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**ONLINE FOOD DELIVERY SERVICES IN COIMBATORE DISTRICT: A  
DELIVERYMAN'S PERSPECTIVE**

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### **Abstract**

This research paper explores the intricacies of online food delivery services from the unique vantage point of deliverymen operating in Coimbatore, India. In the era of digitalization, online food delivery platforms have revolutionized the food industry landscape, offering convenience and accessibility to consumers. However, the experiences and perspectives of delivery personnel, the backbone of these services, have often been overlooked. Using qualitative interviews conducted with a sample size of 50 delivery personnel, this study delves into the motivations, challenges, and perceptions of job satisfaction among deliverymen in Coimbatore's online food delivery ecosystem. Through thematic analysis, this paper aims to shed light on the nuances of delivery operations, interactions with customers and restaurant partners, and implications for the well-being and working conditions of delivery personnel. By amplifying the voices of these frontline workers, this research contributes to a deeper understanding of online food delivery services in Coimbatore and offers insights for enhancing the sustainability and success of the industry.

### **Keywords:**

*Online food delivery, delivery personnel, Coimbatore, job satisfaction, challenges, customer interactions.*

### **Introduction**

The emergence of online food delivery platforms has revolutionized the way people access and consumes food, offering convenience, variety, and efficiency like never before. In cities around the world, including Coimbatore, India, these platforms have become integral parts of daily life, catering to the diverse culinary preferences of consumers. However, while much attention has been given to the benefits and challenges of online food delivery services from the perspectives of consumers and restaurant partners, the voices of delivery personnel, the frontline workers of this industry, have often been overlooked.

Coimbatore, a bustling city nestled in the state of Tamil Nadu, exemplifies the rapid adoption of online food delivery services in smaller urban centers. As the demand for convenience and accessibility continues to rise, deliverymen play a crucial role in facilitating the seamless operation of these platforms, navigating through the city's streets to ensure timely deliveries to customers' doorsteps. Despite their integral role, the experiences and perspectives of delivery personnel in Coimbatore remain largely unexplored in academic literature.

This study seeks to address this gap by delving into the dynamics of online food delivery services from the unique vantage point of deliverymen operating in Coimbatore. Through qualitative interviews conducted with a sample size of 50 delivery personnel, this research aims to shed light on the motivations, challenges, and perceptions of job satisfaction among deliverymen in the online food delivery ecosystem. By amplifying the voices of these frontline workers, this study endeavors to contribute to a deeper understanding of the intricacies of online food delivery services in Coimbatore and beyond.

The insights gleaned from this research hold significant implications for policymakers, industry stakeholders, and academics alike. By uncovering the lived experiences of delivery personnel, this study can inform strategies to enhance the well-being and working conditions of these workers, ensuring the sustainability and success of online food delivery services in Coimbatore and similar urban centers. Moreover, by highlighting the perspectives of deliverymen, this research adds a crucial dimension to the discourse surrounding the gig economy and the future of work in the digital age.

In the following sections, this paper will delve into the methodology employed to gather and analyze data, present findings from qualitative interviews with delivery personnel, and discuss implications for

Humanities and Social Science Studies, Vol. 13, Issue 2, No.6, July – December: 2024 theory, practice, and future research. By centering the perspectives of deliverymen, this study aims to offer valuable insights into the complexities of online food delivery services in Coimbatore, enriching our understanding of this rapidly evolving industry.

### Review of Literature

Research by Shah et al. (2019) highlights that flexibility in working hours and the ability to earn supplemental income are primary motivators for individuals to join the online food delivery workforce. This finding is consistent with the experiences of deliverymen in Coimbatore, as reported by Sharma and Kumar (2020), who found that a significant proportion of delivery personnel cited flexible working hours as a key factor in their decision to enter the industry.

Delivery personnel encounter various challenges during their day-to-day operations, as documented by Kumar and Singh (2018). These challenges include navigating through congested traffic, adhering to strict delivery timelines, and dealing with adverse weather conditions. In Coimbatore, deliverymen also face safety concerns, particularly during late-night deliveries, as highlighted by Patel and Desai (2021).

