A STUDY ON JOB SATISFACTION LEVELS OF WORKERS IN GIG ECONOMY IN GUJARAT

A Thesis submitted to Gujarat Technological University

for the Award of

Doctor of Philosophy

in

MANAGEMENT

by

JHALA DHARA PRADUMANSINH

199999903510

under supervision of

Dr. SAMPADA SHASHANK KAPSE



GUJARAT TECHNOLOGICAL UNIVERSITY

AHMEDABAD

OCTOBER – 2026

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ABSTRACT

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 behavioralss factors associated with differences in reported satisfaction.

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.

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 (WPMH), 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 (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.

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 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.

Acknowledgement and / or Dedication

I would like to express my sincere gratitude to my research guide and mentor, Dr. Sampada Shashank Kapse, Director at Tolani Motwane Institute of Management Studies (TMIMS) and Dean, Faculty of Management, Gujarat Technological University (GTU), for her invaluable guidance, continuous support, and encouragement throughout the course of this research. Her insightful inputs, academic expertise, and constant motivation have played a crucial role in shaping this study.

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JHALA DHARA PRADUMANSINH

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List of Abbreviation

Abbreviation	Full Form
ADBI	Asian Development Bank Institute
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
BCG	Boston Consulting Group
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CI	Confidence Interval
CIPD	Chartered Institute of Personnel and Development
COVID-19	Coronavirus Disease 2019
CR	Composite Reliability
df	Degrees of Freedom
EFA	Exploratory Factor Analysis
EPMH	Employee Performance and Mental Health
EROC	Employee Rewards and Organizational Culture
ES	Employee Satisfaction
ESD	Employee Support and Development
EWE	Employee Well-being and Engagement

EY	Ernst & Young
GTU	Gujarat Technological University
HTMT	Heterotrait-Monotrait Ratio
HSD	Honestly Significant Difference
IFI	Incremental Fit Index
ILO	International Labour Organization
IT	Information Technology
IT/ITES	Information Technology / Information Technology Enabled Services
JD-R	Job Demands-Resources
JIG	Job in General
JSS	Job Satisfaction Survey
KMO	Kaiser-Meyer-Olkin
MJS	Maastricht Job Satisfaction Scale
MSQ	Minnesota Satisfaction Questionnaire
NCAER	National Council of Applied Economic Research
NFI	Normed Fit Index
NITI Aayog	National Institution for Transforming India Aayog
NNFI	Non-Normed Fit Index
OLI	Online Labour Index

P-P Plot	Probability-Probability Plot
PCA	Principal Component Analysis
Ph.D.	Doctor of Philosophy
PNFI	Parsimony Normed Fit Index
RFI	Relative Fit Index
RMSEA	Root Mean Square Error of Approximation
RNI	Relative Noncentrality Index
SD	Standard Deviation
SE	Standard Error
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Sciences
SRMR	Standardized Root Mean Square Residual
TLI	Tucker-Lewis Index
TMIMS	Tolani Motwane Institute of Management Studies
UK	United Kingdom
USA	United States of America
USD	United States Dollar
WLB	Work Life Balance

List of Symbols

Symbol	Meaning
H_0	Null Hypothesis
H_1	Alternative Hypothesis
β	Standardized Beta Coefficient
p	Significance Value / Probability Value
χ^2	Chi-square
α	Cronbach's Alpha
<	Less than
>	Greater than

CHAPTER - 1

INTRODUCTION

CHAPTER 1: INTRODUCTION

1.1 Background of the study:

Work and employment patterns across the world have undergone a visible transformation in recent decades. The traditional model of employment, usually associated with stable jobs, fixed workplaces, long-term employer–employee relationships and predictable career progression, is increasingly being supplemented by flexible, temporary, independent and digitally mediated forms of work. Kalleberg (2009) described this wider shift as part of changing employment relations, where insecurity and non-standard work arrangements have become more prominent. Similarly, De Stefano (2016) observed that platform-based and on-demand work have created new questions around labour protection, employment status and the changing meaning of work.

The rise of the gig economy is closely connected with this broader restructuring of work. The term is generally used to refer to short-term, task-based or project-based work arrangements where individuals provide services either through digital platforms or through independent client-based arrangements. Istrate and Harris (2017) describe the gig economy as involving three key actors: independent workers paid by task or project, consumers or clients requiring services, and companies or platforms that connect the two. In this sense, gig work differs from traditional employment because the worker is commonly paid for a specific task, assignment or engagement rather than through a continuing salary-based arrangement.

Digitalisation has played a major role in expanding gig work. Online platforms and mobile applications have made it easier to match workers with customers, clients, organisations and service providers. This has created opportunities in transportation, delivery, IT-enabled services, professional consulting, online freelancing, creative services, teaching, home-based work and several other forms of flexible work. Such work is difficult to capture through conventional labour-market measures because it may include independent contracting, short-term assignments, platform-mediated work and supplementary income activities (Abraham et al., 2018). Kässi and Lehdonvirta (2018) also highlight the importance of measuring online labour as a growing part of the digital economy.

At the same time, the gig economy cannot be understood only as a technology-enabled opportunity. It carries both enabling and challenging features. On the positive side, gig work may offer flexibility, autonomy, additional income, project choice and access to work beyond conventional organisational boundaries. Spreitzer et al. (2017) connect alternative work arrangements with adaptability, varied work experiences and the changing world of work. Karlsson and Wranne (2019), in their study of gig workers in IT and business consulting, also found independence and development to be important motivational factors for gig workers.

However, the same work arrangement may also bring uncertainty, irregular income, lack of formal protection, limited welfare benefits, weak organisational attachment, performance pressure and dependence on platform rules. Berg et al. (2018), in the ILO study on digital labour platforms, drew attention to issues such as pay, work availability, social protection and work-life balance. Wood et al. (2019) similarly showed that autonomy in gig work can coexist with algorithmic control and insecurity. Rosenblat & Stark (2016) also highlighted how information asymmetry in platform-mediated work can limit workers' control over their work conditions. These concerns show that gig work must be studied not only as a flexible work option, but also as a work experience affecting workers' well-being, security and satisfaction.

ssRecent literature also suggests that gig work is not a single uniform category. It includes highly skilled freelancers, online professionals, delivery workers, ride-hailing workers, consultants, tutors, creative workers and informal independent workers. Vadavi and Sharmiladevi (2024), in their bibliometric examination of gig economy research, observed that the field has grown significantly and identified key themes around the changing work environment in the digital age, the contemporary labour landscape and the future workforce. Their study also reinforces the need to understand the gig economy as a broader economic system involving short-term contracts, freelance work and gig employment.

In India, the gig economy has gained importance due to the growth of digital platforms, increasing urban service demand, self-employment, youth participation, freelancing and flexible earning opportunities. Reports such as Manyika et al. (2016) and Gallup (2018) show that independent work may be shaped by both choice and necessity. Some workers enter gig work because they value flexibility, autonomy and self-direction, while others enter due to financial need, non-availability of suitable jobs or lack of alternatives. This distinction

is important because the reason for entering gig work may influence the way workers evaluate their work and experience satisfaction.

Job satisfaction becomes a significant issue in this changing employment context. Traditionally, job satisfaction has been studied in relation to pay, recognition, working conditions, autonomy, supervision, growth, work content and organisational support (Herzberg et al., 1959; Locke, 1976; Hackman & Oldham, 1976). In gig work, these factors may appear differently. For instance, supervision may be replaced by client feedback or platform ratings, job security may be replaced by availability of tasks, and organisational support may be experienced through platforms, clients, aggregators or informal networks rather than through a fixed employer.

The present study is situated within this background. It focuses on the job satisfaction levels of gig workers in Gujarat State and examines work-related dimensions and other factors associated with their reported job satisfaction. The study recognises that gig workers' satisfaction may be shaped not only by income or flexibility, but also by well-being, support, development, performance, mental health, rewards, organisational culture, family responsibilities, sectoral conditions and intention to continue gig work. By focusing specifically on Gujarat, the study attempts to provide regional empirical evidence on an area that remains underexplored in the Indian gig economy literature.

1.2 Gig Economy: Global, Indian and Gujarat context:

The gig economy has emerged as one of the visible outcomes of the changing world of work. Although short-term and task-based work is not entirely new, its scale, visibility and organization have changed considerably with the rise of digital platforms, mobile applications and online labour markets. Istrate and Harris (2017) explain that the gig economy generally involves independent workers who are paid by task or project, consumers or clients who require specific services, and companies or technology platforms that connect both sides. This structure distinguishes gig work from regular employment because the engagement is usually temporary and payment is linked to a specific task, service or assignment rather than a continuing wage relationship.

Globally, gig work includes a wide range of activities. It covers local platform-based services such as ride-hailing, food delivery, home services and personal services, as well as remote and online work such as software development, content writing, consulting, design, data processing and professional freelancing. The National Association of Counties report notes

that technology platforms have been central to the growth of the gig economy because they facilitate direct transactions between consumers and producers, allow flexible scheduling, enable online payment, and use profiles and review systems to organise work. Similarly, Berg et al. (2018) observed that digital labour platforms have created new work opportunities but also raised concerns regarding working conditions, income security, social protection and fair treatment.

The global literature also shows that the gig economy is not a single uniform category. Some workers participate in gig work as a preferred form of independent employment, while others use it as supplementary income or enter it due to limited alternatives. Manyika et al. (2016) highlighted this distinction through the idea of independent work by choice and independent work by necessity. Karlsson and Wranne (2019), in their study of gig workers in IT and business consulting, found that independence and development were important motivational factors, while monetary reward was seen more as a necessity than as a motivator by itself. This indicates that the meaning of gig work differs across worker groups, sectors and skill levels.

Research on the gig economy has also expanded rapidly in recent years. Vadavi and Sharmiladevi (2024), in a bibliometric study of 341 Scopus-indexed documents published between 2016 and March 2024, found that gig economy research has grown significantly and is organized around themes such as the changing digital work environment, the contemporary labour landscape and the future workforce. Their work also points out that future research needs to examine issues such as the nature of gig work, income stability, platform control, work quality, women gig workers and social protection.

In India, the gig economy has gained momentum due to digitalization, growth of service platforms, urban consumer demand, increasing smartphone penetration, flexible work preferences and the need for supplementary or alternative income. NITI Aayog (2022) recognized the rising importance of gig and platform workers in India and highlighted the need for skilling, social security and institutional support. The Indian gig economy includes app-based delivery partners and drivers, but it also extends to freelance professionals, IT workers, tutors, consultants, creative workers, home-service providers and other independent workers. This broader understanding is important because gig work in India exists through both formal digital platforms and informal/non-platform networks.

The Indian context also shows that gig work is shaped by both opportunity and necessity. Some workers enter gig work because they prefer flexibility, autonomy and control over work time, while others enter due to financial needs, lack of regular jobs or absence of suitable alternatives. This dual character is relevant to the present study because job satisfaction may differ depending on whether gig work is experienced as a chosen work arrangement or as a constrained livelihood option. The industry and survey-based literature, including Gallup (2018), Staffing Industry Analysts (2018), Noble House reports and BCG's work on freelancers, also indicates that gig workers differ in their motivations, skill profiles, work preferences and degree of dependence on gig income.

Gujarat provides an important regional context for studying gig workers. The state has a strong base of urbanization, entrepreneurship, service activity, trade, logistics, education, professional services and digital adoption. Cities such as Ahmedabad, Vadodara and Surat provide opportunities for platform-based work as well as non-platform forms of gig work such as professional assignments, tutoring, consulting, delivery, transport, home-based work and specialised services. At the same time, regional studies focusing specifically on gig workers in Gujarat remain limited.

