

A Comparative Study on Hr Practices of Swiggy And Zomato

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Abstract- My study is on “A comparative study on HR practices of Swiggy and Zomato” need for study is that the technology is playing a crucial role and the tough competition is going between two companies. The study is to understand which practices the companies are following to attract and retain the employees. This study is to analyze, the HR practices like recruitment and selection process, performance appraisal, job satisfaction and perk benefits among the employees of Swiggy and Zomato. This study is mainly focus on the employees of Swiggy and Zomato and result in finding which company is performing the best HR practices with the source of structured questionnaire distributed among the employees of Swiggy and Zomato.

I. INTRODUCTION

HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) has evolved over the past three decades from a largely administrative, operational function to an area of management often viewed as central to organisational viability and sustained competitive advantage (Wright & McMahan, 1992). Since HRM has been progressing as a business function, it has also become a broader concept subject to many interpretations and definitions.

1.2 NEED FOR THE STUDY:

Now there is a tough competition going in two companies, Technology aspect has created the need to play crucial role in human resource among the delivery boys. Acquiring Man power and retaining is my study to find and understand which practices their following to attract and retain the employees.

1.3 SCOPE OF STUDY:

The study is mainly focused to understand recruitment and selection process, performance appraisal, job satisfaction among the employees and perk benefits etc, implemented by Swiggy and Zomato. This Study is going to touch these areas by interacting with people.

1.4 OBJECTIVES OF THE STUDY:

- To study the recruitment and selection process of the Swiggy and Zomato.
- To understand the performance appraisal techniques followed by Swiggy and Zomato.
- To compare the job satisfaction levels among the employees of Swiggy and Zomato.

1.5 RESEARCH METHODOLOGY:

1. Primary data
2. Secondary data

Primary data is collected through the structured questionnaire which is distributed among the employees. The employees are source for primary data.

SECONDARY DATA:

- Journals, newspaper.
- Company website.

II. LITERATURE REVIEW

Carda (2014) reveals that there is a positive relationship between HRM practices and innovation in both the processes and the products. Particularly, certain HRM practices such as autonomy, participation, training, career plans and organized recruitment processes are strongly linked to creativity and innovation.

Ozbag(2013) examine the role of HRM in fostering the knowledge capability, which leads more innovation in organizations. The results indicate that HRM capabilities are positively related to knowledge management capability, which turn into innovation. In addition, the HRM capabilities, as mediated by knowledge management capabilities, have both direct and indirect effect on innovation.

Sharma (2010) concluded in their article that, the modern HRM is striving to adopt strategic HRM Practices such as

open door policy, balanced scorecard, etc. HRM must follow the latest trends in order to improve the organisational culture.

III. COMPANY PROFILE

3.1 SWIGGY

3.1.1 Introduction:

Swiggy is a leading food ordering and delivery startup in India. The company started operations in 2014 and is headquartered in Bengaluru. Swiggy works by acting as a bridge between customers and restaurants. It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep. With Swiggy, customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact for ordering food from all restaurants that may be there at a particular location. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer's doorstep. This has made the task of ordering food a lot easier for customers. Restaurants also gain by getting more orders and avoiding costs and efforts associated with maintaining their own delivery personnel.

3.2 ZOMATO:

3.2.1 Introduction:

Founded in 2008, Zomato is a leading platform for restaurant search & discovery, online food ordering, and restaurant table reservations. The company was founded by Deepinder Goyal and Pankaj Chaddah and is headquartered in Gurgaon (officially Gurugram). Zomato has been a pioneer in food ordering and restaurant discovery in India, which has benefitted both restaurants and customers.

Featuring a robust review system, Zomato allows foodies to find the best meals and restaurants in their neighborhood.

IV. DATA ANALYSIS & INTERPRETATION

1) Age: 18 -30

Employee response for working in the organisation

Table: 1 Employee response for working in the organisation

Swiggy	Zomato
50	50

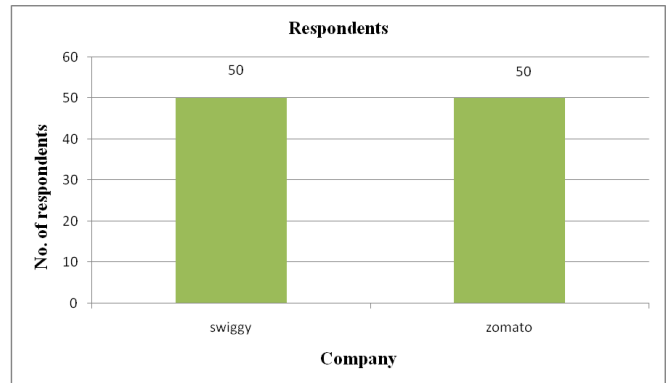


Fig 1: Employee response for working in the organisation

INTERPRETATION

- 50% of employees are working for Swiggy.
- 50% of employees are working for Zomato.

