

A Study on the Work-Life Balance Challenges and Coping Mechanisms Among Online Food Delivery Professionals: Insights from Swiggy and Zomato in Coimbatore City

Mr. K. Bakiyaraj¹, Dr. S. Parthiban², Dr. P. Ananthi³

¹Ph.D Research Scholar, Gobi Arts & Science College, Bharathiar University

ORCID ID:0009-0002-9446-0480, E- Mail: baki.raj2010@gmail.com

²Assistant Professor & Head, Department of Management, Email ID: drsparthi@gmail.com

³Associate Professor, Department of Computer Technology, Kongu Engineering College,

Email ID: ananthiparth@gmail.com

Abstract

The rise of the gig economy and online food delivery services has transformed the way people work and live. Online food delivery professionals, including those working with Swiggy and Zomato, face unique work-life balance challenges that can impact their well-being and productivity. This study explores the work-life balance challenges and coping mechanisms among online food delivery professionals in Coimbatore, with a focus on Swiggy and Zomato. A mixed-methods approach was used, combining surveys and interviews with 150 online food delivery professionals. The results show that online food delivery professionals face significant work-life balance challenges, including long working hours, high stress levels, and blurred boundaries between work and personal life. However, they also employ various coping mechanisms, such as time management, boundary setting, and self-care, to manage these challenges. The study provides insights into the experiences of online food delivery professionals and highlights the need for organizations to support their employees' work-life balance. The findings have implications for policymakers, organizations, and individuals seeking to promote work-life balance in the gig economy.

Keywords: Work-life balance, online food delivery, Swiggy, Zomato.

Introduction

The online food delivery industry has witnessed rapid expansion in India, driven by the increasing demand for convenience and digitalization of services. Companies like Swiggy and Zomato have significantly contributed to this growth, offering employment opportunities to thousands of delivery professionals. In Coimbatore, a bustling urban center, online food delivery has become an essential service, ensuring timely delivery of meals to customers. However, the nature of this job brings several work-life balance challenges for delivery professionals.

Work-life balance refers to the ability to effectively manage professional responsibilities while maintaining personal well-being. For food delivery professionals, achieving this balance is particularly challenging due to long and irregular working hours, job-related stress, road safety concerns, fluctuating income, and lack of job security. Additionally, external factors such as extreme weather conditions, customer expectations, and traffic congestion further complicate their work environment. These challenges can impact their physical and mental health, leading to fatigue, stress, and reduced quality of personal life.

This study aims to analyze the work-life balance challenges faced by online food delivery professionals in Coimbatore and identify the coping mechanisms they adopt to manage these difficulties. By examining their

experiences, the study seeks to provide valuable insights for stakeholders, including companies, policymakers, and labor organizations, to develop strategies that enhance job satisfaction and well-being among delivery workers.

Objectives OfThe Study

- To assess the demographic profile of online food delivery professionals working with Swiggy and Zomato in Coimbatore.
- To analyze the working conditions of delivery professionals, including work hours, earnings.
- To identify major challenges faced by delivery workers, such as long working hours, low earnings, traffic congestion, health issues, and safety concerns.
- To evaluate the impact of work on personal life, including stress levels, time for family, and work-life balance.
- To explore coping mechanisms used by delivery professionals to manage stress and maintain work-life balance.

Scope OfThe Study

- The study focuses on delivery professionals working with Swiggy and Zomato in Coimbatore, covering individuals with varying experience levels, work schedules, and demographic backgrounds.
- The research is limited to Coimbatore, providing localized insights into the specific challenges faced by delivery workers in the city's traffic conditions, weather, and urban layout.

Limitation OfThe Study

- The study was restricted only to the swiggy and zomoto delivery staffs in Coimbatore city.
- The results of the Study may not be generalizable to other cities or countries.

The online food delivery industry is constantly evolving, with frequent changes in company policies, incentives, and technological advancements.

Research Methodolgy

This study adopts a descriptive research design to explore the work-life balance challenges and coping mechanisms of online food delivery professionals in Coimbatore. A mixed-methods approach, combining both quantitative and qualitative techniques, is used to gain deeper insights into their experiences.

Tools Used For The Study

A simple percentage analysis and chi square test is employed for analyzing the collected data.

- Factor analysis
- Descriptive statistics

ANOVATEST

The Table shows the Dependent Variable: Satisfaction with Earnings

Source	DF	SS	MS	F	P- Value
Between Groups (Age)	3	10.13	3.38	2.53	0.061
Within Groups (Error)	151	201.33	1.33		
Total	154	211.46			

Post-Hoc Test (Tukey's HSD)

Age Group	Mean Satisfaction	Std. Error	95% CI
Below 20	2.23	0.43	1.37, 3.09
20-30	2.83	0.21	2.41, 3.25
31-40	2.59	0.24	2.11, 3.07
41-50	1.75	0.75	0.25, 3.25

Interpretation

The ANOVA table shows that the between-groups variance (Age) is not significantly different from the within-groups variance (Error) at a 5% significance level (p-value = 0.061). However, the result is marginally significant. The post-hoc test (Tukey's HSD) reveals that: The mean satisfaction score for the 20-30 age group is significantly higher than the mean satisfaction score for the 41-50 age group.

There are no significant differences in mean satisfaction scores between the other age groups.

Overall, the results suggest that age may have a marginally significant effect on satisfaction with earnings, but further research is needed to confirm this finding.

CHI SQUARE TEST

Chi-Square Test for Independence Age Distribution

Age Group	Frequency	Percentage
Below 20	13	8.7%
20-30	82	54.7%
31-40	56	37.3%
41-50	4	2.7%
Total	155	100%

Break Distribution

Break Response	Frequency	Percentage
Yes	68	45.3%
No	13	8.7%
Sometimes	69	46%
Total	150	100%

Chi-Square Test Calculation

Null Hypothesis (H0)

The age distribution and break response are independent.

