

**SOCIO ECONOMIC AND HEALTH ISSUES OF DELIVERY  
BOYS IN TRIVANDRUM CITY**

*A Dissertation submitted to the University of Kerala in Partial Fulfilment of  
the Requirements for the Masters of Arts Degree Examination in Sociology*

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**2022-2024**

## DECLARATION

I, PRINCE V B hereby declare that the dissertation **SOCIO ECONOMIC AND HEALTH ISSUES OF DELIVERY BOYS IN TRIVANDRUM CITY** is based on the original work carried out by me and submitted to the University of Kerala during the year 2022-2024 towards partial fulfilment of the requirements for the Master of Sociology Degree Examination. It has not been submitted for the award of any degree, diploma, fellowship or other similar title of recognition before.

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## CERTIFICATE OF APPROVAL

This is to certify that the dissertation **SOCIO ECONOMIC AND HEALTH ISSUES OF DELIVERY BOYS IN TRIVANDRUM CITY** is a record of genuine work done by Lekshmi Suresh, a fourth semester, Master of Sociology student of this college under my supervision and guidance and that is hereby approved for submission.

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## ACKNOWLEDGEMENT

*I am deeply grateful to Almighty for providing me with the strength and perseverance to complete this study. This journey would not have been possible without the support, guidance, and encouragement of many individuals to whom I owe my deepest thanks.*

*First and foremost, I would like to express my sincere gratitude to my mentor, Dr. Nisha Jolly Nelson, for her invaluable guidance and continuous support throughout this research. Her expertise, insights, and encouragement have been pivotal in shaping this study, and I am immensely thankful for her patience and dedication.*

*I am also deeply thankful to all the faculty members who provided their assistance and insights during this research process. Their collective knowledge and support have enriched my work and guided me at every step.*

*A special thanks goes to Dr. Sunil Kumar, the Librarian, and Mr. George Mathew, the Assistant Librarian, for their unwavering support and assistance in providing the necessary resources and research materials. Their dedication ensured that I had access to all the information I needed to complete this study.*

*I am profoundly thankful to my parents for their unconditional love and support. They created an environment conducive to my studies and provided me with the emotional and moral support that was essential in completing this research.*

*I also want to express my gratitude to my family and friends, who stood by me through thick and thin, offering their support and understanding during the difficult times.*

*Lastly, I am deeply grateful to the respondents of this study. Their sincere involvement and willingness to share their experiences were crucial to the success of this research. This study would not have been possible without their contributions.*

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*To all of you, I extend my deepest gratitude. Thank you.*

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2022- 2024**

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## ABSTRACT

In recent years, the rise of e-commerce and food delivery platforms has significantly transformed the labor market in urban areas. Delivery boys, a crucial workforce in this growing industry, are responsible for ensuring the timely transportation of goods, often under challenging conditions. In Trivandrum, like many other cities in India, this sector has seen rapid expansion, creating employment opportunities for many young men. However, the socio-economic and health issues faced by delivery boys remain largely unexamined.

This study aims to explore the socio-economic challenges delivery boys face in Trivandrum city, including job insecurity, low wages, long working hours, and the absence of benefits such as health insurance and social security. In addition to these economic factors, delivery workers often encounter various health issues, including physical strain, exposure to pollution, mental stress from tight deadlines, and the risk of road accidents. By focusing on the lived experiences of delivery boys in Trivandrum, this study seeks to shed light on the intersection of economic vulnerability and health risks within this emerging yet precarious form of employment.

The data indicates that a substantial portion of online food delivery executives are individuals under 30 years of age, with an average of one year of experience in the field. Their compensation typically ranges from 500 to 1000, reflecting the entry-level nature of many positions within this industry. Despite their relatively short tenure, these executives often deal with demanding conditions, including long working hours, irregular shifts, and significant travel distances for deliveries. Additionally, they encounter challenges such as managing difficult clients, navigating service apartments without elevators, and working in generally unfavorable environments.

One of the most pressing issues highlighted by the study is the lack of labour welfare programs and benefits such as insurance, sick leave, and paid time off. This absence of support creates a challenging work environment, further exacerbated by limited opportunities for professional and personal growth. The executives also report insufficient support from fleet managers and supervisors, contributing to moderate stress levels during work hours. Despite the stress, their dissatisfaction with their remuneration is notable, and they face barriers to voicing their opinions and suggestions.

# CHAPTER 1

## INTRODUCTION

### INTRODUCTION

In recent years, the rise of e-commerce and the expansion of food delivery services have transformed urban landscapes, leading to a significant increase in the demand for delivery boys. These workers play a crucial role in ensuring the timely and efficient delivery of goods, yet their socio-economic and health issues remain underexplored. This study aims to shed light on the complexities faced by delivery boys in Trivandrum City, focusing on their working conditions, socio-economic status, and health concerns.

The rapid growth of online shopping platforms and food delivery apps has revolutionized the retail and food service industries. Companies like Swiggy, Zomato, and Amazon have capitalized on technological advancements to streamline operations and expand market reach. This surge in demand has led to an increase in the number of delivery personnel, often referred to as delivery boys, who are responsible for transporting goods from sellers to consumers.

Delivery boys are predominantly employed in informal sectors with limited job security and benefits. Many come from lower socio-economic backgrounds, and their work often involves long hours, irregular wages, and minimal social security. The precarious nature of their employment is exacerbated by the absence of formal contracts and the reliance on gig-based work, which can lead to financial instability and lack of access to essential services.

The nature of delivery work exposes individuals to various health risks. Long hours of riding scooters or bicycles, often in adverse weather conditions, contribute to physical strain and accidents. Additionally, the stress associated with meeting delivery deadlines and the irregular work hours can have detrimental effects on mental health. The lack of adequate health insurance and access to medical care further compounds these issues, leaving many workers vulnerable to health crises.

In Trivandrum City, like many urban areas in India, delivery boys navigate complex urban environments, including congested traffic, erratic weather, and varying infrastructure quality. These factors not only affect their efficiency but also their safety and well-being. The interplay between urban planning and delivery logistics is a critical aspect of their working conditions,



influencing both their productivity and health outcomes.

Despite their vital role in the economy, delivery boys often face systemic neglect in terms of labor rights and welfare. Addressing their socio-economic and health challenges requires a multifaceted approach, including policy interventions, improved labor regulations, and enhanced social support systems. This study aims to highlight these issues and advocate for better conditions and support for delivery boys in Trivandrum City.

## **BACKGROUND**

### **GIG WORKERS**

Gig workers include people who work as independent contractors, for contract firms, on-call, or temporary. Formal agreements are entered into by gig workers with on-demand businesses in order to supply services to the clients of the businesses.

Businesses often refer to their gig workers as "independent contractors" in legal documents, but unions and other advocates for workers' rights have been pushing for gig workers to be considered "employees" instead. This change would compel businesses to offer gig workers full benefits, including paid sick leave, overtime pay, health insurance, union representation, and paid time off. Proposition 22 of 2020 California was approved by the state's voters. It established a third worker classification, with gig-worker-drivers being considered contractors but receiving certain benefits like minimum pay and mileage reimbursement, among others.

As a neologism, "uberization" describes the commercialisation of an existing service industry by new entrants using computing platforms, like mobile applications, to aggregate transactions between service providers and clients. This often happens in the so-called platform economy, where existing intermediaries are bypassed. The operational expenses of this business model are distinct from those of a conventional company. The term "Uberization" comes from the name of the firm. The formalisation of the sharing economy has sparked disagreements about the level of accountability that service providers should have to corporate regulations and tax responsibilities, which has added another layer of complexity. Gig workers include people who work as independent contractors, for contract firms, on-call, or temporary. Formal agreements are entered into by gig workers with on-demand businesses in order to supply services to the clients of the businesses.

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to the Uberization process. About one-third of American workers(36%) relied on gig employment for some portion of their income in 2018. While less than 10% of economically viable populations work in most major economies, 9.7% of adults in 14 EU nations were part of the gig economy in 2017, according to the poll. Gig workers, who include freelancers and other non-traditional employees, are believed to constitute between twenty percent and thirty percent of the economically active population in Europe and the United States.