The policy context in Gujarat also appears to be gradually evolving. Recent discussions around the possibility of a gig workers' welfare board and welfare fund in Gujarat show that gig work is beginning to receive policy attention at the state level. This is important because welfare, social security, income protection and worker registration are becoming central concerns in the gig economy. National and international literature has already emphasized that gig work requires clearer recognition, measurement and support systems. Istrate and Harris (2017), for instance, argue that local authorities need to recognise, record and measure the gig economy in order to design better policies and support systems.

Within this global, Indian and Gujarat context, the present study focuses on the job satisfaction levels of gig workers in Gujarat. The study treats gig work as a broad category that includes both platform-based and non-platform work across selected sectors. This approach is useful because it does not restrict the gig economy only to app-based work. Instead, it recognizes the diversity of gig workers and examines how their satisfaction is shaped by work-related, socio-economic, family-related and behavioral factors.

1.3 Job Satisfaction in Gig Work:

Job satisfaction has been widely recognized as an important work-related attitude because it reflects how individuals evaluate their work experience. Locke (1976) described job satisfaction as a positive emotional state resulting from the appraisal of one's job or job experiences. In traditional employment settings, satisfaction is often associated with factors such as pay, recognition, supervision, work content, working conditions, growth opportunities, autonomy and organizational support. Classical theories of job satisfaction also show that workers' satisfaction is influenced by both intrinsic aspects of work, such as achievement, recognition and growth, and extrinsic aspects, such as pay, security and working conditions (Herzberg et al., 1959; Hackman & Oldham, 1976).

In the gig economy, job satisfaction becomes more complex because gig workers do not always operate within a clearly defined organizational structure. Many gig workers work independently, through platforms, clients, aggregators, referrals, or project-based arrangements. As a result, factors that are usually associated with regular employment may appear in different forms. For instance, supervision may be replaced by customer ratings, platform rules or client feedback. Job security may be experienced as continuity of tasks or regularity of assignments. Organizational culture may be reflected through the fairness, transparency and responsiveness of platforms, clients or work providers. Therefore, job satisfaction among gig workers needs to be examined in a broader and more contextual manner.

One important dimension of job satisfaction in gig work is autonomy. Many workers enter gig work because they value independence, flexibility and control over work decisions. Karlsson and Wranne (2019), in their study of gig workers in IT and business consulting, found that independence and development were among the most distinguishing motivational factors for gig workers. Their study showed that gig workers valued the ability to decide which projects to accept, where and when to work, and how to develop their skills through varied assignments. This is relevant to the present study because autonomy and flexibility are important reasons for entering gig work and may influence how workers experience satisfaction.

At the same time, autonomy in gig work may not always be complete. Platform-mediated work can create new forms of control through algorithms, ratings, task allocation systems,

information asymmetry and performance monitoring. Wood et al. (2019) observed that autonomy in the gig economy may coexist with algorithmic control and insecurity. Rosenblat & Stark (2016) also highlighted that platform-based workers may face information asymmetry, where workers do not always have complete clarity about how work is assigned or evaluated. This suggests that flexibility may improve satisfaction for some workers, but it may also become stressful when combined with uncertainty, control mechanisms or income instability.

Platform quality is another factor that can influence job satisfaction among gig workers. Kim et al. (2018) argued that platforms are not merely technical tools but central systems through which gig work is assigned, coordinated and evaluated. Their study introduced platform quality as an important construct and suggested that higher platform quality may be associated with greater job autonomy and job satisfaction among gig workers. This is particularly relevant for platform-based gig workers, as their daily experience may be shaped by app design, information clarity, responsiveness, rating systems, payment transparency and ease of communication.

Job satisfaction in gig work is also closely linked with decent work, well-being and mental health. Gig work may allow workers to manage their own time and choose work opportunities, but it may also involve irregular income, long working hours, high competition, limited social protection and pressure to remain constantly available. Berg et al. (2018) raised concerns about pay, work availability, social protection and working conditions on digital labour platforms. Similarly, Wan and Duffy (2022) showed that decent work is linked with job satisfaction and turnover intention, and that job autonomy strengthens the relationship between decent work and satisfaction. These insights are relevant because gig workers' satisfaction is likely to depend not only on flexibility, but also on whether the work provides adequate pay, safety, rest, dignity and psychological comfort.

The COVID-19 period further highlighted the unstable and context-dependent nature of gig work. Polkowska's study of Glovo couriers in Poland showed that platform work during the pandemic operated in a complex way: for some couriers, it offered a way to remain economically active during labour-market disruption, while the wider context also exposed the vulnerability of workers dependent on non-standard work arrangements. This supports the idea that gig work can function both as an opportunity and as a coping mechanism during economic uncertainty.

Income and pay satisfaction also remain central to gig workers' job satisfaction. While some workers may be attracted to gig work because of autonomy and flexibility, many also depend on it for livelihood or supplementary income. The distinction between choice and necessity is therefore important. Manyika et al. (2016) argued that independent workers differ in whether they engage in such work by choice or due to necessity. This distinction matters because workers who enter gig work voluntarily may evaluate it differently from those who enter because of limited alternatives or financial pressure.

Another important aspect is the relationship between job satisfaction and intention to continue in gig work. In regular employment literature, job satisfaction has often been linked with turnover intention. In gig work, the same idea can be understood through staying intention or willingness to continue freelancing, platform work or independent project-based work. Wan and Duffy (2022) found that job satisfaction mediates the relationship between decent work and turnover intention, indicating that workers are less likely to leave when they experience their work positively. This is relevant to the present study, which examines whether satisfied gig workers are more likely to continue in gig work.

It could be concluded here that satisfaction in the gig economy is shaped by a combination of economic, psychological, developmental and work-condition factors. Autonomy, flexibility and independence may make gig work attractive, but satisfaction also depends on pay, work continuity, support, platform quality, mental health, work-life balance, recognition and social protection. Therefore, the present study examines job satisfaction among gig workers through a multidimensional framework rather than treating it as a response to income or flexibility alone.

1.4 Theoretical base of the study:

The present study is grounded in established theories of job satisfaction and work behavior. Since job satisfaction among gig workers is shaped by several factors together, no single theory is sufficient to explain the complete nature of the study. Therefore, the theoretical basis of the study draws mainly from Herzberg's Two-Factor Theory, Job Characteristics Model, Job Demands-Resources Model, and Self-Determination Theory. These theories help explain why factors such as rewards, recognition, autonomy, support, workload, well-being, development and mental health are relevant for understanding gig workers' job satisfaction.

Herzberg's Two-Factor Theory provides an important base for understanding the role of both intrinsic and extrinsic factors in job satisfaction. Herzberg et al. (1959) explained that factors

such as achievement, recognition, responsibility and growth contribute to satisfaction, while factors such as pay, working conditions, security and organizational policies help prevent dissatisfaction. This theory is relevant to the present study because gig workers' satisfaction may depend not only on income or compensation, but also on recognition, development, work conditions, continuity of work and welfare-related support.

The Job Characteristics Model is also relevant because it explains how the nature and design of work influence motivation and satisfaction. Hackman and Oldham (1976) emphasized the importance of autonomy, feedback, task significance, skill variety and meaningfulness of work. In the gig economy, these elements are visible in different ways. Gig workers may value autonomy in selecting work, feedback from clients or platforms, meaningful work content, and opportunities to use or develop their skills. The model therefore helps explain why work content, flexibility, performance improvement, feedback and development are important for job satisfaction among gig workers.

The Job Demands-Resources Model provides a useful framework for understanding the role of workload, well-being and mental health. Demerouti et al. (2001) explained that work outcomes are shaped by the balance between job demands and job resources. In the context of gig work, demands may include workload, time pressure, uncertainty, customer expectations and performance pressure. Resources may include flexibility, empowerment, support, welfare benefits, better working conditions and work-life balance. This theory is therefore useful for understanding why Worker Well-being and Engagement and Worker Performance and Mental Health are important dimensions in the present study.

Self-Determination Theory is relevant because autonomy is one of the major reasons workers enter gig work. Deci and Ryan (2000) argued that autonomy, competence and relatedness are important psychological needs that influence motivation and well-being. In gig work, satisfaction may be higher when workers feel that they have control over their work, are able to use their capabilities, and can experience some degree of independence. This theory is especially useful for understanding the difference between workers who enter gig work by choice and those who enter due to financial pressure or lack of alternatives.

Together, these theories provide the conceptual foundation for the present study. Herzberg's theory explains the importance of rewards, recognition, growth and working conditions. The Job Characteristics Model explains the role of autonomy, feedback and meaningful work. The Job Demands-Resources Model helps explain workload, support, well-being and mental

health. Self-Determination Theory explains why autonomy and self-direction are important in gig work. These theoretical perspectives support the multidimensional framework used in the study to examine job satisfaction among gig workers in Gujarat.

1.5 Research gap and need for the study:

The existing literature shows that the gig economy has gained increasing attention in recent years, particularly in relation to digital platforms, independent work, labour-market transformation, platform control, social security and worker classification (De Stefano, 2016; Manyika et al., 2016; Gallup, 2018; Berg et al., 2018; NITI Aayog, 2022). Recent bibliometric evidence also indicates that gig economy research has expanded significantly, with emerging themes around digital work environments, contemporary labour landscapes and the future workforce (Vadavi & Sharmiladevi, 2024).

However, much of the existing research has focused on broad labour-market changes, platform-based work, algorithmic control, employment status and worker protection. Studies such as Rosenblat & Stark (2016), Wood et al. (2019) and Wiener et al. (2023) provide important insights into platform control and algorithmic management, while Berg et al. (2018) highlight issues of pay, work availability and social protection in digital labour platforms. Although these studies are valuable, relatively fewer studies directly examine job satisfaction among gig workers through a multidimensional framework.

Another important gap relates to the regional context. Gig work is not uniform; it differs by sector, skill level, income dependence, platform use and motivation for entering gig work (Abraham et al., 2018; Manyika et al., 2016). In India, policy and research attention to gig and platform workers is growing, but state-specific empirical evidence is still limited. In particular, to the best of the researcher's knowledge, no prior empirical study has specifically examined gig workers in Gujarat with a direct focus on their job satisfaction.

Therefore, the present study addresses this gap by examining job satisfaction among gig workers in Gujarat across selected sectors and locations. It identifies key dimensions associated with job satisfaction through a structured model, and analyses how satisfaction varies across demographic and work-related factors. This makes the study relevant from academic, empirical, regional and policy perspectives.

1.6 Significance of the study:

The present study is significant because it focuses on a work arrangement that is becoming increasingly important in the contemporary labour market. Gig work is no longer limited to a small group of freelancers or app-based workers; it now includes workers across transportation, delivery, IT/ITES, professional services, teaching, consulting, home-based work and other flexible work arrangements. As the gig economy expands, it becomes important to understand not only its growth but also the satisfaction and well-being of the workers engaged in it.

From an academic perspective, the study contributes to the literature on job satisfaction by applying the concept to gig workers, who often work outside traditional employment structures. Most classical job satisfaction studies are rooted in regular employment settings, where factors such as supervision, job security, organizational support and career growth are more clearly defined. In gig work, these factors appear differently. Therefore, this study helps extend the understanding of job satisfaction to flexible, task-based and independent work arrangements.

