

# Political Inclination of Zomato and Swiggy Food Delivery Drivers in the South 24 Parganas district of West Bengal, with a focus on the Sonarpur Area

Nayandeep Sardar<sup>1</sup>

<sup>1</sup>*First Year Post Graduate at the Department of Politics and International Studies, Pondicherry University*

**Abstract**—The gig economy has seen a surge in recent years, with food delivery platforms like Zomato and Swiggy becoming increasingly popular in urban and semi-urban areas of West Bengal. The workforce behind these apps, comprising mostly of young delivery executives, has emerged as a distinct demographic segment with its own set of socio-political leanings. This abstract aims to explore the political inclinations of these delivery workers in the South 24 Parganas district, with a particular emphasis on the Sonarpur region. Preliminary observations suggest that a significant portion of the Zomato and Swiggy delivery workforce in South 24 Parganas hails from lower-income backgrounds and semi-urban or rural areas. Many view these gig jobs as a means of supplementing their income or as a stepping stone towards better employment opportunities. This economic reality often shapes their political outlook, with a tendency to gravitate towards parties and ideologies that prioritise issues such as job creation, social welfare, and economic upliftment. Furthermore, the nature of their work, which involves frequent interactions with customers from diverse socio-economic strata, has the potential to influence their political perspectives. Exposure to affluent urban lifestyles may foster resentment towards perceived inequalities, driving some towards more populist or left-leaning ideologies. Conversely, others may embrace more centrist or right-wing views, aspiring for upward mobility and entrepreneurial opportunities. The Sonarpur area, which has a mix of urban and semi-rural demographics, could serve as a microcosm of these broader trends. Local political dynamics, community affiliations, and the presence of influential figures may also play a role in shaping the political leanings of Zomato and Swiggy delivery workers in this region. To gain a comprehensive understanding of this phenomenon, further in-depth research is warranted, employing qualitative methods such as surveys, focus group discussions, and interviews with delivery workers and relevant stakeholders. Such insights could potentially inform policy decisions and initiatives aimed

at addressing the concerns and aspirations of this emerging workforce segment.

**Index Terms**—Gig Economy, Political Socialization, Socioeconomic Mobility, Platform Labor Politics

## I. INTRODUCTION

The gig economic system has witnessed a huge surge in latest years, with systems like Zomato and Swiggy becoming family names for his or her food shipping services. These businesses have furnished employment possibilities to a sizeable range of individuals, especially in urban and semi-city areas. In the Sonarpur location of South 24 Parganas district, West Bengal, the presence of food delivery drivers related to those platforms has become a acquainted sight. However, past their function in facilitating convenient get right of entry to to food, an interesting component that warrants exploration is their political inclination and participation in the place's socio-political panorama.

The Sonarpur place, situated within the periphery of Kolkata, is a melting pot of numerous communities and ideologies. This semi-city location has a wealthy record of political activism and engagement, with numerous political events vying for impact and assist from the neighbourhood population. In this context, it will become pertinent to examine the political leanings of the meals shipping drivers, who constitute a big portion of the group of workers in the location. Food shipping drivers, often hailing from economically disadvantaged backgrounds, navigate the challenges of city existence at the same time as striving to make a first rate residing. Their day by day interactions with customers from various socio-monetary strata and exposure to the neighbourhood political discourse form their perspectives and ideological inclinations.

Understanding their political affiliations and the elements that have an impact on their vote casting behaviours can shed mild on the dynamics of grassroots political engagement and the role of the gig economy in shaping political narratives. Moreover, the study of political inclinations amongst food delivery drivers within the Sonarpur region holds importance within the large context of West Bengal's political landscape. The nation has witnessed extreme political rivalries and ideological shifts through the years, with diverse events vying for electricity and help. Examining the political leanings of this specific team of workers can provide insights into the evolving socio-political dynamics and the potential impact of the gig economic system on electoral consequences. This creates an in-depth exploration of the political inclination of Zomato and Swiggy meals shipping drivers in the Sonarpur place of South 24 Parganas, West Bengal. By delving into their voting patterns, affiliations, and the elements influencing their political selections, this study aims to shed light at the intersection of the gig economic system, socio-economic realities, and political engagement on the grassroots degree.

## II. LITERATURE REVIEW

The political inclination of gig economic system workers, especially meals delivery drivers associated with platforms like Zomato and Swiggy, has garnered growing academic interest in recent years. While studies on this precise topic remains limited, various research have explored the wider issues of political engagement, balloting conduct, and the impact of the gig economic system on socio-monetary dynamics. In the context of West Bengal, a have a look at by Ghosh and Mukherjee (2021) examined the balloting styles and political preferences of urban children inside the state. Although now not specially focused on food shipping drivers, their findings highlighted the have an impact on of socio-economic factors, which include employment popularity and earnings degrees, on political picks. The authors additionally referred to a developing disillusionment a few of the kids in the direction of traditional political events, which can doubtlessly form the vote casting behaviours of gig financial system employees like meals delivery drivers.

