

A Study on The Types of Abuses Faced by Food Delivery Workers and Its Impact on Them in Bangalore

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ABSTRACT

Globalization, urbanization, time-bound professional commitments, etc. led to the creation of a new vertical in the service sector, i.e. delivery workers. As in most service industries, food delivery workers also face a lot of complications in their work life such as the abuse received from customers. The origin of such abuses generally arises from the dissatisfaction of the customers (delay in delivery, missing food items, etc.). However, these factors need not be solely the delivery agent's fault. The objective of this study is to explore and understand the different types of abuses faced by the food delivery workers and its impact on their professional life in Bangalore, India. The sample size is 300 male food delivery workers. It is a survey-based study with a questionnaire containing close-ended questions with predetermined options. Random sampling method is used. Tabular and graphical statistical method is used to analyze the data. The result observed is that the types of abuses faced is financial (28%), verbal (59%) and a combination of both financial & verbal abuse (13%). The reason for the financial abuse is seen to be mainly due to fake orders with a percentage of 53.5% and for verbal abuse the cause is delay in delivery with a percentage of 61%. 92.8% of respondents who face financial abuse are victim to financial loss, 83% of respondents who face verbal abuse do not have any severe impact on their work life. Although 10.1% of them fear getting abused again.

Keywords: Food Delivery Workers, Workplace Abuse, Types and Impact of Abuse, Financial Abuse, Verbal Abuse, Survey, Bangalore

Utility of things are made for human convenience. Innovation and creativity are made into reality for enhancing the facilities in our day-to-day living. Food is the basic element for living because of which agriculture became the primary occupation of the world.

Industrial revolution opened up opportunities for a variety of fields to come into existence and in a span of four centuries, life has become so rapid that today we live on time-bound deliveries at the cost of peace.

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Times immemorial, places were dedicated for preparation and serving of food commercially to the customers/consumers. Globalization, rapid expansion of allied services, urbanization, time-bound professional commitments, etc led to the initiation of supplying food to the consumers to their workplace, schools, colleges and other places.

This led to the creation of a new vertical in the service sector, i.e. delivery agents. Delivery agents become a bridge to supply the products to the consumers with technological interface. This service industry has recently seen an increasingly high demand in their platform and gig working sector. In India, towards the end of the 19th century, there was a rise in workforces in the big cities. This paved the way for the development of a meal delivering system. As in most service industries, food delivery workers also face a lot of complications in their work life. One such severe problem they come across is the abuse from customers.

The origin of such abuses arise usually from the dissatisfaction of the customers. It can be either due to late deliveries, wrong food items being delivered, missing food items, and other similar reasons. These factors aren't always the delivery worker's mistake. It can be the restaurant's fault, or other external factors such as traffic, bad weather and so on.

Abuse can be defined as any action that intentionally harms or injures another person. (Tracy, 2021)^[4]

Some of the forms of abuse that can take place are as follows -

- Physical abuse
- Sexual abuse
- Psychological or emotional abuse
- Financial or material abuse
- Discriminatory abuse
- Organisational or institutional abuse
- Neglect or acts of omission
- Cultural abuse
- Verbal abuse

(*Safeguarding Adults: Types and Indicators of Abuse*, 2015)^[5]

Being victims of such abuses severely effects their way of life. It can have a major impact on their work life depending on the type of abuse one has faced. This can include having psychological, physical, financial or other types of damage.

The aim of this study is to explore and understand the different types of abuses faced by the service industry's food delivery workers and its impact on their professional life in Bangalore.

MATERIALS AND METHOD

Objective: The objective of this study is to explore and understand the different types of abuses faced by the service industry's food delivery workers in Bangalore. The impact of the abuse faced by them on their professional life is also studied.

Type of Research and Data

This study is based on descriptive research design. This study is conducted with the help of primary data collection.

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Data Collection Method

This research is based on the survey method. The questionnaire contains close-ended questions with predetermined options for the subjects to choose from. These types of questions help to obtain a uniform analysis process.

Random sampling method was used in which everyone in the population (under the male and food delivery workers category) had an equal chance of being selected into the sample. The data was collected using hard copies of the questionnaire as well as via google form. The questionnaires were also made in Kannada and Tamil languages.

Sample Size

The study was conducted with a sample size of 300 male food delivery workers in Bangalore.

Analysis

The analysis was done via tabular and graphical statistical method.

The responses of the multiple-choice questions were tabulated and calculated category wise.

