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**Organizes**

***One day National conference***

***“Digital India: Challenges ahead and Remedies”***



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# A Study on challenges & remedies of income for online food Delivery Representatives.

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## Abstract

Every other person prefers to order food online rather than cooking at home. The main objective of the paper is to understand the income sources of online food delivery representative representatives. Secondly to find the how they survive in the food delivery industry. In the paper the major focus will be on the various apps that are available either by 3rd party for delivery purpose or by restaurants themselves for various purposes like delivery, pointing system, in house app ordering, etc. Delivery Representative Behavior is the study of how they earning from different sources of income, select job on same industry services to satisfy their needs and wants. From this research paper we would understand the Delivery Representative behaviors with the introduction of technology and what are the different kinds of applications that Delivery representative are satisfied with and what makes them happy and satisfied about the income. The main objective of the paper is to understand the relation between income and their satisfaction in same job industry.

Because of busy life style Mobile food Apps have emerged as a trend. Technology has played a major role in introduction and advancement of mobile food Apps. Apps such as Zomato, Swiggy, Foodpanda, Uber eats, Fasoos, etc. are the most commonly and frequently used apps by the consumers. Mobile food Apps have tie-ups with many restaurants and act as a link between restaurants and people. There are many factors which lead to increase in their employment such as convenient to use, easy payment methods, delivery time, delivery services, etc.

In this paper, a survey is conducted to understand the interest of food delivery representative. It was found that majority of the respondents are aware and use these apps for their job and money related satisfaction , avail the benefits of these apps, People order food on a regular basis, so more food ordering and give more employment benefit to the delivery representatives certain factors which they consider most important in an app, what challenges they face while pre and post-delivery of the particular food This study was useful in understanding the role that apps play in today's world and how it has changes the income of delivery representatives.

## Introduction

In restaurant-controlled online food ordering, the restaurants create their own website and app, or choose to hire a delivery vendor. If they choose to create their own website, they make sure to purchase a proprietary HYPERLINK "[https://en.wikipedia.org/wiki/Proprietary\\_software](https://en.wikipedia.org/wiki/Proprietary_software)" software that manages the orders efficiently, meaning it has the capability to manage different orders at once. When they hire a vendor, the restaurant pays for a monthly fee or percentage-based fees. The vendor covers the developmental costs.

A customer can choose to have the food delivered or for pick-up. The process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery. Payment is then administered by paying with a credit card or debit card through the app or website or in cash at the restaurant when going to picku The website and app inform the customer of the food quality, duration of food preparation, and when the food is ready for pick-up or the amount of time it will take for delivery. Papa John's is one of the restaurants that created their own Papa John's system, website, and app, and do their own delivery.<sup>[17]</sup> In 2010, they redesigned their website and launched mobile apps for iPhones, iPads, iPods, Androids Phones, Blackberrys, and Windows Phones.

The preexisting delivery infrastructure of these franchises paired with the online ordering system. In 2010, Papa John's International announced that its online sales had exceeded \$2 billion.



Sometimes restaurants partner with online food app services to place their restaurant in their application.<sup>[3]</sup> In this case, restaurants just focus on preparing the order. The app services provide the riders who deliver the food to the consumer.

Zomato allows the customers to see what restaurants are near them, along with the ratings the restaurant has received in their food.

Uber [HYPERLINK "https://en.wikipedia.org/wiki/Uber\\_Eats"](https://en.wikipedia.org/wiki/Uber_Eats) Eats delivers the food in special lunch bags that make sure the food remains hot or cold. It allows the customers to monitor the progress of the food, as well as, the location of the driver delivering the food. Uber Eats has expanded to the Middle East, Europe, and Africa.

Talabat allows the customers to request their food deliveries at different times and shows them food menus with pictures on them.

Ritual is a mobile order ahead app that connects restaurants with customers as a tool to place, pay for and pick up lunch orders. Ritual has attracted some controversy in the past due to its social-ordering piggyback feature, which reveals workplace location

The riders for the app services such as Uber Eats, Foodora, Grubhub, etc. are independent contractors because they have the flexibility to choose when they work.<sup>[21]</sup> As independent contractors, they earn \$6 an hour or more. In Australia, specifically riders for the food app of Foodora, consider themselves employees because they sometimes work full time hours, are required to wear uniforms, and do set shifts

Food delivery riders do not usually get any insurance cover or sick pay, since they are independent contractors. Delivered chose to give the riders insurance in the United Kingdom. The insurance consists of the rider paying \$1.85 per week, which covers his or her days of sickness. Delivered will pay the riders 75% of their income in days off because of injury caused at work.