2) Designation: delivery boy

Employee joined in this organisation

Table: 2 Employee joined in this organisation

Variable	Swiggy	Zomato
reference	10	10
news	8	7
advertisements	26	29
portals	6	4

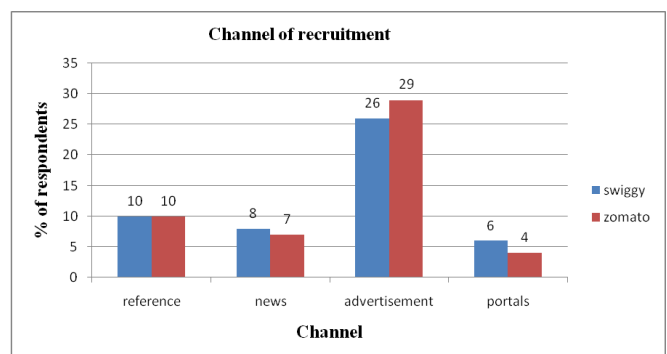


Fig 2: Employee joined in this organisation

INTERPRETATION

- 20% in swiggy, 20% in zomato employees joined the organisation through reference.
- 16% in swiggy, 14% in zomato employees joined the organisation through News.
- 52% in swiggy, 58% in zomato employees joined the organisation through advertisement.

Objective: 2 performance appraisal techniques followed by Swiggy and Zomato

3) The employee’s performance in the organisation

Table: 9The employee’s performance in the organisation

variables	Swiggy	Zomato
rewards	17	25
promotions	16	20
incentives	17	5

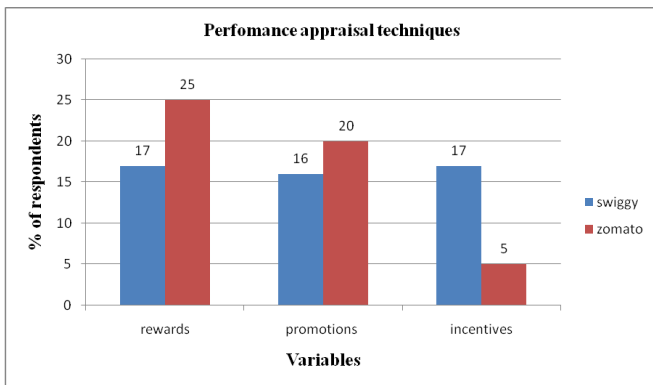


Fig: 9The employee’s performance in the organisation

INTERPRETATION

- 34% in swiggy and 50% in zomato, the employees responded for rewards
- 32% in swiggy and 40% in zomato, the employees are recognised through promotions
- 34% in swiggy and 10% in zomato, the employees responded for incentives

Objective: 3 job satisfaction levels among the employees of Swiggy and Zomato

4) The employee work satisfaction

Table: 10 the employee work satisfaction

variables	Swiggy	Zomato
Good	33	40
Poor	17	10

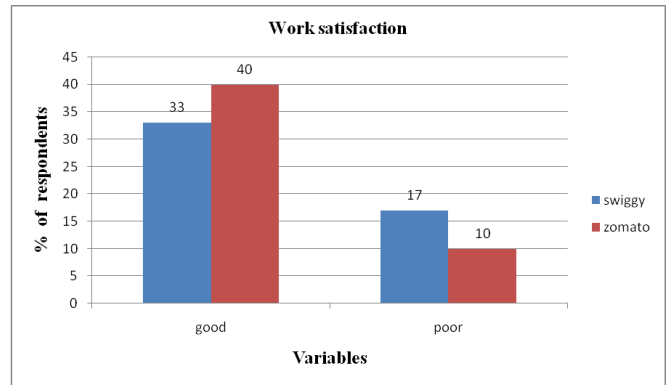


Fig: 10 the employee work satisfaction

INTERPRETATION

- 66% of swiggy, 80% zomato the employees are satisfied with their job
- 34% of swiggy, 20% zomato the employees are not satisfied with their job

V. FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- 52% in swiggy, 58% in zomato employees joined the organisation through advertisement.
- 12% in swiggy, 18% in zomato employees joined the organisation through portals.
- 48% in swiggy, 40% in zomato responded for walk-ins as the source of walk-ins.
- 10% in swiggy, 4% in zomato responded for others as a source of recruitment.

5.2 SUGGESTIONS

- Swiggy should more focus on adopting portals as the source of recruitment.
- Swiggy need to be more focused on performance appraisal as it is measured on less number of complaints received from the customers.
- Swiggy employees are dissatisfied with the promotions given; need to more concentrate on this aspect.
- Swiggy should offer perk benefits like incentives, hike in salary need to be improved.

5.3 CONCLUSION

A major portion of the employees have opted the company for better salary, the next preference is given to independence life, and reaching targets with less number of

complaints received from customers the performance is appraised. On the whole weighted average score of the responses show a very high level of satisfaction on job and incentives is more for the employees in Zomato while compared to Swiggy employees. The responses from the selected employees of Swiggy and Zomato shows that an over majority of the respondents agree upon usefulness of advertisement on internet. In Zomato the employees are given more incentives based on level of ratings than compared with the employees of Swiggy.