RESULTS AND DISCUSSION

Chart 1: Percentage Of Abused Respondents

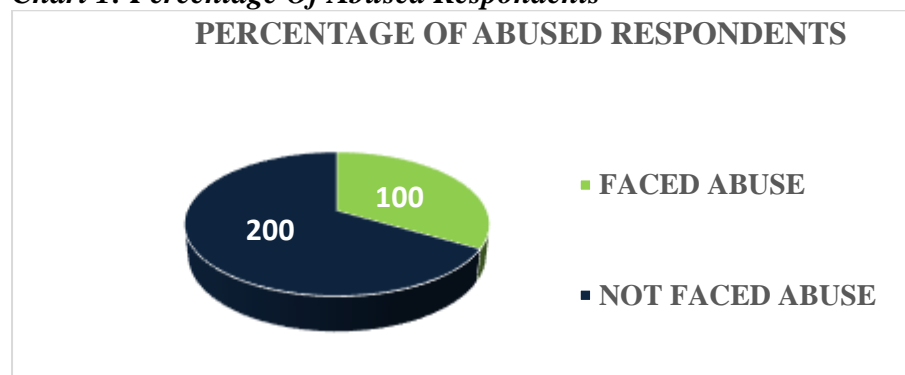
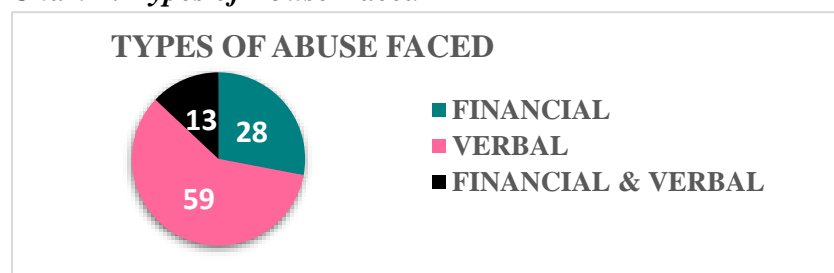


Table 1: Percentage of Abused Respondents

| | NUMBER OF FOOD DELIVERY WORKERS | PERCENTAGE |
|-----------------|---------------------------------|------------|
| FACED ABUSE | 100 | 33.33% |
| NOT FACED ABUSE | 200 | 66.66% |
| TOTAL | 300 | 100% |

1/3rd of the respondents had faced some form of abuse in their work life by the customers.

Chart 2: Types of Abuse Faced



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Table 2: Types of Abuse Faced

| TYPE OF ABUSE FACED | NUMBER OF FOOD DELIVERY WORKERS | PERCENTAGE |
|---------------------|---------------------------------|------------|
| FINANCIAL | 28 | 28% |
| VERBAL | 59 | 59% |
| FINANCIAL & VERBAL | 13 | 13% |
| TOTAL | 100 | 100% |

Verbal abuse is faced the maximum among the respondents with a percentage of 59%. It is followed by financial abuse with 28%. 13% of the respondents have faced both financial and verbal abuse.

Graph 1: Frequency Of Abuse Faced

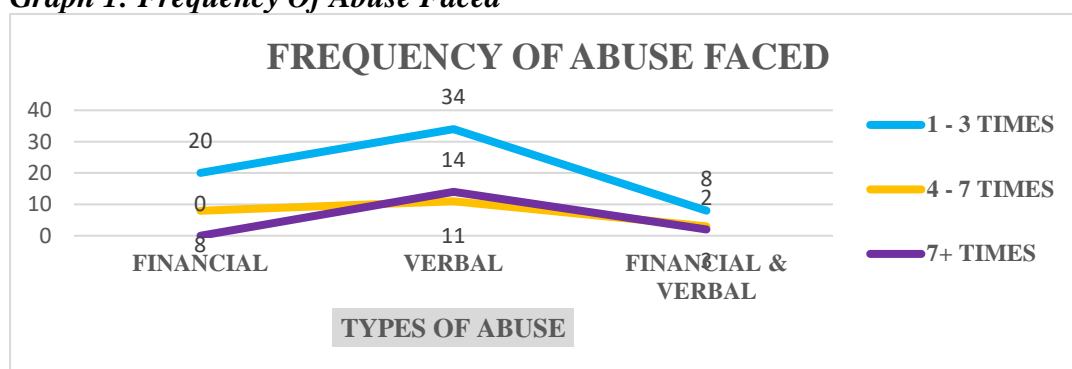


Table 3: Frequency Of Abuse Faced

| | FINANCIAL | PERCENTAGE | VERBAL | PERCENTAGE | FINANCIAL & VERBAL | PERCENTAGE |
|--------------------|-----------|------------|--------|------------|--------------------|------------|
| 7+ TIMES | 0 | 0% | 14 | 23.72% | 2 | 15.38% |
| 4 - 7 TIMES | 8 | 28.57% | 11 | 18.64% | 3 | 23.07% |
| 1 - 3 TIMES | 20 | 71.42% | 34 | 57.62% | 8 | 61.53% |
| TOTAL | 28 | 100% | 59 | 100% | 13 | 100% |

Verbal abuse has the highest frequency with over 23.7% of them getting abused more than 7 times in their work life. However, none (0%) of the respondents have faced financial abuse more than 7 times.

