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A Gender Based Comparative Evaluation on Zomato Food Delivery Partners with Reference to Coimbatore City

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ABSTRACT: This study examines the experiences and challenges faced by Zomato delivery persons in Coimbatore city. The research explores the demographics, motivations, and satisfaction levels of delivery persons, as well as the challenges they encounter while performing their job. The study provides insights into the working conditions, compensation, and support systems for Zomato delivery persons, highlighting areas for improvement to enhance their overall well-being and job satisfaction.

I. INTRODUCTION

The advent of food delivery services in India has revolutionized the way people consume meals, especially in urban areas like Coimbatore. Among the leading platforms in the country, Zomato has become a household name, providing a wide array of restaurant options and catering to the increasing demand for convenience in food ordering. As the food delivery sector grows, Zomato has tapped into a vast workforce of delivery partners who play a crucial role in the functioning of the platform. These delivery partners, often referred to as "delivery riders" or "delivery executives," are responsible for ensuring that food reaches customers on time, maintaining the logistical backbone of the service. However, as with any evolving industry, the roles of these delivery partners are influenced by several social, cultural, and economic factors, including gender.

In Coimbatore, a city known for its industrial prowess and rapidly growing urbanization, Zomato's food delivery network has expanded significantly. However, like many other cities across India, the majority of delivery partners in Coimbatore are male. The question of why this gender disparity exists and how it impacts the work experiences of both male and female delivery partners has not been widely explored. While male delivery partners continue to dominate the sector, women face distinct challenges that limit their participation in this labor force. Societal norms, safety concerns, physical demands of the job, and the lack of gender-specific support systems often discourage women from pursuing this line of work.

This comparative evaluation seeks to explore these gender-based dynamics within the Zomato food delivery workforce in Coimbatore. The objective is to analyze the differences in experiences, challenges, and opportunities faced by male and female delivery partners. Through this study, we aim to examine various aspects such as job distribution, earnings, safety, job satisfaction, work-life balance, and cultural perceptions regarding gender roles in the context of food delivery. Furthermore, the study will highlight the role of gender in shaping working conditions, retention rates, and career progression for delivery partners.

II. REVIEW OF LITERATURE:

Verma, S., & Gupta, R. (2024)^[1] explore the gender equality challenges within Zomato's delivery workforce. The research reveals that female workers face significant barriers, including lower earnings, limited job security, and safety issues, compared to their male counterparts. The study emphasizes the need for Zomato to adopt gender-sensitive



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policies and better support mechanisms to foster a more inclusive work environment, ensuring equal opportunities for both male and female delivery workers.

Nair, S., & Rathi, K. (2024)^[2] This study evaluates the gender-specific challenges faced by delivery workers on Zomato and Swiggy, two of India's leading food delivery platforms. The research highlights significant disparities in pay, safety, and job security between male and female workers. It reveals that female delivery workers often face challenges such as harassment, unsafe working conditions, and societal stigma, which male workers do not experience to the same extent. The study emphasizes the need for gender-sensitive policies and measures to ensure a safer, more equitable working environment for all gig workers.

III. STATEMENT OF THE PROBLEM

The food delivery sector, a key part of the gig economy, faces gender disparities, particularly in traditional gender roles like Coimbatore, affecting the workforce. Under representation of female delivery partners and unique challenges, including safety concerns, societal stigma, family responsibilities, and limited flexible work hours, hinder their participation in the food delivery sector. This study examines gender-based disparities in the food delivery industry, focusing on male and female partners. It highlights workplace challenges, income inequality, and limited career growth opportunities. Understanding these disparities is crucial for promoting gender equality in the gig economy, especially for platforms like Zomato.

The study aims to address systemic challenges faced by female food delivery partners on the Zomato platform, focusing on creating a more equitable and safe working environment. The study aims to explore safety, access, social and cultural biases, and work-life balance challenges faced by female Zomato delivery partners. It will propose solutions to mitigate risks, analyze barriers, foster inclusivity, and identify potential solutions for improved work-life integration. The research will also focus on promoting a more respectful workplace.

OBJECTIVES OF THE STUDY:

1. To compare the experience of male and female Z food delivery partners at Coimbatore City.
2. To examine the earnings and incentives of food delivery partners.
3. To investigate the elements affecting the job routine
4. To understand the satisfaction level of Zomato food delivery partners.
5. To assess the difficulties and challenges based on their gender of Zomato delivery partners

IV. RESEARCH METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyse information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments.

PRIMARY DATA:

Primary data refers to information collected firsthand by the researcher. This data is original and tailored to the specific research objectives. It is collected through methods such as surveys, interviews, or observations, providing reliable and valid insights directly related to the topic.

SAMPLE TECHNIQUE:

The purposive sampling technique was employed, selecting participants who regularly delivering food products on based on gender. This ensures that the sample aligns with the study's objectives.

