

Key Performance Indicators of the Gig Economy in Quick Commerce Era

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ABSTRACT

Today the biggest challenge in front of the e-commerce platform is quick delivery. Consumers today want the facility of online purchasing with lesser wait for the product and to overcome this challenge the role of gig workers has been raised. Gig economy is the modern economy in which people have to work in flexible hours with flexible duration. They are not bound to work nine to five as in the traditional economy, they can enjoy flexible working places. This paper explores the role of the gig economy in transforming the economy into a quick economy. Also the paper will discuss the key performance indicators (KPIs) which will measure the effectiveness and impact of the gig economy in a rapidly evolving market. The study identifies factors such as income stability, work satisfaction, job availability, digital platform efficiency, and economic contribution as primary KPIs. Also a comparative analysis with traditional employment models provides insights into the sustainability of the gig economy. The paper concludes with policy recommendations to enhance gig workers' welfare while optimizing economic benefits.

Keywords: Gig, KPI, Quick Economy, E-Commerce platform

1. INTRODUCTION

The Gig Economy is an economy where people are not bound to do nine to five jobs with the hectic and fixed job. It's a new economy where employees get full flexibility for doing the job. The rise of the gig economy has redefined employment dynamics. It offers flexible working hours along with raised concerns regarding job security and benefits. With increasing digitalization and the need for on-demand services, the gig economy has become a crucial aspect of modern economic systems. Animesh, K. S., & Sharma, R. (2025) has claimed that in his research paper till 2032 the gig economy will have a market share of \$1.847 trillion. Customers today want purchasing hassle free along with less waiting for the product. The e-commerce platform provides lots of lucrative advertisements to attract customers' regarding quick delivery. Many a time

they deliver the product before its delivery time and this is all possible because of transformation of traditional economy into gig economy. This paper aims to analyze the role of the gig economy in a quick economy. Discussion will also be done on key performance indicators (KPIs) that determine the efficiency and sustainability of the gig economy.

2. LITERATURE REVIEW

The gig economy has been extensively studied from multiple perspectives, including its economic impact, worker experiences, and regulatory challenges. According to Kalleberg (2011) the gig economy challenges traditional employment relationships, introducing both opportunities and risks. Sundararajan (2016) highlights the role of digital platforms in enabling gig work, while Schor (2020) examines labour conditions and income variability.

Recent studies indicate that gig economy participation has increased by 30% over the past decade, with an estimated 36% of the U.S. workforce engaged in freelance or gig-based work (World Economic Forum, 2020). Graham et al. (2017) discuss the role of digital labour markets, while Wood et al. (2019) highlight the precarious nature of gig employment. Evolution of the Gig Economy historically, temporary work arrangements have existed in various forms, but the advent of digital platforms has exponentially increased gig work opportunities. Kessler (2018) traces the gig economy's roots back to the late 20th century when technology began influencing employment models. The rise of companies such as Uber, Upwork, and DoorDash has significantly altered labour dynamics. Hall & Krueger (2018) argue that gig work enhances market efficiency by reducing transaction costs and offering flexible income opportunities. Studies by De Stefano (2016) highlight that gig workers often lack employment benefits such as health insurance, paid leave, and retirement plans. Stanford (2017) emphasizes that income volatility remains a persistent issue, with gig workers earning substantially less than their full-time counterparts in similar industries. The European Union has proposed stronger protections for gig workers, while the U.S. follows a more market-driven approach. These studies help establish the foundational KPIs for evaluating the gig economy, demonstrating its benefits and limitations.

The ILO's World Employment and Social Outlook report (2021) offers another authoritative comparative assessment focusing on digital labour platforms. Through surveys of workers and platform firms across regions, the ILO identifies two broad categories of gig work—online platforms and location-based platforms—and shows how workers in developing economies tend to experience lower pay, weaker

contractual protections, and higher exposure to algorithmic control. The cross-country comparison also highlights that national regulations strongly shape platform behaviour, worker protections, and dispute-resolution systems. A significant strand of comparative research examines regulatory responses in transport and delivery platforms. Studies such as Muldoon et al. (2024) compare how countries attempt to classify platform workers and enforce labor standards. The findings indicate that while some governments (e.g., in parts of Europe) are moving toward recognizing gig workers as dependent contractors, several developing countries still face enforcement gaps, allowing platforms to exercise wide discretion over pricing, incentives, and working conditions. Comparative evidence from developing regions is further strengthened by systematic reviews like the IDinsight (2023) literature synthesis, which compiles worker-level data from multiple low- and middle-income countries. Their review emphasizes that despite regional differences, gig workers across LMICs commonly face income volatility, lack of social insurance, and limited bargaining power. Yet, the review also notes that gig work offers flexible entry points for women and youth, especially where traditional labor markets are restrictive.

Country-specific reports such as NITI Aayog's study on India's gig economy (2022) provide additional comparative value when viewed alongside OECD or African labor-market studies. India's case reveals rapid platform expansion driven by urbanization, digital infrastructure, and informal labor dominance. When compared globally, India mirrors many LMIC trends—high dependence on gig income and weak protections—while also showcasing the scale at which platform work can grow in emerging economies.

