

UNDEREMPLOYMENT AND ITS RELATIONSHIP WITH JOB SATISFACTION IN INFORMAL ONLINE FOOD DELIVERY WORK FORCE IN MADURAI

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Abstract

An Indian younger generation with endless questions like how long they going to continue this informal underemployed job? , will they able to attain their colorful ambitious one day in future? Will they get any opportunity to establish & prove their skills to world? Job satisfaction among the underemployed employees is always questionable so there is a need of assessment for finding relationship between underemployment and job satisfaction. The study is a first attempt to assess the relationship between underemployment and job satisfaction among the informal online food delivery work force in Madurai. Convenient sampling is used to select the sample the data has been collected from 47 online food delivery executives in Madurai city. Statistical analysis was done using the statistical tool IBM SPSS Statistics 20. The study concludes that Family situation and financial burden are the major problems for doing the unsatisfied informal underemployment job.

Keywords: Underemployment, Job satisfaction, Online Food delivery job, Informal workforce

I.INTRODUCTION

“Rich become richer, poor become poorer”
Unemployment and Underemployment are the

major problems in India which causes the income inequality and wealth gap. Even though the recent growth of informal online based gig works like food delivery and driver jobs creates huge employment which address the unemployment issues but the surging of Underemployment problem collapsed the dream of the qualified skilled youths and also it vanishes the colorful dreams and hopes of the parents those who spend their lifetime earnings to improve their next generation.

The discussion about unemployment, informal work force, underemployment and finally job satisfaction provide a clear picture about the study. The unemployment rate in India hit by 7.1% in 2020 this joblessness is affect the Indian youth the most. 63% of the Indian youth between 20 years-24 years are unemployed. (SINDWANI, 2020). The figure 1 shows that the in 2020 the youth unemployment rate is 23.75% and also the World Bank report stated that the covid pandemic had pushed another 100 million people around the world into extreme poverty and also a report by centre for Monitoring Indian Economy says around 1.8 crore salaried jobs were lost since April. (newindianexpress, 2020). The following chart shows the youth unemployment rate from 1999 to 2020.

India: Youth unemployment rate from 1999 to 2020

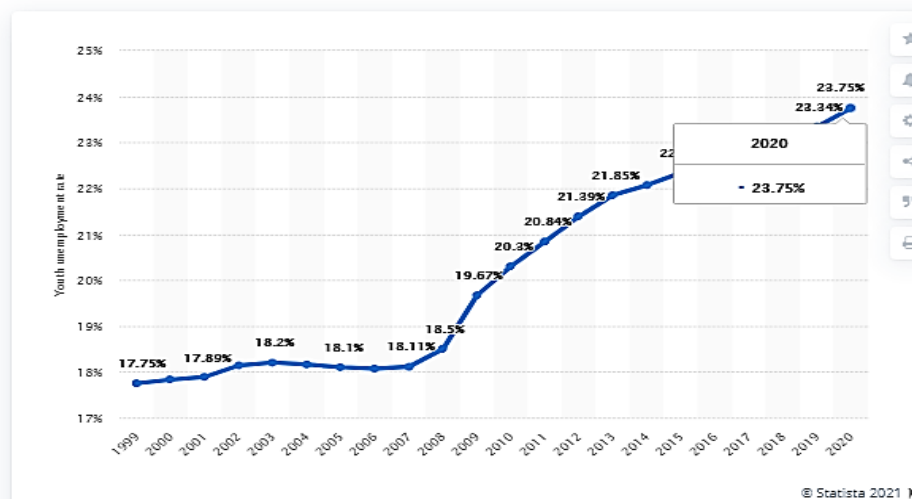


Figure 1: Indian youth unemployment rate (1999-2020)(O'Neill, 2021)

According to an IndiaSpend analysis report of NSSO 61 million jobs were created in India over 22 years post-liberalization of the economy in 1991, 92% were informal jobs.(Salve, 2019a).A New online Informalization type of employment had addressed the unemployment problem effectively in pre covid period and also it has expanded significantly in the post covid period due to the changes in customer behaviour towards online shopping. Food delivery companies swiggy having a 55000 delivery executives and Zomato having 50000 delivery executives .(salve, 2019b) Every coin having a two sides even though the informal online based companies employment created more jobs but it also increases the underemployment problems which is having an negative effect on economy growth as well as employee job performances.so the detail about the informal work force need to discussed in this study.

