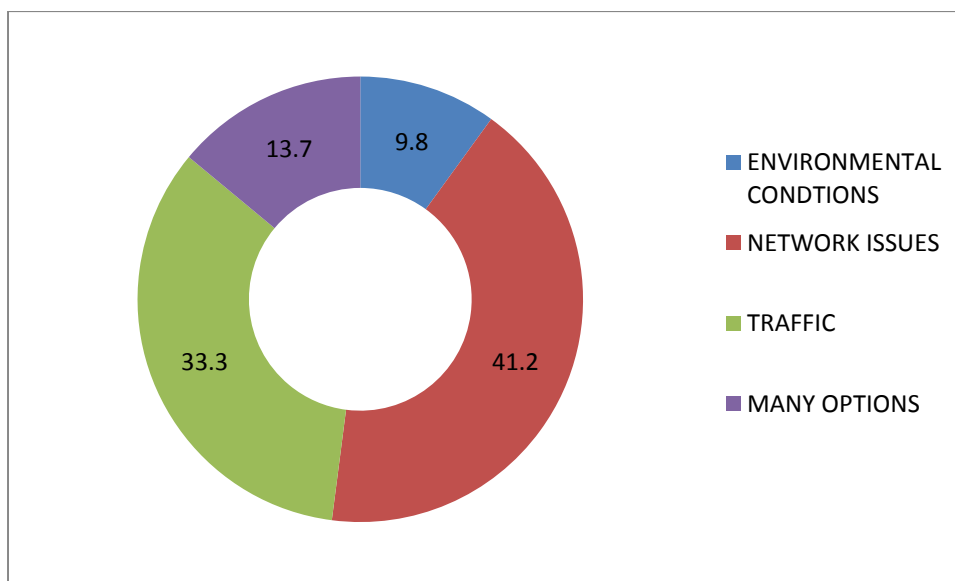


The above table shows factors considered by online food delivery service personnel to sustain the customers. 15.7 percent of them are saying they care about price of food items and 39.2 percent of them are saying they care about timeliness/reliabilities and 41.2 percent of them are saying that care about customer satisfaction. With regard to Factors considered by online

food delivery service personnel to sustain the customers' majority of respondents are more concern about customer satisfaction.

Problems faced by delivery personnel

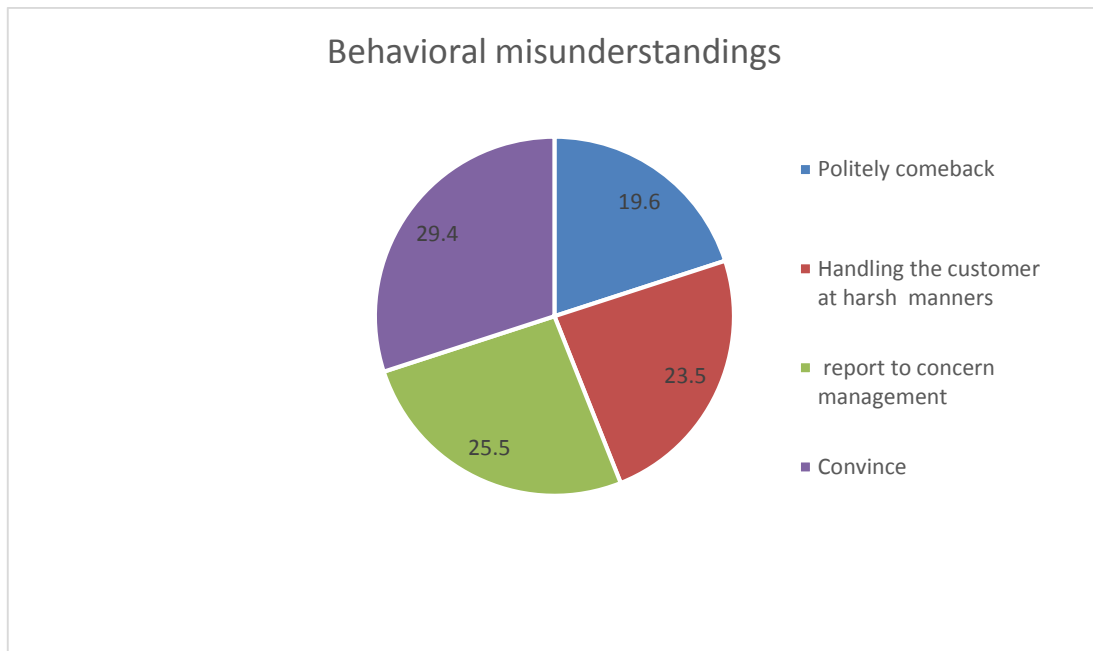
Problems faced by delivery personnel	Frequency	Percent
Environmental conditions	5	9.8
Network issues	21	41.2
Traffic	17	33.3
Other problems	7	13.7
Total	50	98.0



From the above table shows Problems faced by online food delivery personnel, 9.8 percent of them are saying environmental conditions and 41.2 percent of them are saying network issues and 33.3 percent of them are saying traffic and 13.7 of them are saying other problems. With regard to problems faced by online food delivery personnel majority of them are stated as network issues.

