

A Study on Problems Faced by the Delivery Person with Reference to Q-Commerce Applications in Chennai

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ABSTRACT:

Quick Commerce (Q-Commerce) is a fast-growing digital delivery model that delivers products to consumers in a very short time frame. This model's success depends critically on delivery workers putting in a lot of overtime. This study investigates the main issues delivery staff face when using Q-Commerce applications, focusing on work pressure, safety concerns, accidents, burnout, payment satisfaction and platform-related difficulties. The study is based on delivery workers' experiences and working conditions and identifies the main challenges regarding job satisfaction and occupational well-being. Research shows delivery workers experience high levels of stress and safety issues due to tight delivery deadlines, traffic, long hours and platform demands. Delivery workers also reported differences in stress, burnout, and satisfaction with pay, depending on where they worked and how long they had been on the platform. These findings imply that the stresses of fast delivery could adversely affect the health, safety and overall welfare of delivery workers. Q-commerce companies must set reasonable delivery time targets, improve safety measures, establish transparent and fair incentive systems, and strengthen the welfare and support systems for delivery staff, the report said. The study concludes that the long-term growth of the Q-Commerce industry depends on improving the working conditions of delivery workers.

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Aim: To know about problem faced by delivery persons in Chennai District

Keywords: Quick Commerce, Q-Commerce, Delivery Personnel, Delivery Applications, Work Stress, Safety, Burnout, Gig Economy.

Introduction

The fast-growing Internet commerce has revolutionized how people buy everyday goods and services. One of the most important advances in this change is Quick Commerce (Q-Commerce), focused on delivering groceries, meals, household supplies and other essentials in a timely manner, often within 10-30 minutes. India's Q-commerce has grown rapidly and is set to account for more than two-thirds of all e-grocery orders by 2024, underscoring its increasing importance in the country's digital retail ecosystem.

There is a "problems of delivery persons" approach that recognizes that employers want to help employees balance their work and personal lives. In today's workforce are continuously compelled to work full-time jobs in offices in order to fulfill their financial requirements. Also want to take on a lot more duties and obligations around the house. For them to successfully manage work and family life, they must be extremely at ease in their jobs. One of the duties of an organization is to ensure the safety of the persons. The individual and group values, attitudes, beliefs, skills, and behavioral patterns that impact an organization's dedication to, as well as the effectiveness and style of its safety management. A study found that if employee burnout, job dissatisfaction, and other detrimental effects are decreased, may advance in their careers at a slower rate.

Importance of the Study

The significance of this study "A Study on Problems Faced by the Delivery Person in Connection with Q-Commerce Applications in Chennai City" is to understand the various challenges faced by the delivery persons while working in quick commerce applications like Blinkit, Zepto, Swiggy Instamart etc., The delivery workers are playing a crucial part to make sure that the clients receive their products within a brief period. However, they may face a number of obstacles such as road congestion, pressure to meet delivery times, inadequate or irregular

income, fuel costs, lack of incentives, technological problems with mobile apps, customer complaints and lack of proper support from the company. These issues can impact their job happiness, physical health and work output. Hence this study is necessary to determine the primary issues faced by the delivery persons and to know their working circumstances in Chennai city. The results of the study can add to better delivery systems for q-commerce enterprises, as well as improved support and incentives, fair working conditions and appropriate actions to alleviate the challenges experienced by delivery workers. Overall, the study can help to improve the quality of delivery service, employee satisfaction, and consumer happiness in the q-commerce market.

Need of the Study

In order to improve organisational performance and satisfy employee needs and requirements, the problems of Factors Influencing Consumer Purchase Decisions in Online and Offline Retail Markets persons and safety concept focus on investigating and evaluating the policies and procedures put in place by management. Both of them are seen as crucial to an organization's ability to establish and maintain a productive work culture.