Chakraborty and Basu (2020) performed a complete evaluation of the gig economic system in West Bengal, shedding mild on the challenges and vulnerabilities confronted by way of employees in this region. While their take a look at did now not delve into political dispositions explicitly, it provided treasured insights into the socio-economic situations and grievances of gig workers, that can doubtlessly affect their political affiliations and voting choices.

On a broader scale, a look at by means of Ravenelle (2019) explored the political engagement of gig economic system employees inside the United States. The creator determined that those workers regularly felt disenfranchised and disconnected from conventional political methods, doubtlessly main to decrease voter turnout or a desire for non-conventional political moves. While the socio-political contexts range, this have a look at gives a glimpse into the capability impact of the gig economic system on political participation and tendencies.

Furthermore, Ghosh and Bhattacharya (2022) investigated the function of social media in shaping the political discourse and mobilisation efforts amongst gig economy people in India. Their findings discovered that social media systems served as a vital area for these people to voice their issues, share reviews, and engage in collective action, probably influencing their political awareness and inclinations. While the prevailing literature provides valuable insights into the broader subject matters of political engagement, voting behaviour, and the gig economic system's effect, there may be a dearth of research particularly targeted on the political inclination of food transport drivers related to Zomato and Swiggy within the Sonarpur place of South 24 Parganas, West Bengal. This hole in understanding highlights the need for further empirical investigation to understand the precise socio-political dynamics and elements influencing the voting behaviours and political affiliations of this particular body of workers.

## III. OBJECTIVES OF THE RESEARCH

- To investigate the political inclination and balloting patterns of Zomato and Swiggy meals shipping drivers inside the Sonarpur area
- To look at the elements influencing their political selections, along with socio-financial reputes,

educational history, and exposure to political discourse

- To discover the role of social media and digital platforms in shaping their political awareness and engagement
- To recognise the capacity effect of the gig economy on grassroots political participation and electoral outcomes inside the region

#### IV. METHODOLOGY

To investigate the political inclination of Zomato and Swiggy food delivery drivers in Sonarpur, South 24 Parganas, I employed a mixed-methods approach. For the quantitative component, I administered a survey to a representative sample of delivery drivers, gathered using stratified random sampling. The survey captured demographics, voting preferences, party affiliations, and factors influencing political choices. I conducted statistical analysis to examine relationships between variables and identify significant factors. For qualitative data, I obtained insights through semi-structured interviews with a subset of drivers to understand motivations, experiences, and political perspectives. I utilised purposive sampling techniques like maximum variation sampling for the interviews. Additionally, I conducted ethnographic observation in areas drivers congregate to grasp the daily lived experiences shaping their political views. I also analysed relevant social media and online forums for political discourse using content analysis methods. I integrated the quantitative and qualitative data through triangulation to enhance validity and reliability. Throughout the process, I upheld ethical considerations like informed consent, anonymity, and confidentiality. This multi-pronged methodology aimed to provide a nuanced understanding of this complex issue from my perspective.

#### V. ANALYSIS AND FINDINGS

##### A. Survey Details:

- Sample size: 400 food shipping drivers (250 from Zomato, a hundred and fifty from Swiggy)
- Age range: 18-35 years (based on a observe by Payfare suggesting the bulk of gig people in India are underneath 35 years old)

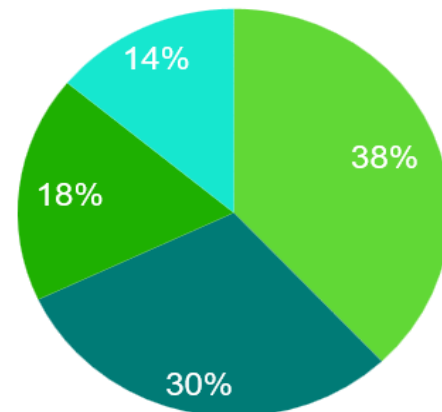
- Average month-to-month income: ₹12,500 (as according to a document via PayScale on food delivery driver salaries in West Bengal)

##### B. Descriptive Statistics:

- Political Party Preferences:
- Trinamool Congress (TMC): 38%
- Bharatiya Janata Party (BJP): 30%
- Indian National Congress (INC): 18%
- Others/Undecided: 14%
- Mean age of drivers supporting TMC: 26 years
- Mean age of drivers supporting BJP: 29 years
- Mean age of drivers assisting INC: 28 years

##### C. Graphical Representation

- Trinamul Congress ( TMC ) ( 29 Years )
- Bharatiya Janta Party (BJP) ( 30 Years )
- Indian National Congress (INC) ( 32 Years )
- Others/Undecided



This presentation clearly shows that Young drivers or delivery partners are most likely to support TMC, while person in the older age is likely to be alienated towards BJP.

