

Education, Employment, and Domesticity: Job Satisfaction and Social Experiences of Platform Delivery Workers in Dhaka City

Sashwati Sanyal Sreya¹, Mohammad Mahbub Quaisar²

¹MSS Student, Department of Sociology, University of Dhaka, Dhaka, Bangladesh

²Associate Professor, Department of Sociology, University of Dhaka, Dhaka, Bangladesh

Abstract:

Platform-based delivery work has emerged rapidly, and now this is an expanding field of urban employment in Bangladesh. However, little is known about how education, income, job satisfaction, family life, and occupational status intersect within this field. This study examined the lived experiences of the platform delivery riders in Dhaka in the socio-cultural context of Bangladesh. Using work-family conflict theory and human capital theory, the study employed a sequential-explanatory mixed-method design. A structured survey was conducted with 63 delivery workers and was followed by 9 in-depth interviews, which explained the quantitative findings and provided insights into understanding the dimensions of social status and occupational stigma. Descriptive statistics, chi-square tests, and Kendall's Tau-b were used to analyze the survey data. The qualitative data were thematically analyzed. Findings indicated a significant negative relationship between educational attainment and job satisfaction, and no significant relationship was found between education and income. Instead, findings indicated that income depends largely on working hours, physical fitness, smart navigation, and work experience. Longer working hours were associated with emotional distance from family, and most of the participants reported difficulties in balancing work and family life. The interviews revealed unmet career expectations and continuous negotiation between needs and occupational status as shaping their lived social experiences. Combining statistical and qualitative data, this study provides a sociological understanding of how platform-mediated work is reshaping the relationship between education, work, family life, and occupational status in contemporary urban Bangladesh.

Keywords: Platform-Mediated Work, Educational Attainment, Occupational Status, Family Life

1. Introduction:

Platform based work has increased rapidly in Bangladesh in recent years which has transformed the urban labour market through digital platforms of services like Foodpanda and Pathao (Priasa, 2023). These app-based job opportunity offers flexibility and autonomy. These platform work has become an important source of income particularly in Dhaka city but this flexibility is often accompanied by precarious working conditions. It often includes unstable earning physically demanding work and limited social protection with algorithmic managements.

In the cultural context of Bangladesh, education is traditionally viewed as a pathway to get a stable employment, enjoy higher social prestige(shomman), and earning income. Hence, the increased

participation in this platform of educated individuals challenged the conventional assumptions about the relationship present between education and occupational outcomes. Instead of meeting the expectations of career and social status, this platform mediated jobs cause unmet career expectations and require workers to negotiate their social status and financial survival. Therefore, it challenges the applicability of Becker's human capital theory within the contemporary gig economy in Dhaka city.

The principle of platform mediated delivery is about the more you run the more you earned which allows riders to determine their own working hours. However, their income largely depends on how many work hours they can afford. Many riders push their physical extent to maintain their livelihood which is affecting their family relationships and overall well-being. These experiences are crucial in Bangladesh where family obligations and social expectations heavily affect the lives of individuals.

Rapid growth of platform mediated jobs were seen in Bangladesh but a very few research examine the relationship between educational attainment job, satisfaction, family life and workers negotiation of Shomman(social prestige) along with occupational stigma. this study employed a sequential explanatory mixed methods design quantitative analysis examined the relationship between education income job, satisfaction and family related outcomes while qualitative interviews supported the statistical finding exploring the lived experiences along with explaining how they negotiate between social stigma, status and financial needs.

2. Literature review:

Platform economy has radically changed the labour market by combining flexibility with autonomy along with insecurity (Graham & Anwar, 2019; Brailovskaya, 2023; De Stefano, 2016; Dokko et al., 2015; Rosenblat, 2018; Wood et al., 2018, 2019). In platform mediated economy, algorithmic management increasingly shaped the riders income, work pressure and job satisfaction level (Duggan et al., 2020; Kadolkar, 2023).

Previous research suggests that education does not necessarily determine income in the platform mediated work field. Rahman and Islam (2021) found that working hours, digital literacy, and working experience were stronger determinants of earning rather than formal education. Clark and Oswald (1996) argued that the job satisfaction depends not only on income merely but also on how income is compared with that of others.

Human capital theory suggests that education increase productivity and earnings (Becker, 1964). however, platform work has made this assumption less straightforward a study across 14 western countries found no significant relationship between educational attainment and income among the gig workers, while rating and work experience mattered more (Herrmann et al., 2023; IDinsight, 2025) Indian and Indonesian research also shows that a lot of highly educated individuals enter this work field just because of unemployment or low formal-sector wages (Miah et al., 2023; IDinsight, 2025; Katrak, 2025).

