

A Study on Mental Health and Stress Management Among Zomato Delivery Employees in Coimbatore City

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Abstract

This study explores mental health and stress management among Zomato delivery employees in Coimbatore City. Utilizing surveys and interviews with 100 workers, the findings indicate high levels of anxiety and stress, primarily due to job insecurity, irregular income, and long hours. Common coping strategies include physical exercise and social support. The study highlights the need for targeted mental health programs and policy improvements to enhance employee well-being and job satisfaction.

Keywords: Stress Management, Mental Health, Job Satisfaction

INTRODUCTION OF THE STUDY

The rise of food delivery platforms like Zomato has significantly transformed the culinary landscape in urban India, including Coimbatore. Zomato delivery employees, or delivery partners, are at the forefront of this transformation, acting as the crucial link between restaurants and customers. Their roles have become increasingly vital as consumer demand for convenience and quick service grows.

This study aims to explore the experiences, challenges, and contributions of Zomato delivery employees in Coimbatore. The city's unique demographic and cultural characteristics influence the working conditions and practices of these delivery partners. By examining various aspects such as workforce composition, earnings, work conditions, and technology usage, this research seeks to provide a comprehensive understanding of their impact on Zomato's operations in the region.

Additionally, the study will investigate how local food culture and consumer behavior shape the experiences of delivery employees, highlighting the dynamic relationship between service providers and consumers. Through this exploration, the research aims to identify potential areas for improvement in support systems for delivery partners, ultimately enhancing their work experience and the overall service quality of Zomato in Coimbatore

OBJECTIVE OF THE STUDY

- To identify the stressors affecting Zomato

delivery employees in North Coimbatore City.

- To assess the impact of job-related stress on the mental health and well-being of these employees.
- To evaluate the coping mechanisms and stress management strategies employed by the delivery employees.
- To recommend effective interventions and policies to improve mental health support and stress management for Zomato delivery employees in North Coimbatore City.

SCOPE OF THE STUDY

- The study focuses on Zomato delivery employees operating in North Coimbatore City.
- It includes employees across various age groups, genders, and employment durations.
- The study examines the mental health challenges faced by these employees, the stressors they encounter, and the coping mechanisms they employ.
- The research evaluates the impact of job-related stress on their overall well-being and job performance.
- Limited to Coimbatore city, allowing for a localized understanding of socio-economic and cultural factors.
- Investigates specific work-related stressors such as workload, income variability, and safety concerns.

STATEMENT OF THE PROBLEMS

- The constant pressure to meet delivery deadlines can lead to high-stress levels.
- Navigating through heavy traffic and potential safety risks add to their stress.
- Long working hours with insufficient breaks can contribute to burnout and fatigue.
- Dealing with difficult customers and handling complaints can be emotionally

LIMITATIONS OF THE STUDY

- The study is limited to North Coimbatore City and may not reflect the experiences of delivery employees in other regions.
- The sample size may limit the generalizability of the findings to all Zomato delivery employees.
- Reliance on self-reported data may introduce biases or inaccuracies in the findings.

REVIEW OF LITERATURE

Gonzalez et al. (2021)

Research identifies several stressors unique to delivery personnel. Gonzalez et al. (2021) highlight time pressures, customer interactions, and safety concerns as significant factors that contribute to workplace stress. The constant demand for efficiency can lead to burnout, impacting overall job satisfaction and mental well-being.

Kuhn & milasi (2020)

The gig economy has transformed traditional employment, offering flexibility but also introducing mental health challenges. Studies, such as those by Kuhn and Milasi (2020), indicate that gig workers often experience heightened anxiety and depression due to job insecurity and lack of benefits. This context sets the stage for understanding the mental health landscape among delivery employees.

Smith & jones

Effective interventions are crucial for improving mental health among gig workers. Smith and Jones (2019) note that counseling services, stress management workshops, and peer support networks can positively impact mental health. Tailoring these interventions to the needs of delivery workers is essential for success.

draining.

- Employment can create financial instability and job insecurity, further exacerbating stress.
- Zomato delivery employees experience high levels of stress, anxiety, and depression due to their work environment.
- Irregular income, long working hours, and demanding delivery schedules contribute to mental health issues

RESEARCH METHODOLOGY

Research methodology is defined as tools or instruments used to

RESEARCH DESIGN

Purpose: To describe user demographics, behaviors, and preferences.

Surveys: Administer structured questionnaires to Zomato users to gather data on their usage patterns, satisfaction levels, and demographic information.

Data Analysis: Utilize descriptive statistics to summarize data and identify trends.

AREA OF STUDY

This study has been considered only in Coimbatore.

COMPANY PROFILE:

Zomato is a prominent online food delivery and restaurant discovery platform, founded in 2008 in India. Originally a restaurant review site, Zomato has evolved to offer a wide range of services, including food delivery, table reservations, and grocery delivery, catering to millions of users across multiple countries. The company leverages advanced technology, such as AI and machine learning, to enhance user experience and streamline delivery logistics. Committed to sustainability, Zomato actively works to reduce food waste and support local businesses. With a diverse workforce, the company emphasizes employee well-being through training and support programs. Zomato's significant growth, particularly during the pandemic, culminated in its public listing in 2021, solidifying its position as a leader in the food delivery industry.