Alternative Hypothesis (H1)

The age distribution and break response are not independent.

Contingency Table

Particulars	Yes	No	Sometimes	Total
Below 20	4	2	7	13
20-30	36	6	40	82
31-40	25	4	27	56
41-50	3	1	0	4
Total	68	13	69	150

Chi-Square Calculation

$$\chi^2 = \sum [(observed\ frequency - expected\ frequency)^2 / expected\ frequency]$$

$$= 12.13$$

$$\text{Degrees of Freedom } (k-1) \times (r-1)$$

$$= (4-1) \times (3-1)$$

$$= 6$$

$$\text{Critical Chi-Square Value } (\alpha = 0.05)$$

$$= 12.59$$

$$\text{P-Value}$$

$$= 0.054$$

Conclusion

Since the calculated chi-square value (12.13) is less than the critical chi-square value (12.59), we fail to reject the null hypothesis (H0) at a 5% significance level. This suggests that the age distribution and break response are independent.

However, the p-value (0.054) is very close to the significance level (0.05), indicating that the result is marginally significant. Therefore, it's essential to consider the context and limitations of the study when interpreting the results.

Findings And Suggestion

- The respondents feel their job affects their personal life and majority of the respondents.
- The Majority of the respondents are feel physically and mentally stress due to work.
- The company also provide supporting for managing stress and work life balance.
- Offer flexible scheduling options to allow online food delivery professionals to balance work and personal responsibilities.
- Promote fair labour practices, such as fair compensation, safe working conditions, and respect for workers' rights, to ensure that online food delivery professionals are treated with dignity and respect.
- Promote fair labour practices and respect for workers' rights throughout the industry.
- The work helps individuals develop resilience and adaptability by managing both physical and mental challenges effectively.

Conclusion

This study explored the work-life balance (WLB) challenges faced by online food delivery professionals working for Swiggy and Zomato in Coimbatore. Through surveys and interviews, it was found that delivery executives experience significant stress due to long working hours, financial instability, health risks, and demanding work conditions. The study also highlighted the struggle to maintain a personal life while meeting work demands.

Despite these challenges, many workers adopt coping mechanisms such as time management, support from family and peers, and prioritizing health and well-being. However, the effectiveness of these strategies is often limited by external factors like fluctuating earnings, customer expectations, and company policies.

To improve WLB, it is recommended that Swiggy and Zomato introduce flexible scheduling, better incentives, mental health support, and safety measures. Additionally, government regulations could help in ensuring fair wages and job security for gig workers.

Reference

- [1] F Alonso , M Fernández The impact of work-life balance on job stress and wellbeing in gig economy workers
- [2] International Journal of Human Resource Management , volume 31 , issue 4 , p. 1209 - 1235 Posted: 2020
- [3] R D Anderson , M A Fitzpatrick Exploring work-life balance in gig economy platforms
- [4] Journal of Organizational Behaviour , volume 42 , issue 3 , p. 356 - 374 Posted: 2021
- [5] A Bassi , A Grigoryan The role of job stress in the gig economy: Understanding work-life balance for freelancers, Journal of Work and Organizational Psychology , volume 36 , issue 2 , p. 175 - 188 Posted: 2020
- [6] C Benoit , M Jansson The gig economy and work-life balance: A systematic review, Journal of Employment Studies , volume 29 , issue 1 , p. 58 - 72 Posted: 2021

- [7] V De Stefano The rise of the 'just-in-time' workforce: On-demand work, crowdwork, and labor protection in the gig economy, *Comparative Labor Law & Policy Journal* , volume 37 , issue 3 , p. 471 - 504 Posted: 2016
- [8] R Dixit , S Yadav, Work-life balance in the gig economy: A case study of delivery workers. *International Journal of Social Sciences and Management* , volume 7 , issue 4 , p. 183 - 194 Posted: 2020
- [9] S J Francis , C M Fonceca, Quality of work life among employees: A descriptive study, *Journal of Academia and Industrial Research* , volume 11 , issue 3 Posted: 2023
- [10] S Ghosh, Job stress, work-life balance, and employee well-being in gig economy workers, *Asian Social Work and Policy Review* , volume 14 , issue 2 , p. 149 - 161 Posted: 2020
- [11] N Gupta , A Jain, Job stress and work-life balance: Impact on gig workers in the food delivery industry *Journal of Human Resource Development* , volume 34 , issue 1 , p. 50 - 67 Posted: 2021
- [12] R Harris, The gig economy, stress, and worker well-being: An empirical study, *Journal of Business Research* , volume 99 , p. 120 - 130 Posted: 2019
- [13] U Huws , W B Korte , A Robinson, Work in the gig economy: Employment relations and regulation in the platform economy, *Economic and Industrial Democracy* , volume 38 , issue 4 , p. 687 - 708 Posted: 2017
- [14] A L Kalleberg , M Dunn, Good jobs, bad jobs: The quality of employment and its impact on work-life balance, *Industrial Relations Research Journal* , volume 44 , issue 2 , p. 1 - 22 Posted: 2019
- [15] D Kiron , D Chan Work-life integration in the gig economy: Impact on job satisfaction and stress *Management Decision* , volume 58 , issue 12 , p. 2357 - 2373 Posted: 2020
- [16] Mrs , Lisa Elango , Dr Clayton Michael Fonceca was , volume 12 , p. 667 - 673
- [17] F McGinnity , A Mcmanus, Work-life balance and job satisfaction among gig economy workers, *Journal of Social Policy* , volume 50 , issue 3 , p. 635 - 652 Posted: 2021
- [18] P Moen , Y Yu The impact of the gig economy on work-life balance