In the gig economy job satisfaction is shaped by manufacturers beyond educational attainment. It includes work, life balance family support, stability of income work pressure and platform control. Unpredictable or uncertainty of earnings and long working hours often cause conflict between work and family. It also causes physical exertion and emotional stress (Luo & Thrumarajah, 2025; Kim et al. 2023; Lay-Raby et al., 2025; Lee, et al. 2023). Studies on Chinese delivery riders reported negative effects of long working duration on physical and mental health of the riders (Chen, et al. 2022).

In Bangladesh, evidence shows uncertainty of income, safety concerns, and limited social protection among platform workers (Friedrich-Ebert-Stiftung, 2020; Fairwork Bangladesh, 2021; Fairwork Bangladesh, 2022; Sarkar et al. 2024). However, very few studies in Bangladesh have examined how income, education, jobs satisfaction, social stigma, and family dimensions shape the lived experiences of delivery workers (Hasan, 2024; Kim et al., 2023; Sannon, 2021). This study aims to fill the gap by investigating these relationships together within the delivery riders in Dhaka. It contributes to ongoing debates on human capital, education-income quandary, precarity in labour work, along with highlighting social stigma and work family conflict in the rapidly expanding gig economy in the urban areas of South Asia.

3. Theoretical Framework:

I have used two theories to understand the context from a sociological framework. These two theories are-

- Human capital theory
- Work-family conflict theory

3.1 Human capital Theory and Income Education Quandary:

Human capital theory proposed by Becker (1964) showed how education can lead towards the enhancement of skills, productivity and brings scopes of higher incomes. Hence, a positive relationship is indicated between education and income. Moreover, higher income leads towards greater job satisfaction, though income is not the only key indicator or determiner of job satisfaction. Already existing literature that studied job satisfaction and other important dimensions, highlighted acute complexities in the field of gig economy while considering aspects like education and its interaction with job satisfaction and income. This study hypothesizes that formal education has no correlation with earning from platform-mediated job as delivery riders. Hence, in urban Bangladesh it creates income-education quandary.

3.2 Work-family Conflict theory

This theory posits that, long working hours, extra work pressure, and work demands cause mental pressure and stress leading towards decreased level of job satisfaction. Similarly, the literature demonstrates how delivery men who work under platform mediated sectors face precarity or insecurity, long working hours and other issues which adversely affect their family and overall wellbeing. Therefore, it postulates dissatisfaction regarding their job despite offering flexibility that permits them to work according to their own time schedule via “the more you run, the more you earn” approach.

This theory is applied to understand how social and emotional well-being, income instability, and job insecurity affect the lives of gig workers in Dhaka city.

Concepts:

Here we used two localized concepts. These are-

1. Shomman(social prestige): In Bangladeshi society, labor is highly associated with social class and occupational position. This study analyzes how do they negotiate with status stigma and what are their coping mechanism.
2. Shongshar(household)- in Bangladeshi society, it is not a mere collection of some actors living under the same roof who are connected directly through blood connection or any other means. Rather this is an ecosystem for individuals which is highly connected to the emotional factors of individuals as it absorbs or triggers direct or indirect emotional stress and anxiety.

Hypotheses:

Higher level of education brings greater aspirations. Less educated delivery men may have greater satis-

faction. On the other hand, highly educated ones may feel underrated and more dissatisfied. Less educated ones may be more content due to the flexibility in platform-mediated jobs (Clark & Oswald, 1996; Kezar, 2019).

(H1) Hypothesis 1-A negative relationship is present between education and job satisfaction among the delivery workers of Dhaka city.

Education typically creates greater scopes of earning a desired income as per human capital theory (Becker, 1964). Studying and examining this among the delivery riders in Dhaka city will help to understand the relevance of this theory in the context of a digital platform-based economy, as other studies in different arenas of the world suggested algorithmic systems, digital literacy, job precarity, and other significant factors as related predictors of their income, which weakened the relationship between education and earning in this sector (Hermann et al., 2023).

(H2) Hypothesis 2: Relationship between education and income: Delivery riders' education level is related to their income.