Informal work force

Informal work force is also termed as gig work for which workers are paid for each individual gig (piece of work) they do such as food delivery or a car journey instead of monthly salary/days wage/hourly wage. The employees have no fixed working hours, no protection

against unfair dismissal, no right to redundancy payments, and no right to receive the national minimum wage, paid holidays or sickness pay.

In Madurai city the online food delivery companies like Zomato, Uber Eats and Swiggy introduced their services from few years back. The simple job requirements like having a bike or cycle, valid ID proof, Android mobile phone with mobile data & bank account and lack of job opportunity attracted the educated youth while the school education is enough to get the job this situation creates the underemployment problem where the skill and potential of the qualified youth misdirected. It is very essential to know the effects of underemployment problem and the causes of the underemployment.

Underemployment

Underemployment is a critical situation happen when employees' skills, education, availability and willingness to work are not fully utilized. Visible and invisible are the two major categories of underemployment. The graduate and post graduate and above are having highest percentage of share in unemployment rate in India which is shown in the below figure 2.

Share of unemployment across India in 2019, by education

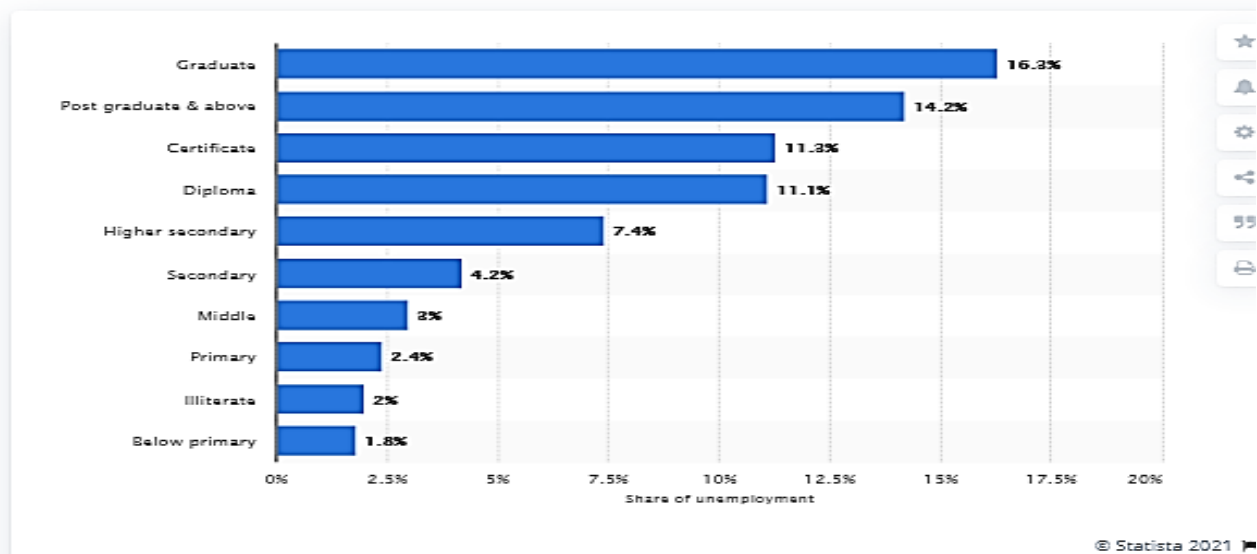


Figure 2: Percentage of share in unemployment rate in India, by educational qualification(Department, 2021)

The highest unemployment rate among graduates and postgraduates & above leads to underemployment situations the major reasons for this critical situation is discussed in detail.