The study is also significant because it provides Gujarat-specific empirical evidence. While national and global discussions on gig work are increasing, regional evidence remains limited. Gujarat has a growing service economy, strong entrepreneurial culture, expanding digital adoption and diverse work opportunities across sectors. Studying gig workers in this regional context helps generate evidence that is more locally grounded rather than relying only on generalized national or global assumptions.

The practical significance of the study lies in its usefulness for platforms, clients, employers and work providers who engage gig workers. By identifying the factors associated with job satisfaction, the study can help stakeholders understand what gig workers value in their work experience. Issues such as fair rewards, work continuity, support, development, mental health, work-life balance and recognition are important not only for workers but also for the sustainability of gig-based work models.

The present research also has policy relevance in the sense that as India begins to recognise gig and platform workers within emerging social security and welfare frameworks, empirical evidence on workers' satisfaction, income concerns, welfare needs and sector-specific challenges becomes important. The findings of this study can support discussions on social

security, skill development, income protection, welfare measures and better working conditions for gig workers.

The significance of the study lies in its attempt to understand gig workers as a diverse group whose satisfaction is shaped by both work-related and personal-contextual factors. By focusing on job satisfaction among gig workers in Gujarat, the study contributes to academic research, regional understanding, practical decision-making and policy-oriented discussions on the future of work.

1.7 Research Questions:

Based on the research gap and purpose of the study, the following research questions were framed:

1. What are the key dimensions associated with job satisfaction among gig workers in Gujarat?
2. How are Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture related to job satisfaction among gig workers?
3. Does job satisfaction among gig workers differ across selected demographic variables such as gender, age, education, income, family size, number of dependents, location, and sector/industry?
4. Is the primary reason for joining gig work associated with differences in job satisfaction among gig workers?
5. What is the level of satisfaction of gig workers with respect to pay and compensation received through gig work?
6. Is there a difference in job satisfaction and staying intention among gig workers?

1.8 Research objectives:

The detailed methodological treatment of the objectives is presented in Chapter 3. At this stage, the objectives are stated briefly to indicate the direction of the study.

1. To identify the key dimensions associated with job satisfaction among gig workers in Gujarat.

2. To examine the relationship of Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture with job satisfaction.
3. To analyze differences in job satisfaction across selected demographic variables.
4. To examine whether job satisfaction differs according to the primary reason for joining gig work.
5. To evaluate gig workers' satisfaction with pay and compensation.
6. To examine job satisfaction in relation to intention to continue gig work.

1.9 Research Hypotheses

The hypotheses of the study are framed to examine the structural relationships of the identified work-related dimensions with job satisfaction, as well as the differences in job satisfaction across selected demographic and work-related variables. The detailed formulation and methodological treatment of the hypotheses are presented in Chapter 3. In brief, the hypotheses relate to the following areas:

1. The structural relationship of Worker Well-being and Engagement with gig workers' job satisfaction.
2. The structural relationship of Worker Support and Development with gig workers' job satisfaction.
3. The structural relationship of Worker Performance and Mental Health with gig workers' job satisfaction.
4. The structural relationship of Worker Rewards and Organizational Culture with gig workers' job satisfaction.
5. The overall suitability of the proposed structural model.
6. Differences in job satisfaction across selected demographic variables, namely gender, age, educational qualification, income level, family size, number of dependents, location, and sector/industry.
7. Differences in job satisfaction based on the primary reason for joining gig work.
8. Gig workers' level of satisfaction with pay and compensation.

9. Differences in job satisfaction between gig workers who intend to continue gig work and those who do not intend to continue.

1.10 Scope of the study:

The scope of the present study is limited to examining job satisfaction among gig workers in Gujarat State. The study focuses on workers engaged in flexible, task-based, freelance, platform-based, non-platform, and independent project-based work arrangements. It includes gig workers from selected cities and regions of Gujarat and covers different sectors such as IT/ITES, Professional Services, Transportation and Delivery Services, and other gig-based occupations.

The geographical scope of the study is confined to Gujarat. The respondents were drawn from selected locations within the state, including major urban and semi-urban areas where gig work opportunities are visible. Therefore, the findings are most relevant to gig workers in Gujarat and similar regional contexts.

The sectoral scope of the study includes both platform-based and non-platform gig work. This is important because gig work is not restricted only to app-based delivery or ride-hailing services. It also includes professional assignments, IT-enabled services, teaching, consulting, freelancing, home-based work, and other independent work arrangements.

The conceptual scope of the study is centered on job satisfaction. The study examines job satisfaction through four major dimensions identified through factor analysis: Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture. In addition, the study analyses selected demographic and work-related variables such as gender, age, education, income, family size, dependents, location, sector, primary reason for joining gig work, pay satisfaction, number of additional gig tasks/jobs, and intention to continue gig work.

The methodological scope of the study is quantitative in nature. Primary data were collected through a structured questionnaire from 629 gig workers. The analysis was carried out using statistical techniques such as descriptive analysis, Exploratory Factor Analysis, reliability and validity testing, Structural Equation Modelling, independent samples t-test, One-Way ANOVA, Welch ANOVA, post hoc tests, and one-sample t-test.

Thus, the study is specifically focused on understanding the determinants and variations of job satisfaction among gig workers in Gujarat. It does not attempt to cover all forms of informal work, all Indian states, or all possible categories of gig workers. Its focus remains on the selected respondents, sectors, variables, and geographical context defined for the study.

1.11 Operational Definitions of key terms:

The following operational definitions are used in the present study to maintain clarity and consistency in the use of key terms.

1. Gig Economy

In the present study, the gig economy refers to a work arrangement in which individuals undertake short-term, flexible, freelance, task-based, platform-based, non-platform, or independent project-based work. Such work may be obtained through digital platforms, clients, organisations, referrals, or personal networks. The focus is on work that does not necessarily follow the traditional model of permanent, full-time employment.

2. Gig Worker

A gig worker refers to an individual who performs work on a flexible, temporary, freelance, contractual, task-based, or project-based basis. In this study, gig workers include respondents engaged in transportation and delivery services, IT/ITES, professional services, teaching, consulting, home-based work, and other independent work arrangements. Both platform-based and non-platform gig workers are included.

3. Platform Work

Platform work refers to gig work that is accessed, assigned, coordinated, monitored, or paid through a digital platform, mobile application, or online system. Examples may include app-based delivery, ride-hailing, online freelancing, or other digitally mediated work arrangements where a platform acts as an intermediary between the worker and the customer/client.

4. Non-platform Gig Work

Non-platform gig work refers to flexible or independent work that is not primarily mediated through a digital platform or app. Such work may be obtained through direct clients,

referrals, personal networks, local contacts, institutions, or independent professional arrangements. Examples may include private tutoring, consulting, freelance assignments, event-based work, or project-based professional services.

5. Organization or Work Provider

In the present study, 'Organization' refers to the party or work arrangements through which a gig worker obtains or performs work. Depending on the worker's situation, this may be a digital platform, an intermediary, a client, a contracting organization, or another provider of assignments. The term does not imply that all gig workers work for a conventional organization.

6. Employer

The questionnaire uses the word 'employer' in a statement about health and safety. In this study, it refers to the party a respondent may associate with providing or coordinating their gig work. This could differ across respondents and does not imply a formal or legal employer-employee relationship.

7. Organizational Culture

Organizational culture refers to the practices and ways of working that gig workers experience in their work arrangement. These may include how work is coordinated, how workers are treated, and how communication and recognition take place. In gig work, these experiences may be associated with a platform, intermediary, client, or other work provider than a traditional workplace.

8. Rewards

Rewards refer to the monetary and non-monetary benefits that gig workers may receive in connection with their work. Monetary rewards include earnings or payments, while non-monetary rewards may include recognition, appreciation, or other benefits. The source and form of these rewards may vary according to the worker's gig arrangement.

9. Continuous Employment

In the context of this study, continuous employment refers to the regular availability of gig assignments or opportunities to earn through gig work. It does not necessarily mean permanent employment or a guaranteed supply of work.

10. Organizational Support

Organizational support refers to the help, information, feedback, or assistance that gig workers may receive in carrying out their work. Such support may come from a platform, intermediary, client, contracting organization, or another person involved in the work arrangement. It does not require the worker to belong to a formal organization.

11. Leadership or supervision

Leadership or supervision refers to the guidance, instructions, coordination, or feedback associated with a gig worker's work. Depending on the work arrangement, these functions may be performed by a manager, coordinator, client, platform or intermediary. The term does not assume that every gig worker has a conventional supervisor.

12. Growth and Development

Growth and development refer to opportunities for gig workers to improve their skills, gain experience, receive training, or access better work opportunities. In this study, the term does not necessarily refer to promotion within a formal organizational hierarchy.

13. Job Satisfaction

Job satisfaction refers to the overall level of satisfaction experienced by gig workers in relation to their gig work. In the present study, job satisfaction is understood as a multidimensional construct influenced by work-related, economic, psychological, family-related, and behavioural factors. It is measured through respondents' perceptions of their gig work experience.

14. Worker Well-being and Engagement

Worker Well-being and Engagement refers to the dimension of job satisfaction that includes welfare benefits, empowerment, workload, work-life balance, working conditions, and alignment with organizational values. In the context of gig work, this dimension reflects the extent to which workers feel supported, balanced, engaged, and able to manage their work without excessive strain.

15. Worker Support and Development

Worker Support and Development refer to the dimension that includes feedback, recognition, leadership style, growth and development opportunities, and co-worker or work-related support. In this study, it reflects the extent to which gig workers receive guidance, appreciation, developmental opportunities, and support in their work arrangements.

16. Worker Performance and Mental Health

Worker Performance and Mental Health refer to the dimension that includes performance improvement, flexibility, mental health, and work content. In the present study, it reflects how gig workers perceive their ability to perform effectively, manage work pressure, maintain psychological comfort, and find their work meaningful or suitable to their abilities.

17. Worker Rewards and Organizational Culture

Worker Rewards and Organizational Culture refer to the dimension that includes monetary and non-monetary benefits, continuous employment, and organisational culture. In the gig work context, continuous employment refers to regular availability of work or earning opportunities rather than permanent employment in the conventional sense.

18. Pay Satisfaction

Pay satisfaction refers to gig workers perceived satisfaction with the pay or compensation received through gig work. In the present study, it is examined as a specific work-related variable to understand whether workers consider their earnings from gig work satisfactory.

19. Staying Intention

Staying intention refers to gig workers' intention to continue freelancing, gig work, or independent project-based work in the future. It reflects whether workers view gig work as a continuing work option or as a temporary arrangement.

20. Additional Gig Tasks/Jobs

Additional gig tasks/jobs refer to the number of other gig assignments, tasks, or jobs undertaken by respondents in addition to their main gig work. This variable is used to understand whether multiple gig engagements are associated with differences in job satisfaction.

1.12 Brief Research Methodology:

The present study follows a quantitative, descriptive and cross-sectional research design to examine job satisfaction among gig workers in Gujarat. It describes the profile and work characteristics of gig workers and analytically examines the relationships among identified work-related dimensions and job satisfaction.

Primary data were collected through a structured questionnaire administered to gig workers across selected cities and regions of Gujarat. The final sample consisted of 629 gig workers. The respondents represented different types of gig work, including platform-based and non-platform work arrangements across sectors such as IT/ITES, Professional Services, Transportation and Delivery Services, and other gig-based occupations.

The questionnaire was developed on the basis of the review of literature, expert inputs, and pilot testing. It included questions related to demographic profile, work profile, reasons for joining gig work, platform usage, pay satisfaction, intention to continue gig work, and job satisfaction-related statements. The job satisfaction-related items were measured using Likert-scale responses.

