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**Submitted By
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(2023-2024)**

Certificate

This is to certify that this dissertation titled “A Quantitative Study on the Job Satisfaction and Financial Stability of food delivery workers”. Is a record of genuine and original work done by Bipin Balakrishnan, Reg no: 220011000178 of Fourth semester Masters of Social Work course of this college under my guidance and supervision and it is hereby approved for submission.

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DECLARATION

I Bipin Balakrishnan hereby declare that the research work titled “A Quantitative Study on the Job Satisfaction and the Financial Stability of food delivery workers”, submitted to the M G University , Kottayam is a record of genuine and original work done by me under the guidance of Mr. Sooraj m v , Assistant Professor Bharata Mata School of Social Work, Thrikkakara , and this research work is submitted in the partial fulfillment of the requirements for the award of the degree of Master of Social Work specializing in

I hereby declare that the results embedded in this research have not been submitted to any other University or Institute for the award of any degree or diploma , to the best of my knowledge and belief.

Place: Thrikkakara

Date:

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Abstract

The research presented here examines the employment satisfaction and financial stability of food delivery workers. We conducted a poll with a large number of delivery workers to find out about their financial status and level of job satisfaction. It was shown that the majority of delivery workers find their jobs enjoyable due to the flexibility and opportunity to make money.

Nonetheless, a lot of people experience financial stress due to concerns about their ability to save or earn enough money. Additionally, we found a correlation between job satisfaction and financial stability, indicating that employees who are happier at work also tend to feel more secure financially.

This study also throws light on how crucial it is to raise food delivery workers' financial support and job satisfaction in order to improve their general well-being.

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CHAPTER 1

INTRODUCTION

“My interest in this sector stems from my previous experience working as a meal delivery partner, which has given me empathy and an understanding of what it's like to be in someone else's shoes. I therefore hope that this effort will help me learn more and impart my thoughts to others.

I have spent roughly a year and a half working in this industry. I had pursued this as a side project while continuing my education part-time. As a delivery partner, I was able to receive the incentives that were offered.

As a student, taking up this kind of part-time work has helped me save more money. I was able to cover my daily costs. Part-time employment is now easily and widely available because to the widespread and widespread use of smart phones. Furthermore, we have a very flexible work schedule, which means that we can achieve our desired level of independence and freedom. I completed the assigned task using my own vehicle. Additionally, the company I worked for offered insurance, and a weekly petrol allowance of INR 500 was given. However, there will undoubtedly be some difficulties that one must overcome regardless of the line of job we choose. As there are benefits to becoming a delivery partner, there are drawbacks as well, which I have personally experienced. Even if the work schedule is flexible, we still need to put in a lot of overtime to get paid. For instance, we can receive a weekly incentive of 1500/-if we meet a target of 3000/-.

The work schedule may occasionally be very demanding. It could exhaust you both mentally and physically. In addition, there's a chance of accidents and other traffic risks during inclement weather. Additionally, rude and subpar customer behaviour is a regular issue that gig workers may encounter and this may have an impact on their performance rating. Additionally, I've run into issues with stray dogs while working overnight. Overall, though, I think that the gig economy's growing trend offers people in need of work possibilities that are both immediate and numerous, serving as a means of securing a livelihood, even if it is just temporary.”

The study examines how the gig economy functions, focusing on online meal delivery businesses in Ernakulam. It aims to give readers an in-depth understanding of the freelance job environment in this sector. Increased reliance on the internet and technological advancements have created new opportunities for mobile application marketing. Technology and marketing information come together to create mobile apps that leverage the internet as a platform for product and service advertising. These days, both consumers and businesses see the goods and services on the market from a modern

perspective. Online marketing serves as the foundation for marketing strategies since it meets the demands of modern consumers. Therefore, the purpose of this study is to look into the gig economy's rising trend in relation to online meal delivery services like Swiggy and Zomato, who are major players in this market. This research is being done in Ernakulam.

Urban workers, particularly those who migrate from rural regions, now have greater access to entry-level jobs thanks to the growing platform economy, which has completely changed the urban labour market. In contrast to conventional businesses that were marked by a separation of the two groups in terms of occupation, gig-based platforms like food delivery and ride-hailing have drawn people from both urban and rural areas, creating a varied workforce. In addition, the majority of urban migrants and residents work a part-time job delivering food to support their families or go after other career prospects.

The primary goal of this study is to thoroughly look into and understand each aspect of a food delivery rider. For instance, to learn about the causes behind their dedication to their jobs, their general health and well-being, the socioeconomic background of gig workers, along with the level of satisfaction from their jobs they experience

Specifically, the study focuses on internet food delivery services in Ernakulam while exploring the details of the gig economy. Give readers a thorough understanding of the gig employment environment in this area is its main objective. Particularly in relation to mobile applications, technological improvements and increased internet usage have generated new marketing options. These applications advertise products and services online by utilising marketing analytics and technology. Given how this contemporary approach to marketing has altered both consumer behaviour and business tactics, online marketing is quickly becoming a crucial part of modern marketing campaigns.

Understanding how the gig economy is evolving in connection to food delivery services like Swiggy and Zomato in Ernakulam is the aim of the study. The platform economy has significantly altered the urban labour market by providing entry-level jobs to urban dwellers, particularly migratory workers from rural areas.

Whereas traditional sectors tend to be characterised by occupational segregation, platform-based gig businesses, including food delivery and ride-hailing, attract people from both urban and rural areas, resulting in a diverse -personnel.

Food delivery has grown in popularity as a temporary career option for both immigrants and metropolitan natives. It's commonly utilised to supplement family income or to pursue other career opportunities. The study's primary objective is to investigate various aspects of a food delivery driver's life. Understanding their motivations for doing this work, their overall health and well-being, the socioeconomic backgrounds of gig workers, and the level of job satisfaction they encounter are all necessary for this.

Finding the underlying reasons that drive food delivery drivers to perform their duties despite possible challenges is the aim of this research. It attempts to shed light on the physical and emotional well-being of gig workers as well as how their experiences in the gig economy are influenced by their socioeconomic background. In addition, the survey looks into how happy food delivery drivers are with their professions and how much their work fulfils their needs on a personal and financial level.

The goal of the study is to provide light on the various facets of the life of food delivery riders as well as the workings of the Ernakulam gig economy. The aim is to enhance comprehension of the motivations, challenges, and overall experiences of independent contractors in the food delivery sector. Ultimately, the findings of this research could aid companies, policymakers, and other stakeholders in comprehending how the gig economy impacts urban labour markets and the welfare of gig workers.

The study explores the subtleties of the gig economy, concentrating in particular on Ernakulam's online meal delivery services. Its objective is to provide a thorough grasp of the gig labour environment in this industry. New marketing channels, particularly through mobile applications, have been made possible by the development of technology and rising internet usage. These applications use technology and marketing techniques to advertise goods and services on the internet. Because of the way that this new marketing strategy has changed consumer behaviour and business plans, internet marketing is now an essential component of current strategies.

The purpose of the study is to understand how the gig economy is changing, particularly as it relates to food delivery businesses in Ernakulam like Swiggy and Zomato. Urban

inhabitants, especially migratory workers from rural areas, now have access to entry-level jobs thanks to the platform economy, which has drastically changed the urban labour market. Platform-based gig industries, such as food delivery and ride-hailing, draw both urban and rural immigrants, creating a more diversified workforce than conventional industries characterised by labour segregation.

The goal of the study is to identify the underlying causes that spur food delivery drivers to continue working even in the face of difficulties. It aims to provide light on the mental and physical health of gig workers as well as how their experiences in the gig economy are influenced by their socioeconomic backgrounds. Furthermore, the study aims to explore the degree of job satisfaction among food delivery riders and how well their jobs support their personal and financial needs. Through an analysis of these diverse facets of food delivery riders' lives, the study seeks to shed light on the workings of Ernakulam's gig economy.

It seeks to advance knowledge of the driving forces, difficulties, and general experiences of gig workers in the food delivery industry. In the end, this study's conclusions may help businesses, politicians, and other interested parties understand how the gig economy affects urban labour markets and gig workers' well-being.

GIG ECONOMY

The market that is built around a fixed-term contract or that is compensated on a project-by-project basis by an organisation, outside party, or internet marketplace is known as the "gig economy." The gig economy has a huge impact on the workplace that is felt in many sectors. It has brought about a major transformation in the way our economy functions and has fundamentally transformed the method in which people can be engaged at work. Since many of the smartest and brightest people choose to work gigs as their principal employment, the number of gig workers will continue to rise due to its unparalleled benefits. While gig economies provide workers significant advantages such as flexibility, employment, and freedom, they also negatively affect the industry's working environment. (Roy, 2020)

The widespread usage of smartphones and the internet have connected online users throughout nations via digital platforms. This facilitates communication between employers and remote online workers via digital channels and helps them communicate talent needs. In the current digital era, these tendencies increase the relevance and prominence of the gig economy. Full-time employment has long been the norm, but with the yearly increase in the labour force, technological advancements, and the current economic slump, many prospective employees are finding it difficult to land permanent positions. The dearth of long-term employment opportunities pushes people to take on contract positions as independent contractors, sometimes known as "gig workers," "freelancers," or "independent workers." (Setting the future of digital and social media marketing research: Perspectives and research propositions, 2021)

Due to its ability to let digital startups pay contractual workers lower compensation and prevent employee lawsuits during recessions, the gig economy has gained favour.

Due to the influx of several young, educated Indian professionals onto major international freelance platforms, the gig economy is also growing in that country. Only the US, with 53 million freelancers, had more gig workers in 2015 than India, with 15 million. Hiring professionals in India attribute the popularity of gig labour to its ability to "drive efficiency, innovation, and competitive advantage" while keeping human resource costs to a minimum. The flexibility of work hours, the chance to be their own boss, and the ability to select a job according to their interests and workload are the primary reasons Indian freelancers are entering the gig economy.

With an emphasis on short-term contracts or project-based assignments managed by businesses, third parties, or online platforms, the gig economy represents a radical change in the way people engage in employment. This phenomenon has profoundly changed the traditional work landscape and had far-reaching repercussions across multiple industries. Even while the gig economy has unmatched advantages like freedom, flexibility, and more job options, there are drawbacks to the way it affects the workplace. (berry, 2022)

The gig economy has been increasingly prominent in the modern digital era because to the widespread use of smartphones and internet connectivity, which have made it easier for employers and remote workers to communicate easily on digital platforms. Full-

time employment has historically been the norm, but a growing workforce, economic downturns, and digital upheaval have caused many people to look for alternative work arrangements. Due to their preference for the freedom and flexibility that contract jobs provide, independent contractors, freelancers, and gig workers have become more prevalent as a result of this trend.

The term "gig economy" describes a labour market where occupations are temporary and flexible, frequently made possible by online platforms that link employees and clients. Instead of working full-time for a single company, people in this model—often referred to as gig workers or freelancers—are engaged on a project-by-project basis. The rise of digital platforms, shifting job choices, and technology advancements have all contributed to the gig economy's notable expansion in recent years. The flexibility of the gig economy is one of its main characteristics. Gig workers benefit from greater autonomy and work-life balance as they are able to pick when, where, and how much they work. Those who want to supplement their income, work on passion projects, or balance other obligations like childcare or education will find this flexibility very appealing (Gillis, 2024)

(James, 2024)The flexibility that gig work in the food delivery industry offers is one of its distinguishing characteristics. Delivery partners, in contrast to typical employment models, possess the liberty to select their own schedules, enabling a well-balanced work-life balance. This flexibility serves those with different lifestyle preferences in addition to students looking for part-time work. Gig work is a great way for many people to augment their income and improve their financial stability. My time spent working as a delivery partner as a student greatly increased my savings, which helped me pay for daily costs and ease financial strains. Benefits like weekly gas allowances and insurance were added to the gig economy to further encourage participation and raise the allure of these chances. The gig economy has significant socio-economic effects that go beyond personal gains, changing consumer behaviour and employment dynamics. In addition to completely changing the way we eat, the widespread use of food delivery services has increased employment creation, especially for marginalised groups in society. But worries about fair compensation, worker rights, and job security continue, which emphasises the necessity of legal frameworks and social protections. (G, 2024)

The gig economy has grown exponentially due in part to the smoother transactions and improved user experiences made possible by the widespread use of digital platforms. Delivery partners can maximise their earnings by using matching algorithms that match orders more efficiently and advanced algorithms that optimise route efficiency. Furthermore, the combination of machine learning and artificial intelligence bodes well for upcoming advancements in the field, promising increased effectiveness and service quality.

The gig economy is not without its difficulties, despite its attraction. Delivery partners frequently struggle with unstable working conditions, erratic demand, and the dangers that come with on-road navigation. Furthermore, gig workers face long-term difficulties due to the lack of typical employment benefits like healthcare and retirement plans. All stakeholders' wellbeing should be given priority in any sustainable solutions that are developed, but these issues also offer potential for collaboration between corporations, civil society, and policymakers. (Sheorey, 2022)

Swiggy and Zomato are two well-known meal delivery services. Through their mobile applications and websites, they have made a wide variety of restaurants and cuisines easily accessible. Their impact on the food sector has been revolutionary, especially in urban regions.

Business Model:

Both Swiggy and Zomato function as go-betweens for clients and restaurants, following a similar business strategy. They get funds through many various manners:

Commission from Restaurants: For each order that is placed through their platform, they impose a commission fee on the eateries.

Delivery Charges: For the convenience of having their food brought right to their door, customers frequently pay a delivery fee.

Promotional Services: For a surcharge, they provide eateries with advertising and featured listings among other promotional services.

Subscription Services: For a monthly or annual charge, both platforms provide subscription-based services that offer advantages like free delivery and exclusive discounts.

Technology Infrastructure: Technology plays a major role in how Swiggy and Zomato operate and deliver a flawless user experience.

Mobile Apps and Websites: Customers may quickly explore menus, place orders, track deliveries, and make payments with their user-friendly mobile apps and websites.

GPS Tracking: They keep track of delivery executives' whereabouts using GPS technology, and they give clients real-time information on the progress of their orders.

Data Analytics: In order to better understand consumer preferences, order trends, and market conditions, both platforms use data analytics. This allows them to make improvements to their products and services.

Payment Integration: They incorporate many payment methods, such as digital wallets, credit/debit cards, and cash on delivery, to enable smooth transactions.

Operational Workflow: The following phases are usually included in Swiggy and Zomato's operating workflow:

Restaurant Onboarding: By entering into agreements and integrating their menus and prices, they onboard restaurants into their platforms.

Order Placement: Consumers peruse the app or website, pick a restaurant, make menu selections, and submit their orders.

Order Processing: An order is sent to the appropriate restaurant, which then gets to work preparing the meal.

Delivery Assignment: The task of obtaining the order from the restaurant and delivering it to the consumer falls to the delivery executive.

Delivery: To ensure a timely delivery, the delivery executive utilises GPS navigation to get to the restaurant and then to the customer's location.