"The more you work, the more you earn" is the basic principle of platform-mediated jobs. Hence, workers who completely rely on this job spend as much time as possible to earn an income and provide for their family members. Consequently, they do not get enough time to spend with family members which causes emotional distance and stress, often leading towards dissatisfaction and conflict in family. Often at the cost of personal time they Run for earning. A study demonstrated that long working time limits family interaction and emotional recovery leading towards dissatisfaction (Luo & Tharumarajah, 2025; Chen et al., 2022). This also causes reluctance within the family members.

(H3) Hypothesis 3: Interaction among Family life, well-being, work life, and job satisfaction: Level of Feeling distant from family depends on the working hours of the deliverymen.

Along with education and income, family support plays a pivotal role in shaping their willingness to continue this job. In Bangladesh, family dimensions are slightly more influential than that of the western counterparts of the world in shaping attitudes towards job, status, and position as it is common for western societies to see people doing jobs as deliverymen along with study and some other jobs. Though it is common for all that family support and emotional well being are deeply intertwined with job satisfaction, still I want this hypothesis to be tested as some existing literature mentioned that autonomous and flexible nature of this job enhances the scope for managing study and family time. On the other hand, Kim Chung & Woo showed in their study how family or social support showed a weaker direct effect, which is an indicator of a greater complexity in how family support operates. Therefore, this study will help to untie this complication by analyzing empirical data by recognizing the existing pattern of relationship within the delivery riders in Dhaka city.

(H4) hypothesis 4: Job continuity, family support and willingness: Balancing job and family life is tough as a delivery rider.

Methodology:

This study employs Sequential Explanatory Mixed-Methods which has two distinct stages. The quantitative phase help to diagnose the pattern. The quantitative analysis was followed by an explanatory qualitative phase. While the purpose of the quantitative part was to find out the structural patterns, the qualitative part described the social aspects of coping and negotiating mechanisms. Moreover, the qualitative study aimed to find out the factors that help the gig workers to earn more.

1. **Quantitative phase:** This cross-sectional study surveyed 63 delivery riders. Convenience sampling technique was used for recruiting participants and to collect data. Using pen and paper, data were collected manually through interviewer-administered questionnaire. The questionnaire included basic socio-demographic part, educational attainment and degree, working hours and job satisfaction level, family life and emotional well-being. Attitudinal variables were measured through Likert scale ranging from 1 to 5. Data analysis technique included descriptive and inferential analysis. Chi-square tests were used to see categorical associations and Kendall's Tau-b were used for identifying the direction.
2. **Qualitative phase:** This phase was explicitly designed to explain the quantitative findings of the research. Total 9 semi-structured in-depth interviews were conducted for the data collection. Criterion purposive sampling was used to recruit participants. The interviews were conducted in Bengali and later transcribed carefully to English. Manual coding and thematic analysis techniques were applied for data analysis. This stage helped to uncover the social mechanisms with the help of their lived experiences. The participants were involved on the basis of 4 profiles stated below-

Profile A- Higher education along with low job satisfaction.

Profile B- Main breadwinner of the family and working for at least 8 hours a day as a delivery rider and this is the main source of income for them.

Profile C- Riders who experienced social stigma and customer disrespect as delivery riders.

Profile D- Riders who missed important family events or emergency situations of family.

Ethical considerations:

Ethical standards were maintained throughout the study. This study ensured voluntary participation and informed verbal consent before collecting data. The purpose of the study was informed to all the participants and they were aware of their withdrawal of participation rights. Anonymity and confidentiality were maintained. Unique codes like, R1, R2, were used to identify the respondents during qualitative data collection. Whereas, the survey only included their demographic details and no personal details were taken. Surveys and interviews were conducted only when riders were available and willing to participate.

Findings-

All the hypotheses will be tested statistically with clear interpretations, while qualitative finding will be provided for supporting the results and for further explanations.

Descriptive findings:

Demographic and operational information:

1. Gender and age- All the participants(N=63) were male aged between 15 and 39 years.
2. Educational attainments- The majority of surveyed riders(N=23, 36.5%) completed their Higher secondary Certificate which was followed by Secondary School Certificate(N=20, 31.7%), Bachelor's(N=16, 25.4%), and Junior School Certificate(N=4, 6.3%)
3. Working hours- Number of riders working over 10 hours (n=17, 27.0%), 8–10 hours (n=17, 27.0%), 6–8 hours (n=18, 28.6%), 4–6 hours (n=8, 12.7%), and under 4 hours (n=3, 4.8%) daily.

Testing hypotheses-

Testing Hypothesis 1- A negative relationship is present between education and job satisfaction among the delivery workers of Dhaka city.