The data were analyzed using SPSS and Jamovi. Descriptive statistics were used to understand the demographic and work profile of respondents. Exploratory Factor Analysis (EFA) was applied to identify the major dimensions associated with job satisfaction. Reliability and validity were assessed using measures such as Cronbach's Alpha, McDonald's Omega, AVE, and HTMT. The hypothesized structural relationships of the identified dimensions with job satisfaction were tested through Structural Equation Modelling (SEM).

In addition, appropriate inferential tests were used to examine demographic and work-related differences in job satisfaction. These included independent samples t-test, One-Way ANOVA, Welch ANOVA, Tukey HSD, Games-Howell post hoc test, and one-sample t-test. These methods helped in examining whether job satisfaction differed across selected demographic variables, work-related variables, pay satisfaction, number of gig engagements, and staying intention.

A detailed explanation of the research design, sampling procedure, instrument development, reliability, validity, hypotheses, and statistical techniques is presented in Chapter 3.

1.13 Organization of thesis:

The thesis is organized into six chapters. Each chapter has been structured to develop the study in a systematic manner, beginning with the background of the research and ending with the conclusion and future scope.

- Chapter 1: Introduction

This chapter introduces the background of the study, the gig economy in global, Indian and Gujarat contexts, and the relevance of job satisfaction in gig work. It also presents the theoretical basis, research gap, significance, research questions, objectives, scope, operational definitions and brief methodology of the study.

- Chapter 2: Review of Literature

This chapter reviews existing literature related to the gig economy, gig workers, job satisfaction, determinants of satisfaction, demographic variables, platform work, flexibility, autonomy, income, work-life balance, mental health, social security and staying intention. It also discusses the theoretical and empirical foundation of the study and identifies the research gap.

- Chapter 3: Research Methodology

This chapter explains the research design, sampling procedure, data collection method, questionnaire development, pilot testing, reliability and validity procedures, hypotheses and statistical tools used in the study. It provides the methodological foundation for the analysis.

- Chapter 4: Data Analysis and Interpretation

This chapter presents the analysis of data collected from gig workers in Gujarat. It includes respondent profile, work profile, normality assessment, Exploratory Factor Analysis, reliability and validity analysis, Structural Equation Modelling, demographic hypothesis testing and secondary hypothesis testing.

- Chapter 5: Discussion of Findings

This chapter discusses the findings in relation to the research objectives, hypotheses and existing literature. It interprets the major results related to determinants of job satisfaction, SEM findings, demographic differences, work-related variables, pay satisfaction, staying intention and practical implications.

- Chapter 6: Conclusion, Recommendations, Limitations and Future scope of study

This chapter presents the overall conclusion of the study, contributions, recommendations, limitations and delimitations, scope for future research and final conclusion. It brings together the major insights of the thesis and highlights the relevance of the study for academic, practical and policy purposes.

CHAPTER-2

LITERATURE REVIEW

CHAPTER 2: LITERATURE REVIEW

Section A: Foundations of Gig Economy

2.1. Introduction to Literature Review:

The literature review constitutes a critical component of any research study, providing a comprehensive understanding of the theoretical foundations, empirical evidence, and evolving debates relevant to the research problem. It serves not merely as a summary of existing studies, but as an analytical synthesis that enables the researcher to identify patterns, contradictions, and gaps within the body of knowledge. In the context of rapidly changing labour markets, particularly with the emergence of the gig economy, a detailed examination of existing literature becomes essential to understand the multifaceted nature of work, employment relationships, and worker experiences.

The gig economy has emerged as a significant area of academic and policy interest over the past decade, driven by advances in digital technology, platform-based business models, and changing worker preferences. As noted by Manyika et. al., (2016), independent and flexible forms of work are becoming increasingly prevalent across global labour markets, reflecting both economic necessity and individual choice. Similarly, International Labour Organization (2021) highlights that digital labour platforms are transforming the organization of work by enabling new forms of employment that transcend traditional employer–employee relationships. These developments have led to a growing body of literature examining various aspects of gig work, including its structure, determinants, implications for workers, and its broader socio-economic impact.

Within this evolving landscape, the concept of job satisfaction has gained considerable attention as a key indicator of worker well-being and organizational effectiveness. Traditional theories of job satisfaction, such as Herzberg's Two-Factor Theory and Self-Determination Theory, emphasize the role of intrinsic and extrinsic factors in shaping employee attitudes toward work. However, the applicability of these theories in the context of gig work remains an area of ongoing exploration, given the unique characteristics of gig employment, such as flexibility, autonomy, income variability, and lack of formal organizational support. This has led researchers to investigate how traditional constructs of

job satisfaction can be adapted to understand the experiences of gig workers operating in decentralized and platform-mediated environments.

Furthermore, existing literature reflects a growing recognition of the complexities and contradictions inherent in gig work. While some studies highlight the benefits of flexibility, autonomy, and income diversification, others emphasize challenges such as job insecurity, lack of social protection, and algorithmic control (Wood et al., 2019; Berg et al., 2018). This duality underscores the need for a nuanced and context-specific understanding of gig workers' experiences, particularly in emerging economies like India, where gig work is often driven by necessity rather than choice.

In addition, demographic factors such as age, gender, education, and work experience have been found to influence job satisfaction and work outcomes in both traditional and gig employment contexts. However, the extent to which these factors interact with the unique conditions of gig work remains underexplored, indicating a need for further empirical investigation. Similarly, the distinction between gig work as a primary source of income versus a supplementary activity introduces additional dimensions that may significantly impact worker satisfaction, motivation, and long-term engagement with gig platforms.

Given these considerations, the present literature review aims to provide a comprehensive and critical examination of existing research on the gig economy and job satisfaction. It systematically explores key themes including the conceptualization and characteristics of the gig economy, its growth and structural dynamics, determinants of job satisfaction, and empirical studies on gig workers' experiences. By synthesizing insights from diverse sources, the review seeks to identify gaps in the literature and establish a strong theoretical and empirical foundation for the present study on job satisfaction levels of gig workers in the gig economy, with specific reference to Gujarat State.

While flexibility, autonomy, and income opportunities are often viewed as key benefits of gig work, researchers have also identified concerns relating to stress, burnout, work intensification, income insecurity, and algorithmic control (Weidenstedt et al., 2025; Wang et al., 2022; Wood et al., 2019). This indicates that the relationship between work-related factors and job satisfaction in gig work settings may operate differently across contexts and worker experiences. Therefore, the present study adopts a broader and exploratory perspective while examining the influence of work-related dimensions on job satisfaction among gig workers.

2.2. Concept & Definitions of gig economy

The concept of the gig economy, although widely discussed in contemporary labour market discourse, is rooted in earlier forms of work organization that predate the digital era. The term "gig" itself was historically used in creative industries such as music, visual arts, journalism, and entertainment to denote short-term, project-based engagements, where individuals were hired for specific assignments rather than long-term employment (Friedman, 2014; Blix, 2020). In this early context, gig work was characterized by flexibility, autonomy, and task-based compensation, reflecting a departure from traditional employment relationships. As labour market transformations accelerated, particularly with globalization and technological advancement, scholars began to conceptualize these non-standard arrangements more systematically. For instance, Arne Kalleberg (2009) discussed the rise of non-standard employment, including temporary and contingent work, as part of broader labour market restructuring, thereby providing an early theoretical foundation for what would later be understood as the gig economy. Building on these developments, Valerio De Stefano (2016) described the gig economy as a labour market characterized by casual, on-demand work mediated through digital platforms, emphasizing its implications for worker protection and employment regulation. Around the same time, the Manyika et. al.,2016) defined the gig economy as encompassing individuals who provide labour services as well as those who monetize assets, thereby expanding its scope beyond labour to include asset-sharing models, while also noting that participation may be driven by both necessity and choice.

Subsequently, Donovan, Bradley, and Shimabukuro (2016) conceptualized the gig economy as a collection of markets that match providers with consumers on a gig basis in support of on-demand commerce, thereby emphasizing the transactional and demand-driven nature of such arrangements. This understanding was further complemented by Heeks (2017), who highlighted the role of internet-based platforms and mobile applications in connecting workers with employers for both digital and physical tasks, reinforcing the technological infrastructure underlying gig work. Similarly, Elizabeth George and Prithviraj Chattopadhyay (2017) framed the gig economy within the broader category of non-standard work arrangements, including part-time, temporary, on-call, and third-party employment, thereby emphasizing its divergence from traditional employment structures. In a related vein, Stewart and Stanford (2017) focused on the structural characteristics of gig work, particularly the triangular relationship between workers, end-users, and digital intermediaries, intermediaries, as well as flexible work patterns and worker-provided infrastructure, which further clarified the operational dynamics of gig

arrangements. Adding to this perspective, Istrate and Harris (2017) described the gig economy as comprising independent workers paid per task, consumers demanding specific services, and companies that connect the two through application-based platforms, thereby offering a systemic view of the gig economy as an interconnected ecosystem.

Table 2.1: Definitions of Gig Economy

Sr. No.	Author(s)	Year	Definition / Meaning	Key Focus
1	Arne Kalleberg	2009	Describes the rise of non-standard work arrangements including temporary, contingent, and insecure employment as part of labour market restructuring.	Precarious & non-standard work
2	Guy Standing	2011	Introduces the idea of the "precariat," referring to workers engaged in insecure, unstable, and flexible employment arrangements.	Employment insecurity
3	Friedman	2014	Defines gig work as division of work into smaller components contracted as short-term projects to freelancers or independent contractors.	Task-based work
4	Donovan, Bradley & Shimabukuro	2016	Defines gig economy as a collection of markets matching providers to consumers on a gig basis supporting on-demand commerce.	Market-based matching

5	Manyika et. al.,	2016	Defines gig economy as individuals providing labour services or monetizing assets, driven by choice or necessity.	Labour + asset sharing
6	Valerio De Stefano	2016	Describes gig economy as on-demand work mediated through digital platforms raising concerns on labour protection.	Platform work & regulation
7	Heeks	2017	Defines gig economy as work mediated through internet-based platforms for digital and physical tasks.	Technology mediation
8	George & Chattopadhyay	2017	Describes gig economy under non-standard work arrangements including part-time, temporary, and on-call work.	Non-standard employment
9	Stewart & Stanford	2017	Highlights triangular relationship between worker, platform, and customer with flexible work arrangements.	Platform relationship
10	Istrate & Harris	2017	Defines gig economy as consisting of workers, consumers, and digital platforms connecting both.	Ecosystem model
11	Gallup Inc.	2018	Includes independent contractors, online platform workers, on-call and temporary workers; distinguishes independent vs contingent workers.	Broad classification

12	Abraham et al.	2018	Defines gig economy as less structured work arrangements including platform-mediated jobs.	Flexibility & structure
13	Department for Business, Energy & Industrial Strategy	2018	Defines gig economy as exchange of labour via digital platforms on short-term, task-based payment basis.	Platform + task-based
14	MasterCard & Kaiser Associates	2019	Defines gig economy as digital platforms enabling freelancers to connect with businesses for short-term services or asset sharing.	Digital platform economy
15	Schwellnus et al.	2019	Defines gig economy as two-sided digital platforms matching workers and customers per service.	Two-sided markets
16	Blix	2020	Highlights gig work as historically rooted in creative industries with flexible arrangements.	Historical context
17	Larsson & Sabolova	2020	Defines gig economy in terms of regional participation differences influenced by infrastructure and labour markets.	Geographic variation
18	Chartered Institute of Personnel and Development	2023	Defines gig economy as temporary jobs or tasks paid separately instead of traditional employment.	Temporary work structure

As scholarly attention increased, broader and more inclusive definitions emerged. Gallup Inc. (2018) defined the gig economy as encompassing various alternative work arrangements, including independent contractors, online platform workers, on-call workers,

contract firm workers, and temporary workers, while further distinguishing between independent gig workers, who voluntarily engage in flexible work, and contingent gig workers, who often lack employment security and benefits. In a similar period, Abraham, Haltiwanger, Sandusky, and Spletzer (2018) described the gig economy as comprising less structured work arrangements as well as a narrower subset of jobs mediated through online platforms, thereby highlighting both its breadth and specificity. Reinforcing the centrality of platform intermediation, the Department for Business, Energy & Industrial Strategy (2018) defined the gig economy as the exchange of labour for money between individuals or companies via digital platforms that actively facilitate matching between providers and customers on a short-term and payment-by-task basis, a definition that is also echoed in subsequent studies (MasterCard & Kaiser Associates, 2019). This emphasis on platform-mediated matching was further elaborated by Schwellnus, Geva, Pak, and Veil (2019), who described the gig economy as a two-sided digital platform that connects workers and customers on a per-service basis, thereby strengthening the conceptualization of gig work as a marketplace-driven phenomenon. Similarly, MasterCard and Kaiser Associates (2019) highlighted the role of digital platforms in enabling freelancers to connect with businesses or individuals for short-term services or asset sharing, reinforcing its global and scalable nature.

