



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)
ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી
(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Accredited with A++ Grade by NAAC

Abstract of the Thesis



Name: Dhara Jhala Pradumansinh

Enrollment No.: 199999903510

Faculty: Management

Discipline/Branch:

Title of the thesis: A Study on Job Satisfaction Levels of Workers in Gig
Economy in Gujarat.

Abstract

Research Problem

Gig work has expanded across diverse forms of platform-based and non-platform, project-based work. However, evidence on how gig workers evaluate their job satisfaction remains limited in the Gujarat context. The study therefore examined job satisfaction among gig workers and identified the work-related dimensions and selected demographic and behavioral factors associated with differences in reported satisfaction.

Methodology Followed for Research

The study adopted a quantitative, descriptive and cross-sectional survey design with an analytical component. Data were collected from 629 gig workers across selected locations in Gujarat through convenience and snowball sampling. A structured questionnaire captured the perceived importance of work-related factors and job-satisfaction-related experiences through Likert-scale responses. Exploratory Factor Analysis (EFA) was used to identify the underlying work-related dimensions. Reliability, validity, Structural Equation Modelling (SEM), independent-samples t-tests, ANOVA/Welch ANOVA and post-hoc tests were used for analysis.

Outcome of the Research

The analysis established a four-dimensional framework of gig-worker job satisfaction comprising Worker Well-being and Engagement (WWE), Worker Support and Development (WSD), Worker Performance and Mental Health (EPMH), and Worker Rewards and Organizational Culture (WROC). The proposed SEM demonstrated adequate fit for cautious interpretation. All four dimensions showed statistically significant positive structural relationships with job satisfaction, with Worker Support and Development (WSD) and Worker Rewards and Organizational Culture

Winners of: "Most Promising University of India 2020" ❖ "1st Rank Among All Universities in Gujarat 2020 by Uni Rank"
❖ "1st Rank in Gujarat State Institutional Ratings Framework (GSIRF) 2019" ❖ "National Leadership Excellence Award 2019 in
Technical Education" ❖ "India's Most Trusted State University 2019" ❖ "Outstanding University in West India 2019"

Head office : GTU Campus, Nr. Visat Three Road, Visat-Gandhinagar Road, Chandkheda, Ahmedabad - 382 424, Gujarat, India.

Phone :- +91 079-23267521/570 e-mail : info@gtu.ac.in Website : www.gtu.ac.in



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)
ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી
(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Accredited with A++ Grade by NAAC

(WROC) showing comparatively stronger associations. Significant differences in reported job satisfaction emerged across educational qualification, income level, family size, number of dependents and sector/industry, whereas gender, age and location did not show statistically significant differences. Workers who entered gig work for autonomy reported higher satisfaction than several necessity-driven groups, and workers intending to continue gig work also reported higher satisfaction. Overall pay satisfaction remained close to the neutral level. The findings indicate that gig-worker job satisfaction in Gujarat is multidimensional and associated with both work-related conditions and selected socio-economic, family-related and work-context factors.

Application

The findings can guide platforms, aggregators, clients, policymakers and worker-support bodies in strengthening work conditions, welfare support, skill development, recognition, continuity of work and reward practices. The study provides Gujarat-specific evidence for designing more worker-sensitive gig-work arrangements and for future research on job satisfaction in diverse platform and non-platform work settings.

This PhD Thesis will help in:

This thesis is useful across three key dimensions. Academically, it contributes Gujarat-specific evidence on job satisfaction in gig work and offers a context-specific empirical framework that future researchers can examine across other regions, worker groups and emerging work arrangements. Practically, platforms, aggregators, clients and work providers can use the findings to strengthen worker well-being, development opportunities, recognition, rewards, continuity of work and supportive work practices. From a policy and social perspective, the study highlights the need for worker-sensitive approaches to welfare, skill development, fair work conditions and support systems in the expanding gig economy.

List of Publication(s):

- 1) Jhala, D., & Kapse, S. (2025). Beyond traditional employment: The interplay of technology and the rise of gig economy. Vidyawarta: International Multilingual Research Journal, April 2025 Special Issue. ISSN: 2319-9318.
- 2) Jhala, D., & Kapse, S. (2025). Unpacking the scholarly evolution of gig worker satisfaction: A bibliometric exploration. International Journal of Accounting and Economics Studies, 12(5), 550-572. <https://doi.org/10.14419/krbncc52>

Winners of: "Most Promising University of India 2020" ❖ "1st Rank Among All Universities in Gujarat 2020 by Uni Rank"
❖ "1st Rank in Gujarat State Institutional Ratings Framework (GSIRF) 2019" ❖ "National Leadership Excellence Award 2019 in Technical Education" ❖ "India's Most Trusted State University 2019" ❖ "Outstanding University in West India 2019"

Head office : GTU Campus, Nr. Visat Three Road , Visat-Gandhinagar Road , Chandkheda, Ahmedabad - 382 424. Gujarat, India.

Phone :- +91 079-23267521/570 e-mail : info@gtu.ac.in Website : www.gtu.ac.in