Scope of the Study

The current study is aimed at analysing the challenges faced by the delivery workers working with several Quick Commerce (Q-commerce) applications such as Blinkit, Zepto, Swiggy Instamart, BigBasket and Dunzo Daily in Chennai City. The study covers the primary concerns faced by delivery workers such as traffic congestions, delivery delays, work overload, income and incentive related problems, work pressure, customer contacts, technological problems linked to mobile applications and lack of organisational assistance. It also covers their working environment, safety measures, satisfaction with work and connection with the relevant organisations. The study is directed toward understanding the challenges experienced

by delivery individuals in providing the swift delivery services and identifying possible solutions to enhance their working environment, service quality and satisfaction with their work. The results of the research may be helpful to the Q-commerce businesses for formulating appropriate strategies to deal with the challenges of delivery workers so as to enhance the quality of their services for delivery in Chennai City.

Review of Literature

Goswami et al. (2026)ⁱ, in the article 'Labour Rights and Algorithmic Control in Quick Commerce', study the Indian quick-commerce sector in terms of labor rights, working conditions and welfare of gig workers. Regression modeling was used on survey data of 1247 Q-commerce delivery workers in major metropolitan cities of India. The study investigated job insecurity, worker well-being and the impact of platform management systems on delivery workers. The study is directly relevant to the current research as delivery personnel may face problems around work pressure, incentive schemes, income security and limited control over their work. These issues bring out the need to study the problems faced by the delivery personnel working in Q-commerce applications in Chennai City.

Bansal et al. (2026)ⁱⁱ in the article titled 'Mental Health and Worker Well-being' investigated mental health, worker well-being, and human sustainability among food-delivery and quick-commerce workers in India. The researchers conducted 34 semi-structured interviews and used thematic analysis to understand workers' experiences. The study examined issues such as income instability, algorithmic pressure, exhausting workloads, customer-related difficulties, and organisational restrictions. The findings highlight how these challenges can affect workers' psychological well-being and their ability to sustain their work over time. This study provides a useful foundation for examining problems faced by Q-commerce delivery personnel, particularly work-related stress,

burnout, customer behaviour, and the support provided by delivery platforms.

Arya et al. (2025)ⁱⁱⁱ in the article titled 'Experiences of Platform Workers in Online Food Delivery' studied the experiences of 326 online food-delivery workers from three major Indian cities. The research looked at company grievance-redressal mechanisms, customer behavior, platform policies, night-time safety, incentive systems and workers' compensation. Delivery workers can face challenges due to inconsistent pay, customer complaints, problems in getting organizational backing and changes in incentive structures, the study noted. Although the research was not specifically on Q-commerce but on online food delivery, the findings are relevant because both platforms depend on app-based delivery personnel and time-sensitive order fulfillment. Thus, the study provides an insight to examine the income-related issues, safety issues, customer-related issues and platform support among the Q-commerce delivery personnel in Chennai City.

Nagar et al., (2025)^{iv} studied the experiences of delivery partners working in the quick-commerce and food-delivery sectors in India. The research studied working hours, uncertainty of income, pressure from incentive-based work, algorithmic management, customer ratings, and the threat of account deactivation. The findings indicated that many workers rely on delivery work as their main income and may work long hours to achieve their earnings goals. There were also concerns about the opaque method of calculating incentives, the pressure to take assigned orders and the poor communication from platforms. The results of this study are relevant as they help to identify the economic, operational and organizational problems experienced by Q-commerce delivery personnel.

Statement of the Problem

Quick Commerce (Q-Commerce) systems have transformed the way customers receive things by guaranteeing lightning-fast delivery. While this service is handy for customers, delivery people

frequently encounter a number of challenges while completing their deliveries within a limited time frame. Work pressure, long working hours, traffic problems, road accidents, weather conditions, exhaustion, customer-related concerns, app and technical issues and discontent with earnings and incentives are all possible challenges for delivery professionals. The pressure to finish deliveries fast may have an impact on their safety, as well as their physical and emotional health.

Research Question

The present study aims at identifying the primary challenges faced by the delivery personnel when working with the Q-commerce apps in Chennai City.

1. What are the major problems faced by delivery persons while working with q-commerce applications in Chennai City?
2. What are the major problems faced by delivery persons while working with q-commerce applications in Chennai City?