Quantitative findings:

Descriptive result shows that the average job satisfaction was highest among the respondents who completed Junior school (3.00), followed by those completed Senior school (2.60), Higher secondary (2.52), and Bachelor's (2.06).

Chi-square test:

The result revealed a significant association between a rider's formal education and job satisfaction. The result –

1. $X^2 = 20.77$
2. $P = .014$
3. Degrees of freedom (df) = 9

Decision- Null hypothesis (H_0) rejected; H_1 accepted

Kendall's Tau-b for the direction: This test indicated a moderate negative association between the variables as the Kendall's Tau-b value was -0.33 and $p < 0.01$. it fully supports Hypothesis 1

Qualitative findings:

Interviews outlined that the dissatisfaction among the workers mainly came from unmet career and income expectations. Moreover, they mentioned the mismatch between educational qualifications and occupational opportunities.

R4 (Bachelor's enrolled, Foodpanda) stated:

"If I had known that I would end up doing this job, I would not have let my father spend so much money on my education. That money could have been saved instead."

R8 (Degree holder) explained:

"Education doesn't give higher income, job security or any other privilege. When people see me doing this job despite having a degree, they look at me differently, and that makes me feel uncomfortable and ashamed."

(R1), who completed HSC before joining platform work, reflected:

"Completing HSC was already more than what this job required. Sometimes I wish I had started working earlier."

These findings indicate that the job dissatisfaction was deeply associated with unmet career expectations rather than the job nature.

Therefore, a negative relationship is present between education and job satisfaction among the delivery workers of Dhaka city.

Testing hypothesis 2- Delivery riders' education level is related to their income

Chi-Square test: This test was conducted to examine the relationship between delivery riders education level and their income. The result indicated that there is no significant association between the two variables. The Chi-square value (χ^2) = 16.7, P-value (p) = 0.161, and the degree of freedom (df) = 12. The p -value > 0.05 ; Meaning that there is no strong evidence of association present between income and education level among the deliverymen in Dhaka city.

Therefore, Null hypothesis(H_0) is failed to be rejected.

Qualitative findings:

Most of the respondents reported that their income is not determined by their educational achievements.

R7 stated:

"Education has nothing to do with earnings here. Those who know the shortcuts, understand the routes, get high ratings and have experience usually earn more."

R4 noted that income depended mainly on physical effort and working hours.

"There is no fixed pressure to work, but if we don't work, we don't earn. Physical fitness and the number of working hours determine our income."

R6 summarized the reality of platform work through one of the most powerful expressions in the interviews:

"We deliver pizza and burgers so that we can eat rice."

Therefore, the qualitative findings support quantitative findings in stating that education doesn't matter in determining the income of delivery riders. Rather, physical fitness, ratings, working hours, navigation matter more.

Therefore, delivery riders' education level is not related to their income.

Testing hypothesis 3- Level of Feeling distant from family depends on the working hours of the deliverymen.

Table 8: Chi-square values- This test revealed as statistically significant relationship between the working hours of the writers and the feelings of emotional distance from the families. The Chi-square value (χ^2) = 16.83, Degrees of freedom (df) = 8, p-value = .032.

The p-value in $0.0319 < 0.05$: Null hypothesis rejected

Descriptive findings revealed that among the 63 delivery riders, 76.5% of them who work more than 10 hours a day reported feeling emotionally distant (yes), compared to 0% of those workers who work 4-6 hours.

On the other hand 66.7% of the delivery riders who work under 4 hours reported no emotional distance (No).

Result: hypothesis 3 accepted

Qualitative findings:

Quantitative findings identify that long working hours contributed to the feeling of emotionally distant from family. The interviews revealed the lived experiences of workers who missed family events.

R2 shared an emotional experience regarding his wife's pregnancy:

"My wife had pregnancy complications while I was delivering parcels. I had accepted extra deliveries to earn money for the delivery and post-operative care. I couldn't be there with her, and fortunately my mother and neighbours managed the situation."

Similarly, R7 explained:

"Since our marriage, I have only managed to take my wife out once. She stays with my parents and takes care of them, but I cannot give enough time to my family."

Another participant (R3) reflected on his own life:

"I cannot remember the last day when everyone in my family was genuinely happy together. Everyone is busy struggling for a better livelihood."

Both quantitative and qualitative findings suggest that long working hours made workers feel distant from their family and personal life.

Therefore, level of feeling distant from family depends on the working hours of the deliverymen.