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Graph 2: Factors Behind Abuse

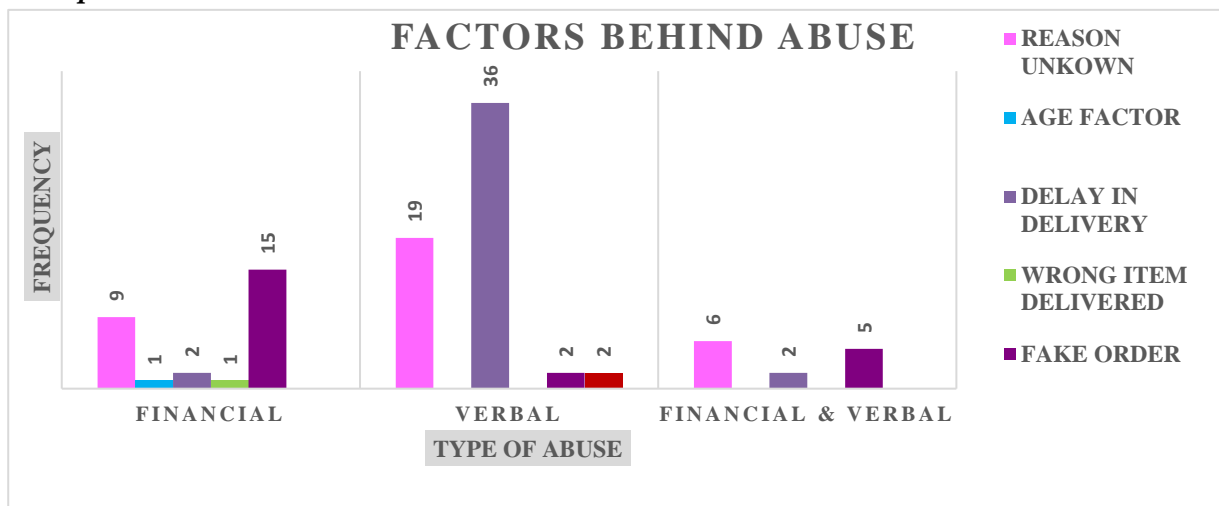


Table 4: Factors Behind Abuse

| | FINANCIAL | PERCENT AGE | VERBAL | PERCENT AGE | FINANCIAL & VERBAL | PERCENT AGE |
|------------------------------|-----------|-------------|-----------|-------------|--------------------|-------------|
| REASON UNKNOWN | 9 | 32.14% | 19 | 32.2% | 6 | 46.15% |
| AGE FACTOR | 1 | 3.57% | 0 | 0% | 0 | 0% |
| DELAY IN DELIVERY | 2 | 7.14% | 36 | 61.01% | 2 | 15.38% |
| WRONG ITEM DELIVERED | 1 | 3.57% | 0 | 0% | 0 | 0% |
| FAKE ORDER | 15 | 53.57% | 2 | 3.38% | 5 | 38.46% |
| DELAY & WRONG ITEM DELIVERED | 0 | 0% | 2 | 3.38% | 0 | 0% |
| TOTAL | 28 | 100% | 59 | 100% | 13 | 100% |

Factor behind abuse for each type faced by the respondents is as follows:

- Financial abuse - 53.5% fake orders
- Verbal abuse - 61% delay in delivery.
- Financial & verbal abuse - 46.1% reason unknow. Although, 38.4% faced the abuse due to fake orders

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Graph 3: Effect Of Abuse on Work Life

