

PERCEPTUAL ANALYSIS OF DELIVERY PARTNERS IN THE QUICK COMMERCE

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ABSTRACT

The fast development of quick commerce industry has created a situation where there is much more dependence on delivery partners, which makes the importance of their satisfaction and well-being a very significant matter. This paper provides an examination of the perceptions held by these workers, focusing on the adequacy of income, balance of workload, security of job, fatigue and safety, and the balance of life and work and problems related with technology. The foundation of this research is Herzberg's Two-Factor Theory. To determine the level of satisfaction of delivery workers, income and the balance between workload and compensation are taken as the main factors. In this study data is collected from 73 partners who work for many different platforms and analysis is performed of demographic details and patterns of work and metrics of satisfaction and the way they see safety and technology. The results show a moderate satisfaction with income, provisions for safety and the balance of life and work and high dissatisfaction about incentive structures, and experience much physical and mental fatigue because of heavy workloads, worries about the lack of job security because of temporary nature of their employment. Also, it was found that technical problems in the applications cause an increase of stress, especially during the peak hours of the day. The inferential analysis shows that there is a positive correlation between the satisfaction of income and the number of deliveries that are completed and between the level of education and the ease of using application. The study makes a conclusion that the management of workload and fairness of compensation and measures of safety and security of job and reliability of technology are all very necessary for the improvement of partner satisfaction. These types of interventions can lead to a better retention of workforce and efficiency of operations and the long-term sustainability of these platforms. This is a very important issue for the future of economy and digital services.

INTRODUCTION

The quick commerce industry has achieved the transformation of how goods and services are delivered to people which cater to the increasing demand from customers. In this specific system the delivery partners play a crucial role for the insurance of smooth operations. Although they have great importance it is a fact that delivery partners often face significant challenges that have an impact to their job satisfaction and general well-being. This research paper makes an exploration of key factors like fatigue and job security and income dissatisfaction and safety and work-life balance and technology issues to have a better understanding about the matter. Delivery partners are frequently operating under very strenuous conditions because of long hours and tight schedules and demanding

workloads. These problems are made worse by the external factors such as traffic/bad weather conditions/unsafe environments which leads to the creation of physical and mental fatigue. The addressing of these issues are required for the enhancement of efficiency and sustainability for the quick commerce platforms and for the improvement of quality of life for workers. Job security stands as another major concern for these partners because many of them have employment on temporary or contract arrangements. The absence of stable career opportunities and the lack of long-term prospects create a feeling of uncertainty which reduces the confidence and the commitment of the person. If the platforms tackle this instability it can help in building of a more engaged workforce which is essential for the maintenance of operational continuity. Income dissatisfaction is also another significant issue in this industry. Even though they handle heavy workloads many partners feel that their compensation is inadequate in consideration of their efforts. The existence of inconsistent pay structures and incentive schemes that are not clear makes this problem worse and leads to the feeling of frustration. By the implementation of fair and transparent models for compensation the quick commerce platforms can encourage greater satisfaction and the retention of their workforce. The improvement of these conditions is necessary for the future of the sector. Issues regarding safety create many complications for delivery partners. The exposure to different risks like traffic accidents and hazardous conditions and lack of protective measures causes the undermining of their security. It is a fact that younger workers with less experience are more vulnerable to these dangerous risks. The advancement of safety standards and the offering of training and the provision of equipment can help the creation of a safer environment for work. The balancing of personal and professional commitments stands as another hurdle for workers. Because there are irregular hours and unpredictability in the schedules of work, it is very difficult to have a healthy balance between life and work. After sometime, this imbalance brings the result of burnout and the reduction of job satisfaction. The exploration of ways to offer more predictable schedules or flexible arrangements for working can help to mitigate these problems for the well-being of partners.

Technology plays vital role for the operations of commerce platforms because the apps are primary tool for the management of orders. However, there are many technical issues such as the crashing of apps and errors with GPS which can cause disruption to workflows and increase stress. These issues are very significant during the peak hours when there is a high pressure for the meeting of expectations from customers. The enhancement of reliability for these tools is critical for the reduction of disruptions and the improvement of efficiency.

This study makes use of descriptive and inferential analysis for the examination of experiences. The insights from research will give information for recommendations to increases at is faction and well-being and the platform operations. The delivery partners are the main foundation of these platforms even if their work is often forgotten by the people. This is a common situation in moderneconomy and digital services and logistics. By addressing the challenges, they face, platforms can create a more sustainable and supportive work environment, ensuring both employee satisfaction and operational success.