Behavioral Misunderstandings

Behavioral misunderstandings	Frequency	Percent
Politely return back	10	19.6
Handling the customer at harsh manners	13	23.5
Report to concern management	14	25.5
Convincing the customer	15	29.4
Total	50	98

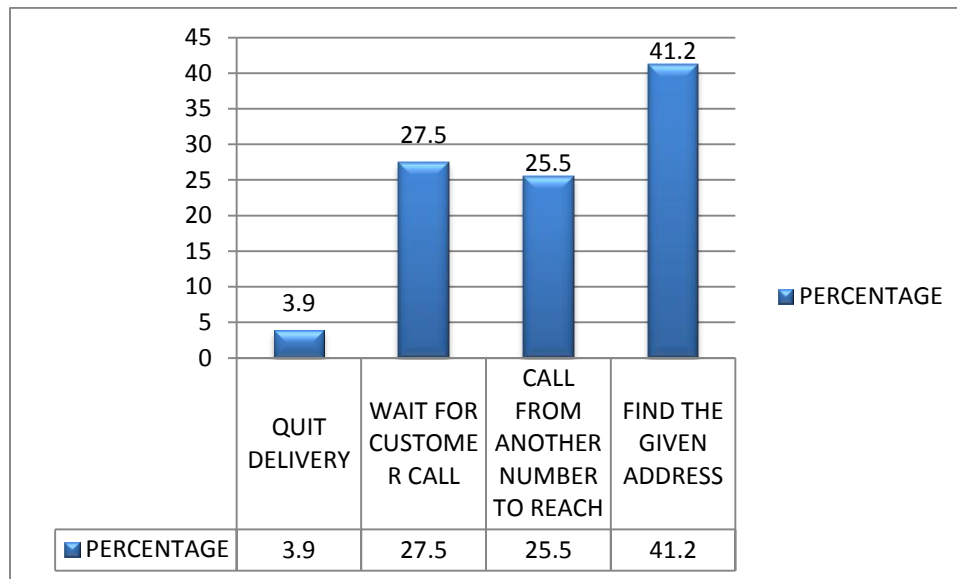


Behavioral misunderstandings

From the above table and chart it is observed that behavior misunderstandings between consumers and the sales personnel, 19.6 percent of them are stated that politely return back, 23.5 percent of them are stated that they are handling the customer at harsh manners, 25.5 percent of them are stated that they will report to concerned management and 29.4 of them are stated that they try to convince the customer. It is concluded that the according to behavior misunderstandings between consumers and the sales personnel, the majority of the delivery service personnel are stated that they will try to convince the customers.

Non responsiveness from the customers

Non responsiveness from customer	Frequency	Percent
Quit delivery	2	3.9
Wait for customer call	14	27.5
Call from another number	13	25.5
Find the given address	21	41.2
Total	50	98.0



The graphical representation shows when there is non-responsiveness from customers after placing orders how the online food delivery service personnel handled the circumstances. Out of 100 percent 3.9 percent of them are specified that they simply quit delivery, 27.5 percent of them are specified that they have waited for customer call, 25.2 percent of them are stated that call from another number to reach out the customers and 41.2 percent of them are stated that try to find the given address using networks. The majority of the respondents are stated that they try to find the given address of the customers.

Chi square test

Ho9: There is no significant association between years of experience of online food delivery service personnel and behavioral misunderstandings of customers

Ha9: There is a significant association between years of experience of online food delivery service personnel and behavioral misunderstandings of customers

Behavioural misunderstanding between customer and online food delivery service personnel						
Count						
		Kind of behavioral misunderstandings between consumers and online food delivery service personnel-Managing the situation				Total
		Politely comeback	behave rudely	Politely come back and report to concerned management	Convince the customers	
Years of experience	Less than a year	1	4	2	1	8
	1-3 years	6	4	7	9	26
	3-6 years	2	3	3	4	12
	Above 6 years	1	1	1	1	4

Total	10	12	13	15	50
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Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.626a	9	.866
Likelihood Ratio	4.456	9	.879
Linear-by-Linear Association	.105	1	.746
N of Valid Cases	50		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .80.

Test Results:

The Person's Chi-Square value at 5% level of significance is .866 this greater than 0.5 hence the null hypothesis is rejected and the alternative hypothesis is accepted. It may be concluded that there is a significant association between years of experience of online food delivery service personnel and behavioral misunderstandings of customers. When the sales personnel with more experience they can manage the behavioral misunderstandings of the customers. The least experience personnel may be trained to manage the behavior misunderstandings.

Ho10: There is no significance association between monthly income of online food delivery service personnel and reason for preferring the job

Ha10: There is a significance association between monthly income of online food delivery service personnel and reason for preferring the job

Monthly income * Reason for preferring the job Cross tabulation						
Count						
(Amount in INR)		Reason for preferring this job				Total
		Financial crisis	part time job	no educational	No restrictions to leave this job	
Monthly income	11000-15000	3	4	2	4	13
	16000-20000	5	3	10	4	22
	21000-25000	1	6	1	1	9
	Above 25,000	0	2	4	0	6
Total		9	15	17	9	50

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.738 ^a	9	.073

Likelihood Ratio	17.523	9	.041
Linear-by-Linear Association	.030	1	.862
N of Valid Cases	50		
a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is 1.08.			

