

# How Gig Workers' Marketing Communications Shape Customer Perceptions and Repeat Purchase Intentions: A Study of Zomato Delivery Partners in Central Kolkata

Chinmoy Ghosh\*, Nandini Chakraborty\*\*

## ABSTRACT

The rapid expansion of the gig economy has transformed service delivery systems, particularly within platform-based food delivery services in emerging markets. In India, digital platforms such as Zomato increasingly rely on gig workers as key intermediaries between service providers and customers. While existing studies have extensively examined platform strategies and consumer behaviour in online marketplaces, limited attention has been paid to the role of gig workers' marketing communications in shaping customer perceptions and repeat purchase intentions. This study examines how customers perceive the marketing communications of Zomato delivery partners and assesses their impact on repeat purchase intentions in Central Kolkata, India. Using primary data collected from 120 platform users, the study employs ordinal logistic regression analysis to assess the impact of promotional attitudes, message clarity, perceived professionalism, response time satisfaction and service trust on repeat ordering behaviour. The findings indicate that although customers exhibit generally positive perceptions towards gig workers' communication efforts, these factors do not exert a statistically significant influence on repeat purchase intentions. The results suggest that platform-level attributes and systemic service quality may play a more dominant role in shaping customer loyalty than individual-level marketing communication. The study contributes to the growing literature on gig economy marketing by highlighting the limited individual agency of gig workers within highly standardised digital platforms. Practical implications are discussed for platform managers and policymakers seeking to enhance service sustainability and worker empowerment.

**Keywords:** Gig Economy, Marketing Communication, Customer Perception, Repeat Purchase Intention, Food Delivery Platforms, Zomato, India, Ordinal Logistic Regression

## INTRODUCTION

The explosion of digital platforms has fundamentally reshaped modern-day service markets by enabling flexible, on-demand labour arrangements commonly referred to as the gig economy. In recent years, India has emerged as one of the fastest-growing gig markets, driven by increased smartphone penetration, digital payment infrastructure and evolving consumer lifestyles (International Labour Organization, 2021). Among various platform-based services, online food delivery has witnessed substantial

growth, with companies such as Zomato playing a central role in mediating interactions between restaurants, delivery partners and customers (Economic Times, 2024). Within this ecosystem, gig workers function not merely as logistics providers but also as critical touchpoints influencing customer experience and service evaluation (Venkataiah, 2025).

Marketing communication constitutes a vital component of service delivery in digital environments, particularly in contexts characterised by high competition and limited physical interaction. In traditional service settings,

\* Faculty, Department of Commerce and Management, East Calcutta Girls' College, Lake Town, Kolkata, West Bengal, India. Email: chinmoyghosh1001@gmail.com

\*\* Faculty, Department of Journalism and Mass Communication, Mrinalini Datta Mahavidyapith, Birati, Kolkata, West Bengal, India. Email: chakrabortynandini009@gmail.com

**How to cite:** Ghosh, C., & Chakraborty, B. (2025). How gig workers' marketing communications shape customer perceptions and repeat purchase intentions: A study of Zomato delivery partners in central Kolkata. *International Journal of Marketing and Business Communication*, 14(3), 12-21.

frontline employees actively shape customer perceptions through interpersonal communication, responsiveness and professionalism (Parasuraman, Zeithaml & Berry, 1985). However, in platform-mediated services, the scope and nature of such interactions are often constrained by standardised interfaces, algorithmic controls and predefined communication protocols (Rosenblat & Stark, 2016). Despite these limitations, gig workers continue to engage in subtle forms of marketing communication through message tone, responsiveness, delivery conduct and problem resolution behaviour. These interactions may influence customers' trust, satisfaction and future purchase intentions (Sharma & Khatri, 2026).

Existing research on online consumer behaviour in India has primarily focused on platform usability, pricing strategies, promotional discounts and technological adoption. Studies have also examined factors such as trust, perceived risk and service quality in shaping online purchase decisions (Suvarnapathaki, Shah, Negi & Rangaswamy, 2025). While these investigations provide valuable insights into platform-level determinants of consumer behaviour, relatively limited scholarly attention has been directed towards the micro-level communication practices of gig workers and their potential marketing implications (Kellogg, Valentine & Christin, 2020). This represents a significant research gap, particularly in emerging economies where gig workers often operate under precarious conditions and limited institutional support (Das, 2023).