Job satisfaction among delivery personnel is influenced by several factors, including monetary incentives, positive interactions with customers, and appreciation for their services. Research by Gupta and Verma (2017) suggests that job satisfaction is positively correlated with the perceived fairness of compensation among deliverymen. Similarly, findings from interviews conducted with delivery personnel in Coimbatore reveal that job satisfaction is closely tied to the level of appreciation and respect received from customers and restaurant partners.

### Methodology

This study utilized empirical research methods, including semi-structured interviews, to gather data from 50 delivery personnel operating in Coimbatore. The interviews focused on understanding the motivations for joining the delivery workforce, challenges encountered during delivery operations, perceptions of job satisfaction, and interactions with customers and restaurant partners.

### Results and Discussion

#### Motivations for Joining the Delivery Workforce:

Motivation	Percentage of Respondents
Flexibility in working hours	68%
Opportunity to explore the city	24%
Simplicity of job requirements	8%

The table above presents the motivations cited by delivery personnel for joining the online food delivery workforce in Coimbatore. The majority of respondents (68%) identified flexibility in working hours as their primary motivation. This indicates a strong preference for jobs that offer autonomy and the ability to balance work with other commitments. Additionally, a significant proportion (24%) mentioned the opportunity to explore different areas of the city as a motivating factor, highlighting the appeal of job variety and adventure. A smaller percentage (8%) cited the simplicity of the job requirements as a reason for joining the delivery workforce.

#### Challenges Faced During Delivery Operations:

Factor	Level of Challenge
Navigating through traffic	High
Adverse weather conditions	Moderate
Safety concerns	High
Pressure to meet delivery timelines	High

The table above outlines the challenges encountered by delivery personnel during their day-to-day operations in Coimbatore. Navigating through traffic emerged as a significant challenge, with a high frequency of mentions from respondents. This is unsurprising given the city's congested roadways and traffic jams, particularly during peak hours. Additionally, adverse weather conditions were cited as a

Humanities and Social Science Studies, Vol. 13, Issue 2, No.6, July – December: 2024 moderate challenge, indicating the impact of weather fluctuations on delivery operations. Safety concerns, including the risk of accidents and encounters with hostile individuals, were identified as a high-frequency challenge, highlighting the need for measures to ensure the safety of delivery personnel. Finally, the pressure to meet strict delivery timelines was cited as a high-frequency challenge, reflecting the fast-paced nature of the online food delivery industry.

### Perceptions of Job Satisfaction:

Factor	Perception
Positive interactions with customers	High satisfaction
Appreciation for services	High satisfaction
Flexibility and autonomy	Moderate satisfaction
Low wages	Low satisfaction
Lack of job security	Low satisfaction
Limited opportunities for career advancement	Low satisfaction

The table above summarizes the factors influencing job satisfaction among delivery personnel in Coimbatore. Positive interactions with customers and appreciation for their services were associated with high levels of satisfaction, indicating the importance of customer feedback and recognition. Flexibility and autonomy in work were associated with moderate levels of satisfaction, highlighting the value of job flexibility. Conversely, low wages, lack of job security, and limited opportunities for career advancement were associated with low levels of satisfaction, underscoring the need for improvements in compensation and career development opportunities within the delivery sector.

### Interactions with Customers and Restaurant Partners:

Interaction	Perception
Communication with customers	Positive
Collaboration with restaurant partners	Positive

The table above illustrates the perceptions of delivery personnel regarding their interactions with customers and restaurant partners in Coimbatore. Communication with customers was generally perceived as positive, with delivery personnel highlighting the importance of clear and friendly communication in fostering positive relationships. Similarly, collaboration with restaurant partners was viewed positively, with delivery personnel emphasizing the importance of effective collaboration for ensuring smooth operations and timely deliveries.

### Conclusion

The results presented above offer valuable insights into the experiences and perspectives of delivery personnel in Coimbatore's online food delivery ecosystem. By understanding the motivations, challenges, and perceptions of job satisfaction among deliverymen, this research contributes to a deeper understanding of the dynamics of online food delivery services in Coimbatore. Addressing the challenges faced by delivery personnel and fostering positive interactions with customers and restaurant partners are essential steps towards enhancing the sustainability and success of online food delivery services in Coimbatore and similar urban centers.

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