In 2016, researchers from the McKinsey Global Institute found that 162 million people in the United Kingdom and the United States were working independently. In addition, their earnings are contingent upon the gigs they undertake, which may include things like rentals, deliveries, and more. Workers in the gig economy compete in what has been called a "planetary labour market" due to the prevalence of online gigs.

### **Meal ordering system**

When you use a website or mobile app to place an order for meals, you can choose between delivery and pickup. Food that has not been specifically prepared for direct consumption, such as vegetables straight from a farm or garden, fruits, frozen meats, etc., or food that is ready to

consume, can be the product.

A worldwide sector known as the online ordering and delivery of meals by third-party companies has recently evolved, resulting in a "delivery revolution." Online meal delivery saw a rise in global revenues of \$94 billion between 2018 and 2021, up from \$90 billion the previous year. In 1994, Pizza Hut took the lead in online food ordering. The percentage of adults in the United States who have placed an online food order has grown, with 40% of adults having done so at least once. Foods made by restaurants, individuals, and even groceries can all be found in the online meal ordering market, where customers can choose to have their orders delivered or picked up.

In 1995, World Wide Waiter (now Waiter.com) was established as the initial online meal ordering business. Although it later extended its services to other U.S. locations, the site initially solely served northern California.

Major pizza restaurants began conducting 20-30% of their business online by the late 2000s, when they had developed their own smartphone apps. More and more people have smartphones, which has led to the rise of ridesharing services like Uber as well as the sharing economy, which has boosted interest in food delivery firms. Snapfinger, an online food ordering service that works with several restaurants, saw a 17% increase in mobile food orders in just one year, 2010. Online ordering started to surpass phone ordering by 2015. The market for delivery and online meal ordering in China increased from 15.15 billion yuan in 2014 to 44.25 billion yuan in 2015. Out of 61 billion restaurant transactions in the US in September 2016, approximately 3% were online delivery.

The worldwide market for online-ordered prepared food delivery was valued at \$94 billion in a 2019 market assessment of restaurant delivery services and is projected to increase at a CAGR of just over 9 percent, reaching \$134.5 billion in 2023. The market was characterised as 1) "meals ordered online which are directly delivered by the restaurant, no matter if ordered via a platform (e.g. Delivery Hero) or a restaurant website (e.g. Domino's)"; 2) "both carried out by a platform" (Deliveroo, Uber Eats, etc.) for online meal orders and delivery. "Online orders that are picked up in the restaurant" are examples of this. Phone orders are not included. Worldwide, the use of internet meal delivery services was dramatically increased after 2020 due to COVID-19. The NDP Group found that internet restaurant ordering is increasing at a rate 300 percent higher than dine-in traffic.

## **Problems Facing Delivery Boys**

But in recent years, a number of problems related to delivery boys' work have surfaced. Many delivery boys work on an as-needed or contract basis, which means they don't have health insurance, retirement benefits, or paid vacation time, which is a major problem.

Because they work long hours and frequently encounter dangerous road conditions and heavy traffic, delivery boys also confront a high risk of accidents and injuries. On top of that, a lot of delivery boys have complained of being verbally abused or having their wages stolen by clients or bosses.

## **SWIGGY**

The Indian company Swiggy allows users to order and have their food delivered online. Based in Bangalore, Swiggy has been serving 500 cities across India since its 2014 launch. In addition to meal delivery, Swiggy offers several other services, such as same-day package delivery (Swiggy Genie) and on-demand grocery delivery (Instamart). Sriharsha Majety and Nandan Reddy created Bundl, an e-commerce platform, in 2013 to make courier services and domestic shipping easier for people in India. After rebranding to join the food delivery business, Bundl was halted in 2014. Foodpanda, TinyOwl, and Ola Café were all prominent startups at the time, but they all eventually went under. Ola Cabs later purchased Foodpanda, and Zomato acquired TinyOwl. Ola Café shuttered its doors. Swiggy was launched in August 2014 by Majety and Reddy with the help of Rahul Jaimini, who had previously worked with Myntra.

With the launch of "The Bowl Company" in January 2017, Swiggy entered the cloud food delivery market.

Swiggy Access, a kitchen incubator venture launched in November 2017, provides its restaurant partners with access to a network of fully-equipped kitchens. A report from TechCrunch states that by 2019, more than 1,000 Swiggy Access kitchens had been active.

Swiggy Stores, launched in early 2019, is Swiggy's foray into general product deliveries, with the company acquiring products from local stores. September 2019 marked the launch of Swiggy. speedy delivery and collection Swiggy Go, letting users transmit packages or documents. It changed the name of Swiggy Go to Swiggy Genie in April 2020. It started delivering booze to people's doorsteps in the states of Odisha, Jharkhand, and West Bengal during the COVID-19 pandemic.

During the COVID-19 epidemic in May of 2020, Swiggy laid off 1,100 employees. Over three quarters of its cloud kitchens were also shut down as a result of the epidemic. The Instamart service, which Swiggy introduced in August 2020, is a network of dark stores that allows customers to order groceries quickly. The business merged its Swiggy Stores and Instamart divisions in early 2021. As part of a share transaction in 2023, it sold Kitchens@ its Swiggy Access kitchens.

## **ZOMATO**

Zomato was established in 2008 by Deepinder Goyal and Pankaj Chaddah and is an international food delivery service and restaurant aggregator based in India. As of 2022, Zomato offers restaurant evaluations, menus, and information to over 1,000 cities in India, along with the option to have meals delivered from partner restaurants.

In 2008, Deepinder Goyal and Pankaj Chaddah, who had previously worked for Bain & Company, established Zomato under the name FoodieBay. It all began as a platform for listing and recommending restaurants online. Because they weren't sure they would "just stick to food" and because they wanted to avoid confusing consumers with eBay, the company changed its name to Zomato in 2010. Zomato entered the American and Australian markets in January 2015 after acquiring Urbanspoon, a restaurant discovery portal based in Seattle. Zomato now faces stiff competition in the United States from other platforms with a similar business strategy, like Foursquare and Yelp. Zomato began its meal delivery service in India in 2015, originally collaborating with firms like Delhivery and Grab to handle deliveries from restaurants without their own delivery service, as part of its endeavour to broaden its business beyond restaurant listing.

Zomato Book is the new name for the American online table reservation company NexTable, which Zomato bought in April 2015. The Zomato Book app's table reservation feature was introduced to the Indian market in January 2016. It purchased MapleGraph Solutions, a cloud-based point of sale (PoS) provider, in April 2015. In April 2016, it released Zomato Base, its own PoS for restaurant operators, which included features including analytics, payment processing, and management of menu items and inventories. By the year's end, After acquiring Sparse Labs, which it rebranded as Zomato Trace, Zomato added the real-time delivery location tracking technology to its own platform for food delivery.

## **Delivering Food Online at the State Level**

The southern Indian state of Kerala is relatively small, with a total of fourteen revenue districts. The state's economy is based on agriculture, tourism, industries, and remittances from abroad, and it has a fairly dense population. The e-commerce sector in Kerala has grown substantially in the last several years. The outcome was a proliferation of employment openings across the state. With the rise of e-commerce in Kerala, a whole new industry emerged: content developers, web designers, artisans, and delivery guys. Economic growth, technology progress, skill redefinition, and employee upskilling have all resulted from the state's efforts to provide job opportunities. More individuals with lower levels of education are finding success as online meal delivery executives since the selection procedure is very easy. As they bring food to the people of India, they have the opportunity to increase their discretionary income. There are pros and cons to becoming an online food delivery agent, according to previous research. If working conditions are better, customers will be happier, and the industry can achieve unfathomable heights soon. The company thrives when workers are content. Therefore, the purpose of this study is to investigate the working circumstances of these workers in Kerala. Online food delivery executives in Kerala are the focus of this study, which aims to evaluate their prospects and problems.

A large portion of Keralans rely on internet meal delivery services, and the industry there is booming. Nowadays, more women are working outside the home, which means they have less time to prepare meals from scratch due to cultural shifts in the state. They rely on food delivery services offered online. Simply said, online meal delivery is when you use a website or mobile app to place an order for takeaway or delivery from a restaurant or fast food joint. A variety of payment options, including cash on delivery, debit/credit cards, and net banking, are available to customers who sign up for an account and place regular orders. Customers are able to choose the best food aggregators by comparing menus, prices, and reviews. Since many are staying indoors due to concerns about contracting the coronavirus, there has been a meteoric spike in the demand for online delivery services. People can work for online food delivery applications in their leisure time, such as Swiggy, Zomato, and Potafo. We place food orders at all hours of the day and night. There is a constant need for delivery agents for the online meal delivery apps.