From a service marketing perspective, understanding the role of gig workers' communication strategies is crucial for both theoretical and practical reasons (Berry, 1995). Theoretically, it contributes to extending relationship marketing and service-dominant logic frameworks to platform-based labour markets (Vargo & Lusch, 2004). Practically, it informs platform managers and policymakers about the extent to which individual workers can influence customer loyalty in highly standardised digital environments (Vargo & Lusch, 2008). Moreover, in densely populated urban centres such as Central Kolkata, where multiple delivery platforms compete for market share, insights into customer perceptions of frontline gig workers become especially relevant (Sultana & Faiz, 2024).

Against this backdrop, the present study examines customer perceptions of gig worker marketing communications and their influence on repeat purchase

intentions in the context of Zomato delivery services in Central Kolkata, India. Specifically, the study analyses how factors such as attitudes towards promotional content, message clarity, perceived professionalism, response time satisfaction and overall service trust affect customers' intentions to reorder through the platform (Zeithaml, Berry & Parasuraman, 1996). By employing ordinal logistic regression analysis on primary survey data, this research offers empirical evidence on the relative importance of individual-level communication within platform-mediated service systems (Kumar, 2025).

The study makes three key contributions. First, it enriches the limited empirical literature on gig worker-led marketing communication in the Indian context. Second, it provides methodological insights through the application of ordinal regression techniques to consumer behaviour research in digital services (NITI Aayog, 2022). Third, it offers practical recommendations for enhancing platform governance and worker training programmes aimed at improving customer experience and service sustainability (Singh & Singh, 2024).

## RESEARCH PROBLEM

Understanding customer expectations is central to successful marketing. Yet, little research exists on how Indian consumers perceive gig workers' promotional messages and how these perceptions influence purchasing decisions.

## RESEARCH OBJECTIVES

- To examine customer attitudes towards gig worker promotional content.
- To assess which marketing messages are most effective in building trust.
- To develop guidelines for gig workers' communication strategies.

## LITERATURE REVIEW

A study examining popular e-commerce platforms and consumer demographics in India (including services like transport/cab and food) highlights how demographic factors influence online shopping choices and platform preferences (Mukhtar et al., 2023).

Research exploring consumer behaviour in online markets suggests that online buying patterns differ significantly from traditional shopping due to convenience, accessibility and ease of comparison. It stresses that online consumers form unique behavioural segments requiring differentiated marketing strategies (Siji, 2021).

A regional study in India found that security concerns, technological familiarity, past experience and service attributes (like delivery and refunds) significantly affect online purchase decisions (Sriram, Arora, Varshney & Kamath, 2021).

Research on e-commerce consumer behaviour notes that trust and perceived risk are key determinants of online purchase decisions in the Indian context — often more so than price alone (Devi, n.d.).

A recent paper from the *Indian Journal of Marketing* finds that social media usage and social commerce constructs (ratings, reviews, referrals) positively influence online purchase intentions, highlighting the importance of user engagement and interactive digital marketing in shaping consumer behaviour (Agarwal, Chahar & Bhati, 2021).

Comprehensive reviews of digital marketing literature show how digital marketing tools (like personalised ads, content marketing, social engagement) shape shopper behaviour — suggesting evolving marketing strategies are central to influencing online service adoption (Verma, 2024).

Consumers prioritise convenience, speed and trust in online contexts — relevant for services offered by gig workers (B. K., S., Jain, Kumar & Ruchika, n.d.).

The rapid expansion of digital platforms has transformed traditional employment structures by facilitating short-term, task-based work arrangements, commonly referred to as the gig economy (De Stefano, 2016; Wood et al., 2019). In platform-mediated services, workers operate as independent contractors and are managed through algorithmic systems that regulate task allocation, performance evaluation and compensation. In developing economies such as India, the gig economy has expanded rapidly due to increased digital connectivity, urbanisation and changing consumption patterns (Rani & Furrer, 2021). Online food delivery platforms, including Zomato and Swiggy, represent prominent examples of this transformation, offering flexible income opportunities while simultaneously raising concerns related to job

security, income volatility and worker welfare (Rosenblat, 2018).

Marketing communication traditionally refers to an organisation's efforts to inform, persuade and remind customers about its products and services through coordinated promotional activities (Kotler et al., 2019). In platform-based service environments, however, marketing communication extends beyond formal advertising and includes interpersonal interactions between frontline workers and customers (Lovelock & Wirtz, 2016). Gig workers frequently serve as the primary interface between platforms and consumers, conveying brand values through their behaviour, responsiveness, appearance and communication style (Benoit et al., 2017). In online food delivery services, delivery partners' politeness, clarity of communication, problem-solving ability and adherence to service protocols function as informal yet powerful marketing signals that shape customer impressions of the platform.

