

A PROJECT REPORT ENTITLED

“STUDY ON JOB STRESS AND INSECURITY AMONG THE EMPLOYEE IN ONLINE FOOD DELIVERY WITH SPECIAL REFERENCE TO ZOMATA”

Mr.M.Dinesh¹, and Ms.S.shobana sindhu², M.com., M.phil.

¹post graduate student in commerce , VLB Janakiammal college of arts and science
(Autonomous)

²Assistant professor ,Department of commerce, VLB Janakiammal college of arts
and science (Autonomous), Coimbatore, Tamil nadu.

ABSTRACT

“Stress is nothing more than a socially acceptable form of mental illness”.

Stress has been defined in different way so the years. It was conceived of as pressure from the environment, then as strain within the person .the generally accepted definition today is one of interaction between the situation and the individual .It is the psychological and physical state that results when the resources of the individual are not sufficient to cope with the demand sand pressures of the situation. Thus, stress sis more likely in some than others and in some individuals than others.

INTRODUCTION

Zomato was founded as foodie bay in 2008 and renamed zomato in 2010.in 2011,zomato expanded across india to delhi NCR, Mumbai, Bangalore, Chennai , pure and Kolkata. In 2012,the company

expanded operations internationally in several countries ,including the united arab emirates, srilanka, Qatar the united kingdom ,the Philippines, and south Africa. in 2013,zomato was launched in new Zealand, turkey, brazil and Indonesia, with its website and apps available in Turkish, Brazilian Portuguese, Indonesian and English languages in april 2014,zomato launched its services in Portugal, followed by launches in Canada, Lebanon and Ireland.

SCOPE OF STUDY

The general attributes of the online food service sector are highly influenced by the the help of human and more over, whatever be the size of the organizations. Now a days, stress is very common be it in a work place or in person’s life. Daily problem, work related issues and dual role at the work place and home etc., all lead to the stress life. Then is a need to manage all these different

stressors.

Objectives of the study

- To identify the personal factor responsible for causing stress among the sample responded Zomato.
- To assess the impact of stress on the efficiency of Zomato employees.
- To assess the stress management techniques as expressed by the Zomato employees.
- To suggest successful coping mechanism among the employees of Zomato on line food service.

Research Methodology

It is over all plan for the collection and analysis of data in the research project. Thus it is an organized, systematic approach to be the formulation, implementation and control of research project.

There are two types of data

1. Primary data.
2. Secondary data

Primary Data

Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

Secondary Data

Data that collected from primary data i.e.,

they are already exist some where . For the purpose of our study we collected both the data.

Sample design

The sample unit consists of zomato in Coimbatore.

Population

My population is restricted to Coimbatore city.

Sample size

The sample size is 120 respondents.

Sampling method

Sampling method refers to the rules and procedures by which some elements of the population are included in the sample. Some common sampling methods are simple convenient sampling.

Tools for Analysis

The Tools that are used for the Analysis are

- Simple Percentage Method.
- Chi-Square.

The Simple Percentage method is the simple method which is used to find the percentage of the factors of the respondents. For instance, in this study we are to record the number of employees working in the organization

Formula

$$\text{Percentage} = \frac{\text{no of respondents}}{\text{total no of respondents}} * 100$$

Chi- Square Method

The Chi-square is a method that is used to find the relationship between two factors. In this we find whether the first factor influences the second factor.

Formula

$$x^2 = \frac{\sum(O - E)^2}{E}$$

Limitation of the Study

- The study may not be use more than 5 years because in employees stress level and lifestyle change the customers, Limited peoples only respond for the survey.
- The project place selected is only within Coimbatore city. The study will be carried out systematically but still there are many be certain limitations as follows.
- The proposed study is based on the opinion of Zomato employees only the respondent's opinion many changes from time to time and the response are subject to variations which may limit the validity of the study.
- Due to time and money constraints it is not favorable to the study all online food services means (Ubereats, Zomato,etc.).
- The proposed study is looking only on the stress managing attributes of Zomato employees, the conclusion drawn may not be applicable for others online foodservice centre.

REVIEW OF LITERATURE

Serhat Murat Alagoz & Haluk Hekimoglu (2012), opined that e-commerce is dynamically growing worldwide, the food industry is also indicating an increased growth. They have suggested the Technology Acceptance Model (TAM) as a base to study the acceptance of online food ordering apps. Their analysis of data stated that the attitude towards online food ordering is due to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-commerce websites and few external influences.