Payment: Consumers pay via the website or app, and the platform handles the exchange of money between patrons and eateries.

Market Competition: There is fierce rivalry between Swiggy and Zomato as well as other competitors in the food delivery space, such as Uber Eats, Door Dash, and Postmates. They constantly develop and broaden their services in order to stay ahead of the competition.

Expansion into New Markets: To reach more people and partner restaurants, they consistently grow their business into new towns and areas.

Diversification of Services: By providing grocery delivery, alcohol delivery, and other convenience-based services, both platforms have expanded the range of services they provide.

Customer Loyalty Programs: To draw in new clients and keep hold of their current ones, they provide loyalty programmes and prizes.

Technology Investments: To improve user experience and operational efficiency, they make significant investments in product development and technical infrastructure.

Challenges and Controversies:

Despite their success, Swiggy and Zomato have faced various challenges and controversies:

Regulatory Issues: In some areas, they have faced difficulties with labour laws, food safety regulations, and licencing requirements.

Delivery Executive Protests: Protests by delivery executives have been organised in response to concerns over low pay, long hours, and unstable employment.

Discounting Wars: Due to the extreme pricing tactics used by both sites to draw users, questions have been raised regarding the viability of their business models.

Restaurant Boycotts: A few eateries have chosen to boycott Zomato and Swiggy due to disagreements about unfair treatment and commission costs.

In conclusion, by utilising technology to provide convenient and effective services to both customers and eateries, Swiggy and Zomato have completely changed the food delivery environment in India and around the world. But as they negotiate the cutthroat and legal landscape of the meal delivery business, they still have to deal with difficulties and disputes.

Let's delve deeper into each aspect of how Swiggy and Zomato operate and their impact on the food delivery industry:

Business Model:

Zomato and Swiggy function as online marketplaces that link diners and eateries. They receive money from a variety of sources, including commission fees from eateries, customer delivery costs, restaurant promotion services, and subscription-based services. Traditional restaurant business models have been upended by these platforms because they give businesses access to a larger consumer base without requiring more equipment.

Technology Infrastructure:

Technology plays a major role in both businesses' ability to deliver a flawless user experience. They have created easily navigable websites and mobile applications that include features like data analytics, GPS tracking, and several payment methods. These technologies make it possible to place orders, track them, and process payments quickly and efficiently, which improves customer happiness and streamlines operations.

Operational Workflow:

A number of processes are involved in Swiggy and Zomato's operational workflow, including as the onboarding of restaurants, order placing, processing, delivery assignment, delivery, and payment. These procedures have been streamlined to

guarantee client satisfaction and cut down on delivery times. In order to guarantee prompt and expert service, they also train and assist delivery executives.

Market Competition:

Zomato and Swiggy compete fiercely with one another and with other companies in the meal delivery industry. They constantly engage in technology and product development, diversify their services, create customer loyalty programmes, and extend their operations into new markets in order to stay ahead of the competition. Even with their best efforts, it's still exceedingly difficult to keep a competitive advantage in the quickly changing meal delivery market.

Challenges and Controversies:

Restaurant boycotts, delivery executive protests, price conflicts, and regulatory hurdles are just a few of the difficulties and controversies that Swiggy and Zomato have faced. These difficulties draw attention to how difficult it is to run a business in the fiercely regulated and competitive meal delivery sector. Both businesses must overcome these obstacles while staying true to their goals of operational excellence and client happiness.

In summary, with their creative business plans, cutting-edge technological infrastructure, effective operating procedures, and aggressive market expansion plans,

Swiggy and Zomato have completely transformed the food delivery sector. They still have to deal with issues and disputes, though, in order to hold onto their top spot in the quickly changing meal delivery industry.

CHAPTER 2

REVIEW OF

LITERATURE

Technological Advancements in Food Delivery Systems Adopted by Today's Restaurants

Future trends in hospitality Shantanu Jain, 2020

The study provides a historical overview of food delivery, tracing it back to 1768 in Korea when naengmyeon was first delivered. It highlights the evolution of delivery services, initially driven by bistro owners aiming to expand their customer base. The narrative emphasizes the societal shift towards valuing time, making food delivery essential for busy corporate office workers who prioritize health over street food. The mention of family Sunday dine-outs transforming into Sunday deliveries suggests a shift in dining patterns. The Explorative Research aims to investigate the contributions of major players like Zomato, Swiggy, Uber Eats, and Food panda to technological advancements in the delivery market. This is a relevant focus, given the pivotal role these platforms play in modern food delivery. Understanding how these giants have shaped the industry technologically and analysing customer responses adds depth to the research. However, it could benefit from more specific examples or statistics regarding the technological contributions of these platforms. Exploring innovations such as mobile apps, GPS tracking, and efficient order processing systems implemented by these companies would enhance the depth of the research.

The Consumer Perception of Online Food Delivery System Among Youth

Manish Omprakash Awasthi, Mahek Iram Qureshi ,2020

The rapid ascent of the platform economy, fuelled by advancements in digital technologies, has significantly propelled the growth of India's food delivery sector. Recently, this industry has experienced the entry of new contenders such as Swiggy and Uber Eats, alongside established players like Zomato, which has adapted its business model to meet sector demands. This dynamic landscape underscores the transformative impact of online food delivery platforms. These platforms have not only created fresh avenues in the labour market but have also broadened the consumer base for existing restaurants. The convenience of ordering food through digital platforms has revolutionized the traditional dining experience, making it more accessible and

efficient. Notably, Swiggy and Uber Eats have brought a fresh perspective to the market, intensifying competition and fostering innovation.

Zomato, as a key player, has strategically adjusted its business model to stay in sync with the evolving dynamics of the sector. This adaptability reflects the necessity for established brands to continually refine their approaches to remain competitive in the ever-changing landscape of the online food delivery industry.

Changing Food Habits of Urban Middle-Class Youth in India: ‘Ordering In’

Rituparna Patgiri, 2022

The transformation of eating habits among the urban middle-class in India has been profoundly influenced by the liberalization of the economy since the 1990s. While previous studies delved into the intersection of food and Indian society, with a focus on 'street food' and the repercussions of restaurant culture post-liberalization, there has been a notable gap in research regarding the burgeoning trend of 'ordering in.' This article addresses this gap by exploring the impact of online food delivery service providers on the dietary patterns of urban middle-class youth in India. The study reveals that the confluence of factors, including demonetization and the concerted push towards digitalization, significantly bolstered the presence of online food delivery services in the market. Consequently, the practice of ordering in has seamlessly integrated into the regular eating habits of urban middle-class youth. The unprecedented events such as demonetization acted as catalysts, propelling a shift towards digital platforms for culinary needs.

A noteworthy development outlined in the study is the heightened prevalence of ordering in, particularly accentuated during the COVID-19 pandemic. The restrictions and uncertainties brought about by the pandemic have further solidified the role of online food delivery services, making them an integral component of the eating culture among urban middle-class youth.

The platform economy and the precarisation of food delivery work in the COVID-19 pandemic: Evidence from India

Sazzad Parwez, Rajiv Ranjan, 2021

The literature on work precarity within the platform economy, with a focus on food delivery workers in India, highlights a complex landscape shaped by the digital boom and exacerbated by the challenges brought on by the COVID-19 pandemic. The emergence of food-based platform aggregators as a novel workspace for delivery workers introduces a distinct employment model, designating them as 'independent contractors' and 'delivery partners' to circumvent legal intricacies associated with traditional employer-employee relationships. Despite, the substantial workforce engaged in food delivery, there is a notable absence of collective organizing among these workers. This lack of collective action is attributed to the nature of their employment status, underscoring the challenges faced by those seeking to address issues such as low wages, limited benefits, and the absence of welfare measures. The platform economy, while presenting new work opportunities, is concurrently marked by digital controls that contribute to the precarious nature of this employment.

The COVID-19 pandemic has magnified the vulnerabilities of food delivery workers. Lockdown measures have led to job losses, income reductions, increased health risks, stigmas, and occupational distress. The pandemic has acted as an amplifying factor, intensifying the pre-existing issues within the platform economy and underscoring the urgent need for comprehensive policy responses.

Factors influencing the rapid growth of food delivery apps among the youth in India

Aishwarya Negi, Anuranan Choudhury, Clarissa Dias, Maithili Salvi, Shivang Bansal, Vinayak Chanana, 2022

The recent surge in the popularity of food delivery applications within India has been extraordinary, prompting this paper to conduct an in-depth examination of the myriad factors fuelling this trend. Tailored for an Indian audience seeking insights into the

phenomenon, the report unveils several key contributors to the widespread adoption of food delivery apps. Among these factors, demographic shifts emerge prominently, with a growing youth population exhibiting a preference for online food ordering. The lifestyle of individuals characterized by hectic schedules, leaving minimal time for cooking or dining out, stands out as another crucial element. Furthermore, the escalating penetration of smartphones and internet connectivity across the country serves as a foundational enabler. The quality and variety of culinary offerings presented by these apps, coupled with enticing discounts and promotional incentives, constitute additional catalysts for their burgeoning success. The seamless payment options provided by these platforms, along with extensive delivery coverage, enhance user experience and contribute significantly to their appeal. The competitive landscape of the Indian food delivery market plays a pivotal role, fostering intense rivalry among various players who strive to outshine one another through superior services and attractive deals.

Examining the socio-economic aspect, the evolving income and expenditure patterns of consumers emerge as pivotal factors propelling the growth of food delivery apps. With rising disposable incomes, an increasing number of individuals are inclined to invest in the convenience offered by online food ordering. To unravel the intricate relationships between these diverse factors, this paper employs the Interpretive Structural Modelling (ISM) method, shedding light on their interconnectedness and mutual influence. Drawing primarily from online surveys and questionnaires, the investigation aims to provide readers with a comprehensive comprehension of the multifaceted forces steering the success of food delivery apps in India.

Emerging trends towards online food delivery apps in India

SC Selvan, Susan Anita Andrew, 2021

In recent times, there has been a noticeable surge in the adoption of online food delivery services, driven by the pervasive influence of technology reshaping various industries to align with evolving customer preferences. The paramount importance of customer satisfaction as the linchpin of market success underscores the imperative for businesses to consistently upgrade their offerings. It is not merely the technological underpinnings of services that matter, but rather the consumer experience facilitated by genuine food

technology. Significantly, even individuals who previously favoured traditional offline food purchases are transitioning to online food delivery apps. This shift is transforming the dining-out culture into an eating-in phenomenon, particularly pronounced among the youth aged 15–34. Metropolitan cities, grappling with perennial traffic congestion and high population density, witness a pronounced manifestation of this trend. The time-consuming nature of even short-distance travel in these cities is prompting a growing number of Indian households to opt for the ease and convenience of online food delivery services. As this reliance on food delivery apps burgeons in metropolitan areas, a parallel trend is discernible in smaller cities. Consequently, it has become imperative for online food delivery service providers to discern and cater to consumer preferences and perceptions. This study delves into the historical background, current landscape, and potential future developments, aiming to assist online food delivery services in formulating strategies that enhance sales and expand their customer base. The analysis is geared towards providing insights that can empower these services to adapt to the dynamic landscape of consumer expectations and preferences, fostering sustained success in the evolving market.

Working conditions and social security issues of e-commerce delivery workers in India: Understanding from Marxian perspectives

Asiya Nasreen, Shantanu Kumar Purohit, 2018

This paper delves into the labour conditions and social security challenges faced by delivery workers in Delhi, India, examining these issues through a Marxian lens, specifically the concepts of 'alienation' and 'precariousness.' As the e-commerce sector expands, with a heightened demand for doorstep delivery, these delivery workers emerge as pivotal contributors to the industry, particularly in the crucial last-mile delivery phase. Predominantly composed of young and middle-aged men, these workers are typically employed by third-party entities. Concerns regarding job stability have arisen, given that the median duration of employment in the delivery sector is approximately eighteen months. Many workers lack sufficient coverage under social security schemes, relegating them to informal employment arrangements. The inherent nature of their job compels them to work extended hours, leading to heightened stress

and fatigue. The paper contends that delivery workers engaged in home-based services linked to consumption face heightened vulnerability to precarious conditions. Additionally, it argues that these workers experience alienation within the delivery process. This analysis sheds light on the challenges faced by a crucial segment of the workforce, emphasizing the need for improved social security measures and addressing the precarious nature of their employment.

Youth behaviour towards electronic food delivery platforms

Patel Atal Fenil, Jitendra Bhai, 2021

The recent surge in technological advancements has significantly impacted various business models and sectors, fostering the emergence of new enterprises. Notably, electronic food delivery app services have flourished as a result. Initially, concerns arose regarding their adoption, particularly in a country like India. However, widespread and affordable internet accessibility, coupled with improved app interfaces, has fuelled increased acceptance among consumers. Zomato and Swiggy stand out as the primary contenders in this burgeoning industry. As the electronic food delivery app services market undergoes expansion, it becomes imperative to conduct thorough research on market dynamics, consumer behaviour, and perceptions. This exploration provides valuable insights into customer preferences, aiding companies in innovation and Understanding consumer needs is crucial for tailoring services to their expectations. The focal point of this study revolves around examining the perceptions, satisfaction levels, and behaviour of college students in Mumbai towards electronic food delivery platforms. The research Involved surveying 220 individuals to uncover diverse consumer attitudes, including loyalty, spending patterns, nutritional choices, and preferred payment methods. By delving into these aspects, companies such as Zomato and Swiggy can identify areas of improvement and formulate strategies to better cater to consumer needs. The findings can be instrumental in honing their focus on specific deficiencies, optimizing targeting strategies for new consumers, and aligning services with popular channels. Furthermore, understanding consumer preferences regarding payment options and the availability of healthy food enables these platforms to enhance their offerings and meet evolving market demands. In essence, the research contributes valuable insights that can empower electronic food delivery platforms to refine their approaches and effectively address consumer requirements.

Emerging Employment Opportunities in Last Mile Delivery of E Commerce Industry in India: A Changing Perspectives of Blue-Collar Work in Service Sector

Asiya Nasreen, Shantanu Kumar Purohit ,2021

The literature on the dominance of the service sector in the Indian economy underscores the significant role played by the burgeoning e-commerce industry. Specifically, the growth of e-commerce has resulted in the creation of numerous jobs within the retail market and the last mile delivery segment. This paper delves into the employment landscape of last mile delivery in e-commerce logistics, focusing on both food and non-food sectors. One key finding of the study is the escalating demand for delivery personnel, colloquially referred to as 'delivery boys.' These blue-collar workers, crucial for the last leg of the supply chain, are primarily employed by third-party agencies. Interestingly, the entry requirements for these positions are minimal, often necessitating basic qualifications and experience, contributing to a relatively low barrier to entry. The research sheds light on the evolving nature of employment in the e-commerce sector, with delivery workers assuming various roles, including freelancers and partners. This transformation has redefined traditional employer-employee relationships, introducing new dynamics to the labour market. The study notes that the allure of reduced competition, coupled with the flexibility of work arrangements and timely payments, has attracted a diverse pool of youths with varying backgrounds and qualifications to these roles.