SAMPLE SIZE:

The sample size will depend on the total number of delivery partners in Coimbatore, but for this study, we aim for a sample size of 126 delivery partners, with an approximately equal representation of male and female participants. The sample size can be calculated using the Cochran's formula for sample size determination:



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V. TOOLS FOR ANALYSIS

- Chi – Square Analysis
- Ranking Analysis

ANALYSIS AND INTERPRETATION:

RANKING ANALYSIS:

TABLE SHOWING THE MOST COMMON FACTORS INFLUENCE YOUR OVERALL EARNING AND INCENTIVES

FACTORS	1	2	3	4	5	TOTAL	RANK
Base pay per delivery	95 x 1 =95	20 x 2 =40	8 x 3 =24	3 x 4 =12	0 x 5 =0	171	8
Incentives for peak hours	52 x 1 =52	49 x 2 =98	19 x 3 =57	5 x 4 =20	1 x 5 =5	232	7
Distance- based earnings	38 x 1 =38	56 x 2 =112	28 x 3 =84	4 x 3 =12	1 x 5 =5	251	4
Bonuses for completing targets	32 x 1 =32	58 x 2 =116	16 x 3 =48	20 x 4 =80	0 x 5 =0	276	2
Tips from customers	47 x 1 =47	39 x 2 =78	19 x 3 =57	2 x 4 =8	19 x 5 =95	285	1
Referral or joining bonus	46 x 1 =46	45 x 2 =90	17 x 3 =51	16 x 4 =64	2 x 5 =10	261	3
Rating and customer feedback impact on earning	50 x 1 =50	41 x 2 =82	20 x 3 =60	12 x 4 =48	2 x 5 =10	250	5
Company-specific incentive policies	53 x 1 =53	50 x 2 =100	14 x 3 =42	7 x 4 =28	2 x 5 =10	233	6

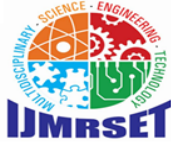
SOURCE: Primary data

INTERPRETATION:

From the above table 4.4.1 ,tips from customer (285) is ranked the highest 1st place,Bonuses for completing targets(276) is ranked as 2 ,Referral or joining bonus(261) is ranked as 3,Distance- based earnings(251) is ranked as 4,Rating and customer feedback impact on earning (250) is ranked as 5,Company- specific incentive policies (233) is ranked as 6,Incentives for peak hours(232) is ranked as 7,Base pay per delivery(171) is ranked as 7.

INFERENCE:

From the above table,It is inferred that majority of the respondents prioritize Tips from customers,Bonuses for completing targets, Referral or joining bonus.



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CHI – SQUARE:

AGE GROUP AND INTRODUCING NEW BENEFIT

Factor	Calculated Value	Table Value	DF	Remarks
Age Group and Introducing the New Benefit	.548	16.919	9	Significant at 5% level

SOURCE: Primary Data

INTERPRETATION:

From the above analysis that the calculated value (0.548) is lesser than the table value (16.919). Hence, the Null Hypothesis is Accepted.

INFERENCE:

Hence, there is no significant relationship between Age Group and Introducing the New Benefit.

FINDINGS:

CHI – SQUARE:

➤ There is no significant relationship between Age Group and Introducing the New Benefit.

RANKING ANALYSIS:

➤ From the above table, it is inferred that majority of the respondents prioritize Tips from customers, Bonuses for completing targets, Referral or joining bonus.

VI. SUGGESTIONS

Zomato can improve its services by introducing incentives and rewards for delivery partners who provide excellent service. This can include bonuses or recognition programs to motivate them to deliver high-quality service. Additionally, Zomato can enhance its customer support by providing multiple channels for customers to resolve issues quickly and efficiently, such as phone, email, and chat. Investing in technology can also improve the overall user experience. Zomato can leverage AI-powered recommendations and personalized offers to make the ordering process more seamless and engaging. Expanding delivery areas can also help Zomato reach more customers and increase revenue. Introducing loyalty programs enhancing partnerships with restaurants to offer exclusive deals and promotions can provide customers with more options and value.

VII. CONCLUSION

The gender-based comparative evaluation of Zomato food delivery partners in Coimbatore highlights significant differences in work patterns, income levels, challenges, and overall job satisfaction between male and female delivery executives. Male delivery partners typically work longer hours, often extending up to 10-12 hours daily, leading to higher earnings but also increased physical and mental fatigue. They usually have fewer safety concerns but face pressure to meet high delivery targets. On the other hand, female delivery partners tend to work shorter and more flexible shifts, often influenced by personal and family responsibilities. Despite Zomato's efforts to promote inclusivity, women still face unique challenges such as safety concerns, customer biases, and a lack of proper infrastructure like female-friendly rest areas. Additionally, societal norms and family restrictions often limit their participation in night shifts, further affecting their earnings compared to their male counterparts.

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