EFFECT OF COPING STRATEGIES ON BURNOUT AMONG THE ONLINE FOOD DELIVERY PROFESSIONALS

J. Antoni Jeyaraj *   Dr. N. Kumarasamy**
*** Research Scholar (Part-time - Internal)& Assistant Professor, Dept. of Business Administration, Government Arts and Science College, Hosur.*
***Research Supervisor& Professor, Dept .of Business Administration, Annamalai University, Annamalai Nagar.*

Abstract
The study shown here is the analysis of the influence of the coping strategies of the individuals on the burnout levels. The study is done among the professionals of the online food delivery services in Chennai**.** The sample size of the study is 100 and the respondents are selected through simple random sampling. The data collection tool is a questionnaire and the analysis of the data is done with the help of regression. The findings of the study show that coping strategy highly reduce the burnout behaviour of food delivery professionals.

Keywords: Coping Strategies, Burnout, Online Food Delivery.

Introduction
One of the phenomena which is found in the work place is the burnout (Freudenberg, 1975). Burnout affects the well-being and health of persons in a negative way (Acker, 2010; Maslach, 1978) which ultimately affects the friends, coworkers, family and also others in a negative way. The syndrome of burnout is regarded as the psychological response for enduring a persistently traumatic environment in work (Maslach et al., 2001). Burnout is featured by decreased feelings of accomplishment, emotional exhaustion and depersonalization (Maslach, 1978).

According to Gonzalez-Morales, Rodriguez, &Peiro (2010), the coping strategy of an individual affects the burnout and its levels. The coping strategy refers to the cognitive and behavioral efforts which is used to manage the demanding and stressful situations (Folkman, Lazarus, Dunkel-Schetter, DeLongis, & Gruen, 1986). When coping is regarded as the three-fold procedure, it is recognized as the actions and thoughts which are specific to the stressful situation. When regarded as the contextual concept, the coping strategy refers to the mixture of the environment and the assessment of the environment by the person along with the person's capability to manage the stressful situation. The coping strategies are not evaluated as right or wrong, bad or good, victorious or not victorious, rather, it refers to just the actions which are undertaken to manage the environment (Folkman et al., 1986).

Statement of Problem
The burnout was initially explored in the workforce of service sector. This was found because several studies were done in this area to explore burnout level. Burnout was then found to be prevalent among individuals working in any sector or profession. It negatively affects the well-being and health of an individual. Though burnout is found in almost all the sectors of work and had been studied by many, very few researches had been done to explore the effect of the strategies of coping on the burnout of the professionals in the online food delivery sector.

Need for the Study
The current study will be an added knowledge to all those who seek to know the effect of coping strategy on the burnout of the online food delivery professionals. The author here had tried to contribute the literature to the field by exploring the burnout among a population (online food delivery professional) which is mostly prone to the higher burnout level.

Research Paper
Impact Factor: 6.089
Peer Reviewed Monthly Journal
www.ijmdrr.com

IJMDRR
E- ISSN –2395-1885
ISSN -2395-1877

Objectives
The main aim of this study is to explore the effect of coping strategies on the burnout of the professionals of the online food delivery sector.

Review of literature
HyojungShin et al., (2014) had explored the relation amidst the burnout syndromes and the coping strategy. The study was a Meta-Analytic Approach. The authors had reviewed about 36 papers before conducting this research. The sample size of the study was 9729 respondents. The findings showed that the coping strategy which is focused on problems was negatively correlated the symptoms of burnout and the strategy which is focussed on emotions was positively related with the symptoms of burnout. The reappraisal, religious copings and social support were related negatively with the burnout and acceptance was seen with a positive relation with burnout. The outcomes of the analysis through moderation showed that the different forms of vocation had impact over the relation amidst burnout symptoms and the coping strategies.

Huaqing Wang (2018) had explored the impacts of coping strategies and social support on the burnout and job stress. Many studies had been done to find the relation between social support, burnout and job stress. But very few studies exist to define the mechanism which leads to the relationship between these variables from a causality point or perspective. Further, not many studies had been done to find whether the coping strategies (problem-focused vs. emotion-focused) which are self-reliant had more effect on the reduction of stress and burnout levels, than the social support do. The present research was done by the authors to explore the two objectives stated here. This study revealed the degree of every causal relationship and also provided empirical proof of supporting the directors of the organizational training. The study result will help the directors in deciding the method of implementing their training content in the programs of training for helping their employees to adopt the coping strategy which will reduce their stress in job and their burnout syndromes.