Determinants of Usage Intention on Food Delivery Apps of Consumers in Yangon

Atar Thaung Htet, 2024

The study depicts the Understanding the factors influencing consumer behaviour in the context of food delivery apps is crucial for service providers seeking to enhance their offerings. This research delves into the determinants of usage intention, focusing on the Yangon region. The study, employing a survey with 158 systematically sampled respondents, adopts the UTAUT2 theory to identify key factors shaping consumers'

decisions. The Investigation reveals a notable preference among consumers in Yangon for utilizing food delivery apps to make purchases. Notably, performance expectancy and price value emerge as pivotal elements impacting usage intention. This suggests that users place significance on the perceived performance of the app and the value they derive in terms of pricing. These findings align with the UTAUT2 framework, indicating its relevance in understanding the dynamics of consumer behaviour in this context.

The methodology employs both descriptive and analytical methods to achieve research objectives. The use of systematic random sampling enhances the study's credibility, providing a representative sample for insights into the broader consumer population. The analytical approach aids in uncovering the nuanced relationships between variables, particularly shedding light on the significant impact of performance expectancy and price value.

The Effect of Consumer Experience on Food Delivery Apps

Nina Farisha Isa, Nurhayati Mat Yusoff, Mohd Yusof, Irina Mohd Akhir, Suriati Osman, 2021

This study delves into the intricate dynamics influencing consumers' utilization of food delivery applications by examining the determinants that shape their experiences. Employing an extended flow theory model, the research focuses on understanding consumer behaviours in the context of purchasing delivery food through mobile apps. The methodology involves the distribution of a self-administered questionnaire online, with structural equation modelling employed to scrutinize the proposed hypotheses. Notably, the findings underscore the substantial impact of consumer experience, encompassing both web and digital domains, on buying intention behaviour. The empirical results illuminate that consumers' overall experience significantly shapes their purchasing behaviour when utilizing food delivery applications. Specifically, factors such as usability, interactivity, and aesthetic of the web contribute positively to the buying intention behaviour associated with these apps. Furthermore, the study discerns that consumers' experiences derived from website transactions are

predominantly influenced by functionality rather than psychological and content-related factors.

Moreover, the research unveils that digital experience carries a more pronounced effect on buying behaviour, particularly as consumers accrue more familiarity with the food delivery application. This nuanced exploration contributes to the limited body of knowledge on the role of consumer experience in this domain, marking it as one of the early investigations in this field.

Study on Impact of Online Food delivery app on Restaurant Business special reference to Zomato and Swiggy

Mitali Gupta, 2019

The article indulged the burgeoning influence of the internet has significantly propelled the expansion of online food services, allowing individuals to effortlessly search, compare prices, and conveniently access these offerings. The advent of online ordering has emerged as an indispensable element for the restaurant industry, reshaping its landscape. This transformative impact is deeply rooted in technological advancements that continue to redefine the entire framework of the restaurant business. The pivotal role played by online food ordering systems in revolutionizing the restaurant culture cannot be overstated. Technologically advanced platforms, exemplified by industry giants like Zomato and Swiggy, have ushered in a paradigm shift, providing a newfound comfort zone for people worldwide. The convenience afforded by these platforms extends beyond mere ordering; it permeates the entire dining experience. The objective of this literature review is to delve into the profound impact of Zomato and Swiggy on the restaurant business. Scholars and researchers have increasingly recognized the need to study how these platforms have disrupted traditional models and influenced consumer behaviour. The dynamic nature of the online food delivery landscape demands an in-depth exploration of its implications for both consumers and restaurants. Several studies have highlighted the positive effects of these platforms on revenue generation for restaurants, with increased visibility and accessibility to a broader customer base. However, concerns have been raised regarding the dependency of restaurants on these third-party platforms and the associated commission fees, prompting a nuanced examination of the overall impact on business sustainability.

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Critical study of the demand and supply in relation to food delivery apps like Zomato and Swiggy in India

Nikhil Polke, Sachin Tripathi, Rushil Chandra, 2022

The surge in popularity of online food delivery services, exemplified by platforms like Zomato and Swiggy, has become a prominent phenomenon in recent years. Sustaining long-term success in this dynamic industry necessitates a continuous adaptation to evolving customer needs. This paper undertakes a critical analysis of the demand and supply dynamics within the context of food delivery apps in India, emphasizing that the success of these platforms is not solely contingent on technological prowess but also on the overall consumer experience they offer. Primarily, the study identifies a demographic trend, noting that young individuals aged approximately 15–34 years are more inclined to adopt this trend. This inclination is particularly pronounced in metropolitan areas where heavy traffic and dense populations render even short trips time-consuming. As a result, these tech-savvy individuals increasingly turn to food delivery apps as a quicker and more convenient alternative.

The paper underscores the importance for online food delivery services to grasp the preferences and expectations of their consumers to remain competitive. Key factors influencing consumer satisfaction include the availability of diverse food products, timely delivery services, and overall accessibility. Consequently, there is a growing imperative for these platforms to evolve in tandem with consumer expectations. In examining the historical context and the current situation, the paper delves into the various strategies and schemes implemented by platforms like Zomato and Swiggy. These could range from promotional offers to loyalty programs designed to attract and retain customers. The synthesis of historical data and contemporary strategies provides a comprehensive understanding of the multifaceted landscape of online food delivery services in India. In conclusion, the review of literature in this paper encapsulates the intricate interplay of technological innovation, consumer behaviour, and strategic initiatives within the online food delivery ecosystem. This analysis lays the groundwork for a nuanced exploration of the challenges and opportunities faced by these platforms, contributing valuable insights to both academia and industry stakeholders.

Driving forces for the success of food ordering and delivery apps: a descriptive study

C Surendhranatha Reddy, Guru Basava Aradhya, 2020

The article proclaims dynamic evolution of customer demographics has spurred significant transformations in marketing practices, particularly within the realm of food ordering and delivery. The profound strides in information technology and communication have reshaped the dynamics of customer-seller interactions, with a notable impact on the ready food sector. The advent of food delivery apps has streamlined the process, enabling customers to effortlessly order and receive food at their doorsteps in comparison to traditional methods. This burgeoning industry has surpassed initial expectations, owing to various factors such as heightened convenience for customers, cost-effectiveness, enhanced flexibility, a plethora of options to choose from, and time efficiency. The present review draws upon existing research conducted in the field, focusing on unravelling the key determinants contributing to the success of food ordering and delivery applications.

As customer demands continue to shift, these platforms have become pivotal in catering to the evolving preferences of a diverse consumer base. The seamless integration of technology has not only facilitated ease of access but has also proven instrumental in creating a symbiotic relationship between consumers and food providers. The study places a significant emphasis on synthesizing insights from prior research, aiming to provide a comprehensive understanding of the intricate factors propelling the triumph of food delivery applications. In essence, the review underscores the pivotal role played by technological advancements and shifting consumer behaviours in propelling the unprecedented growth of the food ordering and delivery sector. By delving into the nuanced reasons behind the success of these applications, the study aims to contribute to the broader discourse on the evolving landscape of modern consumerism and its intricate interplay with digital platforms.

CHAPTER 3

METHODOLOGY

Title: Youth and Gig Economy

A Quantitative Study on the Job Satisfaction and Financial Stability of Food Delivery Workers

INTRODUCTION

The research explores the workings of the gig economy, concentrating on internet food delivery services in Ernakulam. It seeks to provide readers a thorough grasp of this industry's freelance employment environment. Developments in technology and a greater dependence on the internet have opened up new avenues for mobile application marketing. Mobile apps that use the internet as a platform for advertising goods and services are the result of the marriage of technology and marketing intelligence. These days, businesses and customers alike view the products and services available on the market from a contemporary standpoint. Because it satisfies the expectations of contemporary consumers, online marketing forms the basis of marketing strategies.

Thus, the aim of this study is to investigate the emerging trend of the gig economy concerning food delivery services such as Swiggy and Zomato in Ernakulam. The burgeoning platform economy has transformed the urban labour market, providing entry-level opportunities to urban people, particularly migratory workers from rural areas.

Unlike traditional industries, which were characterised by occupational isolation between the two groups, platform-based gig employment, such as food delivery and ride-hailing, have attracted both rural migrants and urban residents, resulting in a diverse labour force. Furthermore, most urban immigrants and locals employ food delivery as a part-time job to supplement their family income or pursue other professional opportunities.

This study's main objective is to investigate and fully understand each aspect of a meal delivery rider. For example, to understand the driving forces behind their commitment to their employment, their overall health and well-being, gig workers' socioeconomic backgrounds, and the level of job satisfaction they encounter

STATEMENT OF PROBLEM

The study examines the difficulties faced by gig workers in Kerala's online food delivery industries, looking into topics including income stability, employment security, and the effects of platform policies on job prospects. Despite the crucial role that delivery workers play, little thorough research has been done on how satisfied they are with their jobs and what influences it in the food delivery sector. The purpose of this study is to close this gap by investigating the major elements that influence delivery workers' levels of happiness or discontent, with an emphasis on their working conditions, pay, job security, and general experiences relating to their jobs.

SIGNIFICANCE OF STUDY:

Studying Swiggy and Zomato delivery workers is about understanding more than just their daily grind. It's about delving into how their work impacts their lives and society as a whole. By examining their income levels, we can see if they're making enough to live comfortably or if they're struggling to get by. Job satisfaction is another crucial aspect. We want to know if they feel fulfilled and respected in their roles or if they're facing challenges that affect their well-being. Furthermore, these jobs are predominantly taken up by young individuals, offering insights into the employment landscape for future generations. However, concerns about corporate exploitation arise, questioning whether these workers are being treated fairly by the companies they work for. Additionally, there are humanitarian considerations, such as ensuring their safety and well-being while on the job. Ultimately, studying these workers helps us understand the broader implications of the gig economy on individuals' lives and societal dynamics, guiding us toward creating fairer and more equitable working conditions for all.

The significance of studying Swiggy and Zomato delivery workers lies in understanding the impact of their work on various aspects such as income level, job satisfaction, and socio-economic status. It sheds light on the large number of youths engaged in these jobs and how their experiences can reflect broader societal trends. Moreover, it allows us to examine potential issues such as corporate exploitation and its humanitarian implications. By comprehensively analyzing these factors, the study contributes to a deeper understanding of the gig economy's effects on individuals and society as a whole.

AIM OF STUDY:

The main objective is to examine the gig economy inside Ernakulam's online meal delivery platforms in order to shed light on the opportunities, difficulties, and working circumstances faced by gig workers.

Examining the gig economy inside Ernakulam's online meal delivery services is the primary goal, with an emphasis on comprehending the working conditions, challenges, and opportunities for gig workers. The purpose of this study is to evaluate the job satisfaction of delivery workers, investigate their socioeconomic origins, pinpoint the factors that motivate them to take on gig employment, and examine the particular occupational health and safety risks that affect food delivery workers.

GENERAL OBJECTIVES

A study about the job satisfaction level and financial stability of food delivering workers

SPECIFIC OBJECTIVES

- To study about the job satisfaction level of delivery workers
- To understand the socio economic status of food delivery workers
- To find out the motivational factors for engaging in gig work
- To study about the occupational health and safety issues specific to food delivery workers

DEFINITION OF CONCEPTS

Job satisfaction:

Conceptual Definition: Job satisfaction is defined as the level of contentment employees feel with their job. (BasuMallick, 2021)

Operational definition: Job satisfaction among food delivery workers refers to the overall contentment and fulfillment experienced by individuals in their roles, influenced by factors such as compensation, working environment, schedule flexibility, and the assurance of job stability.

Financial stability

Conceptual definition: ability to facilitate and enhance economic processes, manage risks, and absorb shocks (Bank of Korea, 2024)

Operational definition: Financial stability is achieved when a food delivery worker consistently earns a sufficient income to cover their basic living expenses, such as housing, food, transportation, and healthcare, without experiencing significant fluctuations or uncertainties in their earnings.

Socio economic status

Conceptual Definition : Socioeconomic status (SES) encompasses not only income but also educational attainment, occupational prestige, and subjective perceptions of social status and social class. (American Psychological Association, 2023)

Operational definition: Socio-economic status for food delivery workers is determined by factors including their level of education, household income, employment stability, access to resources such as healthcare and housing, and their perceived social standing within their communities.

Motivational factors

Conceptual definition :, strategies incentives, recognitions and any other elements that increase an employee’s overall motivation to perform their duties at work. (Wong, 2023)

Operational definition : The motivational factors of food delivery workers refer to the specific aspects that drive their behavior and performance in their job roles, including but not limited to factors such as job satisfaction

Occupational health

Conceptual Definition: Occupational health is an area of work in public health to promote and maintain highest degree of physical, mental and social well-being of workers in all occupations. (Occupational Health, 2024)

Operational definition: Monitoring the health and safety of food delivery workers, including their physical and mental well-being, workload, workplace conditions, injuries, and access to healthcare.”

UNIVERSE

Gig workers involved in Zomato and Swiggy food delivery platforms in Ernakulam constitute the research universe.

SAMPLING

Since the food delivery workers are floating population a convenience sampling approach will be employed.

Tool of Data Collection

A structure questionnaire will be designed to gather quantitative data, supplemented by qualitative insights through personal interviews with gig workers as well as a google form was also prepared and sent among them to collect the required data for the said purpose.

METHOD OF DATA COLLECTION

Survey data will be collected through online and offline modes, while interviews will be conducted either in person or virtually, ensuring a diverse and representative dataset.

PILOTSTUDY AND PRETEST

Pilot study conducted on 4th February 2024.

CHAPTERISATION

1. Introduction
2. Review of literature
3. Methodology
 - Introduction
 - Statement of problem
 - Significance of study
 - Aim of study
 - General objectives
 - Specific objectives
 - Definition of concepts
 - Universe
 - Sampling
 - Tool of data collection
 - Method of data collection
 - Pilot and Pretest
4. Analysis and Interpretation
5. Findings, Suggestion and Conclusion

Bibliography

Appendix

ETHICAL CONSIDERATION:

- a. Informed consent will be obtained from all participants.
- b. Anonymity and confidentiality will be maintained to protect the identity of gig workers.
- c. The research will adhere to ethical guidelines, ensuring the well-being and rights of the participants throughout the study.