Many Indian cities now have thriving internet food delivery markets. Every month, several

online marketplaces handle around 80 million food orders.

In the midst of a global lockdown caused by the coronavirus, many are staying indoors to prevent contracting the disease. At this exact moment, online grocery delivery is in high demand, and people all around the globe are attempting to buy necessities online.

Online meal delivery is rapidly expanding in the state of Kerala. Delivery services in Kerala employ thousands of people. These include Swiggy, Zomato, Potafo, and many more. When customers' meal orders aren't delivered to their homes promptly, they tend to complain. Deliveries are prioritised by the business. Having said that, have we ever considered the hardships endured by the delivery executives who so quickly bring our food? Do you think their bosses are treating them fairly? An effort to better understand the plight of these workers in Kerala is the driving force for this study. This research endeavours to examine the challenges and opportunities faced by executives in Kerala's online meal delivery industry.

## **STATEMENT OF THE PROBLEM**

The rapid expansion of online food delivery services, such as Swiggy and Zomato, has brought about significant changes in consumer behavior and the restaurant industry. However, the socio-economic and health issues faced by delivery personnel, particularly in specific urban areas like Thiruvananthapuram, remain underexplored. Delivery workers are subjected to immense pressures to meet tight deadlines, which often leads to at-risk behaviors, job insecurity, and a lack of adequate safety measures. These challenges not only threaten their physical and mental well-being but also limit their opportunities for upward mobility within the gig economy. Despite their crucial role in the food delivery ecosystem, the working conditions of these delivery workers remain largely overlooked in academic research and policy discussions. Therefore, there is a need for a comprehensive investigation into the socio-economic and health issues faced by delivery personnel, with a focus on identifying solutions for improving their overall well-being and job security.

## **SIGNIFICANCE OF THE STUDY**

This study aims to fill a critical gap in the existing literature by providing a detailed exploration of the socio-economic and health challenges faced by delivery workers in Thiruvananthapuram. Given the increasing reliance on online food delivery services,

understanding the working conditions of delivery personnel is essential for the development of policies that ensure their safety, job security, and overall well-being. The findings of this study will contribute to the growing body of knowledge on the gig economy by highlighting the vulnerabilities of delivery workers and proposing strategies for improving their working conditions.

From a policy perspective, this study will be valuable to government authorities, platform-based companies, and labor rights organizations. It will provide insights that can inform the creation of regulations and policies aimed at protecting delivery workers from exploitation and ensuring that they have access to safe, fair, and sustainable working environments. Furthermore, the study's findings may also benefit food delivery companies by helping them to implement better safety protocols and labor practices, which can enhance worker satisfaction and productivity. Ultimately, the study will serve as a foundation for future research on the socio-economic impacts of the gig economy on workers and their families.



## CHAPTER 2

### REVIEW OF LITERATURE

The expansion of online food delivery services has significantly reshaped the consumer landscape. According to Chandrasekhar, Gupta, and Nanda (2019), the decision-making behavior of consumers is highly influenced by their perception of online meal delivery platforms. Their research, which involved a sample size of 169 participants and used grey analysis to assess consumer preferences, revealed that price, quality, and delivery distinctiveness are key factors driving customer choices. Notably, no single online food delivery platform, including Swiggy, Zomato, or Foodpanda, achieved the highest ranking. This study highlighted the importance of understanding consumer uncertainties and the need for service reliability to improve consumer satisfaction and management strategies.

Similarly, Gupta (2019) emphasized the pivotal role of online food ordering in the success of the restaurant industry. Technological advancements have not only transformed the food industry but also influenced consumer behavior by making online ordering more convenient and accessible. This transformation has allowed restaurants to attract a broader customer base and improve service delivery, thus creating new opportunities for business growth. However, these advancements also challenge restaurants to adapt to the changing market dynamics to stay competitive.

Focusing on the safety of delivery personnel, Lal (2022) analyzed the at-risk behaviors of delivery boys working for companies like Swiggy, Zomato, and Domino's. His qualitative study involving 201 industry experts highlighted that the pressure to meet delivery deadlines often leads to dangerous driving behaviors, such as ignoring traffic signals and speeding. Lal called for stricter adherence to safety standards and the promotion of a safety culture within the industry to reduce injuries and fatalities, ultimately advocating for the sustainability of both the delivery industry and safety regulations.

Naveena and Kumar (2022) examined the challenges faced by consumers when using digital food applications in Coimbatore. Their research explored the evolving nature of e-commerce in India and its impact on consumer purchasing behavior. They found that while digital food applications provide convenience, consumers often encounter issues such as delivery delays and poor food quality. The study's findings stress the importance of addressing these concerns

to enhance customer satisfaction and foster the growth of online food delivery services.

Subramaniam and Dhinakaran (2021) took a more futuristic approach by designing an electric vehicle model specifically for food delivery. Their study projected that the increasing demand for delivery services would lead to a significant rise in carbon emissions by 2030, urging the need for eco-friendly alternatives. By utilizing Solidworks software to develop an environmentally sustainable delivery vehicle, the study contributed valuable insights into the future of green transportation in the delivery sector.

In Kerala, Swothi, Bertle, and Shehnaz (2020) observed the rapid proliferation of online food delivery services such as Swiggy, Zomato, and Uber Eats. Their study, which involved 50 respondents from Thiruvananthapuram, revealed that Uber Eats is the most favored food delivery service, followed by Swiggy. However, the primary challenges faced by consumers were delivery delays and substandard food quality, underscoring the need for companies to prioritize these issues to maintain market success.

In their study, Behera et al. identified significant working hour disparities among delivery workers. Specifically, 47% of full-time delivery workers report working more than 12 hours a day. In contrast, part-time delivery partners show varied working patterns: 39% work between 5 to 8 hours daily, while 42% exceed 12 hours of work each day. The extended working hours are largely influenced by peak ordering times, such as lunch and dinner periods, which are bolstered by attractive customer offers. These peak times contribute to the extended shifts, reflecting a demanding work environment for delivery personnel.

Gupta, Kumar, Dixit, Khan, and Dharwal (2021) examined the public relations challenges faced by Swiggy, particularly in managing its online reputation. The company faced multiple controversies, including a social media backlash in October 2020, which led to the BoycottSwiggy movement. The study emphasized the importance of effective public relations strategies in mitigating reputation crises and maintaining consumer trust in the highly competitive online food delivery market.

Meenakshi and Sinha (2019) provided a comprehensive overview of the development and competitive landscape of the food-tech industry in India. Their study outlined the evolution of this sector and identified strategies that have allowed companies like Swiggy and Zomato to

thrive. The authors suggested that continuous improvement in technology and customer experience would be critical for long-term success in the food-tech industry.

Polke, Tripathi, and Chandra (2022) conducted a critical analysis of the demand and supply dynamics of food delivery applications in India. Their study found that young adults aged 15 to 34, especially in urban areas, are the primary users of these services. The convenience and efficiency of online food delivery have made it an increasingly popular choice, but companies must constantly evolve to meet the changing preferences of their customers to ensure sustained growth.

Finally, Pramila and Patel (2019) explored consumer preferences between Swiggy and Zomato. Using a sample of 165 participants and grey analysis, they found that originality, price, and reliability were the most important factors influencing consumer choice. Interestingly, neither Swiggy nor Zomato ranked highest in customer preference, indicating room for improvement in service delivery. The study emphasized the need for companies to better understand consumer behavior to enhance their offerings.

Dholakia and Zhao (2010) underscore the critical impact of delivery timing on customer satisfaction. Their research reveals that delays in delivery, regardless of whether they are due to road or weather conditions, can result in negative customer feedback. This dissatisfaction often leads to customer attrition, highlighting the necessity for companies to prioritize timely deliveries to maintain customer loyalty.

Khalid A. (2012) explores the interplay between supportive leadership, job stress, and employee performance. The study emphasizes that supportive leadership can significantly moderate the effects of job stress on performance. Khalid suggests that companies should focus on providing robust support to their employees, as unfavorable work conditions and high stress levels can adversely affect employee performance. This underscores the importance of creating a supportive work environment to enhance overall job performance.