Collectively, these global comparative studies emphasize three overarching insights:

- Gig economy growth is highly uneven, shaped by digital infrastructure, income levels, and urbanization patterns.
- Worker experiences differ significantly across countries, with developing economies showing higher precarity and weaker protections.
- Regulation is the strongest differentiator, with clear evidence that countries with robust labor standards offer better outcomes for workers without stifling innovation.

3. OBJECTIVES OF THE STUDY

- To study the role of Gig economy in a quick economy.
- To study the various KPIs of a quick economy.
- To give the suggestions for employment benefits for gig players to improve their social security.

4. METHODOLOGY

This study employs a secondary approach analysing gig economy with qualitative insights from various articles and research papers on gig platforms.

ROLE OF GIG ECONOMY IN QUICK ECONOMY

Gig Economy can be understood as an economy in which short term or project based services are offered which are generally of temporary nature. Today many e commerce platforms like Amazon, Flip kart, Myntra, Meesho, Blinket required that their product must be delivered as soon as possible to their customers and in this the gig economy players play a prominent role .The delivery partners are bound to deliver the product in the defined time .If they are late from the delivery time then they have to face reduction in their earning also they will lose their future potential deliveries.

KEY PERFORMANCE INDICATORS (KPIs) OF THE GIG ECONOMY

I) INCOME STABILITY:

The Gig Economy can ensure stable income to gig players by doing proper planning. It offers diversifying income opportunities along with creating a good network building. By proper time management a person can earn from multiple sources which is the need of time. Also they can learn various skills which will increase their employability. Gig players who directly sell their services earn higher than the service partners. This ensures them not only stability in income but also ensures their retention in the services and inclusion of more workers in this. Today many students who want extra income along with their studies there gig offers them options customised as per their requisition and timings.

II) WORKER SATISFACTION AND RETENTION:

Flexible working hours gives job satisfaction and helps in work-life balance .As per the study retention rates indicate the sustainability of gig work. Under various surveys and feedback taken from gig employees revealed their contentment with the job. Basically there are two types of gig employment sharing and direct sale .As per the analysis direct sales are highly satisfied and retained then that of shared partners as they get a lesser part in the income and thus reduces their satisfaction.

III) JOB AVAILABILITY AND DEMAND:

The gig economy is the need of the time .Today's market has created a lot of job positions for gig workers. They offer lucrative working hours and income. This is suitable for many students, house wives or people with geographical constraints. Thus it has made the economy more inclusive as they offer customised jobs as per the requirement of service providers. For the e-commerce platforms quick economy is essential to beat the competition and this can be possible only because of gig partners.

IV) PLATFORM EFFICIENCY AND TECHNOLOGICAL ADAPTATION:

Proficiency of today's youth in digital technology has given them an opportunity to offer their services in the sector which is of their interest. Gig players can offer their services either by sharing or by direct sales. This gives them opportunities to develop their skills more effectively. Most of the freelancers, consultants, and virtual assistants provide their services to many in less time because of their proficiency in technology.

V) ECONOMIC CONTRIBUTION:

As per the article published in business standards nearly 90 million jobs will be created by gig economy till 2030 also it will raise the GDP by 1.25% .The best part of gig economy is its inclusivity .It offers customised jobs to many who wants to contribute to the economy but because of the varied circumstances unable to do so .

COMPARATIVE ANALYSIS: GIG ECONOMY VS. TRADITIONAL EMPLOYMENT

Traditional employment provides stability. The employee knew that he would earn a particular money at the end of the month but the major constraint of the traditional economy is it lacks flexibility. Employees have to work at a defined place till fixed time which sometimes makes it difficult for the employee to do work life balance. Also it hinders its chances for multiple sources of income. Whereas gig work offers flexibility in time, income and work place. Gig players can customize the service as per their convenience. It provides workers multiple job options and also multiple sources of income. It helps them to get rid of traditional 9 to 5 jobs. Although the stability is limited. Gig economy is not the replacement of traditional economy but it's an alternative for the people who are looking for working conditions as per their circumstances and requirements.

CHALLENGES AND POLICY RECOMMENDATIONS

As the number of gig players is rising, it's the need of time that policy makers should add new laws and policies for these gig players so that they can contribute to the economy in more efficient ways. Some of the recommendations through this paper are:

- For gig workers minimum wage standards should be fixed.
- Digital labour rights should be strengthened.
- Hybrid mode of employment should be there so that gig workers if needed can transform to traditional work.
- Social security clauses should be added for the gig workers .

5. CONCLUSION

The gig economy is playing an integral part in the quick economy. Success of quick economy is because of these gig workers who offers their 24*7 services. KPIs of Gig economy suggest that this form of economy is long lasting as it offers an inclusive economy as it offers jobs for each sector of the society due to its flexibility, economic opportunities, and digital-driven job creation. However, the lack of standardized employment benefits, regulatory gaps present challenges that must be addressed. It is essential for policymakers to design frameworks that support both workers and businesses in this evolving employment model.

Moving forward, balancing economic efficiency with worker protection is key to ensuring the long-term sustainability of the gig economy. Implementing fair labour practices, enhancing income security, and leveraging technology to improve working conditions will be crucial in shaping a more equitable gig-based economic landscape. Future research should explore automation's impact on gig employment and evaluate policy initiatives that can mitigate its risks while maximizing its potential benefits.

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