CHAPTER 4

DATA ANALYSIS

AND INTERPRETATION

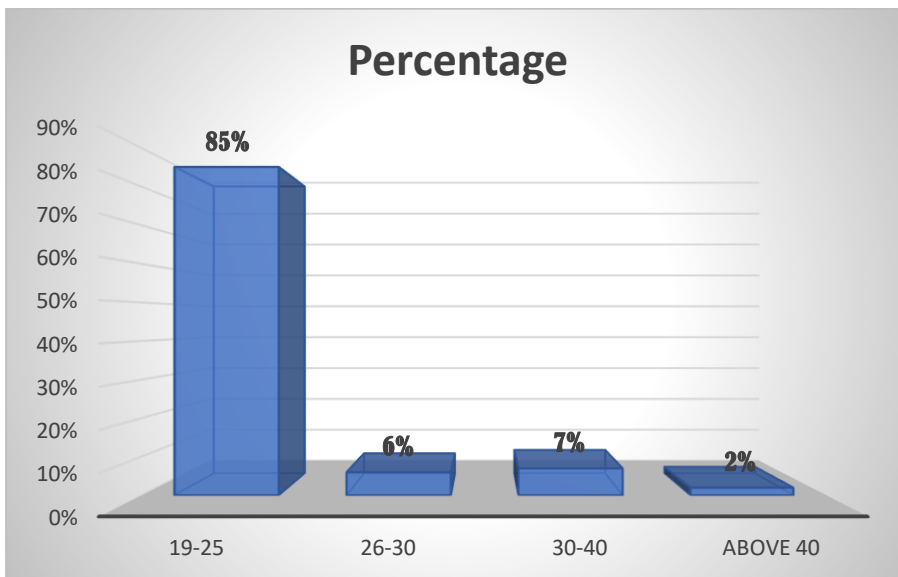
Table 3.1

Percentage of age of employees in Ernakulam

Category	Frequency	Percentage
19-25	85	85%
26-30	6	6%
30-40	7	7%
above 40	2	2%
Total	100	100%

Chart 3.1

Percentage of age of employees in Ernakulam



Source: Primary data

Interpretation 3.1

According to the above table, 85% of workers are between the ages of 19 and 25, 6% are between the ages of 26 and 30, 7% are between the ages of 30 and 40, and roughly 2% are over the age of 40.

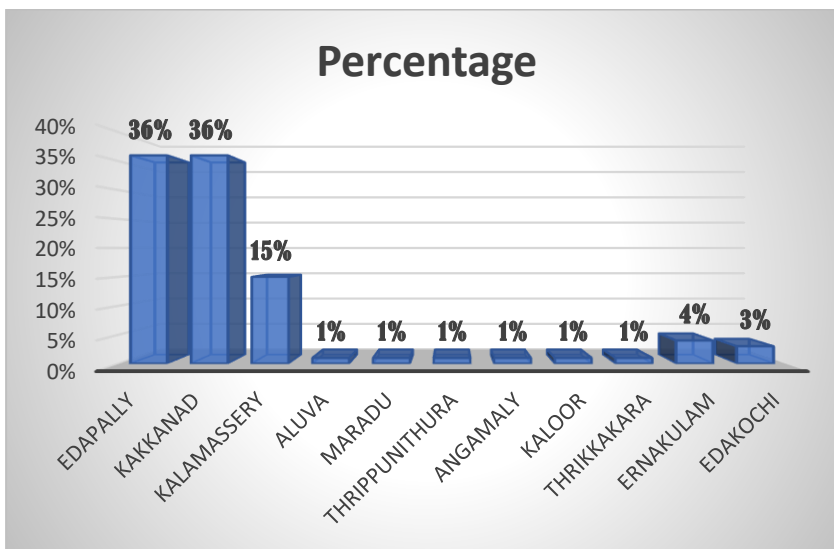
Table 3.2

Native places of employees in Ernakulam respectively

Category	Frequency	Percentage
Edapally	36	36%
Kakkanad	36	36%
Kalamassery	15	15%
Aluva	1	1%
Maradu	1	1%
Thrippunithura	1	1%
Angamaly	1	1%
Kaloor	1	1%
Thrikkakara	1	1%
Ernakulam	4	4%
Edakochi	3	3%
Total	100	100%

Chart 3.2

Native places of employees in Ernakulam respectively



Source: Primary data

Interpretation 3.2

The aforementioned table demonstrates that approximately 36 of those employed live in Edapally and 36% in Kakkanad. A total of 15% of the workforce reside in Kalamassery, 4% in Ernakulam, 3% in Edakochi, and the remaining one percent of each are from Aluva, Maradu, Thrippunithura, Kaloor, Angamaly, and Thrikkakara.

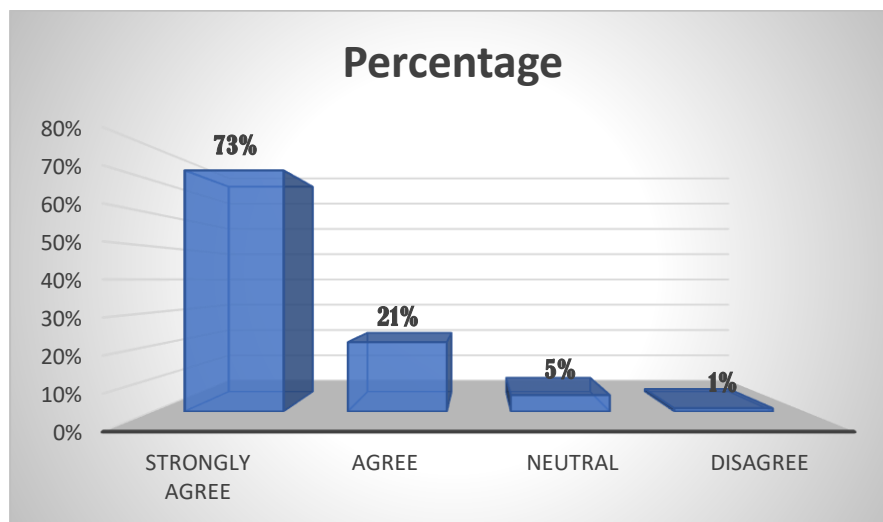
Table 3.3

Job satisfaction felt by the employees

Category	Frequency	Percentage
Strongly Agree	73	73%
Agree	21	21%
Neutral	5	5%
Disagree	1	1%
Total	100	100%

Chart 3.3

Job satisfaction felt by the employees



Source: Primary data

Interpretation 3.3

From the above table about 73% of the employees have strongly agreed regarding their job satisfaction , about 21% of them have just agreed . About 5% of them are neutral in their opinion and the rest 1% have disagreed.

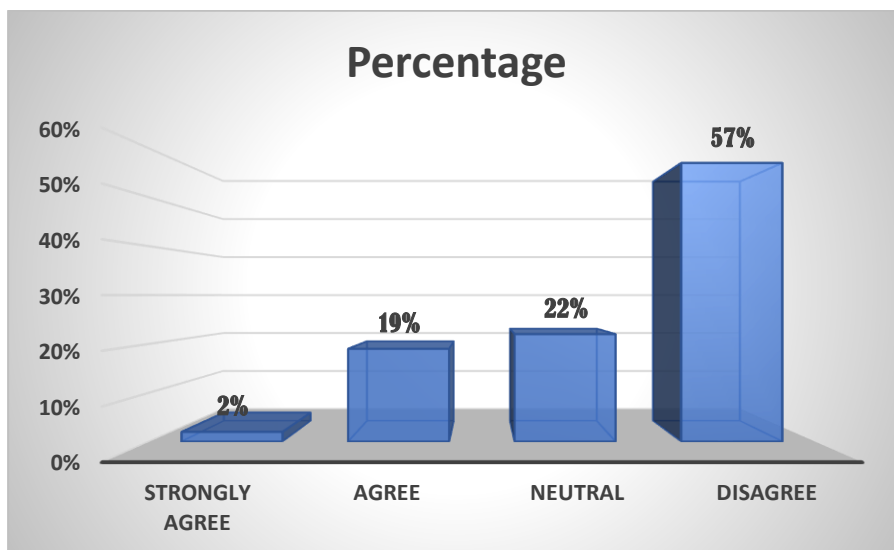
Table 3.4

Opinion of job security felt by the employees of Ernakulam

Category	Frequency	Percentage
Strongly agree	2	2%
Agree	19	19%
Neutral	22	22%
Disagree	57	57%
Total	100	100%

Chart 3.4

Opinion of job security felt by the employees of Ernakulam



Source :Primary data

Interpretation 3.4

Based on the above table , with respect to job security as felt by the employees , about 2% have strongly agreed to it , 19% have agreed , 22% are neutral in their opinion and the rest 57% do not agree that gig work has provided them with job security

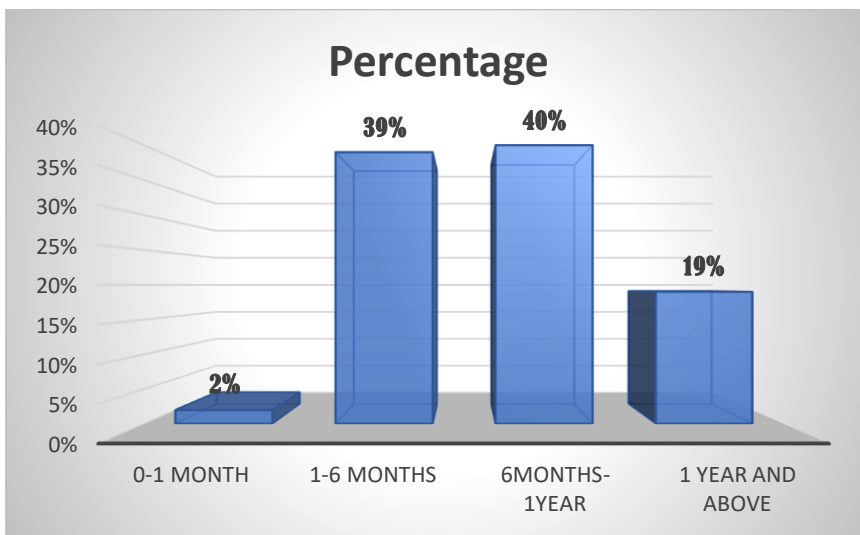
Table 3.5

Time period of employees working .

Category	Frequency	Percentage
0-1 month	2	2%
1-6 months	39	39%
6months-1year	40	40%
1 year and above	19	19%
Total	100	100%

Chart 3.5

Time period of employees working .



Source :Primary data

Interpretation 3.5

Based on the above-mentioned table we get to know that 2% of employees are working for about 0-1 month, 39% of them are working for about 1-6 months , majority of the employees are working for about 6 months-1 year, constituting 40% and the rest 19% of them are working for more than 1 year.

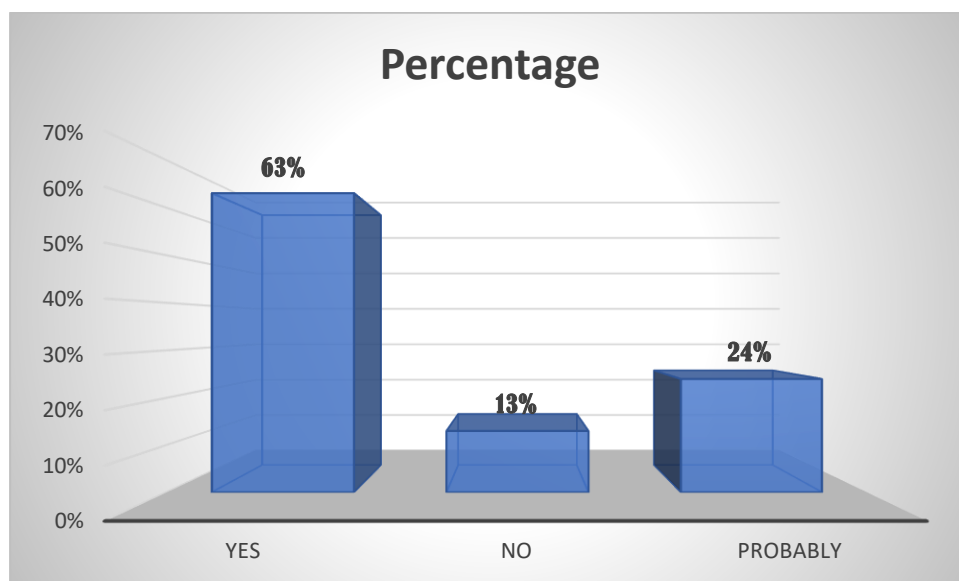
Table 3.6

Incentives if received during harsh weather by the employees

Category	Frequency	Percentage
Yes	63	63%
No	13	13%
Probably	24	24%
Total	100	100%

Chart 3.6

Incentives if received during harsh weather by the employees



Source: Primary data

Interpretation 3.6

On the basis of the above- mentioned table majority of the employees with about 63% of them have agreed to the fact they receive incentives during harsh weather conditions, 13% have disagreed and the rest 24% are unbiased in their opinion

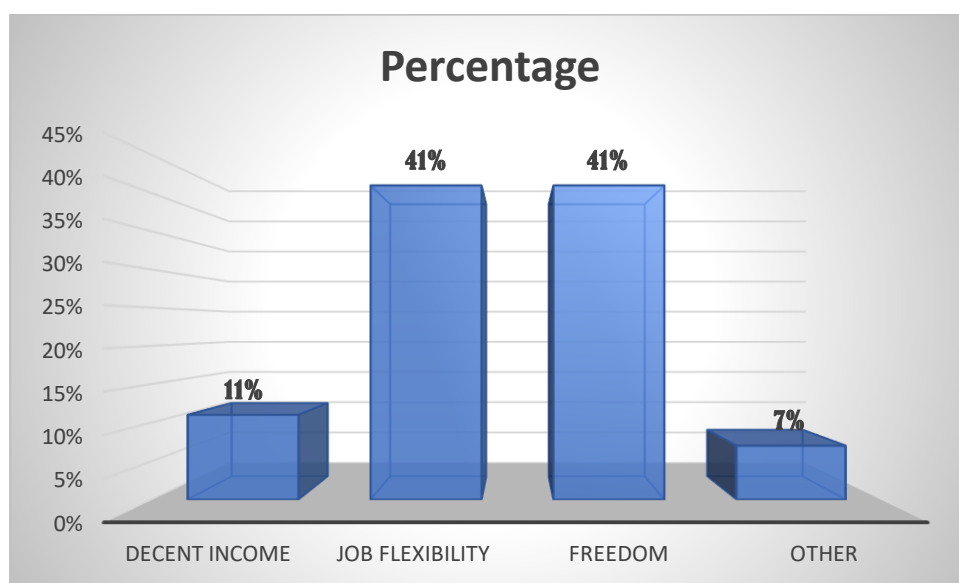
Table 3.7

Reasons for pursuing gig work by employees in Ernakulam

Category	Frequency	Percentage
Decent Income	11	11%
Job flexibility	41	41%
Freedom	41	41%
Other	7	7%
Total	100	100%

Chart 3.7

Reasons for pursuing gig work by employees in Ernakulam



Source: Primary data

Interpretation 3.7

From the above table around 41% of the employees are pursuing this job as it offers high work flexibility, 41% of them believe that the work offers freedom , 11% continue to pursue due to the decent income derived and the rest 7% have committed to this field due to other reasons.