The quick commerce has turned into a very vital part of digital economy today because it offers fast delivery of goods to meet increasing demands of the consumer. At the center of this system, we find delivery partners and their efficiency and reliability determine the satisfaction of customers and the success of the platform. Although they have a crucial role, these delivery partners frequently face many challenges that have an impact to their job satisfaction and health and general well-being. The

existence of problems like heavy workloads and income dissatisfaction and job insecurity and safety risks and poor balance of work and life and technical problems has become a very common fact in this sector. The understanding of these challenges is important for the protection of delivery partners and for the ensuring of the long-term sustainability of the quick commerce platforms. When there are workers who are dissatisfied and overburdened, this can lead to high turnover and reduced quality of service and disruptions of operations. This study makes a highlight about the importance of fair compensation and balanced workloads and reliable technology and adequate safety measures for the improvement of delivery partners at its facton. By the examination of these factors, the research offers valuable insights for platform managers and policymakers so they can design better conditions of work.

CONCEPTUAL FRAMEWORK:

The improvement of delivery partner satisfaction can have a result of more productivity, reduced workforce turnover and improved efficiency of service, which is beneficial for both workers and quick commerce companies. The satisfaction of the delivery partners in these platforms is connected to organizational behavior and theories of motivation, especially the theory of Herzberg which is called the Two-Factor Theory. This theory makes a distinction between hygiene factors which prevent the dissatisfaction and motivators which increase the satisfaction like recognition and personal growth. Regarding the situation of delivery partners, the income appears as a critical hygiene factor that has a direct influence for their job satisfaction and motivation and retention. This remains an essential area for future observation in the modern economy.

This conceptual framework suggests that delivery partner satisfaction is shaped by two primary factors:

1. **Adequate Income**—Fair and transparent compensation models significantly contribute to positive perceptions of work and overall satisfaction.
2. **Balanced Workload-Compensation** – A disproportionate interrelation between workload (number of orders delivered) and income leads to low satisfaction levels, emphasizing the necessity for fair incentive structures.

Key variables of responses from delivery partners

The responses from delivery partners working in Quick Commerce are categorized in to following:

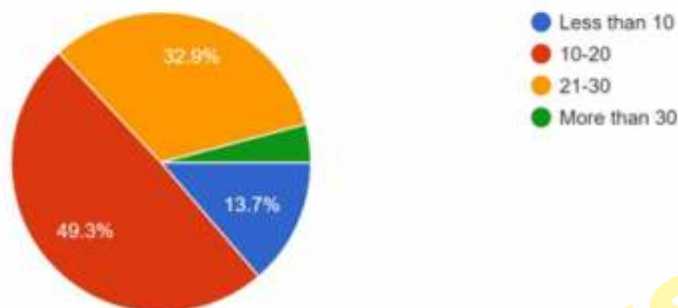
1. **Demographics:**
 - Age group
 - Gender
 - Education level
2. **Work Details:**
 - Platforms they work for (e.g., Zomato, Zepto)
 - Work experience in the industry
 - Average daily deliveries
3. **Satisfaction Metrics:**
 - Income satisfaction: How satisfied partners are with their earnings.

1. Causes of Fatigue Among Delivery Partners

Demanding Work Schedules

On average, how many deliveries do you complete in a day?

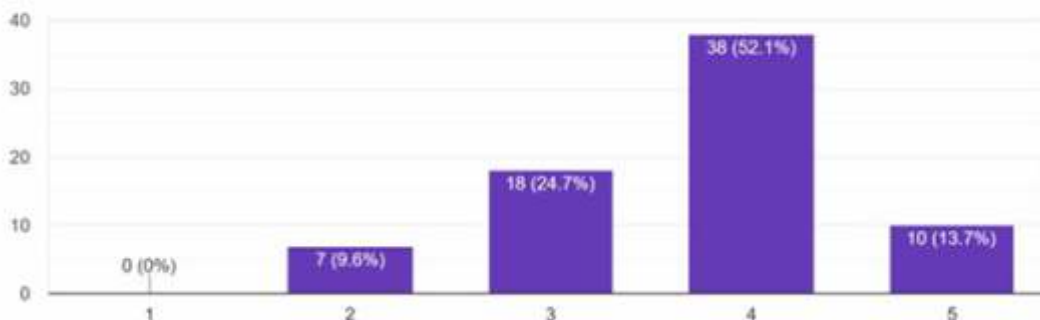
73 responses



Above pictorial presentation shows that approximately half (49 percent) of the respondents handle 10-20 deliveries per day, while one third (33 percent) manage 21-30 deliveries daily, which increases stress due to heavy workloads, compounded by unsafe work environments (rated 3.69/5) and traffic.