Causes of Underemployment

1. Inadequate salary and lack of Job security

Public sector employees like peons have job security and the minimum salary and benefits so that the engineering and MBA graduates are applied for the jobs of sweeper, watchman, driver, peon, etc in the Madhya Pradesh High Court. The salary for these jobs is about Rs 12,000 per month.(Chaudhuri, 2018) similar cases as follows 19,000 graduates, postgraduates, MBAs, B.Tech apply for 114 sweepers' jobs in UP salary for post is 17000 per month.(Abbas, 2016). 30 to 40 per cent of total number of candidates who have applied for sweepers and drivers jobs in Bihar secretariat are with educational backgrounds of B.Tech, MBA, MA-MSc's.(Thakur, 2019)

2. Family background & Financial burden

A Mechanical engineering candidate who applied for a sweeper jobs in Tamilnadu stated that he not found any other job and he was not ashamed to apply for this post because he need

to feed his family.(Manikandan, 2019) so the family background and financial burden causes the underemployment problem.

3. No quality control in higher education institutions

Rise of private engineering and management institutes with no quality control has taken place all over India leading to a surplus of graduates whose employability is in serious doubt, as has come out in various surveys. (Das, 2020) stated that the Indian institutions are focused on only the hard skills. The soft skills like communication, team working ability are needed to develop from a school. The following statement by the Madhavan Narayanan, senior journalist shows the poor level of Indian education system. "In India, educational qualifications often involve learning by rote, clearing dubious exams in vague hinterland universities, not being acquainted with sufficient employable skills and above all, not being serious about having a real career". (Narayanan, 2018)

Youngster and underemployment

The research on how serious the effect of underemployment on young adults in their first career will result on entire career life. The

research found that the 40% of the graduates are underemployed in their first job and they are continuing the same for 5 years. Female are higher than male in initial underemployment.(Bledi Taska, 2018)

Job satisfaction

Employees are the central asset for any organization. The employees will travel for a long period of time or permanently settled in the organization if and only if he loves his job and company. Job satisfaction plays a major role in organization growth and success. When the employee is fully satisfied with his job become more responsible and productive which have a positive impact on organization growth.

The purpose of the study is to evaluate the impact of underemployment on job satisfaction level among the informal online food delivery workforce. The next Literature review chapter will discussed about the findings of various publications, articles, periodicals and magazines in the globe and India from 2015 till date.

II.LITERATURE REVIEW

Causes of Underemployment & prevention measures

The study highlighted that poor economy, market and technological changes, Lack of experience and mismatch of skills are the reasons for the underemployment problem and also provided the effect of Underemployment as increase poverty, structural unemployment & psychological problems.(RAHMAN.T, 2020)

Informal worker & Job benefits

NSSO jobs report highlighted that informal gig jobs having higher job mobility. There is no job benefit that is available in regular jobs. Fair work project report revealed that the working condition of Ola, Uber, UberEats and Zomato was very worst level. (Shreehari, 2019)

Job satisfaction of online food delivery executives

Food delivery organization's ultimate goal is to provide exhaustive customer service and improving their sale. This was happening only with the happy employees having higher level of job satisfaction.(Dr.Tamilarasi, 2019)

Underemployment & Level of income and its impact on job satisfaction

Underemployed workers are unsatisfied with their jobs and they opined that they are underutilized. Level of income is the major factor for the job satisfaction. And also the study found that younger generations are not settled in their jobs and more dissatisfied (Addy, Nzaku, & Ijaz, 2012)

Employee engagement among online food delivery executives

Employees are highly engaged with their job when the organization provides necessary resources support to their employees.(Bharathi, 2019)

Psychological well-being & its impact on job performance of online food delivery executives

There is a relationship between occupation stress and employment performance of online food delivery executives.(Anwar, 2019)

Research gaps:

The literature review chapter would discuss about the various study research conducted related to underemployment and its effects, job satisfaction of online food delivery executives, Psychological well-being & its impact on job performance of online food delivery executives but no study has been conducted to find out the relationship between underemployment and job satisfaction in particular to online food delivery informal sector.