At the same time, alternative terminologies such as “platform economy,” “sharing economy,” “on-demand economy,” and “collaborative consumption” were used interchangeably to describe related forms of work organization, indicating the conceptual overlap and evolving nature of the gig economy (Staffing Industry Analysts, 2018). Further distinctions within gig work were introduced by Hunt et al. (2018), who categorized it into “crowd-work,” involving remote, internet-based tasks, and “on-demand work,” involving location-based services requiring physical proximity, thereby adding operational nuance. Despite the proliferation of definitions, there remains no universally accepted conceptualization of the gig economy, as noted by the Chartered Institute of Personnel and Development (2017), reflecting its dynamic and evolving nature. More recent definitions continue to reinforce earlier themes while refining their scope; for instance, Cockett & Willmott (2023) defines the gig economy as a way of working based on individuals undertaking temporary jobs or discrete tasks that are paid separately rather than through ongoing employment relationships, thereby emphasizing its departure from traditional employment structures. Additionally, Larsson and Sabolova (2020) highlight that participation in the gig economy varies across regions due to differences in digital

infrastructure and labour market conditions, while also reiterating that engagement may be driven by both necessity and choice (Manyika et. al., 2016). Collectively, these definitions demonstrate that the gig economy has evolved from its origins in informal, project-based work to a complex, technology-enabled labour market system characterized by platform intermediation, flexible work arrangements, and diverse forms of economic participation, while simultaneously reflecting ongoing debates regarding autonomy, control, and employment security.

More recent discussions also emphasize that gig work simultaneously creates opportunities and vulnerabilities for workers. While digital platforms enhance accessibility and flexibility, they may also increase dependence on platform systems, create income uncertainty, and intensify work-related pressures, thereby influencing worker well-being and satisfaction in complex ways (Myhill et al., 2021; Lang et al., 2023).

2.3. Characteristics of gig economy

The gig economy is characterized by a set of structural, technological, and institutional features that distinguish it from traditional employment systems and reflect broader transformations in the organization of work. One of the most defining characteristics is the fragmentation of work into discrete, task-based units, commonly referred to as "gigs," which are performed independently rather than as part of continuous employment relationships. This decomposition of jobs into smaller components is closely aligned with what David Weil (2014) describes as the "fissured workplace," where organizations increasingly outsource and externalize tasks to a dispersed workforce. Similarly, Valerio De Stefano (2016) conceptualizes this as part of the emergence of a "just-in-time workforce," where labour is mobilized on demand, highlighting the shift from stable employment to flexible, project-based work arrangements.

Another fundamental characteristic of the gig economy is its dependence on digital platforms as intermediaries, which facilitate the matching of workers and clients. These platforms function as two-sided markets, connecting service providers with consumers through algorithm-driven systems. According to Vili Lehdonvirta et al. (2018), digital labour platforms have enabled the creation of a global, real-time labour market where work can be allocated across geographical boundaries with minimal transaction costs. This technological

mediation has fundamentally altered how labour markets operate, enabling both crowd work (remote, online tasks) and on-demand work (location-based services), thereby expanding the scope and reach of gig work (Berg et al., 2018).

A widely recognized feature of the gig economy is the flexibility it offers to workers, particularly in terms of working hours, location, and choice of assignments. Gig workers typically have the autonomy to decide when and how much they work, making it an attractive option for individuals seeking work-life balance or supplementary income. Juliet Schor (2017) highlights that this flexibility is often perceived as a key benefit of gig work, especially among individuals who voluntarily engage in such arrangements. However, this flexibility is not always absolute; it is frequently shaped by gig work structures and work arrangements and market demand, which can introduce elements of unpredictability and economic insecurity.

The gig economy is also characterized by the absence of traditional employer–employee relationships, with workers typically classified as independent contractors rather than formal employees. This classification has significant implications for job security, income stability, and access to employment benefits. As noted by Jeremias Prassl (2018), digital platforms often exercise substantial control over workers while avoiding the legal responsibilities associated with employment, thereby creating ambiguity in worker classification. This issue is further explored by Seth Harris and Alan Krueger (2015), who argue that gig workers occupy a hybrid position between independent contractors and employees, necessitating new regulatory frameworks.

A particularly important and increasingly studied characteristic of the gig economy is the use of algorithmic management and digital control mechanisms. Unlike traditional workplaces where supervision is human-driven, gig platforms rely on algorithms to assign tasks, set prices, and evaluate worker performance. Research by Alex Rosenblat and Luke Stark (2016) highlights how such systems create information asymmetries, where workers have limited visibility into how decisions are made, while Alex J. Wood et al. (2019) demonstrate that this form of control can constrain worker autonomy despite the appearance of flexibility. This phenomenon underscores the paradox of gig work, where autonomy and control coexist in complex and sometimes contradictory ways.

More recent literature further suggests that gig workers often experience both positive and negative outcomes simultaneously. While platform-based work may offer flexibility,

autonomy, and income opportunities, it may also contribute to emotional exhaustion, work intensification, financial insecurity, workload pressure, and psychological stress (Weidenstedt et al., 2025; Wang et al., 2022; Jin et al., 2024). Recent studies increasingly indicate that worker satisfaction within platform-mediated work environments is highly context dependent and shaped by workers' economic conditions, platform dependency, and individual expectations (Myhill et al., 2021). Consequently, worker satisfaction in gig work settings may not always be determined solely by traditionally positive work factors such as flexibility and autonomy, but also by how workers perceive and experience platform control, technological pressure, reward systems, and employment insecurity within digitally mediated work environments.

Another defining feature of the gig economy is its heterogeneity in terms of workforce and types of work, encompassing a wide spectrum of occupations, skill levels, and motivations. Gig workers range from highly skilled professionals engaged in freelance digital services to low-skilled workers involved in routine, location-based tasks such as delivery or transportation. Studies by Graham, Hjorth, and Lehdonvirta (2017) emphasize that digital labour platforms have created diverse forms of work that differ significantly in terms of skill requirements, income potential, and working conditions. Additionally, participation in gig work varies widely, with some individuals relying on it as their primary source of income, while others engage in it as a secondary or supplementary activity.

The gig economy also exhibits a global and borderless nature, particularly in the context of online labour platforms, where workers can provide services to clients across different countries. This has led to the emergence of a highly competitive global labour market, often described as a "planetary labour market," where workers from different regions compete for the same opportunities. While this creates new avenues for income generation, especially in developing economies, it also introduces challenges such as wage competition and unequal bargaining power (Graham et al., 2017; Berg et al., 2018).

Furthermore, the gig economy reflects a broader process of digital transformation and platformization of work, where economic activities are increasingly mediated through technology. Trebor Scholz (2016) highlights how platform-based models concentrate power in the hands of platform owners, raising concerns about governance and worker rights. This transformation is not merely technological but also institutional, as it reshapes traditional

employment relationships and redistributes risks and responsibilities between workers and firms.

Table 2.2: Characteristics of Gig Economy

Characteristic	**Authors**
Task-based work	Weil (2014), De Stefano
Flexibility	Schor (2017), Manyika, 2016
Platform mediation	Lehdonvirta (2018), ILO
Algorithmic control	Wood (2019), Rosenblat & Stark (2016)
Global nature	Graham (2017), ILO
Worker classification	Prassl (2018), Harris & Krueger
Inequality	Schor (2017), Berg (2018)
Mixed worker experiences (coexistence of flexibility, stress, satisfaction and insecurity)	Weidenstedt et al. (2025); Wang et al. (2022); Myhill et al. (2021)
Technological dependence and platform pressure	Lang et al. (2023); Norlander et al. (2021); Umair et al. (2019)

Finally, the gig economy is characterized by its dual nature, offering both opportunities and challenges. On one hand, it provides flexibility, accessibility, and new income-generating opportunities, particularly for individuals who may face barriers to traditional employment. On the other hand, it is associated with issues such as income instability, lack of social protection, limited career progression, and increased precarity. This duality is central to understanding the gig economy, as it highlights the trade-offs between flexibility and security, autonomy and control, and innovation and regulation (Wood et al., 2019; Berg et al., 2018).

Section B: Evolution & Context of Gig Economy

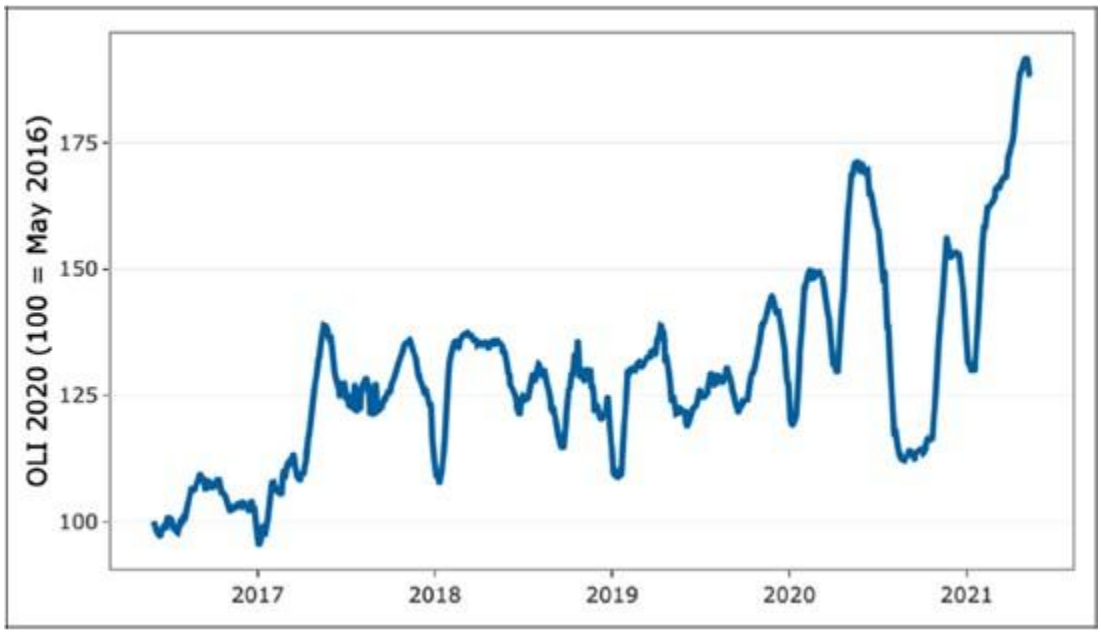
2.4. Growth of gig economy:

The expansion of the digital economy, along with evolving business service models, has significantly reshaped the structure of labour markets across the globe. As a result, non-traditional forms of employment—such as contract-based work or 'atypical' hiring—have become increasingly common. In particular, the growing presence of platform-based workers who take up short-term, task-oriented assignments such as deliveries or on-demand services has played a key role in shaping what is now widely recognized as the gig economy in the 21st century (Lo & Hsieh, 2024). This transformation reflects a broader shift away from stable, long-term employment relationships towards more flexible and decentralized work arrangements.