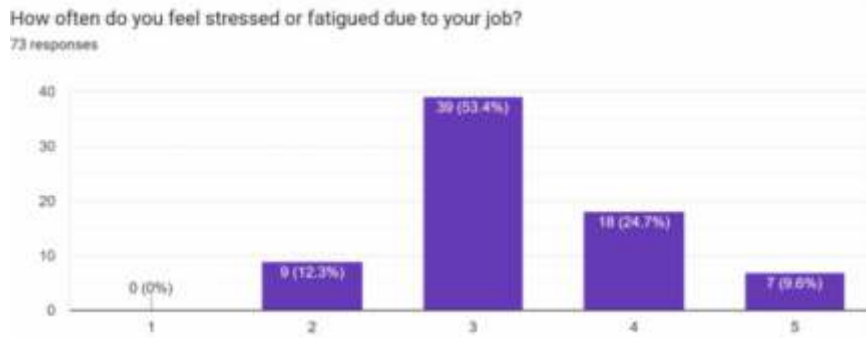
How often do you face issues such as traffic or unsafe conditions while on the job?

73 responses



Physical and Mental Stress

This diagram depicts that more than half (52 percent) of respondents face traffic issues/unsafe conditions while fulfilling orders of customers which create both physical and mental exhaustion for delivery partners.

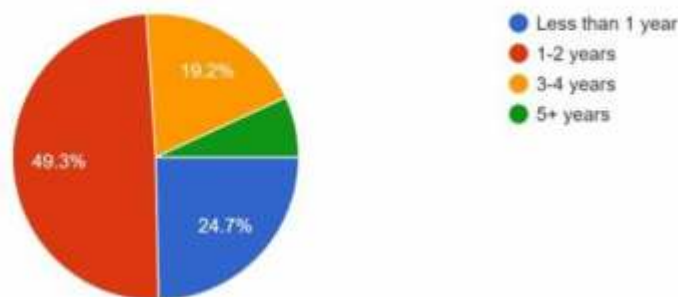


Above diagram shows that more than half (53 percent) of the respondents feel moderate stress/fatigue due to their job, which could negatively impact the well-being, productivity, and work-life balance.

2. Insecurity in the Role of Delivery Partners

Years of Experience as a Delivery Partner

73 responses

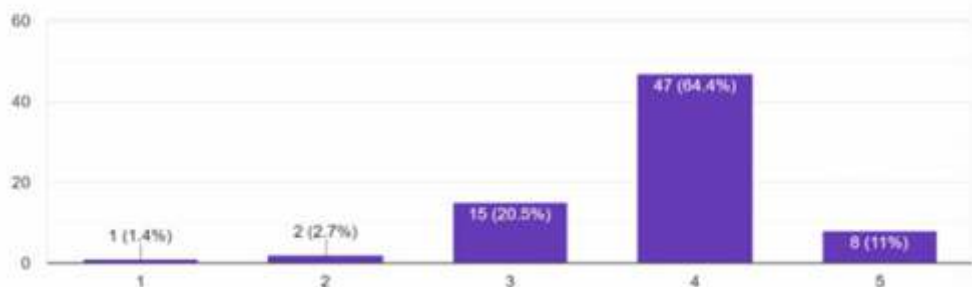


Above chart reports that about one tenth (7 percent) of respondents have more than 5 years of experience reflecting mild confidence in role stability, around one fourth (24.7 percent) of respondents are having less than 1 year of experience, while 49 percent have only 1-2 years, indicating high turnover rates and limited career growth.

3. Income Dissatisfaction and Incentive Challenges

How satisfied are you with your current income as a delivery partner?

