

Role of Digital Platforms in Everyday Life: A Study with Reference to Swiggy, Zomato, and Amazon

Rinku Rathod

The Byramjee Jeejeebhoy College of Commerce, Mumbai

Abstract: *platforms have transformed everyday life in urban India by reshaping consumption patterns, communication, employment, and service delivery. Platforms such as Swiggy, Zomato, and Amazon have become integral to daily routines, especially in metropolitan cities like Mumbai. This study examines how digital platforms influence food habits, shopping behavior, employment generation, and lifestyle convenience. Using secondary data from reports and platform statistics (2022–2026), the research highlights increased digital dependence, economic opportunities through gig work, and emerging concerns such as data privacy risks and environmental impact.*

Keywords: platforms have transformed everyday life in urban India by reshaping consumption patterns, communication, employment, and service delivery.

I. INTRODUCTION

The expansion of internet services and smartphone penetration in India has led to the rise of digital platforms that mediate everyday activities. Food delivery platforms like Swiggy and Zomato have changed dining culture by enabling doorstep delivery. Amazon has revolutionized retail by offering quick delivery and competitive pricing. In fast-paced cities like Mumbai, these platforms provide convenience and accessibility, while also raising concerns regarding dependency, gig worker conditions, and sustainability.

II. STATEMENT OF PROBLEM

Despite the convenience offered, digital platforms have created several challenges including consumer dependency, decline of traditional retail, income instability among gig workers, data privacy concerns, and environmental impact due to packaging waste. This study analyzes whether the long-term impact of digital platforms is socially and economically sustainable.

III. RESEARCH METHODOLOGY

This research is based on secondary data collected from company reports, government publications, news articles (2022–2026), and academic journals. Quantitative data on user growth and revenue trends were reviewed, along with qualitative analysis of consumer behavior and gig economy impacts. The study focuses primarily on urban regions.

IV. DATA ANALYSIS

Platform	Service Type	Estimated Users (India)	Key Impact
Swiggy	Food Delivery	100M+	Convenience & digitization
Zomato	Food Delivery	100M+	Restaurant discovery
Amazon	E-commerce	300M+	Retail transformation



V. LITERATURE REVIEW

1. Digital Platform Expansion

Existing studies argue that rapid digital expansion has increased efficiency but also created structural dependency on app-based services in urban India.

2. Platform Capitalism and Data Control

Research highlights that companies like Amazon concentrate economic power by controlling user data and algorithmic visibility, reinforcing market monopolization.

3. Food Delivery and Consumer Behavior

Studies on Swiggy and Zomato suggest that convenience-driven consumption promotes impulsive ordering and weakens traditional food cultures.

4. Gig Economy Precarity

Scholars critically note that flexibility in platform jobs often masks income insecurity, absence of labor rights, and algorithm-driven performance pressure.

5. Algorithmic Governance

Literature emphasizes that opaque algorithms determine pricing, visibility, and ratings, limiting transparency and accountability.

6. Impact on Small Businesses

Research indicates that aggressive discounting and platform commissions marginalize local retailers, increasing economic inequality.

7. Data Surveillance and Privacy

Studies argue that extensive data collection enables behavioral prediction and targeted advertising, raising ethical concerns.

8. Environmental Externalities

Scholars point out that rapid delivery models generate packaging waste and carbon emissions, challenging sustainability claims.

9. Consumer Dependency

Critical perspectives suggest that digital convenience fosters psychological reliance and reduces offline social interactions.

10. Regulatory Gaps

Most literature concludes that regulatory frameworks lag behind technological expansion, leaving workers and consumers inadequately protected.

VI. RESEARCH OBJECTIVES

1. To analyze the impact of digital platforms on consumer behavior
 - a. Understand how platforms like Amazon, Zomato, and Swiggy influence purchasing and consumption patterns.
2. To examine the role of digital platforms in enhancing convenience and accessibility
 - a. Explore how these platforms save time, reduce effort, and provide services at the fingertips of users.
3. To evaluate the economic implications of platform-based services
 - a. Assess contributions to employment (gig economy, delivery partners), local businesses, and overall market dynamics.
4. To investigate the social and cultural changes brought by digital platforms
 - a. Study how food delivery, e-commerce, and entertainment apps reshape family routines, leisure, and communication.
5. To assess technological influences on decision-making and personalization
 - a. Explore how algorithms, AI recommendations, and data-driven insights affect user choices.



6. To identify challenges and risks associated with digital platforms
 - a. Address issues of privacy, digital dependency, labor exploitation, and monopolistic practices.
7. To propose sustainable and ethical models for digital platform growth
 - a. Suggest ways to balance innovation, consumer benefits, and fairness for workers and businesses.

VII. CONCLUSION

The study demonstrates that digital platforms have fundamentally restructured everyday life by embedding themselves into routine consumption, mobility, and employment systems. Platforms such as Swiggy, Zomato, and Amazon operate within the broader framework of platform capitalism, where data, algorithms, and digital infrastructure function as core sources of economic power. Their role extends beyond service provision; they actively shape market access, pricing mechanisms, and consumer visibility through algorithmic governance.

From a critical perspective, the growth of these platforms reveals structural contradictions. While they generate employment and enhance convenience, they simultaneously produce digital precarity within the gig economy. Workers experience flexibility without stability, and algorithmic management systems regulate productivity with limited transparency. At the same time, consumers are drawn into patterns of surveillance capitalism, where behavioral data is continuously extracted and monetized, influencing purchasing decisions and reinforcing platform dependency.

Furthermore, the dominance of large digital intermediaries has intensified market concentration, placing traditional retailers and small businesses at a competitive disadvantage. Environmental externalities, including packaging waste and carbon-intensive logistics, further complicate the narrative of technological efficiency. These outcomes suggest that digital transformation is not inherently equitable or sustainable.

In conclusion, digital platforms have become indispensable to modern urban life, yet their expansion demands stronger regulatory, ethical, and labor frameworks. Without institutional accountability, platform growth risks deepening socio-economic inequalities. A balanced governance model—combining innovation with transparency and social protection—is essential to ensure that digital platforms contribute to inclusive and sustainable development rather than concentrated corporate control.

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