There are a number of reasons why the gig economy has become one of the most prominent labour market trends in recent times. Flexibility, lack of available job opportunities, declining interest in traditional employment, and the need for additional income have contributed significantly to its expansion (Mohd Hed & Rosli, 2025). The gig economy is further supported and accelerated by advancements in technology and evolving consumer expectations, where goods and services are expected to be delivered faster and more efficiently. To meet these demands, businesses and governments increasingly rely on highly skilled professionals who can be engaged on a short-term basis to drive innovation and respond to rapid changes (Ernst & Young, 2016).

Empirical evidence from the Online Labour Index (OLI) provides strong support for the sustained growth of gig work, particularly in online freelancing. Over the period from 2016 to 2021, demand for platform-based work expanded considerably. By early 2021, project demand was nearly 90% higher than in mid-2016, indicating a steady annual growth rate of approximately 10% (Stephany et al., 2021). This trend highlights the increasing normalization of digital gig work and is illustrated in Figure 1.

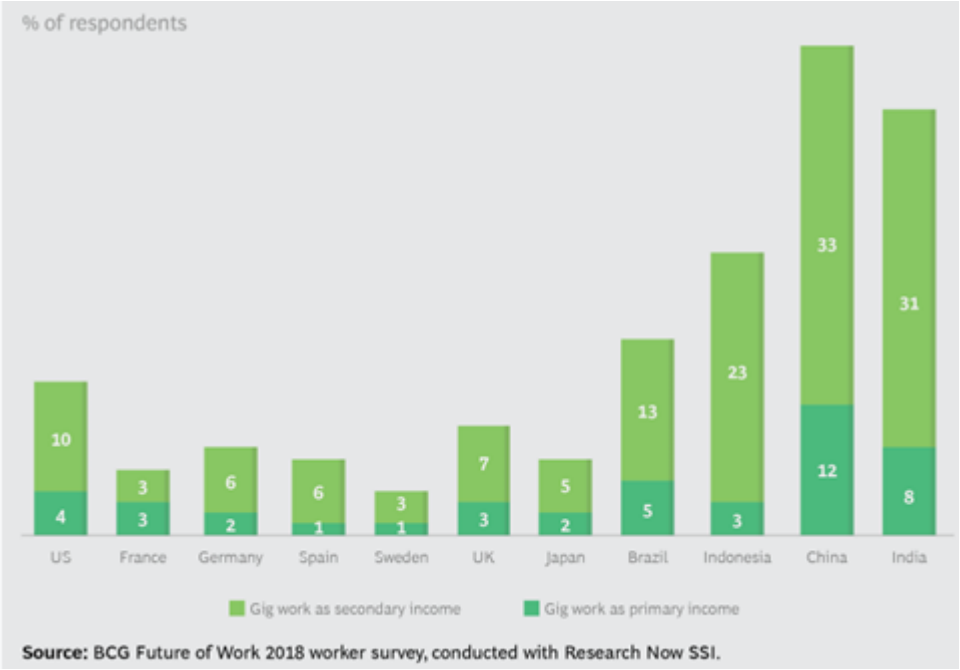
Figure 2.1: Growth in Online Labour Index (Mid-2016 to 2021)



Source: Stephany, F., Dunn, M., Sawyer, S., & Lehdonvirta, V. (2021). *Online Labour Index 2020: New ways to measure the world's remote freelancing market*. *Big Data & Society*, p. 3.

The growth of the gig economy is also reflected in its varying levels of adoption across countries. Participation in gig work differs significantly between developed and developing economies, with emerging markets exhibiting a higher dependence on gig work as both primary and secondary sources of income. As shown in Figure 2, countries such as China, India, and Indonesia report higher engagement levels compared to developed economies such as the United States and European nations, where gig work is more commonly pursued as a supplementary source of income (Wallenstein et al., 2019).

Figure 2.2: Use of Gig Platforms Across Countries (Primary vs Secondary Income)



Source: Boston Consulting Group (2018). *Future of Work Survey*, conducted with Research Now SSI.

Further evidence of the global expansion of gig work can be observed in the changing distribution of the online labour market. Between 2017 and 2021, there has been a notable increase in participation from countries such as India and Bangladesh. As illustrated in Figure 3, India's share of global online labour has increased significantly, highlighting its growing importance as a major contributor to the global gig economy.

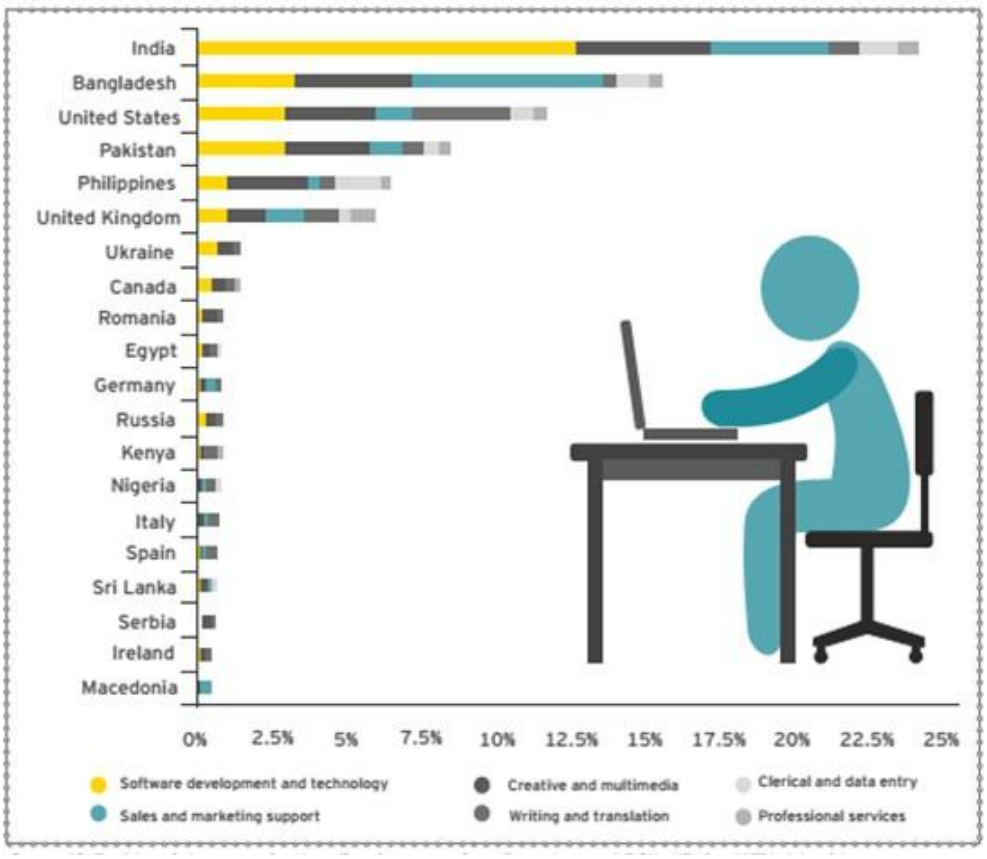
In addition to global distribution patterns, sector-wise participation further highlights the concentration of gig work across countries. As shown in Figure 4, India leads the global online labour market across multiple sectors, particularly in software development and technology-related services, followed by countries such as Bangladesh, the United States, and Pakistan. This reflects the availability of skilled labour, cost competitiveness, and increasing digital adoption in emerging economies.

Figure 2.3: Global Online Labour Market Comparison (2017 vs 2021)



Source: Kässi, O., & Lehdonvirta, V. (2020/2021). *Online Labour Index (OLI)*, Oxford Internet Institute.

Figure 2.4: Top Countries with Online Workers by Sector



Source: Kässi, O., & Lehdonvirta, V. (2016). *Online Labour Index: Measuring the online gig economy for policy and research*, Oxford Internet Institute.

In the Indian context, projections from NITI Aayog (2022) indicate a substantial shift in the labour landscape. It is anticipated that the gig workforce in India will reach approximately 23.5 million by the end of the 2029–30 fiscal year, representing around 6.7% of the non-agricultural workforce and contributing 4.1% of total employment. India's strong presence in the global gig economy is further reinforced by its increasing share in online labour markets, as discussed earlier.

India has also emerged as one of the largest freelance markets globally. Equipped with digital tools such as laptops, mobile devices, and internet connectivity, the phenomenon of online freelancing is becoming increasingly popular (Kathuria et al., 2017). According to a PayPal report, India had over 10 million freelancers in 2018, making it one of the world's largest freelance markets (Ayyar, 2018). Additionally, India is estimated to have around 15 million freelance professionals contributing nearly 40% of global freelance work, second only to the United States (Kathuria et al., 2017).

At the global level, the gig economy continues to expand rapidly. It currently generates approximately USD 204 billion in gross volume and is projected to grow at a compound annual growth rate (CAGR) of 17%, reaching USD 455 billion (MasterCard & Kaiser Associates, 2019). In developed economies, freelancing has grown faster than traditional employment, with the number of freelancers in the European Union doubling between 2000 and 2014 (Morgan Stanley, 2018).

In the United States, the contingent workforce has increased by 66% over the past decade, while the growth of full-time employment has slowed (Ernst & Young, 2016). According to Gallup (2018), approximately 36% of workers are engaged in gig work, with a significant proportion relying on it as their primary source of income. Similarly, estimates suggest that 20–30% of the working-age population in the U.S. and Europe participates in independent work (Istrate & Harris, 2017).

At the organizational level, the increasing reliance on gig workers is driven by the need for flexibility, cost efficiency, and access to specialized skills. Surveys indicate that a significant proportion of organizations have utilized gig workers for major tasks, with motivations including skill supplementation, cost reduction, and temporary staffing needs (Noble House, 2019). Additionally, workforce preferences are shifting, with many professionals expressing a preference for flexible work arrangements over traditional employment structures. Studies such as Randstad India (2016) further support this trend, indicating that a large proportion

of employees prefer telecommuting and flexible work environments.

Overall, the growth of the gig economy reflects a complex interplay of technological advancements, changing workforce preferences, globalization, and organizational strategies. These factors have collectively contributed to the rapid expansion of gig work across regions and sectors, transforming it into a significant component of modern labour markets while also raising important concerns regarding employment stability and worker protection.

Despite its rapid growth, the expansion of the gig economy has also generated increasing concerns regarding employment quality, worker protection, and long-term sustainability of work arrangements. This suggests that growth in gig work participation does not necessarily imply improved worker well-being or job satisfaction, thereby emphasizing the need for deeper investigation into worker experiences within the gig economy.