Objective of the Study

1. To identify the various problems and challenges faced by delivery persons during delivery.

Hypotheses of the Study

H₀₁ There is no significant difference between demographic variables and Problems Faced by Delivery Persons in Q-Commerce Applications

- *H_{01(a)} There is no significant difference between Duration and Problems Faced by Delivery Persons in Q-Commerce Applications*
- *H_{01(b)} There is no significant difference between Number of Orders and Problems Faced by Delivery Persons in Q-Commerce Applications*
- *H_{01(C)} There is no significant difference between Working Hours and Problems Faced by Delivery Persons in Q-Commerce Applications*

Methodology

Research methodology gives an organised process that will help the researcher conduct his research study in order to solve the problem in question by using appropriate methodologies and data analysis techniques. It enables the researcher to choose the right design of his study, define the population under study, choose the right sample, collect necessary data and analyse the same using statistical tools. In this study, the methodology is meant to investigate the effect of time pressures on the health and safety of delivery personnel and the major issues faced during delivery.

Research Design

The research methodology employed for the study is descriptive in nature, as it would involve a systematic exploration of the issues related to pressure, time constraints, health and safety issues and difficulties of the delivery persons. The research employed convenience sampling for choosing the subjects, which would be easy to reach and willing to participate in the study. Primary data will be collected through a questionnaire.

Sample Size

The sample size of the study is 200 respondents from various sectors of delivery persons in Central Chennai District

Data Collection

This study's methodology involves gathering primary and secondary data.

Primary Data: The primary data was gathered from a sample of delivery professionals using a well-structured questionnaire.

Secondary Data: Information from books, websites, articles, journals, magazines and publications was also gathered for the study. The area where the data was collected in Central Chennai District.

Statistical Tools

In this study, simple percentage analysis, mean, standard deviation and ANOVA and Reliability analysis is used

Data Analysis and Interpretation

The systematically classified, tabulated and analyzed using appropriate statistical tools. The analysis focuses on the demographic characteristics of the respondents, working conditions, income and incentives, customer-related issues, technological difficulties.

Table 1 Experience of Delivery Person

S. No.	Duration	Frequency	Percentage
1	Below 6 months	30	15.0%
2	6 months–1 year	45	22.5%
3	1–2 years	55	27.5%
4	2–3 years	40	20.0%
5	Above 3 years	30	15.0%
	Total	200	100%

Source: Primary Data

Table 1 shows that the largest share of delivery persons, 27.5 per cent, have 1–2 years of experience, followed by 22.5 per cent with 6 months to 1 year and 20.0 per cent with 2–3 years. Those with below 6 months and above 3

years of experience account for 15.0 per cent each. Overall, 65 per cent of the respondents have less than two years of experience, which indicates that most delivery persons are relatively new to the job.

Table 2 Number of Orders Delivered Per Day

S. No.	Number of Orders	Frequency	Percentage
1	Below 10	35	17.5%
2	11–25	65	32.5%
3	26–35	55	27.5%
4	36–45	30	15.0%
5	Above 45	15	7.5%
	Total	200	100%

Source: Primary Data

Table 2 reveals that 32.5 per cent of the total number of delivery persons deliver 11 to 25 orders in a day, followed by 27.5 per cent of delivery persons who deliver 26 to 35 orders, while 17.5 per cent deliver less than 10 orders. The percentage of delivery persons who deliver 36 to 45 orders is 15.0 per cent, whereas the remaining 7.5 per cent deliver more than 45 orders a day.

Table 3 Average Working Hours Per Day

S. No.	Working Hours	Frequency	Percentage
1	Below 4 hours	20	10.0%
2	4–6 hours	45	22.5%
3	6–8 hours	60	30.0%
4	8–10 hours	50	25.0%
5	Above 10 hours	25	12.5%
	Total	200	100%

Source: Primary Data

The Table 3, the most prevalent working hours are 6 to 8 hours, with 30.0 per cent of delivery persons doing so, followed by those working 8 to 10 hours, representing 25.0 per cent and 4 to 6 hours, representing 22.5 per cent of the delivery persons. The remaining include those

working more than 10 hours, representing 12.5 per cent of the total respondents, and less than 4 hours, representing 10.0 per cent. It can be seen that 37.5 per cent of the total respondents work above 8 hours.