SIMPLE PERCENTAGE ANALYSIS:

TABLE 1 Showing Demographic Profiles

S.no	Demographic		No of respondents	Percentage
1.	Age	18-25 years	41	58.5%
		26-30 years	20	28.5%
		31-35 years	5	7.1%
		Above 35 years	4	5.7%
2.	Gender	Male	46	65.7%
		Female	24	34.2%
3.	Education	School	9	12.8%
		Ug	42	60%
		Pg	19	27.1%
		Diploma	0	0%
4.	Occupation	Student	22	31.4%
		Employee	33	47.1%
		Self-Employee	7	10%
		Retired	3	4.2%
		Others	5	7.1%

INTERPRETATION

The above table 1 shows the demographic profile of the Sample respondents. Most respondents are young adults aged between 18-25 years (58.5%), with males being the predominant gender (65.7%). Most participants have an undergraduate degree (60%), indicating a well-educated group. The largest occupational category is employees (47.1%) followed by students (31.4%).

Chi-Square Analysis

Chi-square analysis is a statistical method used to determine whether there is a significant

association between categorical variables. In the context of the study on Zomato delivery employees, the chi-square test can help assess relationships between mental health status and various factors such as stressors, coping mechanisms, and demographic variables.

Calculate Chi-Square Statistic:
Use the formula:

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

Where:

- O = Observed frequency
- E = Expected frequency (calculated based on the marginal totals)

Table 2.1

How often do you feel stressed at work.

Age	Rarely	Often	Always	Never	Total
18 – 25	9	23	20	3	55
26 – 35	3	6	4	0	13
36 – 45	0	2	3	0	5
46 & Above	0	0	1	1	2
Total	12	31	28	4	70

INTERPRETATION

Contingency Table: Relationship Between Mental Health Status and Stress Levels.

Table 2.2

Label	DOF	TABLE VALUE	CALCULATED VALUE	ACCEPTED/ REJECTED
How often do you feel stressed at work	9	2.262	-2.9642	Rejected

The level of significance is 5%

Result : The calculated value is -2.9642 is less than the table value of 2.776.

FINDING

1. Most respondents (58.5%) are aged between 18-25 years.
2. Most respondents are male, comprising (65.7%) of the sample.
3. The largest group of respondents (60%) have an undergraduate degree.
4. The largest group of respondents (47.1%) in occupation is employees.
5. The percentage of total work experience dedicated to the delivery service is (70%).
6. The majority of respondents (82.9%) in marital status is singles.
7. The majority of respondents (58.6%) in working hours per day is less than 4 hours.
8. The majority of respondents (54.3%) in monthly income is below 10000.
9. The majority of respondents (67.1%) in challenging to balance work and personal life is yes.
10. The majority of respondents (68.6%) in sources of stress at work is time pressure.
11. The majority of respondents (62.9%) in get

time for personal activities is always.

12. The majority of respondents (57.1%) in feel stressed at work is always.
13. The majority of respondents (55.7%) in take breaks during your working day is regularly.
14. The majority of respondents (54.3%) in usually cope with stress is talking to friends/family.
15. The majority of respondents (61.4%) in job affects your mental health is positively.
16. The majority of respondents (62.9%) in workplace in managing stress is very supportive.
17. The majority of respondents (62.9%) in traffic congestion while delivering orders is always.
18. The majority of respondents (70%) in receive regular feedback from your employer is yes,regularly.
19. The majority of respondents (80%) in

adequately trained for your job is yes.

20. The majority of respondents (64.3%) in receive enough rest between shifts is always.

CHI Square Percentage :

The calculated value is -2.9642 is less than the table value of 2.776.

SUGGESTIONS :

To improve the mental health and stress management of Zomato delivery employees, several initiatives can be implemented. Organizing regular mental health workshops can raise awareness and teach coping strategies. Establishing peer support groups will foster a sense of community and allow employees to

CONCLUSION

Zomato's presence in Coimbatore has significantly enhanced the local dining landscape by providing convenient access to a variety of cuisines and restaurant options. Its user-friendly platform has empowered consumers with valuable information, including reviews and ratings, fostering informed choices. Additionally, Zomato has supported local businesses by increasing their visibility and enabling them to reach a wider audience. As the demand for food delivery continues to grow, Zomato's role in Coimbatore will likely remain pivotal in shaping the future of the city's food service industry.

share experiences. Offering flexible work hours can help employees manage their work-life balance, while access to professional counseling services can provide crucial support. Encouraging physical wellness through fitness programs can also enhance overall well-being. Additionally, fostering open communication and regular feedback can create a supportive environment. Implementing recognition programs to reward hard work, providing safety training, and creating accessible mental health resources will further aid in reducing stress. Finally, advocating for policies that enhance job security and fair compensation is essential in alleviating financial stressors. Together, these measures can significantly enhance employee well-being and job satisfaction.

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