2.5. Transformation of job landscape in present era:

The contemporary labour market is undergoing a profound structural transformation driven by rapid digitalization, globalization, and technological advancements associated with the Fourth Industrial Revolution (World Economic Forum, 2020). Traditional employment models characterized by long-term contracts, organizational stability, and clearly defined employer–employee relationships are increasingly being replaced by flexible, task-based, and platform-mediated forms of work (Oyer, 2020; De Stefano, 2016). This shift reflects not merely a cyclical change but a deeper reconfiguration of labour market structures, where work is increasingly organized around tasks rather than jobs, and mediated through digital platforms.

Historically, labour markets have evolved from agriculture to manufacturing and subsequently to service-based economies. However, the current phase represents a transition toward a digitally enabled and platform-driven economy, where online labour platforms facilitate real-time matching between workers and clients across geographic boundaries (Kathuria et al., 2017; NITI Aayog, 2022). Technological advancements, particularly automation and artificial intelligence, are simultaneously displacing routine jobs while generating demand for high-skill and cognitive roles, leading to job polarization and changing skill requirements (World Economic Forum, 2020). This transformation has fundamentally altered the nature of work, shifting it from standardized employment relationships to more fluid and fragmented arrangements.

A central feature of this transformation is the emergence of the gig economy, which represents a departure from traditional employment toward short-term, project-based, and on-demand work arrangements (Friedman, 2014; De Stefano, 2016). Gig work is facilitated through digital platforms that act as intermediaries between workers and clients, giving rise to what is often referred to as the "human cloud," where labour is sourced and managed through online systems (Staffing Industry Analysts, 2018). These platforms not only match demand and supply but also regulate work through algorithmic mechanisms such as ratings, performance tracking, and dynamic pricing, thereby reshaping employment relationships into digitally controlled engagements (Wood et al., 2019; Rosenblat & Stark, 2016).

Although digital platforms have increased labour market participation and flexibility, scholars increasingly argue that platform-based work arrangements also create new forms of surveillance and performance pressure through algorithmic management systems (Lang et al., 2023; Rosenblat & Stark, 2016). Such systems may influence worker satisfaction by shaping perceptions related to fairness, autonomy, rewards, and work intensity.

From an organizational perspective, this shift reflects a transition from employment to engagement, where firms increasingly rely on contingent workers, freelancers, and independent contractors (Kalleberg, 2009; Oyer, 2020). The adoption of gig work is driven by the need for cost efficiency, operational flexibility, and access to specialized skills. Employers benefit from reduced labour costs, absence of long-term commitments, and the ability to scale their workforce according to demand fluctuations (Ernst & Young, 2016; Noble House, 2019). This aligns with the concept of the "fissured workplace," where firms externalize labour to reduce costs and liabilities (Weil, 2014). Consequently, the gig economy reflects not only worker-driven flexibility but also employer-driven restructuring of labour relations.

At the same time, demographic changes have played a significant role in reshaping the job landscape. Globally, younger generations are increasingly inclined toward flexible work arrangements, valuing autonomy, work–life balance, and diverse income streams over traditional job security (Schor, 2017; Wood et al., 2019). In the Indian context, a large, young, and digitally literate workforce has accelerated the adoption of gig work (NITI Aayog, 2022). Increasing internet penetration, availability of low-cost data, and widespread smartphone usage have enabled greater participation in digital labour markets (Kathuria et

al., 2017). These demographic shifts have contributed to the normalization of gig work as both a primary and supplementary source of income.

The distinction between gig work as a primary versus secondary source of income further highlights the changing nature of employment. In many developed economies, gig work is often pursued as a supplementary activity, whereas in developing countries such as India, it frequently serves as a primary source of livelihood due to limited formal employment opportunities (Wallenstein et al., 2019; NITI Aayog, 2022). This indicates that participation in gig work is shaped by both choice and necessity, with economic conditions playing a crucial role in determining the nature of engagement (Manyika et. al., 2016).

The COVID-19 pandemic acted as a significant accelerator of these transformations, intensifying the shift toward gig and platform-based work. Lockdowns, job losses, and economic uncertainty pushed many workers toward gig work as an alternative source of income, while simultaneously increasing demand for platform-based services such as delivery and online freelancing (International Labour Organization, 2021; De Neve et al., 2023). Studies indicate that the pandemic not only expanded the gig workforce but also exposed underlying vulnerabilities, including income instability and lack of social protection (ADBI, 2025; EPW, 2021). Thus, COVID-19 did not create the gig economy but accelerated existing trends, reinforcing the argument that current changes represent both disruption and continuity in labour market evolution (De Neve et al., 2023).

Despite the opportunities offered by the gig economy, the transformation of the job landscape is accompanied by significant challenges. Gig work is often characterized by income volatility, lack of job security, absence of social benefits, and limited regulatory protection (International Labour Organization, 2021; De Stefano, 2016). Furthermore, while gig work is often associated with autonomy and flexibility, scholars argue that this autonomy is frequently constrained by platform algorithms and rating systems, which exert significant control over workers (Wood et al., 2019; Rosenblat & Stark, 2016). This creates a paradox where workers appear independent but are subject to forms of digital control, raising concerns about fairness, transparency, and power asymmetry.

In addition, the global and digital nature of gig work has intensified competition among workers, particularly across regions. Workers from developing economies often compete with those from developed countries in online labour markets, leading to wage disparities and uneven working conditions (Graham et al., 2017). At the same time, the gig economy

has enabled greater labour market participation for individuals who may otherwise face barriers to traditional employment, including women, students, and individuals in remote areas.

Furthermore, recent literature suggests that gig work environments may produce mixed employee experiences where workers simultaneously value flexibility and autonomy while also facing insecurity, burnout, and emotional exhaustion (Weidenstedt et al., 2025). This highlights the complex nature of job satisfaction in platform-based work environments.

It could be concluded that changing job landscape reflects a fundamental transformation from stable, organization-centric employment models to flexible, platform-mediated work arrangements. This transformation is driven by technological advancements, demographic shifts, economic necessity, and organizational restructuring. While the gig economy offers opportunities for flexibility and income generation, it also introduces new forms of labour market precarity and inequality, highlighting the need for a balanced and nuanced understanding of its implications.

2.6. Impact of COVID-19 on Gig Economy:

The COVID-19 pandemic brought about a significant disruption in global labour markets, affecting both traditional employment structures and emerging forms of work such as the gig economy. Across countries, economic activity slowed, stock markets reacted negatively, and a large number of workers faced job losses or reduced income opportunities. In this context, there has been a negative impact of the COVID-19 pandemic on global stock markets and economies. However, there has been no long-term relationship between COVID-19 incidence and the gig economy observed, although short-term positive effects on gig work have been reported (Umar et al., 2021). This indicates that while the gig economy was not immune to the crisis, it showed a certain ability to adjust in the short run.

One noticeable trend during the pandemic was the sudden increase in demand for specific types of gig work. Services such as food delivery, e-commerce logistics, and online freelancing became more relevant during lockdown periods, when mobility was restricted and people depended heavily on digital platforms. Polkowska's study of Glovo couriers in Poland during COVID-19 showed that food delivery platform work functioned as a short-term support mechanism for workers affected by labour-market disruption. Couriers reported that the work helped them stay economically active and, in some cases, provided a sense of usefulness during lockdown (Polkowska, 2020).

Gig workers during COVID-19 pandemic started playing a more visible role in maintaining continuity of essential services (International Labour Organization [ILO], 2021; Rani, 2020). At the same time, the shift towards remote working arrangements also created opportunities in online labour markets, particularly in areas requiring digital and professional skills (Stephany et al., 2021). In a way, the pandemic did not introduce these changes but seems to have accelerated trends that were already developing.

At the same time, it is important to note that the growth of gig work during this period was not entirely driven by preference. For many individuals, especially those who lost their jobs or experienced reduced working hours, gig work became a necessary alternative. The pandemic, therefore, acted as a push factor, leading to increased participation in gig work as a means of sustaining income (ILO, 2021; De Neve et al., 2023). In this sense, gig platforms appeared to function as a temporary support system, absorbing displaced workers, although the nature of work available was often uncertain and unstable (Rani & Dhir, 2020).

However, the impact of COVID-19 on the gig economy was not uniform across sectors. While delivery services and online freelancing experienced growth, sectors such as ride-hailing and transportation were adversely affected due to restrictions on movement (Beręsewicz, 2021; ILO, 2021). This variation highlights that the gig economy itself is not homogeneous, and different segments respond differently to external shocks.

Despite the increase in opportunities in certain areas, the pandemic also brought attention to the vulnerabilities associated with gig work. Many gig workers continued working under risky conditions, particularly those involved in location-based services, often without adequate health protection or social security support (ILO, 2021; Rani & Dhir, 2020). In addition, income instability remained a major concern, as the availability of work fluctuated depending on changing demand conditions. This makes it evident that the flexibility associated with gig work is often accompanied by a certain degree of uncertainty.

Another aspect that became more apparent during the pandemic was the issue of income volatility. While some workers benefited from increased demand, others faced irregular earnings or limited opportunities. Studies suggest that gig work became more volatile during this period, largely due to its dependence on consumer demand and broader economic conditions (Umar et al., 2021). This raises questions regarding the reliability of gig work as a consistent source of income, especially during times of crisis.

At a broader level, the pandemic also accelerated the process of digitalization in labour markets. Organizations increasingly adopted digital tools and remote work practices, and in doing so, became more open to engaging gig workers as part of their workforce (Stephany et al., 2021; De Neve et al., 2023). This has contributed to the gradual emergence of hybrid work models, where traditional employment and gig work coexist.

In the Indian context, these changes were particularly visible. The pandemic disrupted both formal and informal sectors, leading many individuals to turn towards gig work as an alternative source of livelihood (NITI Aayog, 2022). At the same time, it exposed gaps in labour protection systems, especially for workers operating outside formal employment structures. While the gig economy expanded during this period, concerns related to income security, working conditions, and lack of social protection also became more prominent (ILO, 2021; Rani & Dhir, 2020).

Overall, the impact of COVID-19 on the gig economy presents a mixed picture. On one hand, it contributed to the growth and wider acceptance of gig work. On the other hand, it highlighted several structural issues associated with such work arrangements. As observed by De Neve et al. (2023), the pandemic did not fundamentally change the direction of labour market trends but rather accelerated existing patterns.

In conclusion, the COVID-19 pandemic can be viewed both as a disruptor and an accelerator of the gig economy. While it created short-term opportunities and increased reliance on platform-based work, it also revealed underlying vulnerabilities. The pandemic also intensified workload pressures and uncertainty among several categories of gig workers, particularly those dependent on platform-based work as their primary source of income. This reinforced concerns relating to mental well-being, financial instability, and long-term work sustainability within gig economy arrangements. These developments suggest that although the gig economy is likely to remain an important component of future labour markets, its long-term sustainability will depend on addressing issues related to worker protection and income stability.

Section C: Structural nature of gig work

2.7. Choice Vs. Necessity in joining gig work:

Gig economy in developing countries is more a result of necessity than opting for autonomy or flexibility, due to limited opportunities available to earn (Mohd Hed & Rosli, 2025). In multiple cases, workers are not choosing gig work as preferrable career option, rather they are pushed into it due to limitations of formal labour market (Kalleberg, 2009). Factors like unemployment, underemployment, lack of equality in pay and lack of stability in job opportunities makes gig work one of the few options available to earn (De Stefano, 2016). This is particularly the case in developing countries, where formal employment opportunities remain limited for a large segment of labour available (International Labour Organization, 2021).