Testing hypothesis 4- Balancing job and family life is tough as a delivery rider.

The table shows the number of participants who said ‘yes’, ‘no’, ‘sometimes’ for the statement “balancing job and family life is hard as a delivery rider”.

Table-2: counts and percentages:

Answers	Count of Hard to Balance Work and Family	Percentage (%)
No	5	7.94
Sometimes	18	28.57
Yes	40	63.49
Total Result	63	100

Interpretation- the table and graph shows that 63.4% ; majority of the participants said that it is hard for them to balance work and family life.

Result- hypothesis 4 supported

Most of the workers reported that balancing work and personal life was hard for them. Interviews of the participants revealed their lived experiences of hardships they face.

R4 stated:

"When I return home, I am too tired to spend time with my wife. Most of the time, it is my family who tries to understand my situation and compromises."

R7 similarly explained:

"There is no pressure from the platform to work long hours. But if I don't work, how will I support my family financially?"

R2 also noted that economic pressure had forced him to live separately from his wife during pregnancy because maintaining a family in Dhaka was financially difficult.

Findings suggest that the balance mostly depend on the willingness of family members to understand the job nature and demands.

Therefore, balancing job and family life is tough as a delivery rider.

Social stigma and disrespect in platform economy:

Though it was not tested by any hypothesis, during interviews respondents reported cases when they experienced social stigma.

R1 recalled-

"I used to wear a mask while delivering in my own neighbourhood because I didn't want people to recognise me. Later, I stopped caring because everyone now knows the reality."

R5 described being humiliated:

Customer: *"Do you think I pay the delivery charge for nothing?"*

R3 shared his experience of disrespectful behaviour he received from his customer during his initial days in Dhaka as he was unfamiliar with the roads, he used to make late deliveries. R6 described his experience when he was falsely suspected of theft. One day, the customer called the security guard to search him after the delivery. Although the customer apologised and he noted these incidents to the app the platform supported the writer and took initiative against the customer, but still he argues that this disrespectful experience will always stay in his mind.

Overall, most of the participants reported that the companies responded positively to their complaints and supported them but, the occupational stigma and social devaluation will remain firmly in their minds.

Discussion

The results of this study suggest that urban delivery work in Dhaka is a part of the process that reshapes people's lives and their views of work. Delivery work is usually flexible, and at the same time, it may be economically insecure and influence different aspects of one's life, such as the ability to pursue education and the willingness to take care of one's family. The current analysis used both qualitative and quantitative data to explore how delivery work mediates these processes. The results showed that delivery work is a way to make a living in Dhaka that is not purely economically motivated but also serves to satisfy one's educational expectations, fulfill filial duties, and maintain social status (shomman).

Firstly, the results of this study confirmed Hypothesis 1, which stated that there is a negative relationship between the level of education and job satisfaction. When viewed through the lens of Human Capital theory (Becker, 1964), which posits that a higher number of received hours of education increases productivity in the workplace, the results could disappoint the study's participants since the analysis did not find that an increase in the level of education corresponded to an increase in satisfaction with their work. Qualitative results suggested that the problem was in unrealized expectations, which made people feel that their high school and college experiences did not pay off. Education did not fulfill its progressive societal role of helping people improve their social status when switching from one type of work to another. Therefore, this study's findings added to the existing body of literature that in a gig economy, the value of higher education is questioned since it brings more unfulfilled expectations than practical benefits. Human Capital theory (Becker, 1964) is also used to explain the connection between the level of education and income. However, the results of this study do not confirm this link and suggest that it may not be strong in context of platform-based delivery work due to its specific characteristics. The findings of this study align with the results of previous studies on similar populations to show that a person's income depends on things like the distance of delivery routes and the amount of work hours (Becker, 1964; Shah, 2007). The respondents felt that the amount of money they earned depended on how much work they put into the task, which is why they believed that their experience, and not their level of education, determined their income (Hussain et al., 2020). Therefore, the findings indicate that the gig economy changes the way education interacts with work by reducing one's reliance on the number of obtained hours of education as a factor of success and increasing the significance of experience.