III. RESEARCH METHODOLOGY

Aim

To assess the relationship between underemployment and job satisfaction among the informal online food delivery work force in Madurai.

Purpose of the study

In India an informal online food delivery work force created more job opportunity as a result unemployment problem is addressed (Bose, 2019) but the rise in underemployment has an effect on job satisfaction thus the study intends to find out how the underemployment relates to job satisfaction.

Method of research: Empirical and quantitative

Research Type:

This research would use a mixed research approach as it would take a combination of best methods – exploratory, descriptive and conclusive research.

Variables for the study:

Independent variable: Underemployment

Moderating variable: pay out, safety & security, consumer behaviour and management support

Dependent variable: Job satisfaction

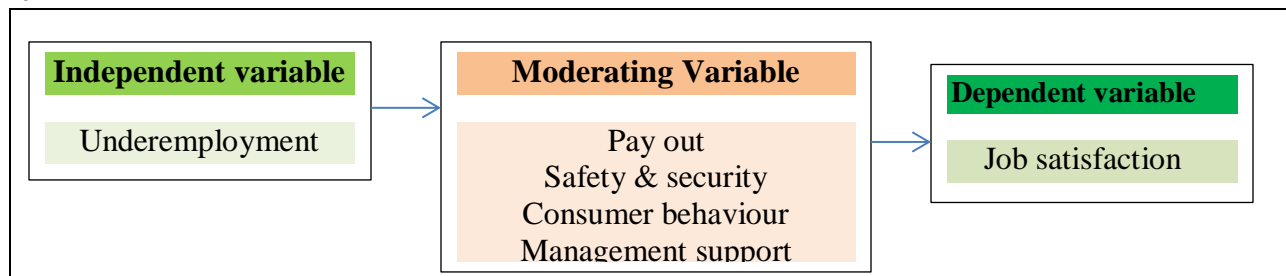


Figure 3: Conceptual framework

Research Questions:

To explore the level of job satisfaction among underemployed online informal food delivery executives

To find out the major reason for the selection of informal online food delivery underemployment job

To find out the payout level, safety & security measures, consumer behaviour and management support of informal online food delivery underemployed executive.

Objectives:

- To find out the job satisfaction level among informal food delivery executives related to payout the major reason for underemployment
- To find out the job satisfaction level among informal food delivery executives related to

work environment aspects safety & security, consumer behaviour and management support

Hypothesis

H0: There is no job satisfaction among informal food delivery executives related to payout the major reason for underemployment

H1: There is a job satisfaction among informal food delivery executives related to payout the major reason for underemployment

H0: There is no job satisfaction among informal food delivery executives related to executives related to work environment aspects safety & security, consumer behaviour and management support

H1: There is a job satisfaction among informal food delivery executives related to work environment aspects safety & security, consumer behaviour and management support

Sample and Sample respondents:

Convenient sampling is used to select the sample. Respondents are online food delivery executives in Madurai city.

Data collection method:

Two types of data collection are done in this study.

Primary data has been collected from online food delivery executives in Madurai city through multiple choices, likertscale measured Questionnaire using Google form share via whatsapp and email.

Secondary data would be collected from articles, publications, and periodicals, magazines which related to individual investing and practices in the globe and India from 2015 till date.

The study would assess underemployment and its relationship with job satisfaction of online food delivery sector.

Data Analysis methods:

Statistical analysis was done using the statistical tool IBM SPSS Statistics 20. Demographic analysis would be done using frequency analysis at the stage 1. Conceptual based analysis, objective based analysis and hypothesis testing using various tests like correlation, regression, independent binomial & chi-square test has been done in next stages. Structural equation modeling would be provided for the level of job satisfaction with underemployed employees in online food delivery executives in Madurai.