1 Ashoutosh bhargve (2013) said that Foodpanda an online food ordering apps has been launched in the Indian market since May 2012. Foodpanda first major move was acquisition of TastyKhana, which was started in Pune in year 2007. With acquisition of TastyKhana and JUST EAT, it is now available in over 200 cities and delivery partner with over 12,000 restaurants. JUST EAT which was launched in Denmark in 2001 and was listed publicly on the London Stock Exchange is also mentioned. Their Indian venture was come as Hungry Bangalore in

2006. It was reintroduced in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

2 H.S. Sethu & Bhavya Saini (2016), their idea was to analyze the student's perception, behavior and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of their favourite food at any point of time and always access to internet, free data are the main reasons for using the apps.

3 According to Sheryl E. Kimes (2011), his study found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal attention and also had high uncertainty towards use of early technologies. Volume 9, Special Issue, April 2019, 4th International Conference On Recent Trends in Humanities, Technology, Management & Social Development (RTHTMS 2K19); KIET School Of Management, Ghaziabad, UP, India. International Journal of Research in Engineering, IT and Social Sciences, ISSN 2250-0588

Demographic profile of the respondents

S.no	Demographic		No of Respondents	Percentage
1	Gender	Male	54	45
		Female	40	34
2	Age	25 Below	44	37
		26-35	35	29
		36-45	30	25
		45Above	12	10
3	Education	SSLC	25	20
		HSC	38	32
		UG	60	50
		Professional	55	41
4	Marital Status	Married	62	51
		Unmarried	56	46
		Other	6	5
5	Income	Below 15000	54	45
		15000-25000	28	33
		25000 -35000	22	19
		35000 Above	16	13

Interpretation: Table 1 clearly states the demographic profile of the sample respondents. Majority of the respondents fall in the age group of 26-35 and most of them are female. Majority of them are under graduate students. Most of the respondents are under job security stress.

Chi- Square Analysis Formula:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Degree of freedom = (r-1) (c-1)

Chi-square -1

H₀: There is no relationship between gender of the respondents and job security stress.

Particulars	DF	Chi-square value	Table value	Remark
Gender and job security stress	2	0.61	3.841	Accepted

Source: primary data

significant level = 0.05

Result: calculate the chi-square value is (0.61) is less than (3.841) table value hence the hypothesis is accepted. Therefore, it is

found that there is no significant relationship between respondents' job security stress.

Chi -square: 2

H₀: There is no relationship between age of the respondents and cope with stress

Particular	DF	Chi-square value	Table value	Remark
Age and cope of the stress	4	21.71	16.92	Rejected

Source: primary data

Significant level = 0.05

Result: The calculate chi-square value is (34) is less than (22.67) table value hence the

hypothesis is accepted. Therefore, there is no significant relationship between respondents' Cope with stress.

Findings and Suggestions

1. 45% of respondents are female work sageis20to30.
2. 29% of respondents are Female 26-35.
3. Majority 54% respondents of the customers are married.
4. Majority 54% of the respondents of monthly income Is above 25000 to35000.
5. 22.% of the respondents are Mention the age of joining in zomato
6. 45.% of the respondents are State the factor influencing to join this organization.
7. 48% Of respondents is the reason for selecting the job at Zomato
8. Majority 67% of the respondents are Mostly stress are related

9. 34% of the respondents taken leave in the past 12 months due to work related stress.
10. Majority 92% of respondents are Stress in related to demand.
11. Majority 58% Of respondents are Stress related to support
12. Majority 91.34% of respondents are the upper management pressure main reason for stress.
13. There is no significant relationship between the respondents and security stress.
14. There is no significant relationship between the respondents and cope with stress.

Suggestions

People can learn to manage stress and lead happier, healthier lives. Here are some tips to help you keep stress at bay.

- Keep a positive attitude.
- Accept that there are events that you cannot control.
- Be assertive instead of aggressive. Assert your feelings, opinions, or beliefs instead of becoming angry, defensive, or passive .
- Learn and practice relaxation techniques ;try meditation ,yoga, ortai- chi.
- Exercise regularly. Your body can fight stress better when it is fit.

References

- Maria Melchion and Jenny (2009), American Journal of Public Health Washington, August 2009, Vol. 99, Is 8p 1417.
- Christopher Orpen (2001), Management and Labor Studies, Vol. 16 No: 1 Jan 2001

- Eat healthy, well-balanced meals.
- Learn to manage your time more effectively.
- Set limits appropriately and say no to requests that would create excessive stress in your life.
- Make time for hobbies and interests.

CONCLUSION

It is clear that best zomato is providing good customer service is vital. It is aware that satisfied customers return to the business and ensure that healthy profits are made. They also help to build a good reputation. Working hard to make certain that this gets even better and different types of data to ensure it gets a clear message about what customers and workers do and don't like. It knows that if customers receive good satisfaction' This time ,next time, every time, 'then they are more likely to return.

pp.10-12

- Schlenker and Gutek (1987), "Effects of Role Loss on Work Related Attitudes" – Journal of Applied Psychology, Vol. 72, No. 2, P. 287.