Customer perception is formed through the evaluation of service encounters, which influence attitudes towards service quality, trust and satisfaction (Parasuraman et al., 1988). The Service Quality (SERVQUAL) model emphasises dimensions such as reliability, awareness, assurance, empathy and tangibles as key determinants of customer evaluations. In digital service contexts, these dimensions are supplemented by technological factors, including app usability, tracking systems and payment security (Zeithaml et al., 2018). However, empirical studies indicate that human interactions remain central to customer experience even in technology-driven services (Larivière et al., 2017). Delivery workers' communication effectiveness, timeliness and professionalism significantly influence perceived service reliability and emotional satisfaction.

Although gig workers are legally classified as independent contractors, customers often perceive them as representatives of the platform brand (Brough et al., 2021). Their conduct during service encounters contributes to brand image formation and customer trust. Research on frontline service employees suggests that positive interpersonal behaviour enhances perceived credibility and emotional attachment to service providers (Homburg et al., 2011). In the gig economy context, algorithmic management and performance rating systems incentivise workers to maintain high service standards,

thereby aligning individual behaviour with organisational objectives (Kellogg et al., 2020). Consequently, delivery partners' communication practices—such as proactive updates, courteous interactions and effective complaint handling—function as extensions of platform marketing strategies.

Repeat purchase intention reflects a customer's willingness to continue using a service based on prior experiences (Oliver, 1999). It is a critical indicator of long-term profitability and competitive advantage in service industries. Prior studies demonstrate that customer satisfaction, perceived value and trust significantly predict repurchase behaviour (Cronin et al., 2000; Choi & Mai, 2018). In online food delivery services, repeat usage is influenced by factors such as delivery speed, price promotions, service reliability and interpersonal interactions (Ray et al., 2019). Positive communication from delivery partners strengthens emotional bonds and reduces perceived risk, thereby enhancing customer loyalty.

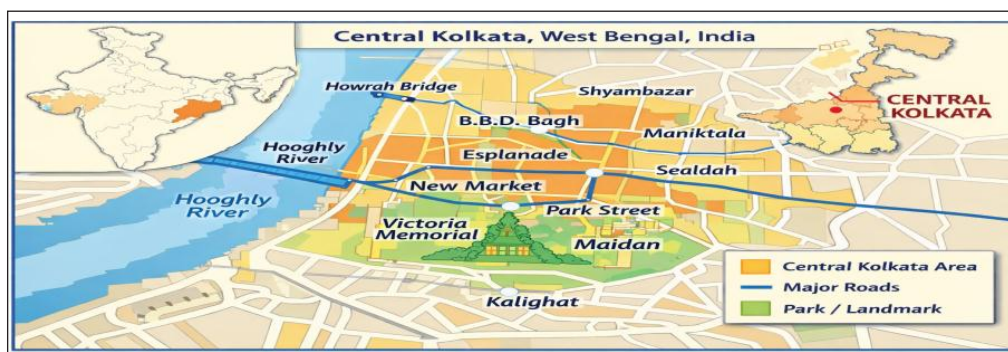
## RESEARCH METHODOLOGY

### Research Design

This study employs a quantitative, cross-sectional research design to investigate the influence of gig workers' marketing communications on customers' repeat purchase intentions within platform-based food delivery services. A structured survey method was adopted to collect primary data from Zomato users in Central Kolkata, India. This design is appropriate for examining perceptual and behavioural constructs and for testing hypothesised relationships using advanced statistical techniques.

### Study Area and Target Population

The study was conducted in Central Kolkata, a major commercial and residential hub in Eastern India characterised by high digital platform usage and dense urban consumption patterns. The target population comprised active users of the Zomato platform who had placed at least one food order in the preceding three months and had interacted directly with delivery partners.



This geographic focus enables a contextualised assessment of customer–gig worker interactions within a competitive digital service environment.

### Sampling Method and Sample Size

A non-probability purposive sampling technique was adopted to ensure that respondents possessed relevant platform usage experience. Survey links were circulated through social media networks, local consumer groups and digital communication channels.

The final sample size of 120 respondents is considered adequate for ordinal logistic regression analysis and is consistent with similar empirical studies in online service marketing research.