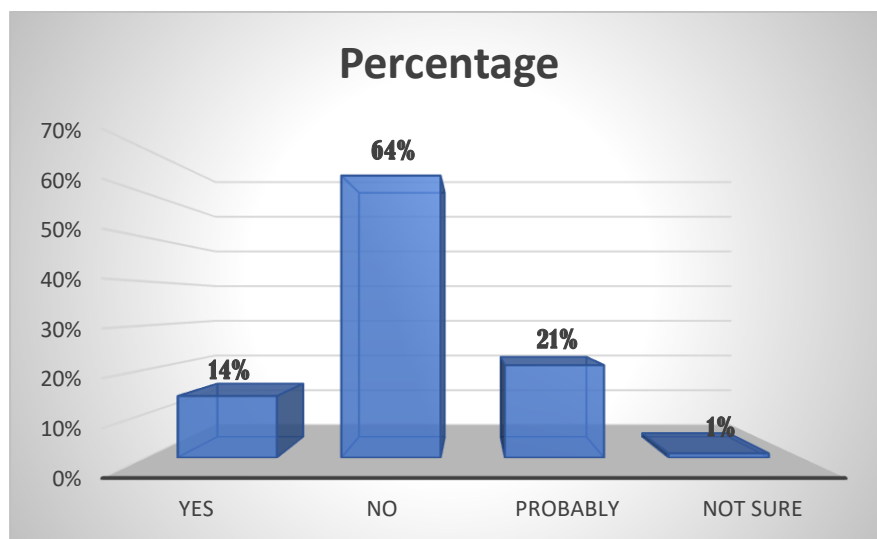
Table 3.8

Long run working with Swiggy/Zomato by the employees

Category	Frequency	Percentage
Yes	14	14%
No	64	64%
Probably	21	21%
Not sure	1	1%
Total	100	100%

Chart 3.8

Long run working with Swiggy/Zomato by the employees



Source : Primary data

Interpretation 3.8

From the above table about 14% have agreed that they would continue to pursue this job in the long run , 64% of them are not in favour of continuing this job for long -run and the rest 21% and 1% are neutral in their opinion

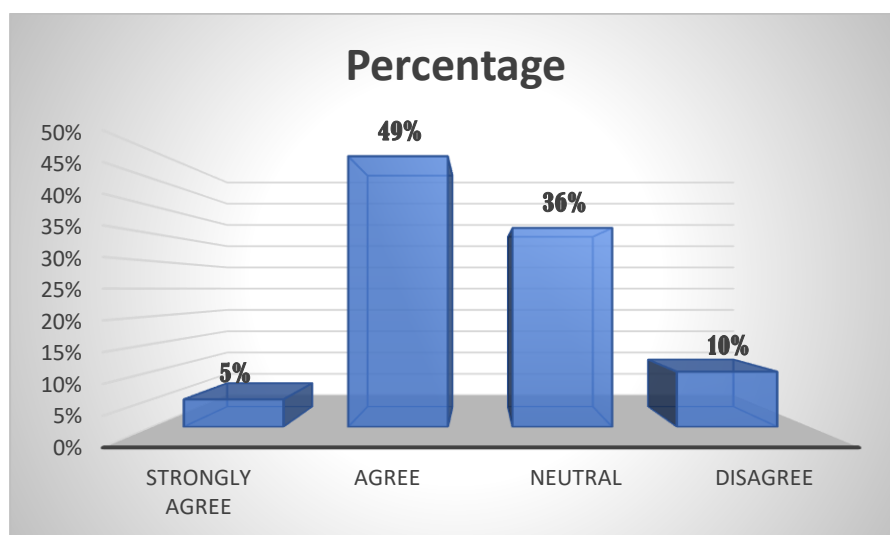
Table 3.9

Income satisfaction of employees

Category	Frequency	Percentage
Strongly agree	5	5%
Agree	49	49%
Neutral	36	36%
Disagree	10	10%
Total	100	100%

Chart 3.9

Income satisfaction of employees



Source: Primary data

Interpretation 3.9

As mentioned in the above table 5% of the employees have strongly agreed that they receive a satisfactory income through this job, 49% have also agreed to it, 36% have shown neutrality in their opinion and the rest 10% have disagreed to it.

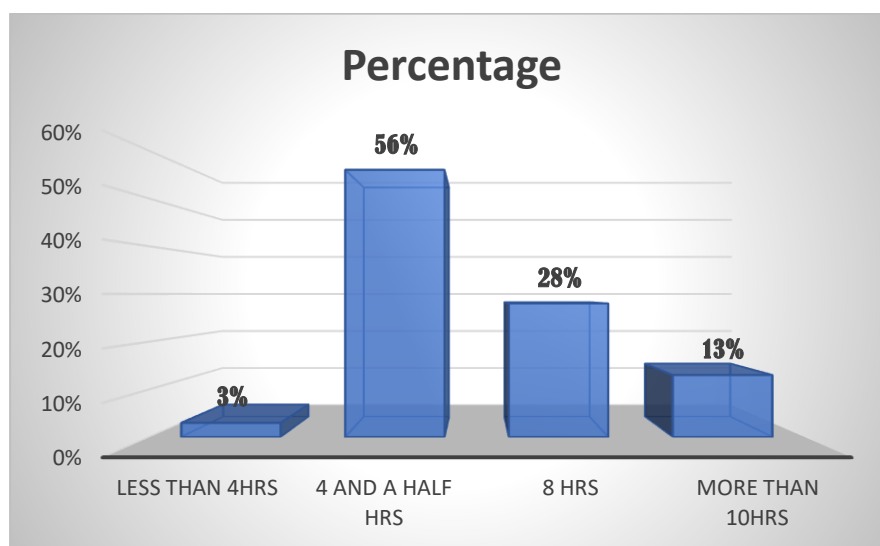
Table 3.10

Average number of working hours carried out by the employees

Category	Frequency	Percentage
Less than 4hrs	3	3%
4 and a half hrs	56	56%
8 hrs	28	28%
more than 10hrs	13	13%
Total	100	100%

Chart 3.10

Average number of working hours carried out by the employees



Source :Primary data

Interpretation 3.10

From the table as mentioned above on the basis of the average number of working hours carried out by the employees , about 3% of the workforce work less than 4 hours, 56% work for about four and a half hours, 28% work for about 8 hours and the rest 13% of the employees work for more than 10 hours.

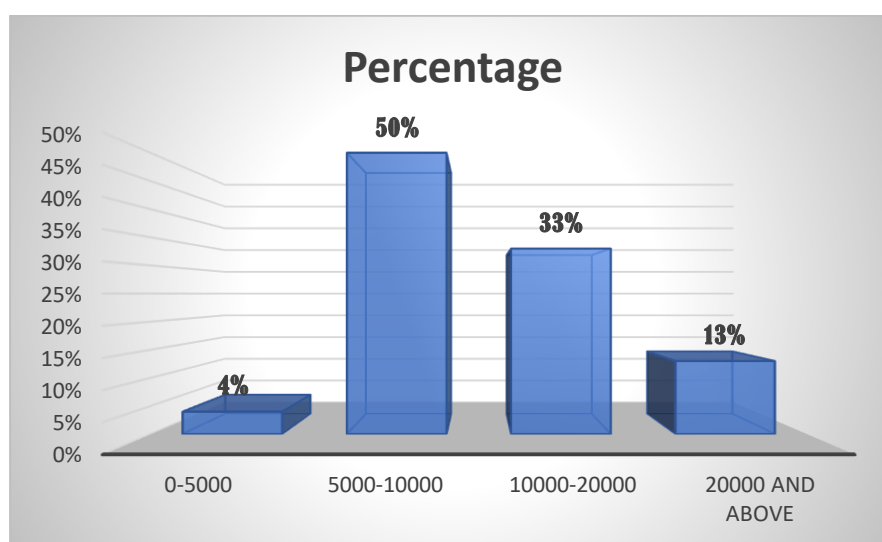
Table 3.11

Average income received by the employees on a monthly basis

Category	Frequency	Percentage
0-5000	4	4%
5000-10000	50	50%
10000-20000	33	33%
20000 and above	13	13%
Total	100	100%

Chart 3.11

Average income received by the employees on a monthly basis



Source: Primary data

Interpretation 3.11

As per the above -mentioned data on the basis of average income received by the employees on a monthly basis about 4% of them receive an income between 0-5000 , 50% derive an income about 5000-10000 , 33% of the workforce receive an income about 10000-20000 and the rest 13% of the employees derive an income about 20000 and above.

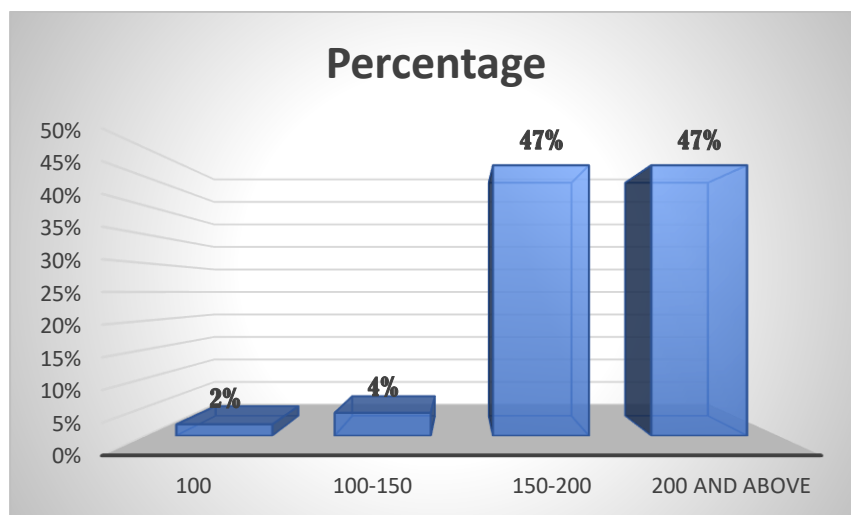
Table 3.12

Amount spent on fuel alone

Category	Frequency	Percentage
100	2	2%
100-150	4	4%
150-200	47	47%
200 and above	47	47%
Total	100	100%

Chart 3.12

Amount spent on fuel alone



Source: Primary data

Interpretation 3.12

As per the table mentioned above, we get to know that about 2% of the employees spend about 100/- for fuel , 4% of them spend about 100-150/- , 47% of the employees have to spend around 150-200/- and the rest 47% of the them append 200 /- and above for fuel consumption.

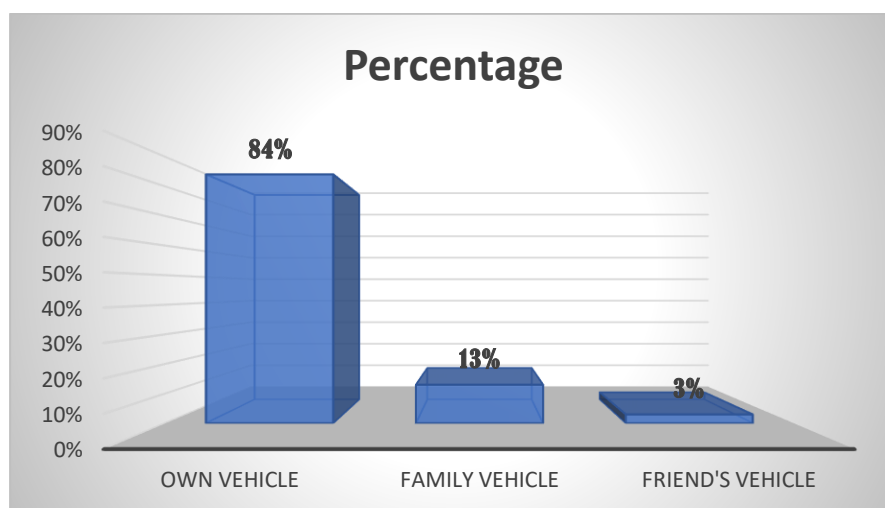
Table 3.13

Nature of vehicle used by employees for gig work

Category	Frequency	Percentage
own vehicle	84	84%
family vehicle	13	13%
friend's vehicle	3	3%
Total	100	100%

Chart 3.13

Nature of vehicle used by employees for gig work



Source: Primary data

Interpretation 3.13

From the above-mentioned table on the basis of nature of vehicle used , majority of the employees use their own vehicle, constituting about 84%, 13% use their family vehicle and the rest 3% of them use their friend’s vehicle to carry out their job.

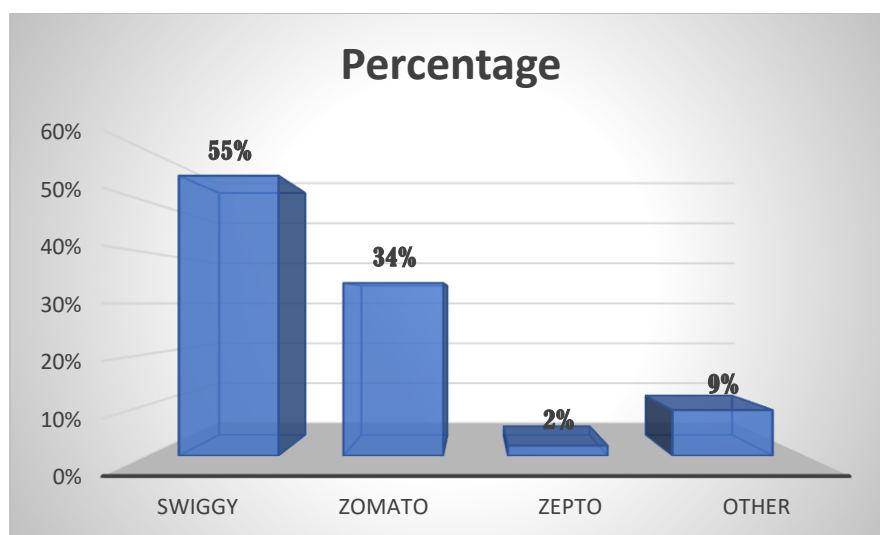
Table 3.14

Platforms that employees are working for

Category	Frequency	Percentage
Swiggy	55	55%
Zomato	34	34%
Zepto	2	2%
Other	9	9%
Total	100	100%

Chart 3.14

Platforms that employees are working for



Source: Primary data

Interpretation 3.14

From the above-mentioned table about 55% of the employees work for Swiggy, 34% of them work for Zomato , 2% of them work for Zepto and the rest 9% work for other platforms.