Expected outcome of the study:

The outcome of this paper would be a Structural equation model for the level of job satisfaction with underemployed employees in online food delivery executives in Madurai.

Scope and limitation

The study would assess underemployment and its relationship with job satisfaction of online food delivery sector.

The study confined to Madurai city only & other states and major cities in India which was not covered in this study.

IV. DATA ANALYSIS & INTERPRETATION

Table 1: Demographic Details of respondents

Factors	Category	Freq (N=47)	Percent (100%)	Factors	Category	Freq (N=47)	Percent (100%)
Gender	Male	39	83.0	Company	Swiggy	27	57.4
	Female	8	17.0		Zomato	20	42.6
Age	21 -25 years	13	27.7	Number of dependents	2	4	8.5
	26 -30 years	10	21.3		3	10	21.3
	31 -35 years	10	21.3		4	19	40.4
	36 -40 years	8	17.0		5	14	29.8
	41 -50 years	6	12.8	Average income per week	below 3000	15	31.9
Qualification	SSLC/HSC	6	12.8		3001-4000	15	31.9
	Graduate	15	31.9		4001-5000	10	21.3
	Diploma/ITI	26	55.3		5001-6000	7	14.9

Job Type	Part time	10	21.3	Previous occupation	No-it's My first job	17	36.2
	Full time	37	78.7		Driving	13	27.7
Marital status	Married	32	68.1		Grocery shop	5	10.6
	Single	15	31.9		Marketing	7	14.9
Residence type	Rental	29	61.7		Swiggy delivery executive	3	6.4
	Owned	15	31.9		Building Painter	2	4.3
	Lease	3	6.4	Major reason for the selection of this job	Inadequate salary and lack of Job security	13	27.7
Monthly Income	below 10000	3	6.4		Family background & Financial burden	27	57.4
	10000-15000	24	51.1		In sufficient employable skills	7	14.9
	16000-20000	3	6.4		Total	47	100
	Missing	17	36.2				
	Total	47	100				

From table 1 it is found that majority of the respondents are male.55% of the respondents are Diploma/ITI holders and 32% are graduates.68% of the respondents are married and 61% of the respondents are residing in rental house.

Table 2: Analysis on Job Satisfaction of delivery executive

Company			Are you satisfied with your payout				Total	
			Highly dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied		
	swiggy	Count	3	6	5	13	27	
		%	11.1%	22.2%	18.5%	48.1%	100.0%	
	Zomato	Count	1	4	4	11	20	
		%	5.0%	20.0%	20.0%	55.0%	100.0%	
	Total	Count	4	10	9	24	47	
%		8.5%	21.3%	19.1%	51.1%	100.0%		
Descriptive Statistics				N	Min	Max	Mean	Std. Dev
satisfied with the provision of mask and sanitizers provided by your company during covid pandemic				47	1	5	3.13	1.583

satisfied with the safety and security aspects of this job	47	1	5	2.36	1.481
satisfied with the insurance benefits provided by the company	47	2	5	3.87	.769
satisfied with the customer's correct address or location map updating	47	2	5	3.79	.907
satisfied with the customer response (attending call at right time) during delivery time	47	2	5	3.98	.897
satisfied with customer behavior (treat you with respect) towards you on delivery time	47	2	5	3.47	1.100
Are you satisfied with your field manager responses in your	47	1	2	1.66	.479
Overall satisfaction in this delivery executive job	47	1	5	2.36	1.481
Valid N (listwise)	47				