Test results

From the above table 1 (chi-square test) reveals that there is no association between monthly income of online food delivery service personnel and reason for preferring the job. Chi-square can be calculated by using SPSS. The calculated value (.073) is greater than 0.005 at 5% level of significance. Hence the null hypothesis is rejected and alternative hypothesis is accepted and concluded that there is a significance association between monthly income of online food delivery service personnel and reason for preferring the job.

One way anova test

Ho3, There is no significant difference among different age group and online food delivery service personnel

In this analysis, the researcher takes the age as the independent variable and online food delivery service personnel as the dependent variable in this analysis. In below the table illustrated the results H1 is accepted @5% significant that means that there is no significant difference among age group and online food delivery service personnel. In this case , the significant value (.236) is above the required $P < 0.05$, So Ho3 is rejected.

	Sum of squares	df	Mean square	F	Sig.
Between groups	.841	3	.280	1.468	.236
Within groups	8.779	3	.191		
Total	9.620	3			

Ho3, There is no significant difference among monthly income and involvement of online food delivery service personnel.

In this analysis, the researcher takes the monthly income as the independent variable and involvement of online food delivery service personnel as the dependent variable and results are illustrated in the above table. Ho3 is rejected @5% significant that means significant difference among different age group and online food delivery service personnel.

Dimensionality of the Multi-Scale Items (Factor Analysis)

Factor Analysis is a set of technique which by analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically. Even though a subjective interpretation can result from a factor analysis output, the procedure often provides an insight into relevant psychographic variables, and results in economic use of data collection efforts. The subjective element of factor analysis is reduced by splitting the sample randomly into two and extracting factors separately from both parts. If similar factors result, the analysis is assumed as reliable or stable.⁵

KMO AND BARTLETT’S TEST FOR FACTORS RELATED TO CUSTOMER SATISFACTION REGARDING ONLINE FOOD DELIVERY SERVICE PERSONNEL

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.781
Bartlett’s Test of Sphericity: Approx. Chi-Square	849.004
Significant	0.00*

**P<0.01 S - Significant*

The above table shows that the two tests, namely Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett’s Test of Sphericity have been applied to test whether the relationship among the variables is significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy shows the value of test statistics as 0.739, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett’s test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level.

It shows that there exists a high relationship among the factors relating to customer satisfaction and the services rendered by online food delivery service personnel.

FINDINGS

- Majority (47.1%) of the respondents are agreed that online food distribution is satisfied.
- Majority (31.4%) of the respondents are stated that online food delivery personnel are not having the possibilities for making alternative food arrangements.
- Majority (41.2%) of the respondents are care about customer satisfaction.
- With regard to problems faced by online food delivery personnel majority (41.2%) of them are stated as network issues.
- According to behavior misunderstandings between consumers and the sales personnel, the majority of the delivery service personnel are stated that they will try to convince the customers.
- There exists a high relationship among the factors relating to customer satisfaction and the services rendered by online food delivery service personnel.
- According to Measured Structural Equation Model It is found that working place preference, Income generation of the job, Consumer attitude and Nature of the job were not significantly influence on deliver worker’s job satisfaction.

SUGGESTIONS

- Delivery service personnel also human beings they must be treated in a good manner with humanity.
- Online food supplying companies should given basic rights to delivery personnel.
- These companies have to concentrate on health & safety precautions like health insurance, accidental insurance and job security for delivery personnel.
- Delivery personnel must loyal to the company and customers by following self protection and consciousness.

- Online food delivery platforms should provide uniform and eligible tableware to ensure the tableware safety and increase the proportion of self deliverymen to ensure the efficiency of delivery as well.

3. CONCLUSION

Overall, this research will have implications for both academic researchers and online food delivery service personnel. In academia, the publication of this research will contribute to a relatively new field. This will allow researchers to gain a better understanding of a rapidly growing, disruptive market. This study mainly examines the behavioral approaches of online food delivery service personnel. In particular, the study will provide insights for the understanding of problems faced by delivery personnel during delivery and explored their behaviors while working also assessed appropriate decision making while the service failures occurs.

4. REFERENCES

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Annexure : 1
Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
pc1	.912					
pc2	.907					
pc3	.904					
pc4	.888					
pc6	.882					
pc5	.831					
kc1		.973				
kc2		.969				
kc3		.958				
kc4		.950				
kc5		.552				
spc1			.932			
spc2			.917			
spc3			.907			
spc5			.900			
spc4			.801			
op1				.926		
op2				.918		
op4				.917		
op3				.893		
fc4					.835	
fc1					.817	
fc2					.810	
fc3					.719	
pp3						.860
pp1						.850
pp2						.718
pp4						.682

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

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