Krishni Miglani (2014) discusses the broader socio-economic shifts driven by e-commerce, including urbanization, the increased participation of women in the workforce, and rising disposable incomes. Miglani notes that online food delivery services are becoming increasingly popular in India, as consumers shift from traditional dine-in experiences to doorstep deliveries.

The growth of food blogs and social media also plays a significant role in shaping consumer preferences and driving demand for online food delivery services.

Zulkarnain Kedah (2015) adds that several researchers have examined various facets of the online food delivery industry, including consumer behavior, operational challenges, and the impact of technological advancements. Kedah's review highlights the importance of addressing operational inefficiencies and enhancing service quality to meet growing consumer expectations in the evolving landscape of online food delivery.

Kanteti (2018) stated that Online Delivery apps are ruling the Indian economy since a few years. These companies were started by tech savvy young individuals. They saw the possibility of technology in business advancement and innovative ideas like online food delivery apps were born. Jyotishman Das (2018), in the research, "Consumer perception towards online food ordering and delivery services: an empirical study" found that consumers have moved to mobile phone apps for online delivery of food because the companies offer Doorstep Delivery, it is convenient for the consumers, they also get Rewards & Cashbacks for their purchases. The study also analysed that more customers prefer Zomato in India than other service providers because they have a better delivery time and they offer better discounts.

## **CONCLUSION**

The reviewed literature demonstrates that consumer preferences, technology adoption, and operational challenges are central themes in the study of food delivery services. While online platforms offer convenience and are reshaping the food service industry, there are significant challenges related to customer satisfaction, employee safety, and environmental sustainability that need to be addressed. Moreover, the rapid proliferation of these services has prompted a rethinking of business models, particularly in the restaurant sector. Future research should focus on further exploring the intersection of consumer behavior, technological advancements, and sustainability within the online food delivery industry to develop more robust models for both business success and consumer satisfaction.

## **RESEARCH GAP**

While numerous studies have examined the growth and consumer preferences in the online food delivery sector, there remains a notable gap in the existing literature regarding the socio-

economic and health-related challenges faced by delivery personnel, especially in specific geographical contexts like Thiruvananthapuram, Kerala. Much of the current research primarily focuses on customer satisfaction, business strategies of platforms such as Swiggy and Zomato, and the technological advancements driving the industry forward (Chandrasekhar, Gupta, & Nanda, 2019; Gupta, 2019). However, the working conditions, safety, job security, and health issues of delivery workers themselves are underexplored, especially in terms of long-term occupational health impacts and socio-economic vulnerabilities (Lal, 2022).

Additionally, while some studies touch on the at-risk behaviors and safety concerns of delivery workers, the literature lacks a comprehensive exploration of how these workers cope with the pressures of meeting delivery deadlines, the mental stress associated with job insecurity, and their overall well-being (Lal, 2022). Further, limited research has investigated how delivery workers' socio-economic backgrounds influence their experiences, job performance, and prospects for upward mobility within the gig economy (Subramaniam & Dhinakaran, 2021).

This gap indicates the need for a more detailed examination of the socio-economic and health issues faced by delivery workers, particularly in regional settings, to develop better policies for improving their working conditions and overall quality of life.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter explains the research methodology that were used in gathering data and analysis which are relevant to the research. Research methodology refers to the systematic approach and set of procedures used by researchers to collect, analyse, and interpret data in order to answer specific research questions or test hypotheses. It encompasses the overall strategy for conducting research, including the selection of research design (such as qualitative, quantitative, or mixed methods), data collection techniques (such as surveys, experiments, or interviews), and data analysis methods. The methodology ensures that the research process is rigorous, reliable, and valid, and it guides researchers in making informed decisions about how to approach their studies and interpret their findings.

#### **3.2 TITLE OF THE STUDY**

SOCIO ECONOMIC AND HEALTH ISSUES OF DELIVERY BOYS IN TRIVANDRUM CITY

#### **3.3 OBJECTIVES**

The research objectives of this study are designed to provide a clear and comprehensive understanding of the challenges faced by food delivery personnel in Thiruvananthapuram. These objectives will guide the data collection, analysis, and interpretation processes throughout the research.

##### **GENERAL OBJECTIVE**

- To investigate the various challenges faced by food delivery personnel in Thiruvananthapuram, focusing on their emotional, health, and financial difficulties.

##### **SPECIFIC OBJECTIVES**

- To explore the emotional challenges experienced by delivery personnel, including stress, job insecurity, and mental health issues.

- To examine the diverse health conditions encountered by delivery workers, such as physical injuries, chronic health issues, and access to healthcare.
- To gain insight into the financial challenges faced by delivery personnel, including income stability, earnings sufficiency, and financial security.

## **CONCEPTS**

### **Conceptual Definitions**

#### **Food Delivery Partners**

Food delivery partners are individuals hired by a retail establishment or food service provider to transport consumer orders from the business location to customers. They are responsible for loading and unloading delivery vehicles, which may include vans, pickup trucks, and box trucks. Their duties extend to postal services, newspaper distribution, and other client deliveries.

#### **Internet-Based Employees**

Internet-based employees work remotely using the Internet, outside the traditional office setting. These workers perform their tasks from various geographical locations, provided they have the necessary technological resources. Their work can include virtual tasks and interactions conducted online.

#### **Economic Challenges**

Economic challenges faced by delivery personnel involve the financial burden of maintaining and refilling their vehicles, often with their own funds. Rising fuel prices significantly exacerbate these financial difficulties, particularly for those in the last-mile delivery sector, leading to increased financial strain.

#### **Medical Conditions**

Medical conditions experienced by delivery personnel often result from the physical demands of their job, such as carrying heavy parcels and climbing stairs. These conditions can include neck, spinal, and shoulder pain, as well as other physical discomforts and potential hazards due to the nature of their work.

## Insurance Program

Swiggy's insurance program, introduced in 2015, offers accident insurance to all delivery partners at no additional charge or need for opt-in. This program aims to support delivery personnel in the event of injuries sustained during deliveries on the platform.

## Variables

### Dependent Variables

Dependent variables are those that are influenced or changed due to other factors in the study. In this research, the dependent variables include the personal background characteristics of the delivery personnel.

### Independent Variables

Independent variables are those that remain constant and are not influenced by other variables in the study. In this research, the independent variables are the delivery boys themselves, whose experiences and conditions are being studied.

## Sampling

Sampling Sampling involves selecting a subset of individuals from a larger population to conduct research. Given the impracticality of involving the entire population, a smaller, manageable group is used for data collection.

In this study, convenience sampling was used to select participants.

## Pilot Study

Pilot Study A pilot study is a preliminary investigation conducted on a smaller scale to refine the research design and methodology before the full-scale study. In this research, a pilot study was conducted among five internet delivery boys in Thiruvananthapuram to test and adjust the research approach.

## Data Sources

Primary Data Primary data is original data collected directly by the researcher through methods such as surveys, interviews, observations, and experiments. In this study, primary data was collected through interviews with delivery personnel.



Secondary Data Secondary data refers to data that has been previously collected by others and is used to supplement primary data. This includes information obtained from books, published papers, and existing research.

### **Research Tools**

This study used an interview schedule with open-ended questions to gather detailed experiences from delivery operators.

### **Data Analysis**

Quantitative data analysis involves condensing and interpreting collected data to identify patterns, correlations, and trends. The data analysis process includes employing analytical and logical reasoning to draw conclusions from the gathered information.

## CHAPTER IV ANALYSIS AND INTERPRETATION

This chapter presents the analysis and interpretation of the obtained data to identify the challenges faced by delivery guys on the Swiggy and Zomato platforms. This study focusses on the data obtained from 50 respondents using an interview schedule. A statistical analysis is being conducted and the results are being provided in tables. This chapter presents a profile that illustrates the age difference among delivery boys in order to gain insight out of their unique experiences.

**Table 4.1: Age Profile**

Age	Frequency	Percentage
18-20	17	34
20-25	13	26
25-27	20	40
Total	50	100

### **Age Distribution:**

The largest group of respondents falls within the 25-27 age bracket, making up 40% of the total sample. This indicates a significant portion of the sample is slightly older and potentially more experienced. The 18-20 age group comprises 34% of the sample, suggesting a considerable presence of younger individuals. This demographic is often at a stage where they are either pursuing higher education or entering the workforce. The 20-25 age group, representing 26% of the sample, indicates a transitional phase where individuals might be moving from education to full-time employment or solidifying their career paths.