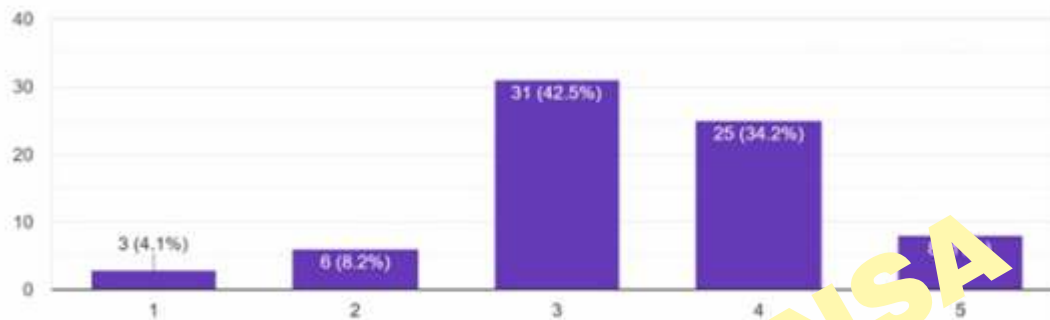
73 responses



Above analysis shows that 65 percent of respondents are satisfied with their current income, 11 percent are highly satisfied, whereas 21 percent are neutral, and 4 percent are highly dissatisfied. Findings reveal still there is a need for improvement in income levels to enhance overall satisfaction among delivery partners.

How often do you receive performance-based incentives or bonuses?

73 responses



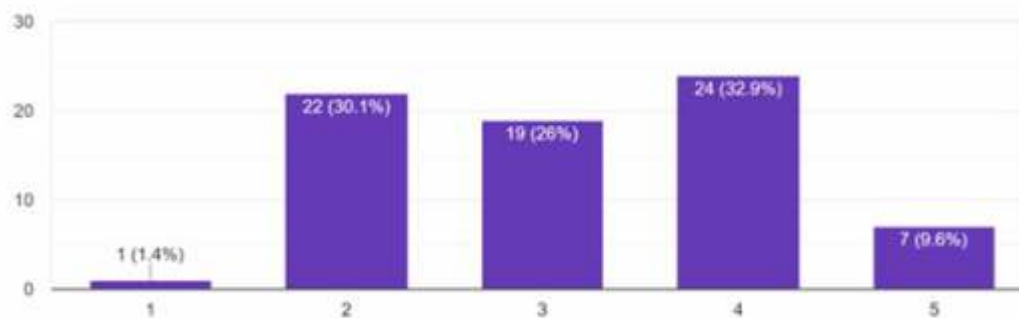
Work load and Pay Disparity

Findings of the above chart reflects that 45 percent of the respondents **often receive performance-based incentives**, 42.5 percent of respondents are moderately satisfied with performance-based incentives. whereas 12 percent respondents **rarely receive performance-based incentives**. This may be due to factors such as limited working hours, difficulty in achieving incentive targets, or platform-specific conditions.

4. Absence of Safety Assurances

How are the safety provisions (insurance, protective gear) provided by your platform are adequate?

73 responses

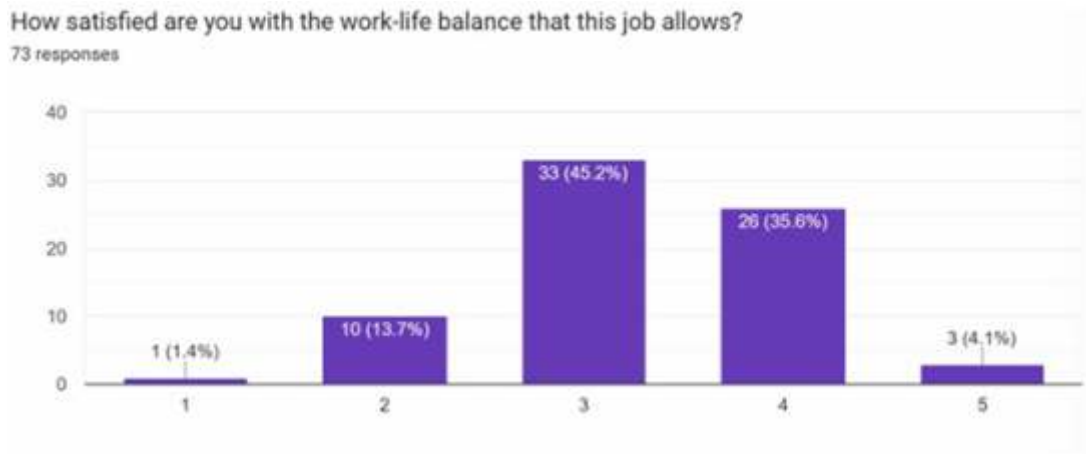


Moderate Satisfaction with Safety Provisions

32.9 percent of respondents perceive that the safety provisions provided by the platform are adequate to a considerable extent, and approximately 10 percent consider highly as highly adequate, a substantial portion i.e. one third of respondents indicate safety provisions to be somewhat inadequate, whereas 1.4 percent perceive very poor safety support. Furthermore, 26 percent of respondents express moderate