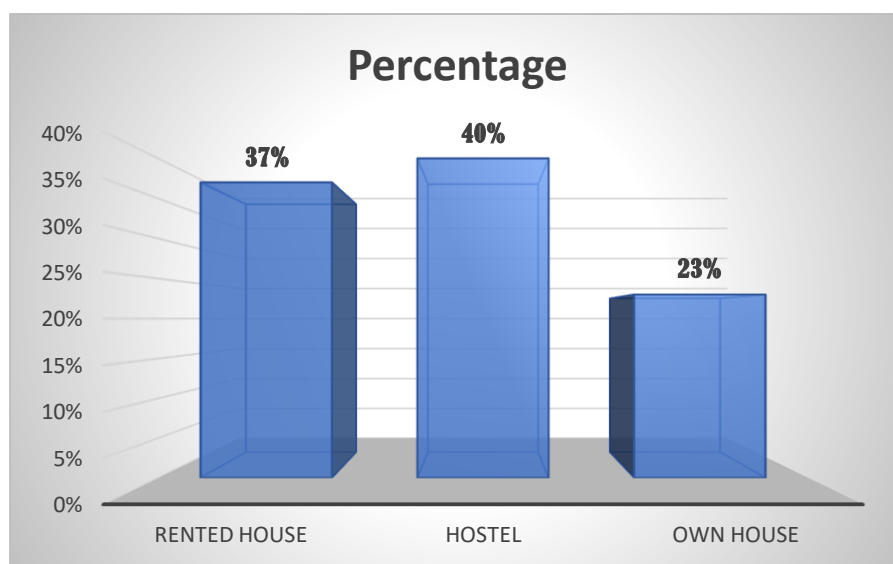
Table 3.15

Type of housing wherein the employees are residing

Category	Frequency	Percentage
rented house	37	37%
Hostel	40	40%
own house	23	23%
Total	100	100%

Chart 3.15

Type of housing wherein the employees are residing



Source : Primary data

Interpretation 3.15

From the above- mentioned table about 37% of the employees reside in rented houses , 40% of them live in hostels and the rest 23% of the workforce reside in their own house.

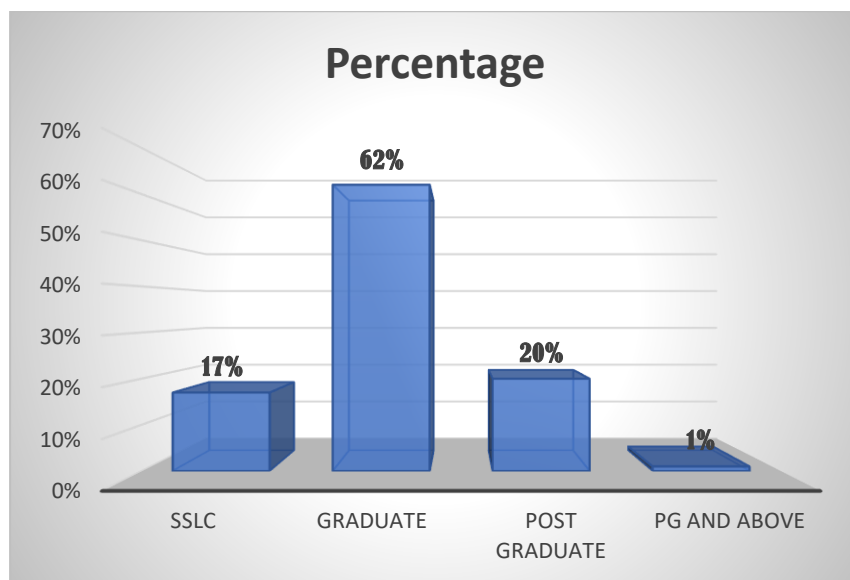
Table 3.16

Education qualification of employees

Category	Frequency	Percentage
SSLC	17	17%
Graduate	62	62%
post graduate	20	20%
PG and above	1	1%
Total	100	100%

Chart 3.16

Education qualification of employees



Source: Primary data

Interpretation 3.16

From the above mentioned regarding the education qualification of the employees , about 17% have completed SSLC , 62% of the employees are graduates in majority , 20% are post-graduates and the rest 1% have an education qualification of post - graduation and above

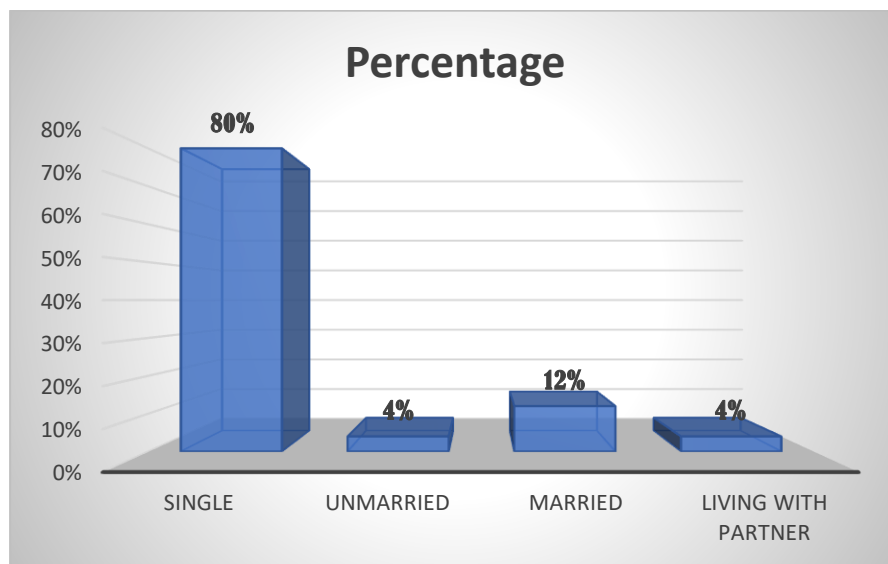
Table 3.17

Marital status of employees

Category	Frequency	Percentage
Single	80	80%
Unmarried	4	4%
Married	12	12%
living with partner	4	4%
Total	100	100%

Chart 3.17

Marital status of employees



Source : Primary data

Interpretation 3.17

On the basis of the above data regarding the marital status of the employees , majority of them are single with about an 80%, 4% are un-married ,12% are married and the rest 4% are living with their partner

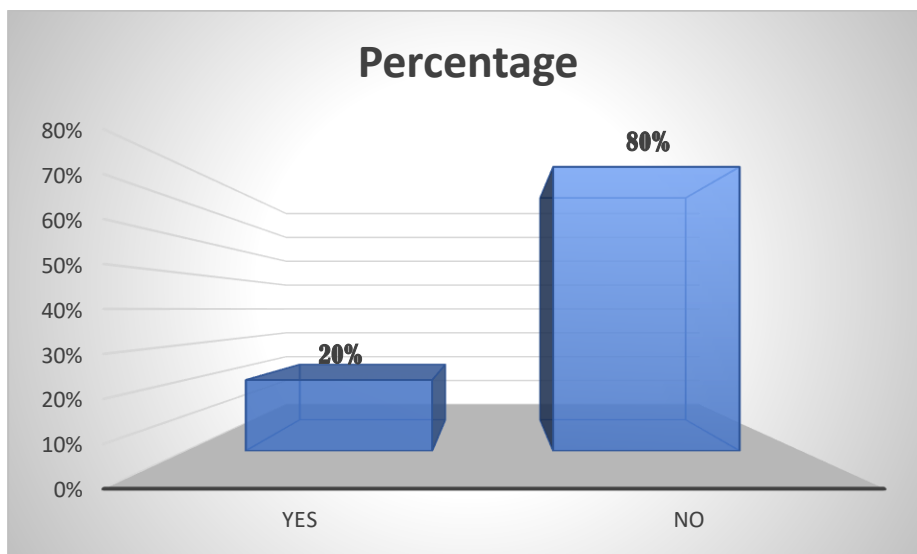
Table 3.18

Whether the partners of employees are pursuing studies / employed

Category	Frequency	Percentage
Yes	20	20%
No	80	80%
Total	100	100%

Chart 3.18

Whether the partners of employees are pursuing studies / employed



Source: Primary data

Interpretation 3.18

From the above table about 20% of the partners of the employees are pursuing studies/employed and the rest 80% of them are not pursuing studies/employed

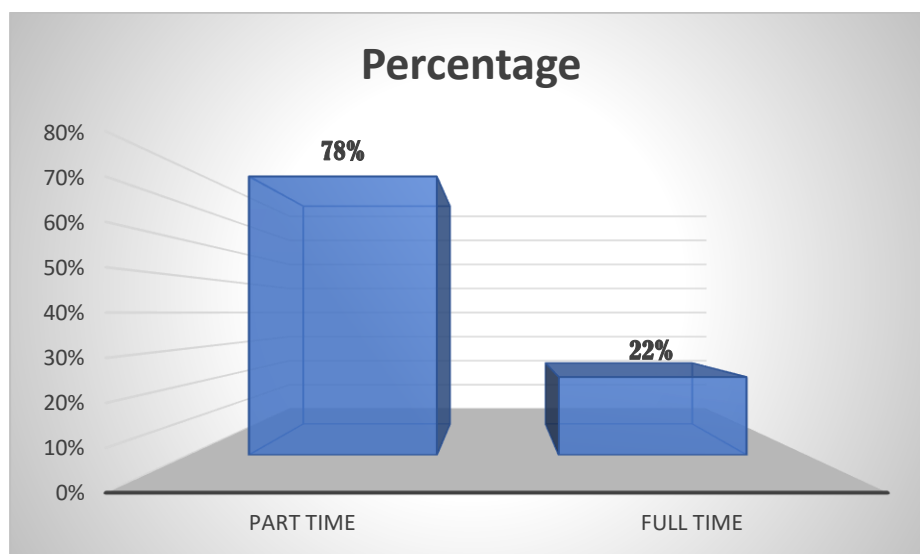
Table 3.19

Percentage of employees who are working as part time/full time in Ernakulam

Category	Frequency	Percentage
part time	78	78%
full time	22	22%
Total	100	100%

Chart 3.19

Percentage of employees who are working as part time/full time in Ernakulam



Source: Primary data

Interpretation 3.19

From the above-mentioned table about 78% of the employees are working part-time and the rest 22% of them are pursuing this job as full-time

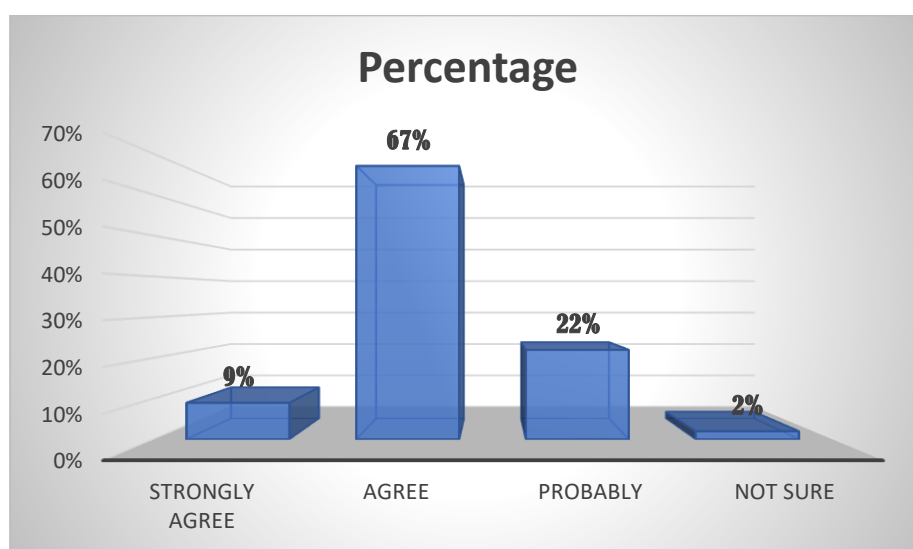
Table 3.20

Views of employees whether gig work has acted as main source of livelihood

Category	Frequency	Percentage
Strongly agree	9	9%
Agree	67	67%
Probably	22	22%
not sure	2	2%
Total	100	100%

Chart 3.20

Views of employees whether gig work has acted as main source of livelihood



Source: Primary data

Interpretation 3.20

From the above-mentioned table on the basis ,whether “gig work has acted as a main source of livelihood”, 9% of them have strongly agreed , 67% of the majority have also agreed and the rest 22% and 2% are neutral in their opinion.

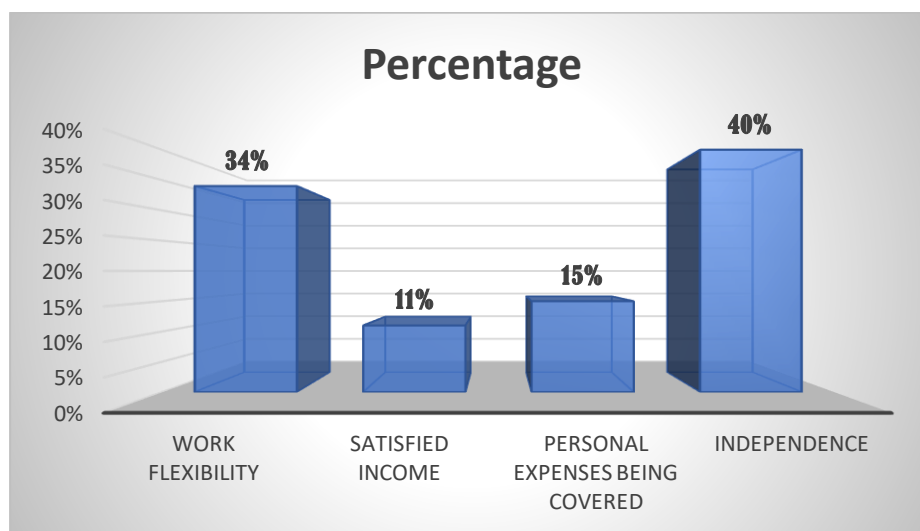
Table 3.21

Advantages of using Swiggy/Zomato platforms among the employees

Category	Frequency	Percentage
work flexibility	34	34%
satisfied income	11	11%
personal expenses being covered	15	15%
Independence	40	40%
Total	100	100%

Chart 3.21

Advantages of using Swiggy/Zomato platforms among the employees



Source: Primary data

Interpretation 3.21

From the above table with respect to the advantages of gig work, 34% of the employees believe that gig work offers them work flexibility, 11% have chosen due to satisfied income, 15% of them have chosen to continue as their day-to-day expenses are covered and the rest 40% of the workforce choose to continue due to independence being offered as the highest advantage provided.

