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great by
deeds, not by
birth"
-Chanakya

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Evaluating the Social Costs of Convenience in Doorstep Deliveries in Quick Commerce

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Abstract:

The Quick Commerce industry has been a primary driver of the demand for gig workers, which is continually evolving. The sector has constantly been scrutinized for social concerns, including the welfare of gig workers and consumer safety. This research conceptually addresses a pertinent question: how to raise the safety of gig workers and also the consumers, who are adversely affected in the name of convenience. This conceptual work describes who gig workers are, their types, and the gig worker economy. Thereafter, the focus is specifically on the quick commerce industry, which is driven by gig workers, and an explanation of why it is an essential sector for emerging markets is given. Next, a conceptual framework for this research, based on the Stimulus-Organism-Response (SOR) model, is developed and discussed. The environmental stimuli (S) examined are consumer impulse buying behaviour, small-discrete customer orders, and unethical treatment of delivery partners; the psychological responses (O) considered are perceived inferiority and inequality, as well as learned helplessness and self-efficacy; the behavioral responses (R) are categorized into internal and external. Internal behavioral responses are directed towards the self and may or may not have external consequences, e.g., depression, anxiety, frustration, and substance abuse. External behavioral responses are those directed towards others and have external consequences, e.g., theft, aggression (including road rage), abuse, assault, harassment, and domestic violence. Further, two novel moderators are proposed: relationship orientation toward the comparison target (competition vs. cooperation) and workplace safety climate. The future implications of this research are then discussed.



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