perception regarding the adequacy of safety provisions. These respondents may feel that the safety measures provided are neither completely sufficient nor entirely inadequate. Findings of the study suggests improvement in safety provisions.

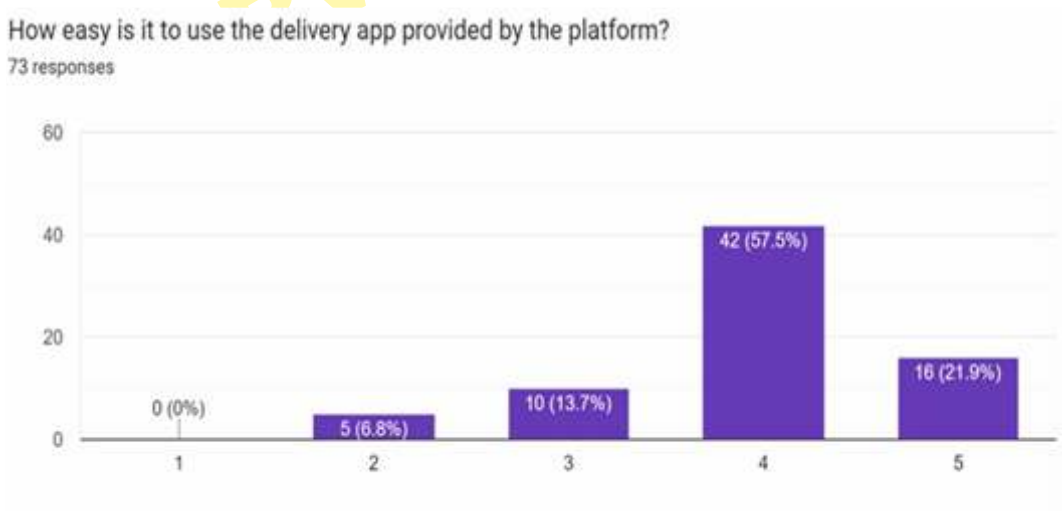
5. Struggles with Work-Life Balance



Above analysis depicts that approximately 40 percent of respondents feel that they are able to manage personal life and work, whereas 15 percent of respondents indicate noticeable difficulty. Findings indicate that Irregular hours and unpredictable workloads disrupt personal commitments, particularly for individuals handling 30+ orders per day, leading to long working hours.

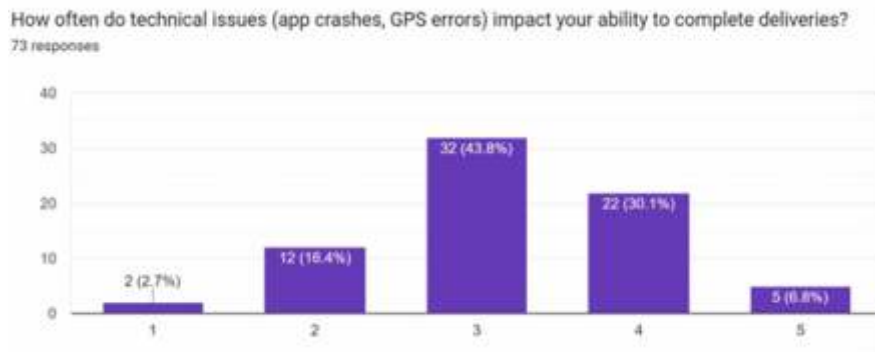
6. Technical Problems Hindering Efficiency

App Usability and Technical Issues



Findings of the above diagram reveals the following:

- Delivery apps received a high usability score of 3.95/5, showing that they are generally user-friendly.
- However, technical glitches such as app crashes and GPS errors scored 3.22/5, posing moderate challenges.
- These issues are especially troubling during busy periods, increasing stress and causing delays.