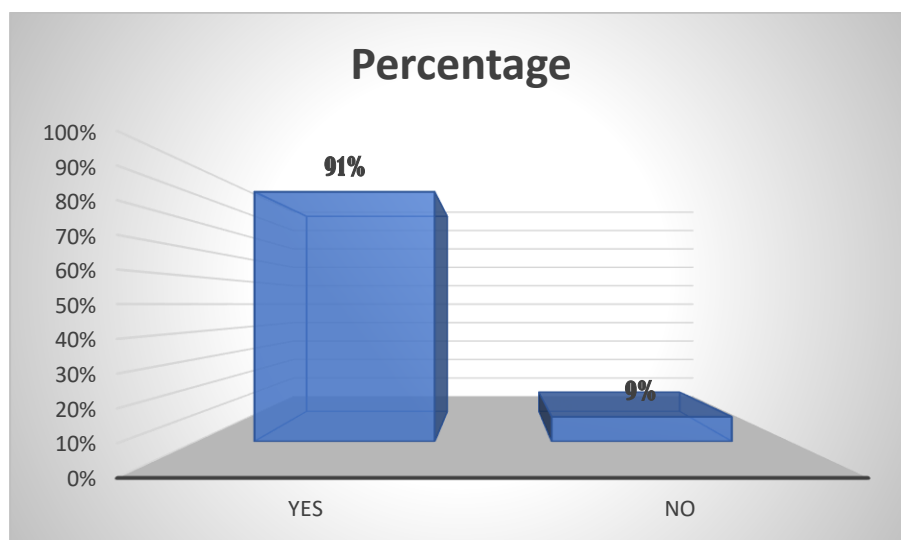
Table 3.22

Provision of petrol allowance to the employees by the company

Category	Frequency	Percentage
Yes	91	91%
No	9	9%
Total	100	100%

Chart 3.22

Provision of petrol allowance to the employees by the company



Source : Primary data

Interpretation 3.22

From the above table 91% of the employees have agreed that the company provides them with petrol allowance and the 9% have disagreed

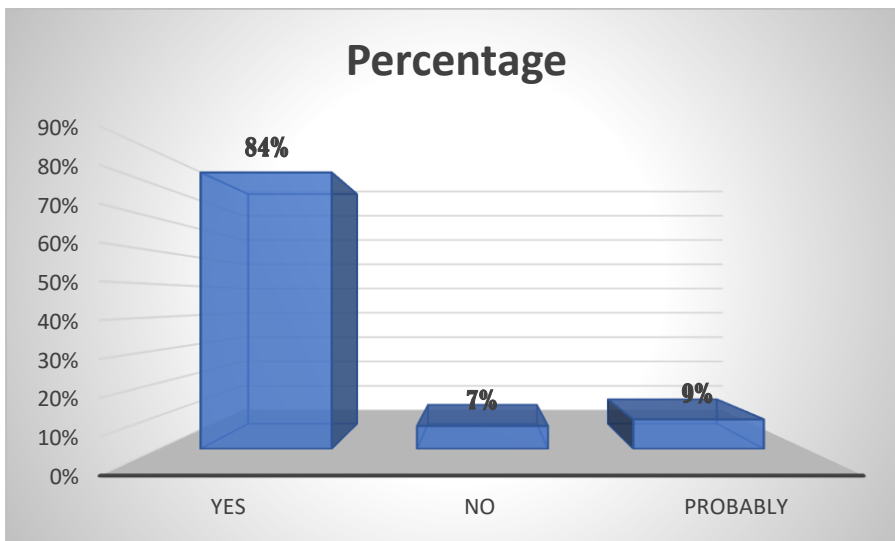
Table 3.23

Ability to meet day-to-day requirements by the employees

Category	Frequency	Percentage
Yes	84	84%
no	7	7%
Probably	9	9%
Total	100	100%

Chart 3.23

Ability to meet day-to-day requirements by the employees



Source: Primary data

Interpretation 3.23

From the above table 84% of the employees have agreed that they are able to fulfil their day-to-day requirements through gig work , 7% have disagreed and the rest 9% are neutral in their opinion

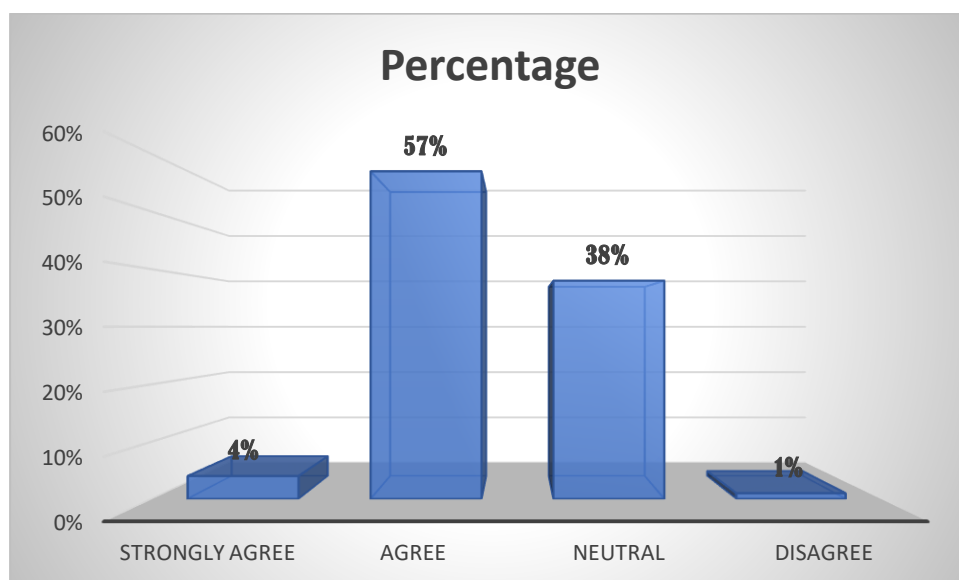
Table 3.24

Acknowledgement by the employees regarding the courteousness shown by the customers

Category	Frequency	Percentage
Strongly agree	4	4%
Agree	57	57%
Neutral	38	38%
Disagree	1	1%
Total	100	100%

Chart 3.24

Acknowledgement by the employees regarding the courteousness shown by the customers



Source: Primary data

Interpretation 3.24

According to the above-mentioned table about 4% have strongly agreed to the fact that the customers behave politely towards them, 57% have also agreed to it, 38% are neutral in their opinion and the rest 1% have disagreed.

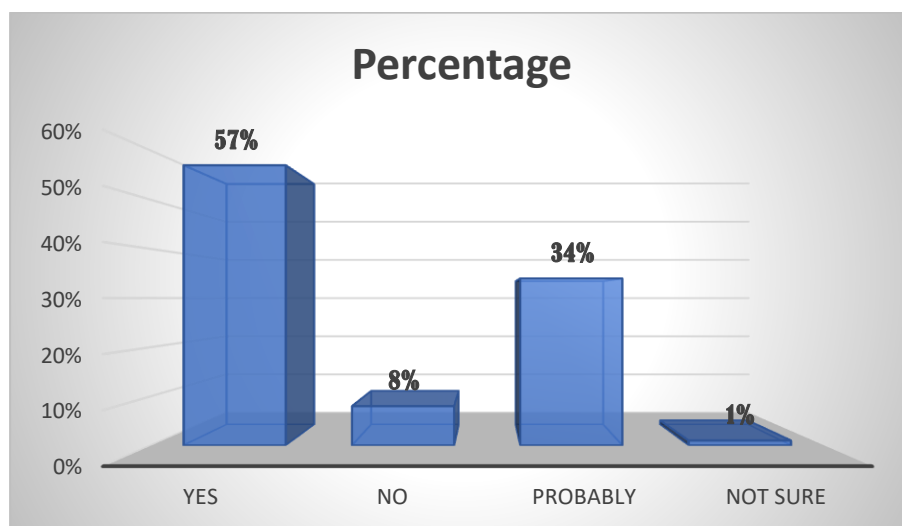
Table 3.25

Gratuity received by the employees ,if any

Category	Frequency	Percentage
Yes	57	57%
No	8	8%
Probably	34	34%
not sure	1	1%
Total	100	100%

Chart 3.25

Gratuity received by the employees ,if any



Source: Primary data

Interpretation 3.25

According to the above-mentioned 57% of the employees have agreed that they do receive gratuity through gig work ,8% have disagreed and the 34% and 1% are neutral in their opinion

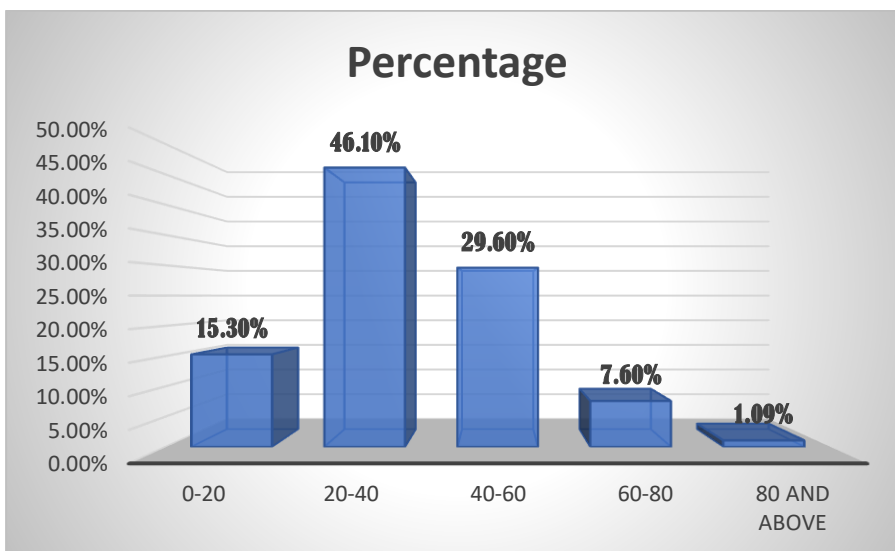
Table 3.26

The gratuity scale received by the employees

Category	Frequency	Percentage
0-20	14	15.30%
20-40	42	46.10%
40-60	27	29.60%
60-80	7	7.60%
80 and above	1	1.09%
Total	91	91%

Chart 3.26

The gratuity scale received by the employees



Source: Primary data

Interpretation 3.26

According to the above table around 15.3% receive around a gratuity between 0-20/- , 46.1% of them receive between 20-40/- , 29.6% of them receive between 40-60/- , 7.6% of them receive between 60-80/- and the rest 1.09% receive an gratuity of 80/- and above

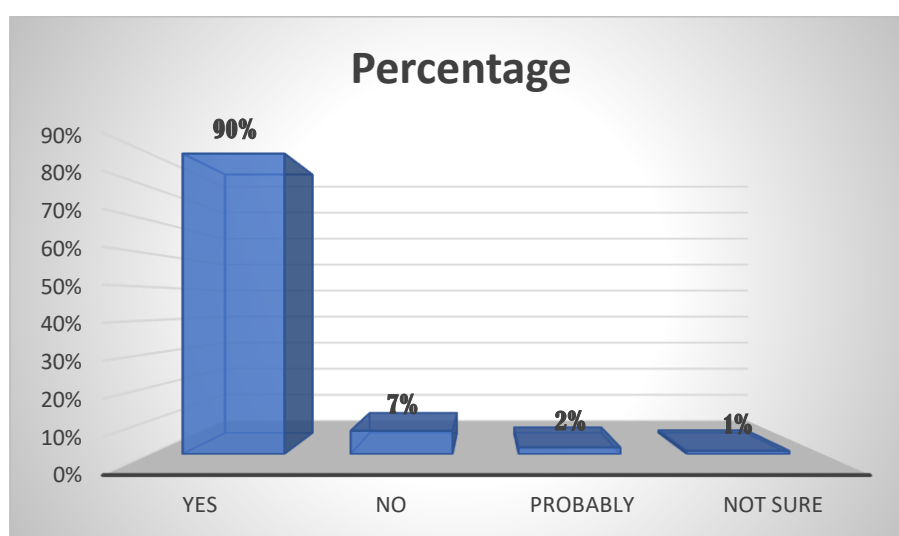
Table 3.27

Opinion of employees regarding the insurance provided by the company

Category	Frequency	Percentage
Yes	90	90%
No	7	7%
probably	2	2%
not sure	1	1%
Total	100	100%

Chart 3.27

Opinion of employees regarding the insurance provided by the company



Source: Primary data

Interpretation 3.27

According to the above table about 90% of the employees have agreed that they do receive insurance provided by the company , 7% have disagreed and the rest 2% and 1% are neutral in their opinion

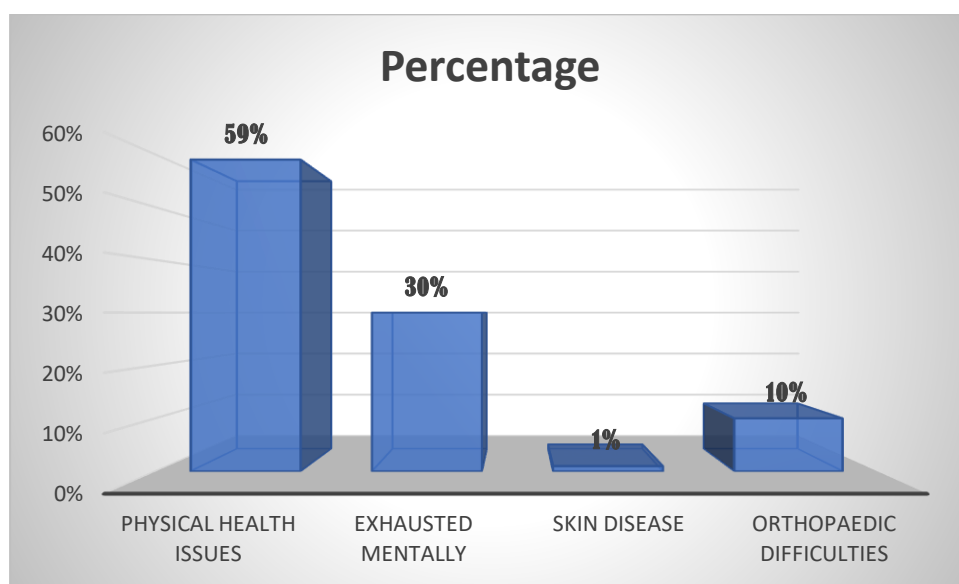
Table 3.28

Opinion of employees regarding any health hazards associated with the job

Category	Frequency	Percentage
Physical health issues	59	59%
exhausted mentally	30	30%
skin disease	1	1%
orthopaedic difficulties	10	10%
Total	100	100%

Chart 3.28

Opinion of employees regarding any health hazards associated with the job



Source: Primary data

Interpretation 3.28

According to the data as mentioned in the above table based on the health hazards encountered by the employees, 59% face physical health issues, 30% have agreed that gig work causes mental exhaustion, skin disease has been a health issue for about 1% of the workforce and the rest 10% have encountered orthopaedic difficulties as part of gig work