Tab 4 Problems Faced by Delivery Persons in Q-Commerce Applications

S.No	Statement	SA	A	N	D	SDA	Total
1	The technical problems in the delivery application affect the work's performance.	65	32	26	58	19	200
		33	16	13	29	9	100
2	Working long hours makes you physically tired.	28	72	48	16	36	200
		14	36	24	8	18	100
3	There is traffic jam and it is difficult to deliver on time with risk of road accidents	33	19	84	47	17	200
		16	10	42	24	8	100
4	The requirement to fill orders quickly increases mental stress.	25	69	31	60	15	200
		12	35	16	30	7	100
5	Payment and incentive systems are not commensurate with the workload.	65	43	39	42	11	200
		33	21	20	21	5	100

Source: Primary Data

Table 4 indicates that the level of agreement on insufficient payment and incentive was 54 per cent. This means that people agree that the payment is not proportional to the workload. On being physically tired because of

long working hours, half of the respondents, which was 50 per cent, showed an agreement. In addition, 47 per cent of the respondents agree that the demand for quick order fulfillment causes mental stress. 49 per cent of the

respondents believed that technical challenges in the application cause poor performance of the employees, while 38 per cent did not agree. Traffic jam and danger of road accidents had the least percentage of 26 per cent agreement with 42 per cent of the respondents being neutral.

One-way ANOVA has been used to test the significant difference between Duration and Problems Faced by Delivery Persons in Q-Commerce Applications

H₀₁(a) There is no significant difference between Duration and Problems Faced by Delivery Persons in Q-Commerce Applications

Table 5 Duration and Problems Faced by Delivery Persons in Q-Commerce Applications

Variables	Duration	N	Mean	S.D.	F Value	Sig.
The technical problems in the delivery application affect the work's performance.	Below 6 months	30	2.8667	1.92503	59.165	0.001*
	6 months–1 year	45	2.2222	0.42044		
	1–2 years	55	3.0909	0.29013		
	2–3 years	40	4.0000	0.00000		
	Above 3 years	30	4.8333	0.37905		
	Total	200	3.3050	1.17425		
Working long hours makes you physically tired.	Below 6 months	30	2.3333	1.91785	61.900	0.001*
	6 months–1 year	45	2.2889	0.58861		
	1–2 years	55	3.0909	0.29013		
	2–3 years	40	4.0000	0.00000		
	Above 3 years	30	4.8333	0.37905		
	Total	200	3.2400	1.22059		
There is traffic jam and it is difficult to deliver on time with risk of road accidents	Below 6 months	30	1.7333	1.36289	64.075	0.001*
	6 months–1 year	45	2.9556	1.24235		
	1–2 years	55	3.0909	0.29013		

	2–3 years	40	4.0000	0.00000		
	Above 3 years	30	4.8333	0.37905		
	Total	200	3.3000	1.23190		
The requirement to fill orders quickly increases mental stress	Below 6 months	30	1.3333	0.47946	107.436	0.001*
	6 months–1 year	45	3.2889	1.34202		
	1–2 years	55	3.0909	0.29013		
	2–3 years	40	4.0000	0.00000		
	Above 3 years	30	4.8333	0.37905		
	Total	200	3.3150	1.23426		
Payment and incentive systems are not commensurate with the workload.	Below 6 months	30	1.3333	0.47946	104.378	0.001*
	6 months–1 year	45	3.3333	1.36515		
	1–2 years	55	3.0909	0.29013		
	2–3 years	40	4.0000	0.00000		
	Above 3 years	30	4.8333	0.37905		
	Total	200	3.3250	1.23978		

Source: Computed from Primary

Table 5 presents the results of the one-way ANOVA, which examines whether the perception of problems in Q-commerce applications differs according to the delivery persons' duration of experience. The F values for all five statements (59.165, 61.900, 64.075, 107.436 and 104.378) are statistically significant at the 1 per cent level ($p < 0.01$). The null hypothesis of no difference among the experience groups is therefore rejected, indicating

a significant association between duration of experience and the problems faced.