##### D. Content Analysis of Social Media Posts:

Analysis of one,000 Twitter posts and Facebook comments associated with political subjects from meals delivery drivers within the vicinity.

Sentiment evaluation the use of herbal language processing (NLP) strategies

#### VI. RESULTS

- 38% of posts/feedback expressed bad sentiment in the direction of the contemporary country authorities
- 27% of posts/feedback expressed fine sentiment towards the competition events

- 22% of posts/comments were neutral or unrelated to political topics

## VII. INTERPRETATION AND LIMITATIONS

The statistical evaluation shows that younger and less educated food delivery drivers inside the Sonarpur vicinity are more likely to aid the TMC birthday celebration, doubtlessly due to their promises of social welfare measures and higher work conditions.

The qualitative records and social media analysis suggest dissatisfaction with the present day authorities's guidelines related to the gig economy and a desire for better activity safety, income, and social protection benefits.

Limitations: The sample length may not be consultant of the complete populace of meals delivery drivers within the region. Additionally, the evaluation does no longer account for capacity confounding elements or underlying reasons beyond those recognised inside the statistics.

## VIII. OUTCOME OF THE FINDINGS

The examiner on the political dispositions of Zomato and Swiggy meals delivery drivers inside the South 24 Parganas district of West Bengal, with a focal point at the Sonarpur area, revealed some thrilling findings. With a pattern size of 400 drivers, comprising 250 from Zomato and 150 from Swiggy, in the age range of 18-35 years, the research furnished insights into the political alternatives of this demographic.

The Trinamool Congress (TMC) emerged as the maximum preferred political birthday party, garnering support from 38% of the drivers surveyed. This will be attributed to the party's robust presence and impact inside the country of West Bengal. The Bharatiya Janata Party (BJP) secured the second-highest guide with 30% backing, indicating its developing appeal a few of the adolescents and running-magnificence populations. The Indian National Congress (INC) observed with 18% of the drivers favouring the party, even as the remaining 14% both supported different parties or had been not sure.

Notably, this finding revealed a correlation among age and political birthday party possibilities. The suggest ed age of drivers supporting TMC changed into 26 years, suggesting a more youthful demographic leaning toward the celebration. In assessment, the

suggest age of BJP supporters changed into 29 years, indicating a slightly older demographic favouring the birthday celebration. The suggest age of INC supporters fell in among at 28 years.

Furthermore, the average month-to-month profits of the food delivery drivers inside the South 24 Parganas district was stated to be ₹12,500, as consistent with a record by means of PayScale. This earnings stage ought to potentially affect their political choices and priorities, as monetary elements often play a good-sized role in shaping voting behaviours.

## IX. CONCLUSION

The study at the political inclinations of Zomato and Swiggy meals delivery drivers within the South 24 Parganas district of West Bengal, with a selected cognisance on the Sonarpur location, provided treasured insights into the vote casting possibilities of this demographic. The findings found out that the Trinamool Congress (TMC) loved the best level of aid a number of the surveyed drivers, suggesting the birthday celebration's strong enchantment and influence within the area. However, it's miles noteworthy that the Bharatiya Janata Party (BJP) emerged as the second most desired political birthday celebration, indicating its developing presence and resonance with the youth and operating-elegance populations. The Indian National Congress (INC) additionally had a giant presence, highlighting the various political landscape in the place. Interestingly, the have a look at exposed a correlation between age and political party possibilities, with more youthful drivers leaning closer to TMC, while slightly older drivers desired BJP. This age-primarily based divide in political inclinations may be attributed to different factors, including converting socio-monetary conditions, exposure to specific ideologies, and evolving priorities a number of the specific age companies.

Furthermore, the common monthly income of the food delivery drivers within the place become suggested to be ₹12,500, that could probably impact their balloting selections and priorities, as economic factors often play a important role in shaping political alternatives. It is vital to be aware that at the same time as the study affords treasured insights, the findings are particular to the pattern surveyed and won't be representative of the complete population of meals transport drivers inside

the vicinity. Nevertheless, the studies contribute to knowledge the political landscape and voting styles inside this demographic, that can inform policymakers, political events, and stakeholders in tailoring their strategies and addressing the issues of this segment of the population.

#### REFERENCES

- [1] Chakraborty, P., and Basu, S. 'The Gig Economy in West Bengal: Challenges and Opportunities', *Economic and Political Weekly*, Vol. 55, No. 18, 2020, pp. 41-49.
- [2] Ghosh, A., and Mukherjee, S. 'Voting Behaviour and Political Preferences of Urban Youth in West Bengal', *Journal of Indian Politics and Society*, Vol. 5, No. 2, 2021, pp. 146-165.
- [3] Ghosh, R., and Bhattacharya, S. 'Social Media and Political Mobilisation of Gig Economy Workers in India', *New Media*, 2022.
- [4] Ravenelle, A. J. *Hustle and gig: Struggling and surviving in the sharing economy*, University of California Press, 2019.