### Research Instrument and Measurement

#### Questionnaire Development

Data were collected using a structured, self-administered questionnaire comprising two sections:

- *Section A:* Demographic and usage characteristics, including age, gender, frequency of food ordering and duration of platform usage.
- *Section B:* Measurement items assessing customer perceptions of gig worker marketing communications and behavioural intentions.

Questionnaire items were developed based on established scales in service marketing, digital communication and

consumer behaviour literature, with appropriate contextual modifications for the Indian platform economy.

### Measurement Scales

All constructs were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The variables included in the study are presented below:

Construct	Description
Attitude Towards Promotions	Customer evaluation of promotional efforts by delivery partners
Trust in Delivery Partner	Perceived reliability and integrity of delivery workers
Message Clarity	Degree of clarity in communication
Perceived Professionalism	Behavioural and service conduct of gig workers
Response Time Satisfaction	Satisfaction with delivery responsiveness
Overall Service Trust	General trust in platform-mediated delivery service
Repeat Purchase Intention	Likelihood of placing future orders

The dependent variable, Repeat Purchase Intention, was treated as an ordinal outcome reflecting increasing levels of customer loyalty.

### Pilot Study and Reliability Assessment

A pilot survey involving 20 respondents was conducted to evaluate questionnaire clarity and content validity. Based on feedback, minor revisions were implemented.

### Data Collection Procedure

Primary data were collected over a two-month period using online survey platforms. Participants were informed about the academic purpose of the study and were assured of confidentiality and anonymity. Informed consent was obtained prior to participation.

To reduce common method bias, neutral wording and randomised item ordering were applied.

## ANALYTICAL STRATEGY

### Ordinal Logistic Regression Model

Given the ordinal nature of the dependent variable, ordinal logistic regression with a logit link function was

employed to analyse the relationship between gig worker communication variables and repeat purchase intention.

### Model Evaluation Criteria

Model adequacy and performance were assessed using:

- Likelihood ratio test statistics.
- Pearson and Deviance goodness-of-fit tests.
- Measures of association (Somers' D, Gamma, Kendall's Tau-a).

## ANALYSIS OF DATA AND INTERPRETATIONS

### Hypothesis

H01: Attitude towards promotions has no significant effect on repeat order intention.

H02: Trust in delivery partners has no significant effect on repeat order intention.

H03: Message clarity has no significant effect on repeat order intention.

H04: Perceived professionalism has no significant effect on repeat order intention.

H05: Response time satisfaction has no significant effect on repeat order intention.

H06: Overall service trust has no significant effect on repeat order intention.

H16: Overall service trust significantly influences repeat order intention.

**Alternative Hypotheses (H<sub>1</sub>)**

**Ordinal Logistic Regression: Repeat Order versus Attitude Tow, Trust in Del**

H11: Attitude towards promotions significantly influences repeat order intention.

Link Function: Logit

H12: Trust in delivery partners significantly influences repeat order intention.

Response Information

H13: Message clarity significantly influences repeat order intention.

**Table 1**

Variable	Value	Count
Repeat_Order_Intention	1	25
	2	28
	3	26
	4	20
	5	21
	Total	120

H14: Perceived professionalism significantly influences repeat order intention.

H15: Response time satisfaction significantly influences repeat order intention.

**Table 2: Logistic Regression Table**

Predictor	Coef	SE Coef	Z	P	Odds Ratio	95% CI Lower
Const(1)	-1.78766	0.975183	-1.83	0.067		
Const(2)	-0.667269	0.962756	-0.69	0.488		
Const(3)	0.240863	0.961056	0.25	0.802		
Const(4)	1.14460	0.969309	1.18	0.238		
Attitude_Towards_Promotions	0.0467871	0.118946	0.39	0.694	1.05	0.83
Trust_in_Delivery_Partner	0.111626	0.117492	0.95	0.342	1.12	0.89
Message_Clarity	-0.0026391	0.116998	-0.02	0.982	1.00	0.79
Perceived_Professionalism	0.0138678	0.115579	0.12	0.904	1.01	0.81
Response_Time_Satisfaction	0.0770914	0.110791	0.70	0.487	1.08	0.87
Overall_Service_Trust	-0.102920	0.114169	-0.90	0.367	0.90	0.72
Predictor	Upper					
Const(1)						
Const(2)						
Const(3)						
Const(4)						
Attitude_Towards_Promotions	1.32					
Trust_in_Delivery_Partner	1.41					
Message_Clarity	1.25					
Perceived_Professionalism	1.27					
Response_Time_Satisfaction	1.34					
Overall_Service_Trust	1.13					