The results of this study also suggest that flexibility is not always a benefit but often comes at the cost of work-family balance, which provides empirical support for Work-Family Conflict Theory. The respondents reported experiencing conflict between their desire to spend quality time with their families and the need to sustain their families' livelihood by delivering more orders (Sahay & Rao, 2020). In particular, qualitative findings showed that the inability to attend significant family events, such as hospital visits and family dinners, caused great emotional distress because they felt obligated to work due to their low wages. Therefore, the results indicate that family-related responsibilities decrease an individual's flexibility in choosing the intensity of their work schedule. At the same time, the findings offer contradictory evidence on the role of flexibility, as they showed that the ability to control one's working hours and willingness to work extra hours helped satisfy their desire to provide for their families while meeting their own needs. Thus, flexibility was beneficial, but the ability to choose between work and family commitments was limited by the pressure to earn more money.

Finally, in addition to supporting the existing theories only partially, this study also demonstrated that platform-based delivery work influences the negotiation of stigmatization and shomman in society. The qualitative results showed that the participants experienced feelings of shame when interacting with their clients, who often verbally abused delivery riders or accused them of stealing money and items. This experience of being constantly disrespected illustrates how delivery work not only influences people's attitudes toward work but also their attitudes toward themselves and others. This phenomenon was especially evident in the context of Bangladesh, where social expectations of men to maintain a certain image associated with honor are high. The findings also showed that delivery riders negotiated shomman by balancing between meeting the low expectations of society and being able to sustain their livelihood. Although the participants were often stigmatized by customers and society, they experienced strong support from the company in cases of client harassment. The findings suggest that organizations could effectively reduce the occurrence of stigmatization in platform-based work by addressing the issue from both sides, such as by implementing formal policies that ensure equal worker-customer interactions. Overall, this study's findings indicated that delivery work in Dhaka is a complex phenomenon that interacts with people's lives in multiple ways and transforms their attitudes toward work, education, family, and social status(shomman). Using both qualitative and quantitative methodology enabled the current analysis to thoroughly inspect the influence of delivery work on the studied populations. The empirical evidence gathered in the study highlighted the fact that gig workers' experiences are multifaceted and should be considered in a broad context when analyzing the effects that delivery work has on their lives. The findings also showed that the gig economy weakens the connection between education and income and reshapes the way people negotiate their work-family relationships and social status(shomman) while taking into account cultural influences like the importance of social prestige.

Limitations

Both qualitative and quantitative methods have strengths and limitations, and this study was not exempt from criticism. First, it should be noted that quantitative findings are based on a convenience sample of only 63 riders. Hence, the results might not be entirely accurate and generalizable to the entire population of delivery workers in Bangladesh. Secondly, a cross-sectional design was used in this study, which does not allow for examining the influence of independent variables on dependent variables over time. It is possible that the results would have been different if a longitudinal design had been used instead. Qualitative findings cannot be generalized to all platform-based delivery workers since the findings were based on the experiences of only 10 riders. However, the data provided valuable insight into the concerns of urban delivery workers in Bangladesh and supported quantitative findings.

Future Research Directions

Future research should build upon the current findings by expanding the sample size and recruiting participants from different cities and, if applicable, female delivery workers. Researchers should use a mixed-methodology approach, in which quantitative and qualitative data are gathered, analyzed, and combined to provide more reliable and detailed results. In particular, longitudinal studies are needed to understand how platform-based work influences delivery workers' lives over time. Moreover, additional research should be done on the impact of delivery work on the family, including the perspectives of their family members. The current study's findings showed that delivery work often required these individuals to sacrifice personal time, values, and even financial resources.

However, the data also showed that the families played an equally important role in supporting the decision to pursue delivery work and were essential pillars of emotional stability for the riders.

Conclusion

The current study examined the ways in which platform-based work influences delivery workers' attitudes toward work, education, family, and social status(shomman) and identified the most prominent challenges these individuals face. The findings of the study showed that delivery work in Dhaka is a complex phenomenon that interacts with people's lives in multiple ways. This work not only limits the ability to pursue education and negatively impacts work-family balance but also challenges one's social status(shomman). The findings indicated that the gig economy changes the value of higher education, the principles of family care, and the importance of social prestige associated with work, thus questioning progressive ideas of social change. This study's results also highlight the significance of understanding the gig economy in the context of local culture, which is evident in the way delivery workers negotiate their shomman . Both qualitative and quantitative evidence generated in the study contribute to the body of scholarly literature on platform-based work by demonstrating that such jobs influence delivery workers' everyday lives and material wellbeing in a variety of ways. The findings add to the growing understanding of how flexible work arrangements reshape the relationship between work and family and offer theoretical support for the discussion of the gig economy in Bangladesh. The experiences of delivery riders collected in this study serve as a foundation for future empirical analyses that will further explore how urban Bangladeshis adapt to the realities of the gig economy.

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