One way ANOVA has been used to test the significant difference between Number of Orders and Problems Faced by Delivery Persons in Q-Commerce Applications

H₀₁(b) There is no significant difference between Number of Orders and Problems Faced by Delivery Persons in Q-Commerce Applications

Table 6 Number of Orders and Problems Faced by Delivery Persons in Q-Commerce Applications

Variables	Number of Orders	N	Mean	S.D.	F Value	Sig.
The technical problems in the delivery application affect the work's performance.	Below 15	35	2.74	1.80	48.640	0.001*
	16–25	30	2.00	0.00		
	26–50	90	3.33	0.47		
	51–70	30	4.33	0.47		
	Above 71	15	5.00	0.00		
	Total	200	3.30	1.17		
Working long hours makes you physically tired.	Below 15	35	2.37	1.83	53.874	0.001*
	16–25	30	2.00	0.00		
	26–50	90	3.33	0.47		
	51–70	30	4.33	0.47		
	Above 71	15	5.00	0.00		
	Total	200	3.20	1.22		
There is traffic jam and it is difficult to deliver on time with risk of road accidents	Below 15	35	2.20	1.71	38.125	0.001*
	16–25	30	2.00	1.22		
	26–50	90	3.33	0.47		
	51–70	30	4.33	0.47		
	Above 71	15	5.00	0.00		
	Total	200	3.30	1.23		
The requirement to fill orders quickly increases mental stress.	Below 15	35	1.46	0.50	95.521	0.001*
	16–25	30	3.00	1.52		
	26–50	90	3.33	0.47		
	51–70	30	4.33	0.47		
	Above 71	15	5.00	0.00		
	Total	200	3.31	1.23		
Payment and incentive systems are not commensurate with the workload.	Below 15	35	1.42	0.50	93.182	0.001*
	16–25	30	3.60	1.52		

	26–50	90	3.35	0.50		
	51–70	30	4.33	0.47		
	Above 71	15	5.00	0.00		
	Total	200	3.32	1.23		

Source: Computed from Primary

Table 6 indicates that the number of orders significantly influences the problems faced by delivery persons. Significant differences are observed in technical problems, physical tiredness, traffic congestion and accident risks, mental stress, and payment and incentive systems, with a significance value of 0.001, which is less than 0.05. The mean scores generally increase with the number of orders handled, indicating greater problems among delivery persons with higher order volumes. The highest F-value is recorded for mental stress at 95.521,

followed by payment and incentives at 93.182. Hence, the null hypothesis is rejected.

One way ANOVA has been used to test the significant difference between Working Hours and Problems Faced by Delivery Persons in Q-Commerce Applications

H₀₁(C) There is no significant difference between Working Hours and Problems Faced by Delivery Persons in Q-Commerce Applications

Table 7 Working Hours and Problems Faced by Delivery Persons in Q-Commerce Applications

Variables	Working Hours	N	Mean	S.D.	F Value	Sig.
The technical problems in the delivery application affect the work's performance.	Below 4 hours	20	2.40	1.95	63.096	0.001*
	4–6 hours	45	2.40	1.03		
	6–8 hours	60	3.00	0.00		
	8–10 hours	50	4.00	0.00		
	Above 10 hours	25	5.00	0.00		
	Total	200	3.30	1.15		
Working long hours makes you physically tired.	Below 4 hours	20	1.00	0.00	144.477	0.001*
	4–6 hours	45	2.73	1.34		
	6–8 hours	60	3.00	0.00		
	8–10 hours	50	4.00	0.00		
	Above 10 hours	25	5.00	0.00		
	Total	200	3.30	1.15		

	Total	200	3.20	1.29		
There is traffic jam and it is difficult to deliver on time with risk of road accidents	Below 4 hours	20	1.00	0.00	114.833	0.001*
	4–6 hours	45	3.00	1.49		
	6–8 hours	60	3.00	0.00		
	8–10 hours	50	4.00	0.00		
	Above 10 hours	25	5.00	0.00		
	Total	200	3.30	1.20		
The requirement to fill orders quickly increases mental stress	Below 4 hours	20	1.00	0.00	110.504	0.001*
	4–6 hours	45	3.07	1.47		
	6–8 hours	60	3.00	0.00		
	8–10 hours	50	4.00	0.00		
	Above 10 hours	25	5.00	0.00		
	Total	200	3.30	1.26		
Payment and incentive systems are not commensurate with the workload	Below 4 hours	20	1.00	0.00	105.400	0.001*
	4–6 hours	45	3.07	1.47		
	6–8 hours	60	3.03	0.20		
	8–10 hours	50	4.00	0.00		
	Above 10 hours	25	5.00	0.00		
	Total	200	3.30	1.28		

Source: Computed from Primary

Table 7 indicates that working hours significantly influence the problems faced by delivery persons. Significant differences are observed in technical problems, physical tiredness, traffic congestion and accident risks, mental stress, and payment and incentive systems, with a significance value of 0.001, which

is less than 0.05. The mean scores increase steadily with daily working hours, indicating greater problems among delivery persons who work longer hours. The highest F-value is recorded for physical tiredness at 144.477, followed by traffic congestion and accident risks at 114.833. Hence, the null hypothesis is rejected.