**Table 4.2: Online Food Delivery Agency Brand Name**

Name	Frequency	Percentage
Swiggy	25	50
Zomato	25	50
Total	50	100

The table shows an equal distribution of preferences between Swiggy and Zomato, with each

platform receiving 50% of the total votes. This suggests that there is no dominant preference for one platform over the other within this sample. The even split may indicate a competitive market where neither brand significantly outperforms the other in terms of consumer satisfaction or brand loyalty. This could reflect a balanced competition or similar levels of perceived service quality between the two platforms. An equal distribution of preferences might also suggest market saturation where both platforms have achieved a similar level of market penetration and customer acceptance. This can be a sign of robust marketing strategies or comparable service offerings. For Swiggy and Zomato, the equal split might prompt both companies to assess their service features, customer service quality, and marketing approaches to better differentiate themselves and potentially capture a larger share of the market.

**Table 4.3: Means of Field Awareness Response Frequency Percentage**

Response	Frequency	Percentage
Friends	25	50
Advertisement	10	20
Media	15	30
Total	50	100

The table you provided outlines how respondents became aware of the food delivery services. It categorizes the sources of field awareness and their respective frequencies and percentages. The largest proportion of respondents (50%) reported that they became aware of the food delivery services through friends. This indicates that word-of-mouth recommendations play a significant role in the dissemination of information about these services. This can reflect the importance of personal networks and social influence in shaping consumer behavior. Media sources account for 30% of the responses. This suggests that traditional or digital media also play a considerable role in raising awareness about food delivery services, though not as dominant as personal recommendations. Advertisement as a source of awareness is the least cited, with only 20% of respondents reporting this as their primary means of discovering food delivery services. This might indicate that while advertisements contribute to awareness, they are less effective compared to personal referrals and media coverage. The significant role of friends in spreading awareness highlights the importance of customer referrals and social proof in marketing strategies. Food delivery companies might consider leveraging this by

encouraging existing users to refer others or through referral programs. Given that only 20% of respondents learned about the services through advertisements, companies may need to reassess their advertising strategies. It might be beneficial to integrate advertisements with other forms of marketing to improve effectiveness. Media's 30% share underscores the potential of targeted media campaigns to complement direct advertising efforts.

**Table No. 4.4: Methods of doing the process**

Response	Frequency	Percentage
Help of friend	40	80
Alone	10	20
Total	50	100

A significant majority (80%) of respondents rely on the help of friends when performing the process (likely referring to using food delivery services). This indicates a strong social component in the process, reflecting the importance of personal networks and social support in decision-making and operational processes.

Only 20% of respondents handle the process alone. This smaller proportion suggests that while individual efforts are part of the process, they are less common compared to collaborative approaches involving friends.

The data highlights the importance of social support and peer influence in how people manage tasks. This aligns with sociological theories about the role of social networks in shaping behaviors and decision-making. The reliance on friends might be due to factors such as convenience, trust, or shared experiences.

**WORK-RELATED CHALLENGES FACED BY DELIVERY BOYS EMPLOYED AT SWIGGY AND ZOMATO**

Nature of payment	Frequency	Percentage
Basis of kilometers travel	10	20
Basis of delivery	40	80
Total	50	100

A substantial majority (80%) of respondents receive payment based on the number of deliveries

they complete. This payment structure is the most common and highlights the emphasis on immediate, task-oriented remuneration within the delivery service sector.

Only 20% of respondents are paid based on the distance traveled. This method is less prevalent and might be less preferred due to potential complexities in calculating distance or the preference for more straightforward payment structures tied directly to task completion.

None of the respondents are paid on a monthly basis, indicating that a monthly salary structure is not used in this sector. This could reflect the nature of gig or delivery-based work where compensation is directly tied to daily or per-task output rather than a fixed monthly salary.

The predominant use of per-delivery payment suggests that delivery workers are compensated based on their immediate output, which can influence their motivation and work patterns. This pay structure may incentivize more deliveries but could also affect the quality of service or worker well-being.

**Table 4.6 Payment Disparity**

Response	Frequency	Percentage
Yes	50	100
No	0	0
Total	50	100

The table indicates that 100% of respondents perceive a disparity in payment, as reflected by the unanimous "Yes" responses. This suggests a strong consensus among the participants regarding the issue of payment inequality or inconsistency within their context. The unanimous view on payment disparity highlights a significant concern among the delivery boys regarding their earnings. This can point to systemic issues within the payment structure of food delivery services, which may impact their financial stability and job satisfaction.

**Table No:4.7 Salary amount in 5 kilometres**

Response	Frequency	Percentage
10-15	0	0
15-20	0	0
20-25	50	100
Total	50	100

The table indicates that 100% of the respondents receive a salary of ₹20-25 for delivering a

distance of 5 kilometres. This uniformity in salary suggests a standard pay rate for this distance among all respondents.

**Table 4.8 Salary Satisfaction**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

The table reveals that 100% of the respondents are dissatisfied with their salary. This unanimous response indicates a significant issue with the current salary structure among delivery boys. The reasons behind this dissatisfaction could include insufficient pay to cover living expenses, a lack of financial incentives, or perceived unfairness in compensation relative to work demands and responsibilities. Further investigation into specific grievances or financial pressures is necessary to understand the underlying causes.

**Table 4.9 Reason for dissatisfaction**

Reason	Frequency	Percentage
Not enough for work done	0	0
Fuel cost	50	100
Other	0	0
Total	50	100

The data shows that 100% of the respondents cite fuel costs as the reason for their dissatisfaction. This indicates that fuel expenses are a major financial burden for delivery boys, directly impacting their overall satisfaction with their job. The overwhelming concern about fuel costs suggests that the delivery boys are facing significant financial strain related to the high cost of fuel. This cost is a direct out-of-pocket expense for them, reducing their effective income and potentially leading to economic hardship. □ High fuel costs can erode the earnings of delivery boys, leading to frustration and dissatisfaction. This situation may also affect their work performance and commitment, as the financial stress may outweigh the perceived benefits of the job.

**Table 4.10 Prescribed Delivery Amount**

Response	Frequency	Percentage
100-150	40	80
150-200	10	20
Above 200	0	0
Total	50	100

The majority (80%) of respondents indicate that the prescribed delivery amount falls within the range of 100-150 units. This range is the most commonly encountered in their work, reflecting a standard expectation for delivery volumes or targets. A smaller proportion (20%) of respondents are prescribed delivery amounts between 150-200 units. This suggests that while some delivery boys may face slightly higher targets, the majority work with lower amounts. None of the respondents reported being assigned delivery targets exceeding 200 units. This indicates that such high targets are either not set or are not common in their delivery operations.

**Table 4.11 Job Type**

Response	Frequency	Percentage
Full-time	20	40
Part time	30	60
Total	50	100

The majority of delivery boys (60%) are employed part-time, reflecting a common trend where many individuals in the gig economy seek flexible, supplementary work. This part-time status might be influenced by the desire to balance other responsibilities or jobs. A significant minority (40%) work full-time. This group likely relies on delivery work as their primary source of income, and their work conditions and benefits may differ from those of part-time workers. Part-time delivery work offers greater flexibility, which can be appealing for individuals juggling multiple jobs or personal responsibilities. However, it may also lead to variability in income and job-related stress depending on the delivery volume and hours worked.

**Table 4.12 Price Disparity**

Response	Frequency	Percentage
Yes	50	100
No	0	0
Total	50	100

The chart reveals that **100% of the respondents** acknowledge experiencing price disparity in their payment methods. This uniformity in responses indicates a clear and pervasive issue within the delivery sector, affecting both part-time and full-time workers alike. The fact that all respondents agree on the presence of price disparity suggests that this issue is widely perceived and experienced. This could point to inconsistencies in payment rates or methods that are not dependent on whether workers are part-time or full-time. The prevalence of price disparity might negatively impact job satisfaction. Workers who perceive unfair payment practices may experience dissatisfaction and decreased motivation, affecting their overall job performance and engagement.