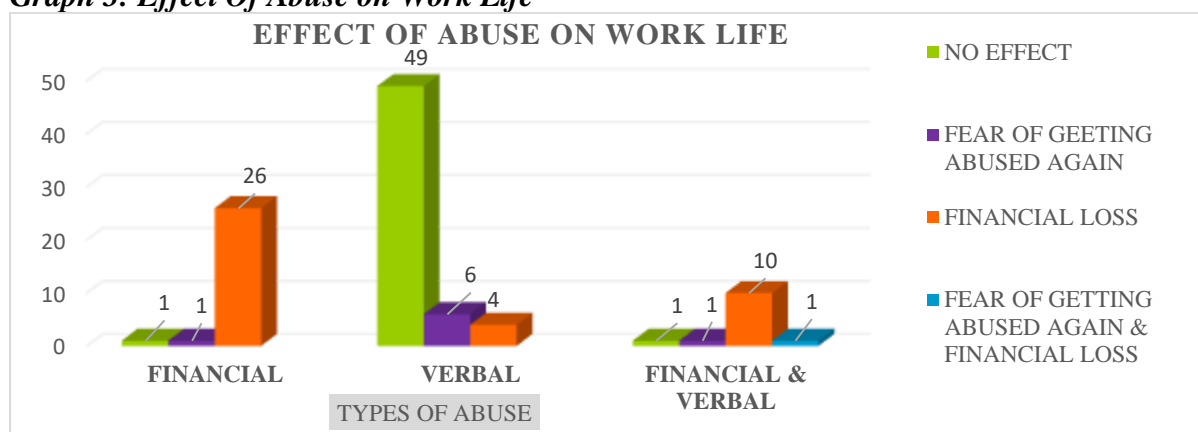


Table 5: Effect Of Abuse on Work Life

| | FINANCIAL | PERCENTAGE | VERBAL | PERCENTAGE | FINANCIAL & VERBAL | PERCENTAGE |
|--|-----------|------------|--------|------------|--------------------|------------|
| FEAR OF GETTING ABUSED & FINANCIAL LOSS | 0 | 0% | 0 | 0% | 1 | 7.69% |
| FINANCIAL LOSS | 26 | 92.85% | 4 | 6.77% | 10 | 76.92% |
| FEAR OF GETTING ABUSED AGAIN | 1 | 3.57% | 6 | 10.16% | 1 | 7.69% |
| NO EFFECT | 1 | 3.57% | 49 | 83.05% | 1 | 7.69% |
| TOTAL | 28 | 100% | 59 | 100% | 13 | 100% |

- 92.8% of respondents who have faced financial abuse have been victim to financial loss.
- 83% of respondents who have faced verbal abuse do not face any severe impact on their work life. Although 10.1% of them fear getting abused again.
- 33.3% of respondents who have faced both financial & verbal abuse have been victim to financial loss and have the fear of getting abused again.

CONCLUSION

In this study, with the help of survey method, the different types of abuses faced by food delivery workers and the effect it has on their work life is understood.

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On analysis of the 300 responses, certain observations are made and the following are conclusions drawn from this study:

- Out of the 300 collected responses, 1/3rd of the respondents face some form of abuse in their work life by the customers.
- The maximum respondents who face abuse, come under the 23-27 years old age category.
- The types of abuse faced by them are
 - Financial abuse
 - Verbal abuse
 - Both financial & verbal abuse
- Verbal abuse is faced the maximum among the respondents with a percentage of 59%. It is followed by financial abuse with 28%. 13% of the respondents face both financial and verbal abuse.
- Location wise financial abuse is faced most in North Bangalore with 35.7% of respondents. Verbal abuse is faced most in North Bangalore with 47.4% of respondents. Both financial & verbal abuse is faced most in both north and west Bangalore with 30.7% of respondents.
- In East of Bangalore, the respondents face greater verbal abuse when compared to North, which faces greater financial abuse. Alike, East, South and West Bangalore also face greater verbal abuse.
- When comparing the frequency of abuse faced, Verbal abuse is the highest with over 23.7% of them getting abused more than 7 times in their work life.
- The factors behind each type of abuse is as follows:
 - Financial abuse - 53.5% fake orders
 - Verbal abuse - 61% delay in delivery
 - Financial & verbal abuse - 46.1% reason unknow. Although, 38.4% faced the abuse due to fake orders
- Over the years from 2020 to 2023, there is a rise of 13.6% in verbal abuse faced by food delivery workers by customers. However, the financial abuse rate remains constant through 2020-2023.
- When calculating from the known days in which the abusive incidents had taken place, all the forms of abuse have been faced maximum on the weekends. When comparing the types of abuse faced on weekdays, it can be seen that verbal abuse has a higher percentage of 22.03%.
- In all the forms of abuses faced by the respondents, it can be seen that the maximum percentage of abuser are male customers.
- The most common age range of the abuser can be seen in 19 - 29 years category in all the forms of abuses. However, on comparing verbal abuse and financial abuse, it can be observed that there are more abusers (16.94%) in the age range of 41 - 50 years in the verbal abuse category.
- The percentage of reported incidents exceeds greatly when compared to non-reported incidents in the case of financial abuse.
In the case of verbal, the percentage of reported (to their respective employed company) incidents is marginally greater with a difference of 1.7%.
In the case of financial & verbal abuse, the percentage of non-reported incidents is greater by 7.69%.
- The effect these abuses have on their work life is as follows:
 - 92.8% of respondents who have faced financial abuse are victim to financial loss.

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- 83% of respondents who have faced verbal abuse do not face any severe effect on their work life. Although 10.1% of them fear getting abused again.
- 33.3% of respondents who have faced both financial & verbal abuse are victim to financial loss and have the fear of getting abused again.
- The immediate response of the delivery worker at the times of the abusive incident is as follows:
 - Anger - 60.7% of financially abused respondents
 - Feeling of disrespect - 50.8% of verbally abused respondents
- It is observed that majority of workers feel comfortable enough to share the abusive incidents faced by them in their work life with their friends.

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Conflict of Interest

The author(s) declared no conflict of interest.

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