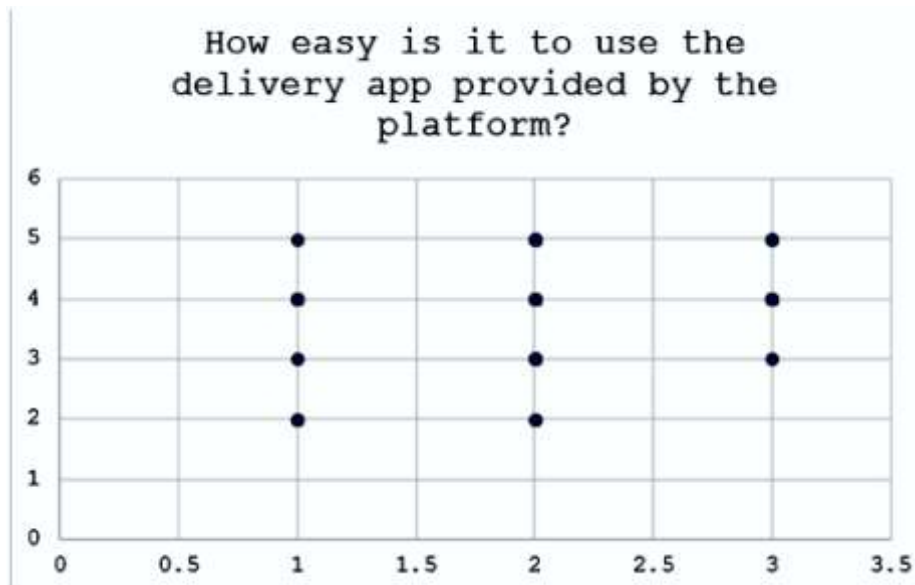
Results of the above question exhibit that approximately one fifth (18 percent) of respondents face technical issues like app crashes and GPS errors more frequently which create trouble during busy periods, increasing stress and causing delays.

Inferential Analysis:

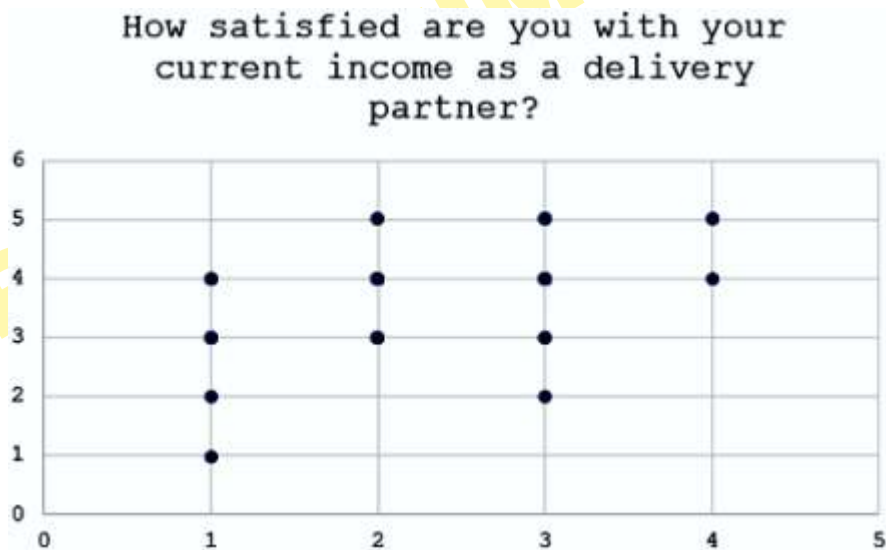
The correlation between the major factors such as Demographics, Work Details, Satisfaction metrics, safety and technology is critical for knowing how they collectively impact delivery partner satisfaction. Preliminary analysis indicates that factors such as job security and income satisfaction are closely linked, showing that improving one may positively influence the other.

		Correlation
How easy is it to use delivery app	Education Level	0.249679032
How satisfied are you with your current income	No of deliveries completed in a day	0.432961467
Do you receive adequate training	How easy is it to use the app	0.405168126
How often do you face issues	How are the safety provisions	0.233186065

The table in the image shows moderate degree of correlations (value of r lies between .233 to .432) between factors like how easy is to use delivery app; how satisfied are you with your current income; do you receive adequate training; how often do you face issues related to delivery services. Below is a qualitative analysis of the listed correlations:



Ease of Using the Delivery App vs. Education Level shows moderate positive correlation ($r = 0.249$). suggests that as education level of delivery partners increases, they find delivery apps slightly easier to use. Education might enhance familiarity with technology.