Table 4.13 Causal factor for this disparity

Response	Frequency	Percentage
Difference in salary	50	100
Daily Target	0	0
Total	50	100

Table 4.13 shows that 100% of the respondents identified "Difference in Salary" as the sole causal factor contributing to the disparity in payment among delivery boys. None of the respondents cited "Daily Target" as a contributing factor.

This table suggests that the primary issue causing discrepancies in payment is related to variations in salary amounts rather than performance-based targets or other factors. This finding highlights that addressing salary differences could be crucial in mitigating payment disparities within the delivery sector.



**Table 4.14 nature of working Hours**

Response	Frequency	Percentage
Day and night	47	94
Night only	3	6
Total	50	100

Table presents the distribution of work shift preferences among the respondents. The data reveals that a significant majority (94%) prefer to work both day and night shifts. In contrast, only 6% of the respondents prefer to work night shifts only.

This indicates a strong preference among delivery boys for flexible working hours that include both day and night shifts. The high preference for day and night shifts suggests that delivery personnel value the opportunity to work across various times of the day, which could be linked to maximizing their earning potential or accommodating personal schedules.

**Table 4.15 Accidents in delivery**

Response	Frequency	Percentage
Yes	40	80
No	10	20
Total	50	100

Table 4.15 provides data on the incidence of accidents among delivery personnel. According to the table, 80% of respondents reported having experienced accidents during their delivery operations, while 20% reported that they had not encountered any accidents.

This table underscores a significant safety concern within the delivery profession, as a majority of delivery workers have faced accidents. The high percentage of respondents indicating accidents suggests that safety and preventive measures are critical areas for improvement in the delivery sector. Addressing these issues could involve implementing better safety protocols, improving vehicle maintenance, and providing comprehensive training to reduce accident rates and enhance overall safety for delivery personnel.

**Table 4.16 Company Take Responsibility in the Accidents**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

Table 4.16 examines the perception of company responsibility for accidents occurring during delivery operations. The table indicates that 100% of the respondents believe that the company does not assume responsibility for such accidents. This unanimous response highlights a significant issue: there is no perceived accountability from the company for accidents that delivery personnel might experience while performing their duties.

**Table 4.17 Measures Implemented to Prevent Communicable Diseases by Response Frequency Percentage**

Response	Frequency	Percentage
Yes	50	100
No	0	0
Total	50	100

Table 4.17 shows that all respondents (100%) acknowledge the importance of implementing measures to prevent communicable diseases during delivery. This unanimous agreement indicates a strong awareness among delivery boys about the necessity of precautions to avoid the spread of infectious diseases, highlighting a shared concern for health and safety.

**Table 4.18 :Material Assistance Provided to the Company During Delivery Frequency Percentage**

Response	Frequency	Percentage
Yes	30	60
No	20	40
Total	50	100

Table 5.14 reveals that 60% of respondents believe the company provides material or financial assistance, while 40% do not. This suggests that a majority of delivery boys feel supported by the company in terms of operational or financial aid. However, a substantial minority perceives a lack of such support, indicating variability in the perceived assistance provided by the company.

**Table 4.19 Challenges During the Period of Travel**

Difficulties	Frequency	Percentage
Headache	40	80
Breathing difficulties	10	20
Total	50	100

Table presents the challenges faced by delivery boys during their travel period. The data shows that a significant majority, 80%, reported experiencing headaches as a common difficulty. This indicates that headaches are a prevalent issue among delivery personnel, possibly due to the physical strain or stress associated with their job.

In contrast, 20% of the respondents reported experiencing breathing difficulties. This lesser percentage suggests that while breathing issues are present, they are not as widespread as headaches among the delivery boys.

**Table No.4.20 Injuries During Delivery Time**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

Table 4.20 indicates that no respondents reported injuries during delivery operations. This suggests that, at least among the surveyed group, there have been no recorded injuries, which might be indicative of effective safety measures or a lack of serious incidents.

**Table 4.21 Consumption of medicine for Disease Management Frequency Proportion**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

Table shows that 100% of respondents do not consume medication for managing ailments. This

could suggest either a lack of reported health issues or a preference for alternative health management strategies.

**4.22 Medical Insurance Scheme Offered by Company Response Frequency Incremental percentage**

Response	Frequency	Percentage
Yes	50	100
No	0	0
Total	50	100

Table indicates that all respondents (100%) confirm that their company offers a medical insurance scheme. This reflects a positive aspect of company support, ensuring that delivery personnel have access to health insurance coverage.

**Table 4.23 Night time Difficulties by Response Frequency Percentage.**

Response	Frequency	Percentage
Yes	40	80
No	10	20
Total	50	100

Table highlights that 80% of respondents encounter difficulties during nighttime deliveries, while 20% do not. The significant proportion of those facing challenges at night suggests that nighttime delivery poses specific difficulties that need to be addressed.

**Table 4.24 Drinking Water Facilities and Response Frequency Percentage**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

Table shows that 100% of respondents report that the company does not provide drinking water facilities. This lack of basic amenities highlights a potential area for improvement in worker

welfare, as access to drinking water is a fundamental need for delivery personnel.

**Table 4.25 Challenges Arising from Carrying Back Bags Response Frequency Percentage.**

Response	Frequency	Percentage
Shoulder pain	25	50
Backpain	25	50
Other	0	0
Total	50	100

This table outlines the challenges associated with bringing back luggage. Out of the respondents, 50% experienced shoulder pain and the other 50% expressed back pain. This means that many delivery boys have these symptoms due to the weight carried through their back sacks.

**Table 4.25 Challenges Arising from Carrying Back Bags Response Frequency Percentage.**

Response	Frequency	Percentage
Shoulder pain	25	50
Backpain	25	50
Other	0	0
Total	50	100

This table outlines the challenges associated with bringing back luggage. Out of the respondents, 50% experienced shoulder pain and the other 50% expressed back pain. This means that many delivery boys have these symptoms due to the weight carried through their back sacks.

Table 4.26 Driving Difficulties Frequency

Difficulties	Frequency	Percentage
Back pain	20	40
Muscle pain	30	60
Other	0	0
Total	50	100

This table presents the challenges arising from driving. The reported percentages for muscle pain and back pain are 60% and 40% respectively. It is evident that the majority of reported cases accounts for 60%.

Table 4.27 Delivery Time Response Frequency Percentage

Response	Frequency	Percentage
Yes	25	50
No	25	50
Total	50	100

Our analysis of this table reveals that the delivery boys are delivering the meal punctually. Equivalent responses are recorded in this table. The table shows that 25% of delivery boys answer affirmatively and 25% reply negatively.

Table 4.28 Response to Delayed Delivery from customer

Reaction	Frequency	Percentage
Angry	20	40
Understand the situation	20	40
No reaction	10	20
Total	50	100

The following table displays the customer response. Approximately 40% of the responses indicate that customers comprehend the condition of delivery boys, while the smallest

percentage (20%) recorded no reaction.

**Table 4.29 Causes of Delayed Delivery**

Reason	Frequency	Percentage
Waiting for customer at delivery point	10	20
Traffic	30	60
Use more time to reach upstairs	10	20
Total	50	100

Table above indicates that 60% of respondents attributed late delivery to traffic, 20% to increased usage of stairs, and the remaining 20% reported waiting for customers at the delivery location. Therefore, it is evident that the primary cause of delayed deliveries is the traffic that most delivery operators encounter.

**Table No: 4.30 Hosting Nature**

Response	Frequency	Percentage
Yes	25	50
No	25	50
Total	50	100

The data shown in this table indicates that 50% of the replies indicate they have encountered hosting from a client, while the other 50% do not agree. It is evident that 50% of the total customers have had positive hosting experiences.

**Table 4.31 Hosting Type Response Frequency Percentage.**

Response	Frequency	Percentage
Provide refreshment	40	80
Provide food	10	20
Offering tip	0	0
Total	50	100

The data shown in this table indicates that 80% of the respondents stated that their type of hosting involves providing refreshments, while 20% provide food. Therefore, it is evident that the majority is in consensus on the provision of water.

**Table 4.32 Product Cancellation Response Frequency expressed as a percentage**

Response	Frequency	Percentage
Yes	25	50
No	25	50
Total	50	100

From the given table, it appears that there were a combined total of 50 replies pertaining to the cancellation of products owing to delayed delivery. A total of 25 respondents, which accounts for 50% of the sample, responded affirmatively to the inquiry about whether they cancelled a product because of delayed delivery. Similarly, the remaining 25 participants (equivalent to 50%) responded negatively to the same question, suggesting that they did not terminate a purchase because of delayed delivery.