Food delivery riders are not usually provided with protective gear or means to help themselves if they get injured on the job, therefore some have asked for more improved safety standards. Deliveroo gave riders a helmet with a GoPro camera to record any problems they may face, specifically with criminals. The riders have the opportunity to raise safety concerns about delivery areas in the app.

### Review of Literature

**According to D’Incau D. and B. Anckar (2002)**, Mobile commerce has been emerging as one of the important aspects of every person’s life. Mobile commerce has also, in a way, given freedom to most of the people.

**Scharl and Dickenger (2005)** stated that one of the most important key factors in mobile marketing communication is through sending text messages. Factors such as time, location-sensitive and personalized information to promote goods and services helps in promoting mobile marketing.

**According to Tsang and Liang(2004)**, This study focuses on the attitude of the consumers towards advertising, internet advertising and mobile marketing. In 1970s, consumers had a very negative impact on the consumer.

**Persuad and Azhar(2012)** stated that Mobile phones have become a very integral part of every human being’s life. Though humans adopt mobile phones to improve their social, professional and private lives, it also helps the marketers in marketing their product. To deliver mobile marketing campaigns, the marketers should concentrate on the mobile marketing chains including technology, people, processes and costs. For participating in mobile marketing, brand loyalty is the basis for it.

**Kimes(2011)** said that The amount of increase in online food ordering is because of convenience and control. Almost half of the populations has ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and changed behavior of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps.

**Parashar and Ghadiyali(2002)** stated that A huge rise in digital technologies have given rise to the industry because of which Zomato has become one of the most popular online food ordering service. With the boom in the digital industry, market size of food is expected to reach 42 lac crore by 2020. These apps should also be trustworthy. One more major reason for the customers getting attracted towards these apps are the special offers given to them. The best way for the marketer to promote these apps is through social media.

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**J. Das(2018)** has studied, analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Foodpanda and UberEats. Providing better discounts” and “better choices of restaurants”, Zomato is positioned at the top by the customers. Zomato is also positioned at the top by the customers while considering on delivery on time and good customers service. In both the situations, customers ranked UberEats at the last position.

**Research Methodology**

**Sample Design –**

- **Sample Method-** For the study random sampling method is used.
- **Sample Size –** For the study sample size taken is 100.
- **Data collection Tool –** A structured Questionnaire is used to collect data.
- **Research Design:** This Project is based on exploratory study as well as descriptive study. The Descriptive research is here carried out to describe about the phenomenon. This study is hence done to understand the delivery representative behavior.
- **Sampling Unit:** Sampling unit implies that who are the respondents from online delivery respondents per day wages.
- **Sample size:** Sampling size is 100 for convenience, the questionnaire were circulated to the respondents for the survey.
- **Sampling Technique:** It is the technique used to select the sample size. Convenient sampling technique used in this research. In this delivery representative were taken according to the convenience of the research study.
- **Sampling Design:** Since the information is to be taken from delivery representative , a questionnaire has prepared for studying the income of delivery representative.
- **Data Interpretation / Analysis**
- **1. Table Showing – Age of the food delivery representative.**

| Age of online food delivery representative | Number of Respondents & percentage of respondents |
|--|---|
| 20   | 30  |
| 21 to 30                                   | 35  |
| 31 to 40                                   | 25  |
| 41 to 50                                   | 5   |
| 50 above                                   | 5   |

**Interpretation:** From the above table it is clear that 35 of respondent’s age between 21 to 35 . 30 respondent ages is up to 20. So mostly young generation respondents focused on same career.

- **2. Table Showing – Educational Qualification of online food delivery representative**

| Educational Qualification of online food delivery representative | Number of Respondents & percentage of respondents |
|--|---|
| 12 STD   | 25  |
| 10TH STD   | 20  |
| B. DEGREE  | 55  |
| POST G D   | 5   |

**Interpretation:** From the above table it is clear that 55 of respondent’s Educational Qualification is bachelor’s degree. 25 respondent Educational qualifications is 12<sup>th</sup> STD and 5 respondents are post graduate students.



• **3 - Showing – Monthly income of online food delivery representative**

| Monthly income of online food delivery representative | Number of Respondent & percentage of respondents |
|---|--|
| 5000  | 22   |
| 5001 to 10000   | 35   |
| 10001 to 20000  | 38   |
| 21000 to 30000  | 5  |

**Interpretation:** From the above table it is clear that 38 of respondent's monthly income is 10k to 20 K. 5 respondent monthly incomes is 21000 to 30000.

• **4. Table Showing – HR Policy of Online food delivery app.**

| Are you satisfied with HR Policy of online food delivery representative | Number of Respondent & percentage of respondents |
|---|--|
| Yes   | 78   |
| No  | 22   |

**Interpretation:** From the above table it is clear that 78 of respondents say that HR Policy of online food delivery representative is satisfied and remaining 22 respondents not satisfied.