Log-Likelihood = -190.806

Test that all slopes are zero:  $G = 2.718$ ,  $DF = 6$ ,  $P\text{-Value} = 0.843$

Goodness-of-Fit Tests

**Table 3**

Method	Chi-Square	DF	P
Pearson	479.877	470	0.366
Deviance	381.612	470	0.999

### Measures of Association

(Between the Response Variable and Predicted Probabilities)

**Table 4**

Pairs	Number	Percent	Summary	Measures
Concordant	3233	56.4	Somers' D	0.14
Discordant	2415	42.1	Goodman-Kruskal Gamma	0.14
Ties	89	1.6	Kendall's Tau-a	0.11
Total	5737	100.0		

### Overall Model Significance

The likelihood ratio test examining whether all predictors jointly influence repeat order intention shows:

- $G = 2.718$
- $df = 6$

- $p = 0.843$

Since  $p > 0.05$ , the null hypothesis cannot be rejected. This indicates that the independent variables, taken together, do not significantly predict repeat order intention.

**Table 5**

Predictor	Coefficient ( $\beta$ )	p-Value	Odds Ratio	Interpretation
Attitude Towards Promotions	0.047	0.694	1.05	Not significant
Trust in Delivery Partner	0.112	0.342	1.12	Not significant
Message Clarity	-0.003	0.982	1.00	Not significant
Perceived Professionalism	0.014	0.904	1.01	Not significant
Response Time Satisfaction	0.077	0.487	1.08	Not significant
Overall Service Trust	-0.103	0.367	0.90	Not significant

All predictors have p-values greater than 0.05, indicating no statistically significant individual effect on repeat order intention.

### Goodness-of-Fit Assessment

**Table 6**

Test	$\chi^2$	df	p-Value	Interpretation
Pearson	479.877	470	0.366	Good fit
Deviance	381.612	470	0.999	Excellent fit

Since both p-values  $> 0.05$ , the model fits the observed data adequately. No evidence of lack of fit is observed.

### Threshold (Cut-Point) Parameters

The constants (Const1–Const4) represent threshold values separating response categories. None of these are statistically significant, which is acceptable as they mainly serve model calibration rather than substantive interpretation.

### Predictive Power of the Model

**Table 7**

Measure	Value	Interpretation
Somers' D	0.14	Weak association
Gamma	0.14	Weak predictive ability
Kendall's Tau-a	0.11	Low correlation

Only 56.4% concordant pairs are observed, indicating limited discriminative capacity.

### Null Hypotheses (H<sub>0</sub>)

Promotional attitude, trust, message clarity, professionalism, response time and service trust have no significant effect on repeat order intention.

### RESULT

Since all p-values > 0.05,

All null hypotheses are accepted.

No significant relationship is established.

### DISCUSSION

This study offers several important theoretical implications for service marketing and gig economy research. First, it extends the literature on relationship marketing by demonstrating that the influence of frontline worker communication on customer loyalty is context-dependent and significantly constrained in platform-mediated service environments. Unlike traditional service settings where interpersonal interactions play a central role in shaping customer perceptions and behavioural intentions, the findings suggest that individual gig workers' marketing communication efforts exert limited direct influence on repeat purchase intentions in online food delivery platforms. This highlights an important boundary condition for relationship marketing theory when applied to digitally standardised service ecosystems. Second, the study contributes to the advancement of service-dominant logic by empirically illustrating the dominant role of digital platforms as value orchestrators in gig-based service markets. While service-dominant logic emphasises value co-creation among multiple actors, the results indicate that algorithmic interfaces,

platform rules and system-level features largely mediate customer experiences, thereby reducing the relative salience of individual worker-level interactions. Gig workers, in this context, appear to function primarily as operational actors rather than relational agents, suggesting the need to reconceptualise their role within platform-based value co-creation frameworks. Third, the study enriches the emerging literature on gig economy marketing by shifting analytical focus from platform-level determinants to worker-level communication practices, even as it reveals their limited direct effects. By employing ordinal regression techniques to model repeat purchase intentions, the research also contributes methodologically to consumer behaviour studies in digital services, demonstrating the suitability of ordinal models for analysing attitudinal and behavioural outcomes measured on Likert-type scales.