Henrique Pereira et al., (2014) had studied the burnout levels among the medical students of Portugal. The study was done by considering the coping strategy as the mediating variable. Many studies ad been done among the medical students to study the relationship between burnout and coping strategy. But no such studies had been done among the medical students of Portugal. The main aim of this study was to explain the burnout levels among the Portuguese students as a sample. The study was cross-sectional in nature and the sample size was 658 students of the medical field. The data needed for the study was collected through a socio-demographic questionnaire, the Ways of Coping Questionnaire and the Maslach Burnout Inventory - Students Survey. The findings showed that burnout was seen more among the students having difficulties to achieve the goals and students who has any problem. Burnout was also found to be more among the female students. To conclude, the author had stated that the burnout was more among the students who had inadequate strategies of coping. Hence, it was suggested to develop programs for promoting the psychological well-being by the usage of proper coping policies and strategies.

Research Methodology
The study is done among the professionals of the online food delivery services in Chennai**.** The sample size of the study is 100 and the respondents are selected through simple random sampling. The data collection tool is a questionnaire and the analysis of the data is done with the help of regression.

Analysis and Interpretation

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.700[a]	.489	.457	14.860	.000[b]

Predictors: (Constant), coping strategy

Research Paper
Impact Factor: 6.089
Peer Reviewed Monthly Journal
www.ijmdrr.com

IJMDRR
E- ISSN –2395-1885
ISSN -2395-1877

Independent	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.928	.261		7.387	.000
I've been turning to work or other activities to take my mind off things.	-.026	.077	-.042	-.342	.733
I've been concentrating my efforts on doing something about the situation I'm in	.059	.069	.093	.851	.397
I've been saying to myself "this isn't real."	.341	.067	.554	5.100	.000
I've been getting emotional support from others.	.089	.056	.137	1.587	.116
I've been giving up trying to deal with it.	-.155	.071	-.235	-2.181	.032
I've been taking action to try to make the situation better.	.223	.073	.311	3.047	.003

a . Dependent Variable: Burnout

It is deduced from the model summary above table. Above table represents the regression analysis between dependent variable (bournout) and independent variable (coping strategy). The F-value 14.860 is significant (<0.000). The table indicates that the coping strategy reduce the burnout and this shows statistical significance. Here, $p < 0.000$, which is less than 0.05, indicates that, the model applied can statistically and significantly predict the burnout. which means coping strategy significantly reduce burnout behaviour from food delivery employees.

In this study, model applied can statistically and significantly predict the burnout. which means coping strategy significantly reduce burnout behaviour from food delivery professionals. Coping strategy highly reduce the burnout behaviour of food delivery professionals.

Conclusion
It is only the effective strategies of coping that the levels of burnout can be reduced and also the ill-effects of burnout on the health of individuals can be brought down.

Reference
1. HyojungShin, Yang Min Park, Jin Yuan Ying and Boyoung Kim (2014); Relationships Between Coping Strategies and Burnout Symptoms: A Meta-Analytic Approach; Professional Psychology Research and Practice 45(1):44 · February 2014
2. Freudenberger, H. J. (1975). The staff burn out syndrome in alternative institutions. Psychotherapy: Theory, Research, and Practice, 12(1), 73-82.
3. Acker, G. M. (2010). The challenges in providing services to clients with mental illness: Managed care, burnout and somatic symptoms among social workers. Community Mental Health Journal, 46(6), 591-600.
4. Maslach, C. (1978). The client role in staff burn-out. Journal of Social Issues, 34(4), 111- 124.
5. Maslach, C., Schaufeli, W. B., & Leiter, M. P. (2001). Job burnout. Annual Review of Psychology, 52, 397-422.

6. Gonzalez-Morales, Rodriguez, &Peiro (2010). A longitudinal study of coping and gender in a female-dominated occupation: Predicting teachers' burnout. Journal of Occupational Health Psychology, 15(1), 29-44.
7. Folkman, S. Lazarus, R. S., Dunkel-Schetter, C., DeLongis, A., & Gruen, R. J. (1986). Dynamics of a stressful encounter: Cognitive appraisal, coping, and encounter outcomes. Journal of Personality and Social Psychology, 50(5), 992-1003
8. Wang, Huaqing, The Effects of Social Support and Coping Strategies on Job Stress and Burnout (April 13, 2018).
9. Debra Marie Dix (2017); The Relationship between Coping Strategies and Burnout for Caregivers of Adjudicated Youth; Walden Dissertations and Doctoral Studies
10. Pereira H, Fernandes M, Costa V, Amorim L, La-Rizza F, et al. (2014) Burnout in Portuguese Medical Students: Coping Strategies as a Mediating Variable. J Community Med Health Educ 4:306.