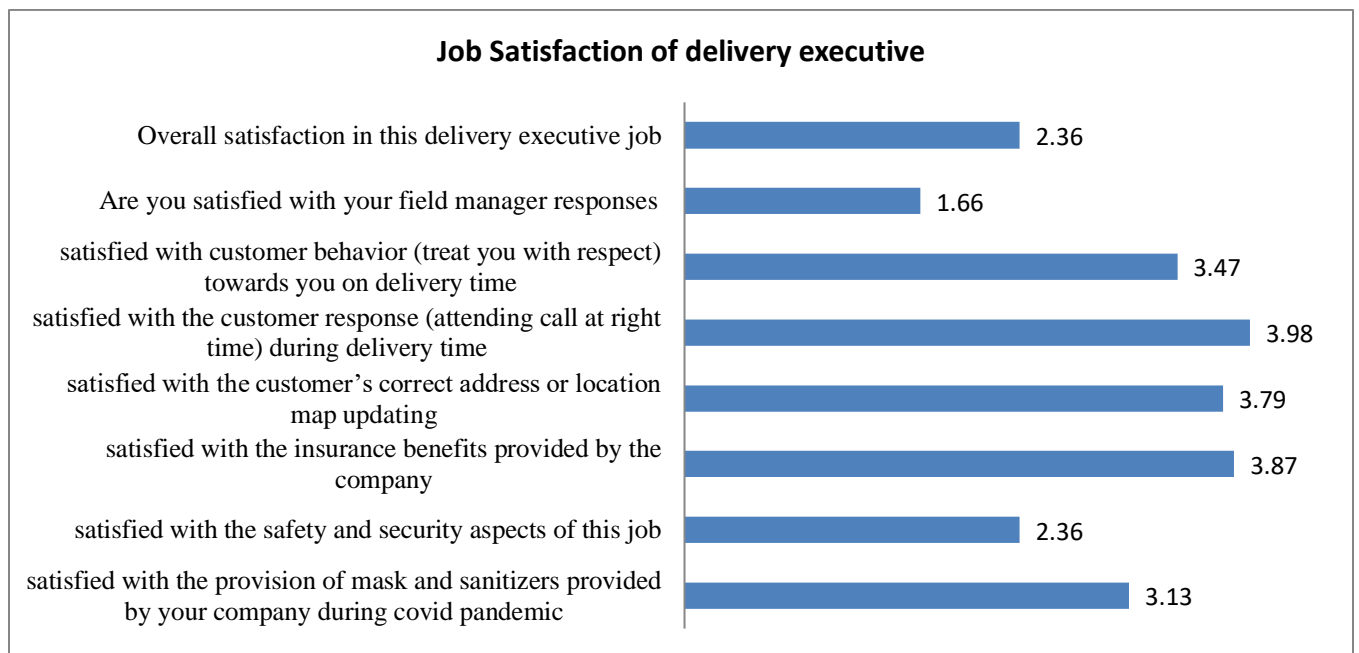


Figure 4: Job Satisfaction of delivery executive

From table 2 and figure 3 it is found that the employee unsatisfied with their job because of poor safety and security work environment, insufficient support of field executives and bad customer behaviour.

Hypothesis based analysis

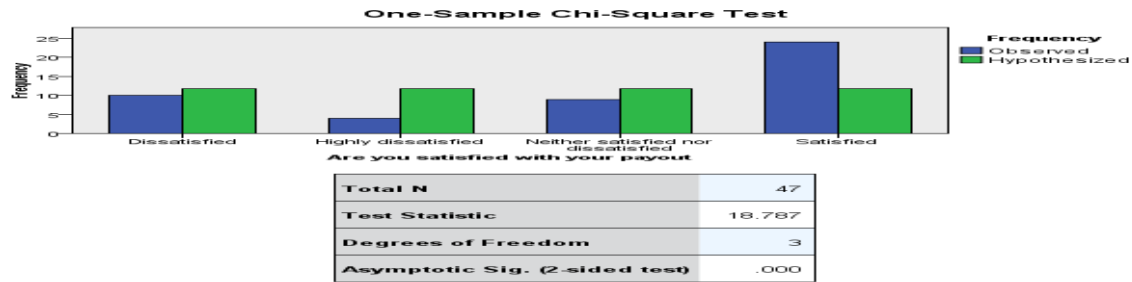
H0: There is no job satisfaction among informal food delivery executives related to payout the major reason for underemployment

H1: There is a job satisfaction among informal food delivery executives related to payout the major reason for underemployment

Table 2: Payout satisfaction

Hypothesis Test Summary			
	Null Hypothesis	Test	Sig.
1	The categories of Are you satisfied with your payout occur with equal probabilities.	One-Sample Chi-Square Test	.000
			Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.