### CONCLUSION

This study applied ordinal logistic regression to examine the influence of promotional and service-related factors on customers' repeat order intentions. The results reveal that none of the examined predictors significantly affect repeat purchase behaviour. Despite a satisfactory model fit, the weak association measures indicate limited explanatory power. Therefore, individual-level marketing communication by gig workers appears insufficient in shaping repeat consumption patterns within platform-based food delivery services.

### MANAGERIAL IMPLICATIONS

The findings of this study offer several practical insights for platform managers, service designers and policymakers operating in the online food delivery ecosystem. First, the results suggest that platform-level factors such as branding, pricing strategies, application usability, restaurant quality, and delivery infrastructure reliability play a more decisive role in shaping repeat purchase behaviour than individual gig workers' promotional communication. Consequently, platform managers should prioritise investments in technological efficiency, user interface design, dynamic pricing and discount mechanisms, and quality assurance of restaurant partners to enhance customer retention.

Second, while the direct impact of gig workers' communication strategies on repeat ordering is statistically insignificant, maintaining baseline standards of professionalism, responsiveness and courteous interaction remains essential for ensuring service consistency and avoiding negative customer experiences. Training programmes for delivery partners should therefore focus on service reliability, compliance with platform protocols and effective problem resolution rather than positioning gig workers as primary marketing agents.

Third, the findings have implications for platform governance and labour policy. Policymakers and platform regulators should recognise the limited control gig workers have over customer loyalty outcomes in highly standardised digital environments. Performance evaluation systems and incentive structures should be designed to reflect this reality, avoiding undue pressure on individual workers to drive repeat business through promotional efforts beyond their operational scope.

Overall, the managerial insights underscore that customer loyalty in online food delivery services is largely shaped by system-level design and value propositions rather than worker-level marketing communication. Aligning strategic priorities with this understanding can help platforms achieve sustainable growth while ensuring fair expectations and working conditions for gig workers.

## LIMITATIONS OF THE STUDY

Despite employing an appropriate ordinal logistic regression framework and demonstrating satisfactory model fit, this study has several limitations that should be acknowledged. First, the absence of statistically significant predictors suggests that the selected promotional and service-related variables may not fully capture the complex determinants of repeat order intentions in platform-based food delivery contexts. Important factors such as platform-level algorithms, pricing dynamics, promotional offers controlled by the platform, brand loyalty and situational consumption motives were not incorporated and may exert a stronger influence on repeat purchase behaviour. Second, the weak measures of association indicate limited explanatory power at the individual gig worker-level, implying that customer repeat behaviour may be driven more by structural and system-level factors than by personalised marketing communication efforts. Third, the cross-

sectional nature of the data restricts causal inference and fails to account for temporal variations in customer preferences and ordering behaviour. Finally, the study's context-specific focus may limit the generalisability of the findings to other geographic regions, platforms or service categories within the gig economy. Future research should adopt longitudinal designs, integrate platform-controlled variables and employ mixed-method approaches to gain a more comprehensive understanding of repeat consumption behaviour.

## FUTURE RESEARCH DIRECTIONS

Building on the findings and limitations of the present study, several avenues for future research emerge. First, subsequent studies should incorporate platform-level determinants—such as algorithmic visibility, dynamic pricing, delivery time variability and platform-driven promotional strategies—to better explain repeat order behaviour in food delivery ecosystems. Second, longitudinal research designs are recommended to capture changes in customer preferences and ordering patterns over time, thereby enabling stronger causal inferences regarding repeat consumption intentions. Third, future research may benefit from expanding the set of explanatory variables to include psychological and contextual factors, such as habit formation, perceived convenience, trust in the platform and brand attachment, which may mediate or moderate the relationship between service interactions and repeat purchases. Fourth, comparative studies across multiple platforms, cities or regions would enhance the generalisability of results and allow for the identification of context-specific versus universal drivers of repeat ordering behaviour. Finally, mixed-method approaches combining quantitative modelling with qualitative insights from customers and gig workers could provide a richer understanding of how individual-level interactions intersect with platform governance mechanisms in shaping consumer decision-making within the gig economy.

## REFERENCES

- Agresti, A. (2010). *Analysis of ordinal categorical data* (2<sup>nd</sup> ed.). Wiley.
- Das, M. (2023). An economic and legal analysis of gig economy in India and future growth potentials: A case study of food delivery platforms. *Journal of Asiatic Society for Social Science Research*, 5(1), 56–65.