Analysis of Satisfaction with Current Income vs. Number of Deliveries Completed shows relatively stronger positive correlation ($r = 0.433$) which indicates that individuals who complete more deliveries tend to be more satisfied with their income. This could reflect a pay-per-delivery system,

where higher productivity results in greater earnings.

How are the safety provisions
(insurance, protective gear)
provided by your platform are
adequate?



Frequency of Facing Issues vs. Safety Provisions depicts a weak positive correlation ($r=0.233$). It suggests that improved safety provisions are somewhat associated with fewer reported issues. However, the relationship is not very strong, indicating other factors might also influence issue frequency.

The analysis of delivery partner satisfaction in Quick Commerce exhibits significant insights pertaining to their lived experience and hindrances. By assessing demographic data, work-related details, satisfaction metrics, safety related and technology factors, we can identify key areas for improvement that could increase satisfaction among delivery partners. Rectification of these complications will not only provide benefits to the workers alone; it will also improve the overall efficiency and reputation of Quick Commerce platforms. Future initiatives should emphasize improving income satisfaction, provision of training programs on technology, and assurance of safety measures to foster a better supporting work ecosystem for delivery partners.

Key Insights for Improvement

- **Enhance Job Security:** Address high turnover rates and provide clear career progression opportunities.
- **Improve Work Conditions:** Implement measures to reduce physical and mental fatigue.
- **Revise Incentive Structures:** Align delivery volumes with fair compensation to boost income satisfaction.
- **Ensure Safety:** Strengthen safety standards to safeguard delivery partners during transit.

This analysis highlights the immediate need for tailored interventions to improve the experiences and satisfaction of delivery partners in the quick commerce sector.

RECOMMENDATIONS

- **Fatigue and Job Security:** Ensure manageable workloads and offer systematic career growth structures to enhance stability.
- **Income and Incentives:** Align compensation and bonus structures with workloads for greater fairness.
- **Safety Measures:** Provide adequate safety training and protective equipment, especially for younger or less experienced workers.
- **Work-Life Balance:** Introduce more predictable scheduling to help partners effectively manage personal life.
- **Technical Support:** Minimize app disruptions by investment in better tech solutions. By resolving such constraints, companies can facilitate a safer, more satisfying, and productive working environment for delivery partners, ensuring the sustainability of the quick commerce industry.

CONCLUSION

The delivery partners represent the foundation for the quick commerce sector but currently they are facing many grave challenges that have an impact to their well being and satisfaction in the job and productivity. It is a fact that these issues require attention to ensure the creation of a sustainable and enabling workplaces for all workers. One primary difficulty is the presence of fatigue and physical strain because many of them are completing between ten and thirty deliveries in a single day. When this is combined with the existence of unsafe environments and bad traffic conditions it results in the development of significant physical and mental tiredness. The implementation of better management of workload and supportive systems is a very important issue for the reduction of this strain. The problem of job insecurity is also significant because the majority of delivery partners experience instability in their positions. It is observed that seventy-three percent of these workers possess less than two years of experience in the field. This uncertainty is increased by the lack of clarity regarding career progression and the heavy reliance on temporary contracts. The provision of employment stability and growth for long-term careers would help in the formation of a more dedicated workforce. Regarding safety concerns there is a moderating for aspects such as protective equipment and insurance and medical coverage which shows that there are areas for improvement. The young and less experienced workers are at a high level of risk during their shifts. The improvement of safety is important and there is a need for the availability of training and protective gear. The existence of an irregular balance between personal and professional life is another point concerning this matter. Long hours and schedules that cannot be predicted make it very difficult for partners to maintain a balance between work and their personal commitments. The use of predictable schedules or the offer of flexible working arrangements might lead to the reduction of burnout and the improvement of satisfaction. Finally, there are technical factors to be addressed. While the apps for delivery are usually friendly for the users the occurrence of technical errors like the crashing of apps and the failure of GPS systems causes interference with the workflow. This is especially true during peak hours of the day. The investment in better technology and technical backup will result in the decrease of stress and the increase of efficiency for the workers.

Ensuring these improvements will help the industry to maintain a balance between the needs of the company and the health of the employees.

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