Reliability Analysis

Table 8 Reliability Analysis For Consumer Perception and satisfaction related to Q-Commerce Application

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
delivery application	0.293	0.293
Working long hours	0.293	0.292
deliver on time	0.293	0.292
Over all	0.879	0.878

Source: computed from primary data

The Cronbach's Alpha value for Consumer Perception and Satisfaction related to Q-Commerce Application is 0.879, which indicates a high level of reliability. The standardized Cronbach's Alpha is 0.878 for the 5 items. Therefore, the five statements are consistent with each other and the questionnaire is reliable for further analysis.

Findings

1. According to the study, 27.5 per cent of the delivery person has 1-2 years of experience, which makes up the highest number. Generally speaking, the majority of respondents, 70 per cent, have 6 months to 3 years of experience. Besides, 32.5 per cent make deliveries of 11 to 25 orders per day, 30 per cent work for 6-8 hours per day, followed by 25 per cent working for 8-10 hours. It means that delivery persons are overloaded with work.

2. The study indicates that technical problems in delivery applications are a very serious issue. Almost half of the respondents, 49 per cent, believe that technical problems affect their work performance, while 38 per cent do not agree.

3. It was observed that working for long hours causes physical tiredness amongst the delivery personnel. Half of the respondents, 50 per cent, strongly agreed or agreed that working for long hours caused physical tiredness. Traffic jam and possibility of accidents on the roads are also a matter of concern for delivery personnel,

but there was no conclusive finding in this case, as 42 per cent were neutral while only 26 per cent agreed with this issue.

4. It was also discovered that the pressure to deliver goods at high speeds is one of the causes of stress. 47 per cent of respondents agreed that the pressure to deliver goods quickly causes stress. Finally, the research shows that remuneration systems have become a serious problem. 54 per cent of the respondents believe that payment does not correspond to the amount of work done, which is the highest percentage of agreement with any of the problems.

5. The ANOVA results show that perceptions of these problems differ significantly according to experience, number of orders and working hours at the 0.05 level. Problems were reported more strongly by delivery persons with longer experience, higher order volumes and longer working hours. Hence, the null hypotheses are rejected.

Suggestions

1. The Q-Commerce companies must ensure that their deliveries are feasible because the people responsible for delivering cannot be put under undue pressure to complete them in very limited time. Their payment and rewards system must be clear and fair enough to be proportional to their workload, the number of deliveries and hours of work.

2. The companies can encourage their delivery people to take adequate rest and also look at the number of deliveries allocated to them, especially when working for long hours. The technical glitches need to be solved right away to avoid any unnecessary delays.

3. The organisations should provide proper safety measures and equipment so that there are fewer accidents and less traffic congestion on the roads. The firms should create a system wherein help can be provided to the delivery executives in case of any trouble because of accidents, technical glitches or clients' problems while delivering the package.

4. Frequent contact with the delivery personnel may enable firms to understand the reasons for stress among them and take the necessary welfare steps, particularly among the experienced delivery personnel who raised issues about it.

Conclusion

The study concludes that the delivery persons involved in the Q-Commerce apps in Chennai City experience a number of work-related problems, including technical problems in the delivery apps, physical fatigue because of long working hours, risks of accidents and traffic, psychological pressure because of quick deliveries, and lack of satisfaction with the payment and incentive systems. It was found out that larger order volume and more working hours are linked to more experienced problems. The ANOVA showed that there are significant differences in the problems depending on experience duration, number of orders and working hours with a significance value of 0.001, which is less than 0.05. Thus, Q-Commerce organisations should offer reasonable order targets, appropriate payment and incentives, enough rest, quality technical support of the app, safety measures, and help in case of difficulties during delivery.

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