- Sinha, D. (2023). Assessing the economic sustainability of gig work: A case of hyper-local food delivery workers in Kolkata, India. (2023). *Research in Transportation Economics*, 100, 101335.
- Chopra, S., & Sodhi, M. S. (2014). Reducing the risk of supply chain disruptions. *MIT Sloan Management Review*, 55(3), 73–80.
- Devi, P. (2023). Consumer behaviour towards e-commerce in India. *Shodh Sagar Journal of Commerce and Economics*, 9(5), 160–164.
- Yugashree, P., & Neela, M. (2020). Consumer behaviour towards online shopping – An analysis with product measurements. *International Journal of Management Studies*, 11(11), 4003–4009.
- Verma, A. K. (2024). Exploring consumer behaviour in e-commerce: A research investigation in Varanasi and Prayag Raj districts of Uttar Pradesh. *NOLEGEIN-Journal of Consumer Behaviour & Market Research*, 7(1), 24–39.
- Gupta, A., Yadav, R., Nair, A., Chakraborty, A., Ranu, S., & Bagchi, A. (2022). Fairfoody: Bringing in fairness in food delivery.
- Gupta, V., Khanna, K., & Gupta, R. (2018). A study on the influence of factors affecting customer satisfaction of online food delivery services. *International Journal of Management Studies*, 5(2), 106–114.
- Hwang, J., & Kim, H. (2021). The effects of perceived service quality and value on customer satisfaction and loyalty in online food delivery services. *Journal of Hospitality and Tourism Management*, 47, 210–219.
- Sultana, H. Y., & Ajmal Faiz, V. (2024). Impact of gig economy on food delivery workers in Union Territory of Puducherry, India. *Economic Sciences*, 20(1), 19–31
- International Labour Organization. (2021). *World employment and social outlook: The role of digital labour platforms in transforming the world of work*. ILO.
- Kumar, A. (2025). Consumer protection and safety in the gig economy: Legal responsibilities of platforms in India. *RESEARCH HUB International Multidisciplinary Research Journal*, 12(1), 194–201.
- Venkataiah, P. (2025). Managing stress in the gig economy: A case study of Zomato and Swiggy in Hyderabad. *Academy of Marketing Studies Journal*, 29(2), 1–10.
- McCullagh, P. (1980). Regression models for ordinal data. *Journal of the Royal Statistical Society: Series B (Methodological)*, 42(2), 109–142.
- Mukhtar, S., Mohan, A. C., & Chandra, D. (2023). Exploring the influence of digital marketing on consumer behaviour and loyalty. *International Journal of Research - GRANTHAALAYAH*, 11(9).
- Agarwal, A., Chahar, B., & NITI Aayog. (2022). *India's booming gig and platform economy: Perspectives and recommendations on the future of work*. Government of India.
- Agarwal, A., Chahar, B., & Bhatti, N. S. (2021). Online impulse buying behaviour of Indian small-town consumers: Scale development and validation. *Indian Journal of Marketing*, 51(5–7), 48–63.
- Sriram, K. V., Arora, M., Varshney, S., & Kamath, G. B. (2021). Online purchase intention: A study on consumer behaviour in Indian digital environment. *ABAC Journal*, 41(4), 67–87.
- Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps (FDAs)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*, 51, 221–230.
- Sharma, P., & Khatri, M. (2026). Consumer perceptions of gig workers and their impact on brand trust in food delivery platforms. *Advances in Consumer Research*, 6, 2894–2899.
- Siji, S. (2021). Social commerce of Indian customers: Role of social media usage. *Indian Journal of Marketing*, 51(8), 26–38. doi:<https://doi.org/10.17010/ijom/2021/v51/i8/165760>
- Suvarnapathaki, P., Shah, V., Negi, S., & Rangaswamy, N. (2025). The boring and the tedious: Invisible labour in India's gig economy. doi:<https://doi.org/10.48550/arXiv.2504.17697>
- Singh, D. K., & Singh, B. P. (2024). The gig economy and its impacts on Indian business and labor markets. *Shodhkosh: Journal of Visual and Performing Arts*, 5(3), 2124–2128.
- Yaduvanshi, T., Keshari, U., Yaduvanshi, R., Pandey, P., & Kumar, P. (2025). Gig economy in India: Transforming employment dynamics in the digital age. *Journal of Informatics Education and Research*, 5(2).