• **5. Table Showing – reduction in the business of online food delivery representative during last 3 years.**

| Is there any reduction in the business of online food delivery representative during last 3 years? | Number of Respondent & percentage of respondents |
|--|--|
| Yes  | 23   |
| No   | 77   |

**Interpretation:** From the above table it is clear that 77 of respondents say that there is no reduction in business of online food delivery and remaining 23 respondents say that slowly reduction in business of online food delivery representative

• **6. Table Showing – reason behind to reduce per food delivery wages rate.**

| .What is the reason behind to reduce per food delivery wages rate | Number of Respondent & percentage of respondents |
|---|--|
| More Unemployment   | 78   |
| Less responds from customer                                       | 16   |
| any other reason  | 16   |

**Interpretation:** From the above table it is clear that 78 respondents are unemployed so they did choice same job. And any other reason & less respond's from customer give feedback by 32 respondents.

• **7. Table Showing – satisfied with the income.**

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Are you satisfied with the income paid to you as Delivery boy

Number of Respondent & percentage of respondents

Yes 77  
No 23

Interpretation: From the above table it is clear that 77 respondent's satisfied with their income. 23 respondents say that not satisfied with income.

• **8. Table Showing – incentives from delivery on time or early.**

Do you get incentives from Delivery on time or early

Number of Respondent & percentage of respondents

Yes 68  
NO 32

Interpretation: From the above table it is clear that 68 respondents say that they get incentive from delivery on time or early. And vice versa.

• **9. Table Showing – change employment in the same industry as delivery boy.**

Did you plan to change your employment in the same industry as delivery boy

Number of Respondent & percentage of respondents

Yes 60  
No 40

From the above table it is clear that 60 respondents say that they change their employment in the same industry as delivery boy and remaining vice versa.

• **10. Table Showing – income through alternative job.**

Have you planned to improve your income through alternative job.

Number of Respondent & percentage of respondents

Yes 85  
NO 15

Interpretation: From the above table it is clear that 85 respondents have planned to improve their income through alternative job and remaining vice versa.

• **11. Table Showing – retirement age of a delivery boy.**

What is the retirement age of a delivery boy

Number of Respondent & percentage of respondents

30 to 35 5  
36 to 40 8  
41 to 45 11  
46 above 76

Interpretation: From the above table it is clear that 76 respondent's retirement age is 46 above and other 11 respondents say that retirement age is 41 to 45.

• **12. Table Showing – scope for future as delivery boy.**

Do you find any scope for future as delivery boy

Number of Respondent & percentage of respondents

Yes 26  
No 74

  
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**Interpretation:** From the above table it is clear that 74 respondent's think that there is no future scope of delivery representative and 26 respondents vice versa.

### Results (Findings)

- Out of the total 100 respondents, 30 respondents age is 20 and 35 respondents age is 21 to 30. I seems like 65 respondents start their career with this online delivery business.
- Out of the 100 respondents, 45 students Educational Qualification is 12th STD and other B. Degree and post-graduation students are also included on same business.
- Out of the 100 respondents, 35 respondent's monthly income between 10000 to 20000 .about others 35 respondents monthly income is 5000 to 10000.
- Out of the 100 respondents, 78 respondents are satisfied with the HR Policy of online delivery and remaining 22 are dissatisfied with the same.
- Out of the total 100 respondents , 77 respondents say that there is no reduction in the business of online delivery
- Out of the total 100 respondents, 78 respondents say that per food delivery wages rate reduced due to the more unemployment and other 16 give feedback that any other reason.
- Out of the 100 respondents, 77 respondents are satisfied with their income as online delivery representative.
- Out of the 100 respondents , 68 respondents say that they got incentives on time of delivery or early
- Out of the 100 respondents, 85 respondents search alternative job for their income improvement and remaining 15 respondents remain constant on same job.
- Out of the 100 respondents, 76 respondents say that age 46 is retirement from online delivery services.
- Out of the 100 respondents, 74 respondents say that there is no future scope for this business.

### Conclusion

After doing the analysis, it was found that majority of the respondents were aware about the food delivery services. Also, majority of them used food apps for employment basis. Zomato is the most known and used food app followed by Swiggy, Foodpanda, UberEats and Fasoos. Majority of the respondents are using the food app from last 3 -4 years.

Few of the major finding according to this study are:

- There are still a lot of people who do not use any kind of digital employment opportunities.
- There is a lot of scope in the future for Job opportunities for unemployed respondents.
- There is still a lot to be done to digitalize India.
- Business increasing rapidly so employment opportunities also take place
- most on 10<sup>th</sup> , 12 th and B. degree student search job on same industry because it is part time job
- The respondents it seems that those want increase the income thorough this, they take part on such business.

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