

Linking Factors Contribute to Work Engagement Among Online Food Delivering Executives with Special Reference to Coimbatore

Brindha.S, R.T.Induji, C.N.Dheepenthra, S.Aravindchockalingam

Abstract— A positive engagement model helps to bring a positive outcome among the employees. Study shows that employees with high work engagement are energetic and dedicated to work. The concept is also related with job satisfaction. It shows that the employees with high work engagement are highly satisfied with the job. It also reveals that work engagement is positively correlated with productivity. Employees with high work engagement are highly productive in their work. Online food delivering industry is a booming industry and demands people with high productivity. The article discusses about the role of work engagement among online food delivering executives. Multiple regression analysis was performed in order to identify the variables which contribute to the work engagement among online food delivering executives. Descriptive analysis was done to know the demographic profile of the online food delivering executives

I. OBJECTIVES

- To know the work engagement level among the online food delivering executives
- To know the level of commitment among the online food delivering executives

II. RESEARCH METHODOLOGY

Descriptive research design was adopted. The sampling method adopted for the study was convenient random sampling method. Both primary and secondary data collection method was used in the study.

III. ANALYSIS & RESULTS

Demographic analysis:

Educational Qualification:

	Frequency	Percent	Valid Percent	Cumulative Percent
15 - 20 yrs	6	12.0	12.0	12.0
21 - 25 yrs	23	46.0	46.0	58.0
26 - 30 yrs	15	30.0	30.0	88.0
31 - 35 yrs	3	6.0	6.0	94.0
Above 36 yrs	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Majority of the respondents are between 21 – 25 years

Educational qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
10thstd	6	12.0	12.0	12.0
12thstd	3	6.0	6.0	18.0
UG	35	70.0	70.0	88.0
PG	3	6.0	6.0	94.0
below 10thstd	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Majority of the respondents are undergraduates.

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
6000 - 15000	24	48.0	48.0	48.0
16000 - 25000	15	30.0	30.0	78.0
26000 - 35000	3	6.0	6.0	84.0
Above 35000	8	16.0	16.0	100.0
Total	50	100.0	100.0	

Income

Majority of the respondent's income is between Rs.6000 – Rs.15000

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
male	41	82.0	82.0	82.0
female	9	18.0	18.0	100.0
Total	50	100.0	100.0	

Gender

Majority of the respondents are male.

Revised Manuscript Received on September 14, 2019.

Dr.Brindha.S, HOD, GRD Institute of Management, Coimbatore, Tamil Nadu, India.

Mrs.R.T.Induji, Assistant Professor, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu, India.

C.N.Dheepenthra, Student, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu, India.

S.Aravindchockalingam,

Linking factors contribute to work engagement among online food delivering executives with special reference to coimbatore

Multiple regression analysis:

Multiple regression analysis was performed to check the work engagement level. Work engagement was the outcome variable and it was tested with the predictor variables like work was meaningful, time, enthusiasm, forgetting everything, inspiring, feeling happy, proud, involvement.

Descriptive Statistics

	Mean	Std. Deviation	N
work engagement	3.5000	1.70533	50
meaningful and purpose	3.7600	1.58514	50
Time flies at work	4.2200	1.61990	50
strong and vigorous	4.1200	1.43769	50
Enthusiasm	4.1800	1.40973	50
forgetting everything	4.7200	1.08872	50
Inspiring	4.6200	1.19335	50
feeling to go to work	4.1000	1.94044	50
Feeling happy	4.2000	1.52530	50
Proud	4.6000	1.39971	50
Involvement	4.6000	1.39971	50
Willing to work	4.8200	.87342	50

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.806 ^a	.649	.560	1.13176	.649	7.225	10	39	.000	2.446

a. Predictors: (Constant), Willing to work, forgetting everything, Inspiring, feeling to go to work, strong and vigorous, Time flies at work, Feeling happy, Enthusiasm, meaningful and purpose, Involvement

b. Dependent Variable: work engagement

The R value is the simple correlation value. R square is the extent of variation brings about by the predictor variable on the outcome variable. Adjusted R square gives some idea of how well the model generalizes

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.545	10	9.255	7.225	.000 ^a
	Residual	49.955	39	1.281		
	Total	142.500	49			

a. Predictors: (Constant), Willing to work, forgetting everything, Inspiring, feeling to go to work, strong and vigorous, Time flies at work, Feeling happy, Enthusiasm, meaningful and purpose, Involvement

b. Dependent Variable: work engagement

The result shows there is significant difference between the predictor variable and the outcome variable among the online food delivering executives.

The result shows that the predictor variables willing to work at any time, forgetting everything at work, Inspiring, feeling to go to work everyday, feeling strong and vigorous, time flies when at work, feeling happy at work, enthusiasm, work was meaningful and involvement significantly contribute to engaging the employees at work.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	2.960	1.495		1.980	.055		
	meaningful and purpose	1.024	.179	.952	5.709	.000	.323	3.095
	Time flies at work	.110	.143	.105	.770	.446	.486	2.058
	strong and vigorous	-.090	.154	-.076	-.589	.559	.536	1.866
	Enthusiasm	-.005	.220	-.004	-.024	.981	.272	3.670
	forgetting everything	-.408	.244	-.260	-1.668	.103	.369	2.707
	Inspiring	-.019	.141	-.013	-.136	.892	.926	1.080
	feeling to go to work	-.097	.125	-.110	-.774	.444	.442	2.261
	Feeling happy	-.265	.142	-.237	-1.874	.068	.561	1.784
	Involvement	.105	.241	.086	.438	.664	.230	4.343
	Willing to work	-.071	.304	-.036	-.234	.816	.371	2.697

a. Dependent Variable: work engagement

IV. CONCLUSION

From the study it is concluded that the predictor variables significantly contribute to the outcome variable. Most importantly the study shows that the online food delivering executives understand the purpose and feel the meaningfulness of the work.