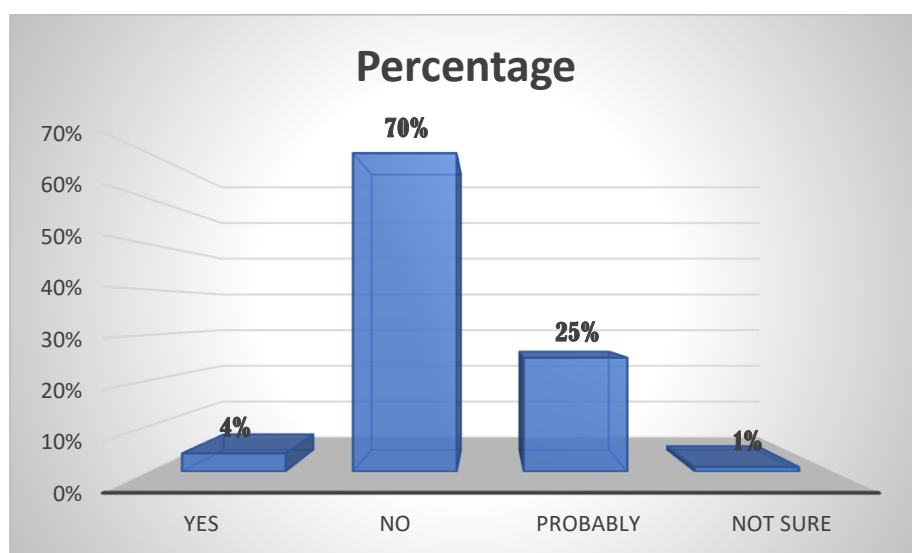
Table 3.29

“I feel that I have received unfair attitude from my employer/supervisor”

Category	Frequency	Percentage
Yes	4	4%
No	70	70%
probably	25	25%
not sure	1	1%
Total	100	100%

Chart 3.29

“I feel that I have received unfair attitude from my employer/supervisor”



Source: Primary data

Interpretation 3.29

From the above table 4% of the employees have agreed that they have received unfair attitude from their employer/superior , 70% have disagreed to this and the rest 25% and 1% are neutral in their opinion

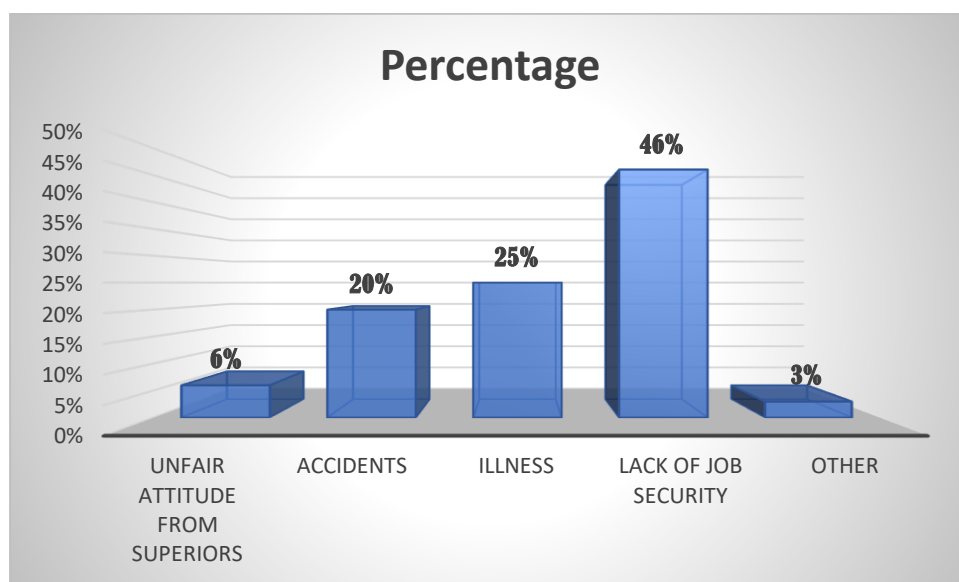
Table 3.30

Disadvantages faced by employees in the gig work

Category	Frequency	Percentage
unfair attitude from superiors	6	6%
Accidents	20	20%
Illness	25	25%
lack of job security	46	46%
Other	3	3%
Total	100	100%

Chart 3.30

Disadvantages faced by employees in the gig work



Source: Primary data

Interpretation 3.30

From the above table with respect to the disadvantages faced by the employees about 6% have agreed to face unfair attitude from superiors , 20% encounter accidents , 25% have also faced illness , 46% of the employees also believe that gig work do not provide any job security and the rest 3% are in the opinion of other reasons of disadvantages of gig work.

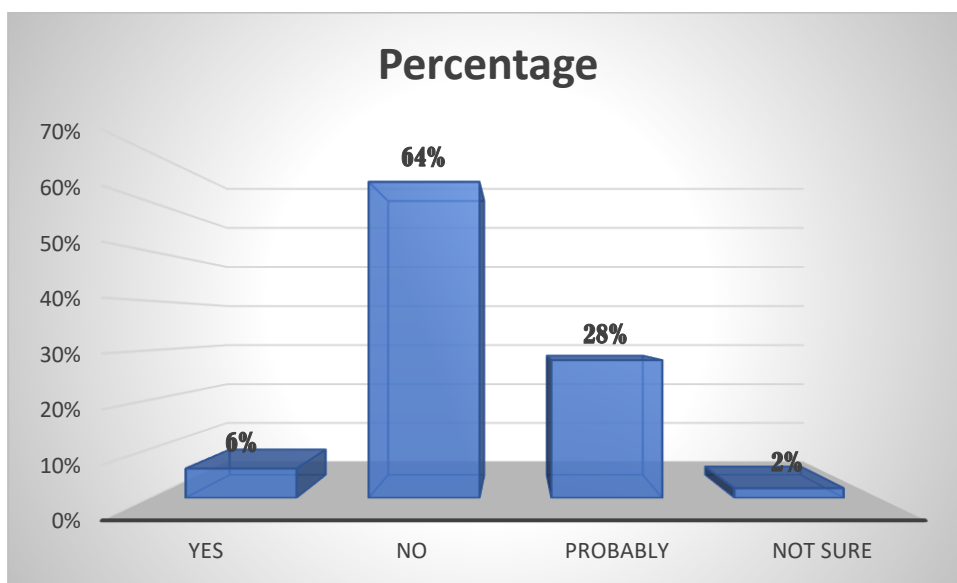
Table 3.31

“I feel that I have faced wage discrimination in my job”

Category	Frequency	Percentage
Yes	6	6%
No	64	64%
probably	28	28%
not sure	2	2%
Total	100	100%

Chart 3.31

“I feel that I have faced wage discrimination in my job”



Source: Primary data

Interpretation 3.31

From the above-mentioned table about 6% of employees have agreed that they have faced wage discrimination ,64% have disagreed to this and the rest 28% and 2% of the workforce are neutral in their opinion

CHAPTER 5

FINDINGS,

SUGGESTIONS

AND

CONCLUSION

FINDINGS 5.1

- The subject matter of Indian startups has gained significant attention in the business arena worldwide. The current generation of youngsters are creating groundbreaking concepts that enhance the economy. The industry for food delivery services online is estimated to be worth over 350 billion dollars.
- These online meal delivery services prioritize meeting consumer requirements while also creating job possibilities, which helps to address the issue of unemployment. The data research revealed that the majority of delivery executives are men, with graduates making up the majority of their educational background. These individuals are followed by those who have achieved their SSLC, post-graduates, etc.
- The information indicates that 36% of the population each live in Edapally and Kakkanad.
- The majority of them have concurred that the high degree of work flexibility, independence, and freedom are the main reasons they keep pursuing this career.
- Job satisfaction among the staff members has been observed. It has also been discovered that the corporation offers its employees insurance, a sufficient incentive program, and a gas allowance. In addition, the majority of workers concur that even if their jobs are transitory, it has provided them a means of support, enabling them to meet their most basic requirements.
- The workforce is employed by Swiggy and Zomato, the two widely recognized food-delivery services, in accordance to the study's outcomes.
- An average workday consists of approximately four and a half hours of work. Apart from their average a monthly wage of 5,000 to 10,000 rupees, the most of the workforce works part-time at this profession. About 84% of workers use their personal vehicles for work, with family and rental cars coming in second and third, respectively.
- Even though workers report a high level of job satisfaction, this industry does have some troubling drawbacks. They are concerned about the minimum wage

issue even though their daily needs are covered. Because of this lack of work security, the majority of them have stated that they are not in favor of keeping this employment in the long run due to their poor financial satisfaction.

- A large number of them have addressed concerns related to their employment such as orthopedic challenges, illness, accidents, and commute potential hazards.
- However, despite these issues, we can still see an increasing workforce employed in this field as it provided the employees with a temporary source of livelihood and also due to the overall job satisfaction that arises through payment of gratuity, politeness and acknowledgement shown by the customers and also due to the high motivation and support ensured by the companies.

SUGGESTIONS 5.2

During harsh weather conditions the company could help its employees in providing protective gears or other equipment that does not hinder their smooth delivery.

Besides encouraging the employees by providing them with bonuses by achieving a target by the platforms which they work for could improve their work satisfaction. By enhancing their job security through increase in their wages might encourage employees in pursuing this job in the long run.

Besides the company could also support their employees by providing them with medical insurance as well as cover the costs of maintenance of vehicles at times of accidents.

Also, in order to avoid any delays or inequality in terms of incentives received by the employees, the government could implement a policy in order to avoid any kind of discrepancies.

Conclusion

Through this study the main motive is to make, one understand regarding the job satisfaction felt by the employees as well as to comprehend the motivational factors that keeps them going with their gig work.

Firstly, the job satisfaction or the happiness felt by the employees through the work has been studied. It has been noted that a significant proportion of job satisfaction has been felt among the employees as the work offers them with great flexibility, independence and the ability to earn income and cover the day to day expenses The study has revealed that the majority of participants in this profession are youths especially college-going students.

Secondly, The study has also tried to consider the financial stability of the employees. It was revealed that though majority of them were able to cover their personal expenses through the income from the job, the income satisfaction was considerably poor.

Thirdly, through this study the socio-economic status of the workers was also understood. The places where online food delivery workers live, how much money they make, how many hours they work, the platforms they work for, and each of their individual situations all have an impact on their socioeconomic level. These elements all equip these people to do their jobs well. The outcomes of the investigation that was done were noted appropriately. The bulk of them were discovered to be employed by Swiggy, which is followed by Zomato, Zepto, and other platforms. An average workday for the workers is approximately four and a half hours long. Majority of the employees are single . The employees reside in rented houses and hostels in majority and use their own vehicle for work purpose. Though there is a good proportion of job satisfaction the income satisfaction on the other hand is quite poor due to which the employees are not in favour of pursuing this job in the long-run.

Fourthly the motivational factors which kept the workers to keep up with their gig work was thoroughly studied. Majority of the employees have agreed that their job does offer them with flexible work schedules, independence and a derivation of decent income which enables them to cover their personal expenses. Besides the company that they work in also provides them the petrol allowance required as well as, the required

insurance being availed to them. Besides gig work is different compared to the permanent job positions, as employees in a gig work get an opportunity to socialize with people as well as to explore new places nearby. Most of them have also agreed to the fact of receiving tips after the completion of a smooth delivery, which thus enhances their rating as well as overall performance. Besides high earning of wage through incentives and bonuses also motivates them to keep up with their job.

And finally, the occupational health and the safety issues concerning the health of the workers were observed. According to the study conducted it was found out that majority of the workers agreed that the job security is very much lacking. Even though many said that they did not encounter any unfair behavior from their superior/employer, there are other challenges that they have to face which is associated with their safety issues. These include working during harsh climate, threats from street dogs, road hazards, possibility of accidents and most importantly lack of job security being the crucial one. The occupational health of the employees working for online food delivery platforms is noted to be considerably poor.

The online food delivery services offer its employees wide advantages which has been noted as the driving factors that motivates its employees to continue to pursue their gig work. Majority of the employees have agreed that their job does offer them with flexible work schedules, independence and a derivation of decent income which enables them to cover their personal expenses. Besides high earning of wage through incentives and bonuses also motivates them to keep up with their job.

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APPENDIX

QUESTIONNAIRE

1.Name

2.Age

3.Area

JOB SATISFACTION

1."I feel that my job schedule is flexible ".

•strongly agree

•agree

•neutral

•disagree

2."I feel that I have job security ".

•strongly agree

•agree

•neutral

•disagree

3.how long have you been working in this field?

- 0- 1 month
- 1 to 6 months
- 6 to 1 year
- 1 year and above

4. are there any incentives provided particularly during rough weather?

- yes
- no

5. What are some of the reasons that you are still committed to this job?

- decent income
- flexible in job
- independence
- other

6. Would you continue to use gig platforms in the long run?

- yes
- no
- may be
- not sure

7 ."I think that I earn a satisfactory income from the gig work I do".

- strongly agree

- agree

- neutral

- disagree

8. on an average scale how long do you have to work per day?

- 4 hours or less

- 4. 30 hours

- 8 hours

- more than 10 hours

FINANCIAL STABILITY

1.what is your average income on a monthly basis?

- 0-5000

- 5000-10,000

- 10,000 -20,000

- 20,000 and above

2.how much do you spend for fuel alone?

- 100

- 100- 150
- 150 - 200
- 200 and above

3. Select the option which describes best about the vehicle ownership that you use for work.

- own vehicle
- family vehicle
- rented
- Friends vehicle

4. are there any incentives provided particularly during rough weather?

- yes
- no

5. Which all platforms have you worked for?

- Swiggy
- zomato
- zepto
- other

SOCIO ECONOMIC STATUS

1. Where do you stay?

- own house
- rented house
- hostel
- other

2 . What is your education qualification?

- 10th grade
- graduate
- post graduate
- post graduate and above

3 . What is your relationship status ?

- Single
- Married
- unmarried
- living with partner

4 .If living with your partner , are they currently pursuing studies/jobs?

- yes

- no

5.Are you doing this job full- time or part-time?

6.Gig work has provided me with a main source of livelihood ".

- strongly agree

- agree

- neutral

- disagree

MOTIVATIONAL FACTORS

1.Are there any advantages from working in this field? If yes, what are they?

- flexible working arrangements

- A satisfied income

- personal expenses being covered

- independence

- other

2 Is there any Petrol allowance provided by the company?

- yes

- no

3.Are you able to meet your day -to -day requirements?

- yes

- no

4.I think that the attitude of customers towards me is polite and healthy " .

- strongly agree

- Agree

- neutral

- disagree

- strongly disagree

5. Do you receive any tips?

- yes

- no

6. If yes, how much do you receive?

- 0-20

- 20-40

- 40-60

60- 80

- 80 and above

7.what is the reason that you are still continuing this job?

- good income
- freedom
- flexible working arrangements
- sufficient benefits and incentives
- other

OCCUPATIONAL HEALTH

1. Does your company provide you with any insurance?

- yes
- no

2 Are there any health hazards associated with your job? If yes, what are they?

- physical health issues
- exhausted mentally
- skin disease
- orthopedic difficulties
- none of the above

3. Have you faced any unfair attitude from your employer/supervisor?

•yes

•no

4 What is the most challenging part of this job that you have encountered?

•mis-behaviour from customers

•accidents

•illness

•lack of job security

•other

5. Have you felt any kind of wage discrimination?

•yes

•no

7. Have you faced any unfair attitude from your employer/supervisor?

•yes

•no