1. There are 0 cells (0%) with expected values less than 5. The minimum expected value is 11.750.

Figure 5: Payout satisfaction

Table 2 and figure 5 it is found that the significant p value is less than 0.005 so the null hypothesis is rejected and it is confirmed that there is a job satisfaction among informal food delivery executives related to payout the major reason for underemployment.

H0: There is no job satisfaction among informal food delivery executives related to work environment aspects safety & security, consumer behaviour and management support

H1: There is a job satisfaction among informal food delivery executives related to work environment aspects safety & security, consumer behaviour and management support

Table 3: Chi-square test

	Safety & security aspect	Consumer behaviour	Management support
Chi-Square	12.489 ^a	7.191 ^b	4.787 ^c
df	3	2	1
Asymp. Sig.	.006	.027	.029
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.8.			
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.7.			
c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.5.			
Squared Multiple Correlations: (Group number 1 - Default model)			Estimate
Overall satisfaction in this delivery executive job			0.882

From table 3 it is inferred that the significant p value is greater than 0.005 so accepting the null hypothesis that there is no job satisfaction among informal food delivery executives related work environment aspects safety & security, consumer behaviour and management support. From the Squared Multiple Correlations result (0.882) of Figure 1 it is found that safety & security, consumer behaviour and management support are account for 88% of the variance of Job satisfaction.

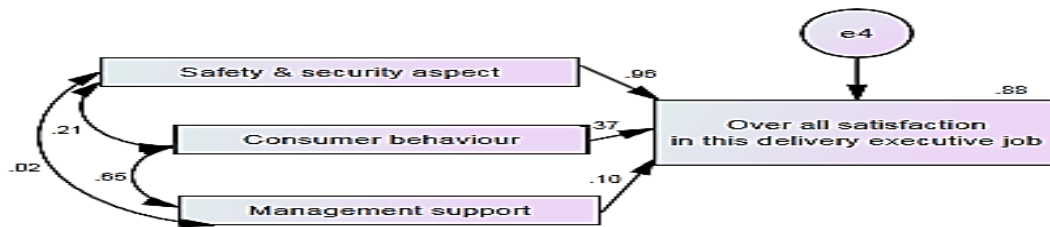


Figure 1: job satisfaction related to work environment aspects

V. SUGGESTION AND RECOMMENDATIONS

Nothing is permanent in this world so the youngsters need to keep trying and putting effort to reach their goal. Financial support is very mandatory to balance the poor family situation this food delivery gig work will be a temporary solution for the financial burden.

Self-motivation and hard experiences will make a magic in Indian younger generation life. It will completely change their lifestyle like life of following real heroes. Dhirubhai Ambani, comedian Mehmood, MS.Dhoni, Rajinikanth, Akshay kumar, Boman Irani, Smriti Irani, Colonel Harland Sanders, JK Rowling, Jack Ma, Howard Schultz those who all did the odd jobs in their starting stages but their dreams, hope, hard works and believes to achieve their goal provided an opportunity in critical situation and they proved it to world.

Conclusion

The happiness of doing a job with interest, joyful and dedication will provide a greater satisfaction in life. The underemployment may be a temporary solution for an unemployment problem but the online food delivery employees are unsatisfied with their job because of poor safety and security work environment, insufficient support of field executives and bad customer behaviour. But the payouts they are getting are in satisfactory level to manage their family. Family situation and financial burden are the major problems for doing the unsatisfied informal underemployment job.

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