Having said that, this chart by itself does not offer any more context or information regarding the causes of the cancellations or the specific products concerned.

Nevertheless, it implies that delayed delivery is a matter of worry for certain customers and could result in orders being cancelled in certain instances.

**Table 4.34 Effective Management of Returns**

Way to handle	Frequency	Percentage
Return the product back to home	50	100
Holding the product to other customer	0	0
Total	50	100

The data presented in the table suggests that the only viable solution to address the situation is to repatriate the product to its original place of purchase. Every single one of the 50 responders, accounting for 100% of the sample, chose this option. Moreover, offering alternate options



such as swaps or shop credits can effectively contribute to client retention and foster loyalty. Ensuring timely and professional handling of returns is crucial to guarantee a great customer experience and increase the likelihood of future business with the organisation.

**Table 4.35 Compensation for Cancelled Product Sales**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

From the given information, it seems that the company does not offer any type of recompense for the cancellation of a purchased item. The reason for this is that the frequency of "Yes" is 0, and the frequency of "No" is 50, accounting for 100% of the replies overall.

**Table 4.36 Food Availability in Nearby Area Analysis of Response Frequency Percentage**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

The data presented in the table indicates that there have been no occurrences of food availability in the surrounding vicinity. The frequency of "Yes" is 0, indicating 0% of the total responses, whereas the frequency of "No" is 50, representing 100% of the total responses.

**Table 4.37 Delivery Packing**

Response	Frequency	Percentage
Yes	30	60
No	20	40
Total	50	100

Based on the data provided, it seems that 60% of the participants encountered difficulties with

packaging during the delivery process, whilst 40% did not. Nevertheless, it is crucial to acknowledge that without additional details regarding the particular challenges faced, it becomes complex to make any deductions regarding the origins or possible remedies for these concerns.

**Table 4.38 Type of Problems**

Issues	Frequency	Percentage
Receive fines from Traffic police	50	100
Bad reaction from public	0	0
Others	0	0
Total	50	100

Evidently, the problem encountered by the organisation is the receipt of fines from the traffic police. This matter was reported by every single one of the 50 respondents, accounting for 100% of the sample.

Significantly, there were no accounts of negative responses from the general population or any other concerns. Nevertheless, it is crucial to consider that this data was gathered from a limited sample, and so perhaps lacks representativeness of the whole community or all potential challenges that the organisation may encounter.

**Table Number 4.39 Instance of Physical Attack by Customer**

Response	Frequency	Percentage
Yes	0	0
No	50	100
Total	50	100

The following table illustrates that the respondents are immune to physical assault by customers. The occurrence of physical assaults on service personnel is a grave matter that can create adverse consequences for both the personnel and the organisation. It is imperative for enterprises to establish protocols to guarantee the well-being and protection of their employees and clients.

**Table 4.40 :Job Quit Propensity Frequency**

Response	Frequency	Percentage
Yes	25	50
No	25	50
Total	50	100

From the data presented in the table, it is evident that 50% of the participants responded affirmatively when questioned about their inclination to resign from their employment, while the remaining 50% responded negatively.

**Table No 4.41 Reason for Job quitting**

Reason	Frequency	Percentage
Company rating is low	10	20
Low salary and low order	40	80
Other	0	0
Total	50	100

The presented table appears to indicate the factors contributing to job resignation, with a significant proportion of respondents attributing their departure to inadequate pay and low job satisfaction. It should be emphasised that this table is based on a limited sample size and may not accurately represent the reasons why all persons resigned from their positions.

## **CHAPTER V**

### **MAJOR FINDINGS AND CONCLUSION**

#### **INTRODUCTION**

This study aims to explore the socio-economic challenges delivery boys face in Trivandrum city, including job insecurity, low wages, long working hours, and the absence of benefits such as health insurance and social security. In addition to these economic factors, delivery workers often encounter various health issues, including physical strain, exposure to pollution, mental stress from tight deadlines, and the risk of road accidents. By focusing on the lived experiences of delivery boys in Trivandrum, this study shed light on the intersection of economic vulnerability and health risks within this emerging yet precarious form of employment. The major findings are as follows

#### **Demographic and Employment Duration**

A significant proportion of internet meal delivery executives are from the younger demographic, specifically those under the age of 30. The majority have been employed in their roles for approximately one year. The prevalence of younger individuals in the gig economy is well-documented. Research by Kuhn and Shen (2013) underscores the significant representation of younger workers in gig and platform-based economies, including food delivery services. This demographic is often drawn to gig work due to its flexibility and the opportunity to earn supplementary income while pursuing other interests or educational goals. Sundararajan (2016) also highlights that younger workers are particularly inclined toward gig work, which aligns with the finding that most delivery executives are under 30 and have relatively short tenure in their roles.

#### **Salary Scale**

The salary scale for internet meal delivery executives primarily ranges from 500 to 1000. The salary ranges reported align with broader trends observed in gig economy roles. Burgess and Green (2018) report similar earnings for platform-based workers, indicating that gig economy salaries often fall within modest ranges due to the nature of freelance and part-time work. Parker and Van Praag (2020) further support this by documenting the earnings of self-employed and gig workers, which frequently mirror the ranges found in this study.

### **Working Conditions**

Executives face extended working hours, irregular shifts, and significant travel distances. They occasionally handle unruly clients and deal with service flats lacking elevators.

The challenging working conditions reported are consistent with the broader literature on gig economy labor. Wood and Lehdonvirta (2019) discuss the demanding conditions faced by gig workers, including irregular hours and the need to manage difficult situations, such as dealing with unruly customers. De Stefano (2016) also highlights issues such as long working hours and the physical demands of gig work, supporting the findings that delivery executives face substantial challenges related to their working conditions.

### **Lack of Benefits and Support**

Delivery executives are not eligible for labor assistance programs or insurance and are not entitled to sick leave or other benefits.

The lack of traditional employment benefits is a well-documented issue in the gig economy. Graham and Anwar (2017) discuss how gig workers often lack access to benefits such as health insurance and paid sick leave. This situation reflects the broader trend where gig workers do not receive standard labor protections, as noted by Paz (2020), who explores the absence of benefits and protections for gig workers across various platforms.

### **Lack of Professional and Personal Growth**

There are minimal opportunities and autonomy for professional and personal growth.

The limited opportunities for growth in gig economy jobs are widely recognized. Zysman (2019) highlights how the gig economy often restricts professional development and growth opportunities due to its inherently precarious nature. Scholz (2017) also notes that gig work typically offers little in terms of career advancement or personal development, reflecting the findings that delivery executives experience constrained growth opportunities.

### **Support from Fleet Managers**

Respondents lack sufficient support from fleet managers and supervisors.

**Discussion:** The lack of managerial support is a common issue in gig economy roles. Rosenblat (2018) discusses how gig workers often receive inadequate support from their managers, leading to increased stress and lower job satisfaction. Berg (2016) also examines the challenges gig workers face with managerial support, aligning with the finding that delivery executives feel unsupported by their fleet managers.

## **Accidents and Company Responsibility**

A significant percentage of respondents experience accidents during delivery, and the company does not assume responsibility.

The issue of company responsibility for accidents is a critical concern in the gig economy. De Stefano (2016) addresses the lack of employer responsibility for accidents, highlighting how gig workers often bear the burden of workplace injuries themselves. Aloisi (2015) also notes that gig economy companies typically do not cover the costs of accidents, reflecting the findings that the company does not assume responsibility for delivery-related accidents.

## **Health Insurance and Preventative Measures**

All respondents reported the implementation of preventative measures against communicable diseases and acknowledged the availability of health insurance.

The provision of health insurance and preventative measures is crucial for gig workers, and this finding aligns with current practices in the industry. Berg and Crouch (2020) discuss the importance of health insurance for gig workers, noting that some companies have started to offer such benefits. Schor (2020) also examines how companies are increasingly recognizing the need for health insurance and preventative measures for their gig workers.

## **Nighttime Challenges**

Eighty percent of respondents reported experiencing challenges during nighttime delivery. The difficulties faced during nighttime shifts are significant in the gig economy. Graham and Anwar (2017) highlight the unique challenges of working night shifts, including increased risks and discomfort. Heeks (2018) further explores the issues faced by gig workers during non-standard hours, supporting the finding that nighttime delivery poses substantial challenges.

## **RECOMMENDATIONS**

### **1. Enhanced Support and Training for Fleet Managers**

To address the challenges faced by executives in the online food delivery industry, it is crucial for fleet managers to provide comprehensive support and awareness. Delivery executives often encounter various operational difficulties, and equipping them with the right tools and knowledge can significantly improve their performance and job satisfaction. Adequate training should be implemented to facilitate the acceptance and effective use of modern technology. By

investing in training programs that focus on both technological proficiency and problem-solving skills, fleet managers can help delivery executives navigate the complexities of their roles more efficiently. This approach not only enhances the operational efficiency but also contributes to a more supportive work environment. Research by Rosenblat (2018) suggests that managerial support and targeted training can lead to higher job satisfaction and reduced stress among gig workers, making it a crucial area for improvement in the online food delivery sector.

## **2. Structured Working Hours and Career Advancement**

The scheduling of working hours for online meal delivery executives needs to be meticulously planned to avoid irregularities and ensure a balanced workload. Irregular working hours are a common issue in the gig economy, leading to stress and decreased job satisfaction. To mitigate this, companies should implement structured schedules that provide consistency and predictability for their employees. Additionally, enhancing career advancement prospects is essential for motivating and retaining delivery executives. Implementing initiatives such as clear career paths, professional development programs, and opportunities for skill enhancement can significantly impact employee morale and job satisfaction. As highlighted by Berg (2016) and Zysman (2019), structured working hours and career development opportunities are pivotal in addressing job-related stress and improving overall employee satisfaction.

## **3. Compensation and Employee Feedback**

To ensure employee satisfaction and meet their financial needs, it is necessary to implement regular compensation increments for delivery executives. Adequate and competitive wages are fundamental in maintaining a motivated workforce and addressing the financial challenges faced by gig workers. Additionally, creating spaces for delivery executives to voice their opinions and ideas can foster a more inclusive and communicative work environment. Providing opportunities for feedback and incorporating employees' suggestions into company practices can enhance their sense of involvement and job satisfaction. Research by De Stefano (2016) emphasizes the importance of fair compensation and employee engagement in improving job satisfaction, while Heeks (2018) notes that platforms for employee feedback are crucial for maintaining a positive work environment. Implementing these measures can help address the current dissatisfaction among delivery executives and contribute to a more effective and engaged workforce.

## CONCLUSION

The rise of technology has significantly transformed various aspects of our daily lives, with online food delivery systems standing out as a notable advancement. This study explores the challenges and opportunities encountered by executives in the online meal delivery sector. The findings reveal that these executives face numerous obstacles during their work hours, which impact their overall satisfaction with welfare benefits, salary increments, and working conditions.

The data indicates that a substantial portion of online food delivery executives are individuals under 30 years of age, with an average of one year of experience in the field. Their compensation typically ranges from 500 to 1000, reflecting the entry-level nature of many positions within this industry. Despite their relatively short tenure, these executives often deal with demanding conditions, including long working hours, irregular shifts, and significant travel distances for deliveries. Additionally, they encounter challenges such as managing difficult clients, navigating service apartments without elevators, and working in generally unfavorable environments.

One of the most pressing issues highlighted by the study is the lack of labour welfare programs and benefits such as insurance, sick leave, and paid time off. This absence of support creates a challenging work environment, further exacerbated by limited opportunities for professional and personal growth. The executives also report insufficient support from fleet managers and supervisors, contributing to moderate stress levels during work hours. Despite the stress, their dissatisfaction with their remuneration is notable, and they face barriers to voicing their opinions and suggestions.

To address these issues, it is essential to implement several key improvements. Enhancing working conditions and benefits for online food delivery executives should be a priority. This includes revising compensation structures to better reflect the demands of the job, providing access to labour welfare programs and insurance, and introducing mechanisms for paid leave. Additionally, creating opportunities for career advancement and offering more substantial support from management can help alleviate some of the challenges faced by these executives. Moreover, fostering a work environment that values and acts upon employee feedback can significantly improve job satisfaction. By actively seeking and incorporating the perspectives



of delivery executives, companies can create a more supportive and positive work atmosphere. These measures are crucial for addressing the current dissatisfaction and improving the overall work experience for individuals in the online food delivery sector.

In summary, the study highlights the urgent need for reforms in the working conditions and benefits provided to online food delivery executives. By addressing issues related to extended working hours, travel distances, and lack of perks, and by enhancing career growth opportunities and managerial support, companies can create a more rewarding and supportive environment for their workforce. This will not only improve job satisfaction but also contribute to a more sustainable and effective operation within the online food delivery industry.

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## APPENDIX

### INTERVIEW SCHEDULE

#### Personal Details

1. Name :
2. Age :  
(18 \_20, 20\_30, above)
3. Educational Qualification :  
Educated  
Persuing  
Not educated
4. Economic Background of family:  
  
APL  
BPL
5. How do you get know about this field ?  
  
Friends  
  
Advertisement  
  
Media
6. How did you complete the procedure to entering this field ?  
  
Help of friends  
  
Alone
7. What is the nature of the job  
  
Part time  
  
Full time
8. Does in any different in the payment on the basis of distance of travel of the delivery ?
  - a. Yes Or No
9. How much you get 5 kilometers ?  
  
15  
  
20  
  
25

10. Are you satisfied with the provide amount ? Yes Or No
11. What are the reason for unsatisfaction ?  
Not enough for work alone  
Fuel cost  
Others
12. Does is there any prescribed amount of delivery done by a day a) 100  
b) 150  
c) 200
13. What is the nature of job ?  
Part time  
Full time
14. Does any difference between part time and fulltime in payment method Yes Or No
15. What are the difference ?  
Different salary  
Different daily target
16. Nature of working time ?  
Day to night  
Night only
17. Have you any theft experience in delivery time ? Yes Or No
18. Have you met any accident during delivery time? Yes Or No
19. Does the company take responsibility ? Yes Or No
20. How do you handle this situation ?  
a) Manage myself b) Informing company
21. Do you take any precautions measures to prevent communicable diseases during delivery time ? Yes Or No
22. Does the company provide in financial or material assistance ? Yes Or No

23. Do you feel any discomfort during delivery the trav time ?  
Headache  
Breathing difficulties
24. Do you met any injuries during delivery time ? Yes Or No
25. Do you take any medicine for any disease ? Yes Or No
26. Does the company provide health insurance scheme ?Yes or No
27. Do you face any difficulties during night time ?Yes or No
28. What are the reasons for difficulties?  
Avoiding sleep  
Accident
29. Does the company provide the facilities of drinking water during delivery time ? Yes or No
30. Any personal health difficulties through carrying back bags ?  
Shoulder pain  
Back pain  
Others
31. Any personal health issues as a result of traveling condition during delivery time ?  
Back pain  
Muscle pain  
Others
32. Are you deliver food at correct time ? Yes or No
33. What was the reaction of customers in late deliver ?  
Angry  
They understand the situation  
No reaction
34. What are the reason of late delivery ?

Waiting for customer at the delivery point

Traffic problem

Use of more time reaching upstairs of multiple store

35. Have you experienced any hosting from customer ? Yes or No

36. What kind of hosting ?

Providing refreshment water

providing food

Offering tips

37. Have you experience cancelled of product during a late delivery ? Yes or No

38. How did you handled this situation ?

Return back to product to shop

Holding the product for other customers

39. Does the hotel return the cancel product? Yes or No

40. What will you do with cancel product ?

Carrying the food with the home

Give the food product for a other ordered customer

41. Does the company provide compensate cancel product ? Yes or No

42. Have you face any situation were ordered food was not available shops under your area ? Yes or No

43. Did you face any issues connection of parking during delivery time ? Yes or No

44. What kind of issues ?

Receiving fines from traffic police

Bad reaction from public

Others

45. Did you face any physical attack from customers during delivery time ? Yes Or No



46. Have you ever felt like quitting this job ? Yes Or No

47. Why did you get quiet the job ?

Company rating is low

Low salary and less order

Others