It is inappropriate to think of gig work only from the view point of necessity. There exists a section of workers who choose gig work voluntarily, affected by the flexibility and autonomy it offers (Manyika et. al, 2016). Such workers often prioritize their ability to control their work and select assignments based on their preferences (Wood et. al., 2019). Students, freelancers and skilled professionals often use gig work as an extra source of income rather than primary source of livelihood (Schor, 2017).

The distinction between choice and necessity becomes clear when the contrast is compared in developing and developed countries. In developed countries, gig work is often considered as stable employment option and is likely voluntary in nature (Wallenstein et al., 2019). However, in developing countries such as India, a large number of workers consider gig work as their main source of income (NITI Aayog, 2022). This highlights the fact that gig work in such contexts is more strongly influenced by economic necessity than by personal choice (International Labour Organization, 2021).

Another important consideration is growing use of gig work for income diversification. Individuals with formal employment are also increasingly engaging with gig work to additionally support their primary income (Schor, 2017). This is often because of increasing cost-of living and uncertain economic situations which lead an individual to seek additional income generation opportunities (International Labour Organization, 2021). As a result, voluntary and necessity driven participation becomes less distinct.

It is worth to discuss the idea of flexibility more critically here. While gig work is often associated with freedom of choice, workers' earnings are largely dependent on availability of work assignments and tasks (Wood et. al., 2019). This dependency can limit real autonomy, especially for that primary source of income is through gig economy (Rosenblat & Stark, 2016). In these types of cases, workers may be compelled to work extra for longer hours to continue stability of income (De Stefano, 2016).

Several recent studies suggest that workers who participate in gig work voluntarily often report higher levels of perceived autonomy and flexibility, whereas workers entering gig work due to economic necessity may experience greater stress, uncertainty, and dissatisfaction associated with unstable earnings and workload dependency (Wang et al., 2022; Weidenstedt et al., 2025). This indicates that worker motivation for joining the gig economy may significantly shape their perception of job satisfaction.

From a broader viewpoint, the choice vs. necessity discussion has much deeper structural conditions within labour markets. Limited resources and well-paying jobs pushes workers toward alternative work arrangements like gig work (Kalleberg, 2009). Additionally, the expansion of digital platforms has made work very accessible, leading to increased participation from different groups (Graham et. al., 2017). This explains that gig work is designed by both structural limitations and individual preferences.

Choice vs. necessity debate goes further to highlight the differences in the motivation towards work, thereby impacting job satisfaction levels. Gig workers who join gig work out of choice are often motivated by flexibility and autonomy, leading to positive outcomes on overall work experience (Manyika et. al., 2016). In contrast, workers who chose to work in gig work out of necessity and not for flexibility and autonomy, may experience financial pressures and limited employment alternatives, affecting their perception of work conditions (International Labour Organization, 2021). However, apart from these differences, there are a number of other factors such as income, stability, platform conditions, and nature of work also play a key role in shaping gig workers' experiences (Wood et. al., 2019).

2.8. Transformation of Unorganized to Organized Sector through Gig Economy:

In developing countries, such as India, a substantial part of workforce has been engaged in an unorganized sector since decades. It is characterised by missing formal contracts, irregular

income, and lack of social protection (International Labour Organization, 2018). Such type of work arrangements operates outside regulatory and legal framework and are based on personal networks, making the workers sensitive to economic insecurity and exploitation (NITI Aayog, 2022).

The emergence of gig economy has introduced new ways of organizing work through digital platforms that act as mediators between workers and customers (Graham et. al., 2017). These platforms decide and navigate task allocation, pricing and payment systems, thereby creating a more structured work environment compared to traditional informal arrangements. From the employer's viewpoint, the gig economy offers significant advantages in terms of cost efficiency and workforce flexibility (Kassi & Lehdonvirta, 2018). Organizations can access a large pool of workers on demand without the long-term commitments attached with it (Manyika et. al., 2016). This allows firms to hire their workforce according to fluctuating demand and reduce costs related to benefits, training and infrastructure (Graham et. al., 2017). Additionally, digital platforms allow businesses to tap into global talent markets, thereby enhancing productivity and innovation (Kassi & Lehdonvirta, 2018).

The transformation from unorganized to more structured platform-mediated work has expanded income-generating opportunities for workers across skill categories, including low-skilled workers (NITI Aayog, 2022).

Despite these advantages, the gig economy is also associated with several significant challenges for workers (De Stefano, 2016). One of the main challenges is income instability as the income is often irregular and unpredictable and dependent on the availability of tasks and platform demand (Wood et. al.,2019). Gig workers also do not have access to social security benefits such as health insurance, pensions and paid leave, which increases their vulnerability to economic shocks (International Labour Organization, 2021). This lack of protection reinforces precarious nature of gig work and limits long-term financial security (De Stefano, 2016).

Another issue that studies in literature highlights that while some workers benefit from flexibility, many experiences stress, work-life balance and limited social interaction due to the basic nature of gig work (Chen et. al., 2022). One of the research studies on ride-hailing drivers shows that even though flexibility can enhance job satisfaction, it is often accompanied with higher levels of anxiety and uncertainty (Berger et. al., 2018). These

findings suggest that the advantages of gig work do not uniformly translate into positive well-being outcomes always.

In addition, digital platform systems may increase dependency on ratings, incentives, and customer evaluations, thereby creating continuous performance pressure among gig workers (Lang et al., 2023). Such conditions may affect workers' psychological well-being and influence their satisfaction with work arrangements despite the availability of flexibility and income opportunities.

In addition to the above discussed challenges, gig economy also raises broader concerns for labour markets and regulatory systems (International Labour Organization, 2021). The classification of gig workers as independent contractors complicates the enforcement of laws and limits the accountability of platform companies (De Stefano, 2016).

Overall, the gig economy presents a complex interplay of advantages and disadvantages that differ across the stakeholders (Wood et. al., 2019). Though it offers flexibility, efficiency and expanded opportunities, it also introduces challenges related job security, income stability, and workers' protection (De Stefano, 2016). Therefore, the gig economy is best understood as a hybrid system that combines elements of both opportunity and precarity, requiring careful evaluation in terms of its long-term implications of labour markets and worker well-being (Hickson, 2024).

2.9. Primary vs. Secondary Source of Income in Gig Work:

The discussion about gig work as primary source of income and gig work as a secondary source of income is worthwhile because it changes how workers experience flexibility, security and satisfaction (Manyika et. al., 2016). Manyika et. al., (2016) classified independent workers into groups such as free agent, casual earners, reluctant workers and financially strapped workers, depending on the reason to join gig economy i.e. choice vs. necessity. In the global context, the World Bank classifies online gig workers as main, secondary or marginal workers based on the number of hours worked and the proportion of personal income earned through online gig work (World Bank, 2023). According to this classification, workers earning more than 50% of their personal income from online gig work may be treated as main gig workers, along with substantial number of working hours on such work. Furthermore, as per its estimate, there are around 132.5 million main online gig

workers and 173.7 secondary gig workers and 106.2 marginal online gig workers globally, which excludes North America. This indicates that secondary and marginal gig work remain significant globally, there exists a large group of people who also depend on gig work as main source of income (World Bank, 2023).

In developing countries, gig work is performed as a supplementary source of income alongside regular full-time employment or other income-generating activities (Manyika et. al., 2016). However, for some of the gig workers, the gig work may be a result of voluntary choice for various factors such as flexibility, autonomy and extra income generating opportunity (Schor, 2017). Gig work is often considered as primary source of income in developing countries compared to developed countries due to limited opportunities available for stable employment. (International Labour Organization, 2021).

The ILO report on India highlights that many platform workers are primary breadwinners for their families with dependents, and gig work income is their main source of livelihood (International Labour Organization, 2024). Country-level comparisons also present that dependence on gig work differs across economies (Wallenstein et. al., 2019). Participation of workers in gig work is reportedly higher in developing countries like India, China, Indonesia and Brazil, as compared to developed economies (Wallenstein, 2019).

The contrast between primary and secondary source of income is closely linked with worker well-being and job satisfaction (Berger et. al., 2018). For those, who engages with gig work to generate second source of income may experience positive effects of flexibility due to their non-dependence on gig economy (Manyika et. al., 2016) and those who depend on gig work for their primary source of income may experience more pressure due to their dependability on availability of work, incentives, ratings and policies of platforms being used (Wood et. al., 2019). Another study on migrant worker highlights social security, social interaction and work stability as some of the factors influencing job satisfaction and well-being of gig workers (Chen et. al.,2022). Motivation is observed to have had positive impacts on well-being, whereas stress and challenges negatively impacting it amongst Gen Y & Gen Z (Kurian & Madhavi, 2024).

Workers who rely on gig work as their primary source of income are often more vulnerable to workload fluctuations, unstable incentives, and platform dependency compared to those who engage in gig work as a supplementary activity (The Prudential Insurance Company of

America, 2017; Myhill et al., 2021). Therefore, income dependence may significantly influence how gig workers perceive flexibility, rewards, and overall work satisfaction.

Thus, the gig economy as a primary source of income is linked with economic dependence, income insecurity and vulnerability (International Labour Organization, 2021). Gig work as secondary source of income is more closely associated with flexibility, supplementary earning and voluntary participation (Schor, 2017). Therefore, defining gig work as primary or secondary source of income is essential in ascertaining gig worker's job satisfaction, financial security and long-term engagement with the gig work (Manyika et. al., 2016).

2.10. Advantages & Disadvantages of gig economy:

The gig economy has come across as a multi-faceted employment model that offers a combination of benefits and challenges for different stakeholders such as workers, employers and society at large. Its growing importance in developing and developed nations has led to increased academic and policy interest in understanding its overall impact. Quite often gig work is linked with flexibility, autonomy, and multiple income generation opportunity, it is equally characterized with concerns related to job insecurity, income and stability of job as well as lack of social protection. Given this, it becomes important to study the advantages and disadvantages of the gig economy in a structured manner. It is equally important to consider the perspectives of workers, employers, and the economy at large (De Stefano, 2016; Stewart & Stanford, 2017).

2.10.1 Advantages of gig economy:

1. Flexibility in work arrangements:

Gig work offers significant flexibility in terms of numbers of hours of work, location, selection of task etc. This allows workers to manage their work-life balance more effectively (Manyika et. al., 2016). This flexibility is particularly beneficial for those gig workers who seek autonomy because of their schedules and prefer modern day work structures (Lange, 2012). Empirical evidence also suggests that workers in platform-based jobs value their ability to decide when to and how much to work (Hall & Krueger, 2016).

2. Opportunity for supplementary income:

The gig work allows individuals to earn an additional income along with their primary employment or education (Morning Consult, 2018). This makes the gig work attractive for part-time workers, students and individuals seeking financial support through multiple sources of income (Manyika, 2016).

3. Access to employment opportunities:

Gig economy has expanded employment opportunities, especially for those individuals who face barriers in accessing regular jobs (NITI Aayog, 2022). This includes migrants, women and low-skilled workers who can participate in the labour market through relatively low entry barriers (World Bank, 2023). Digital connectivity has further enabled individuals to access work opportunities through online platforms and mobile applications (Heeks, 2017).

4. Cost efficiency for work providers:

Organizations benefit from reduced labour costs as gig workers are typically hired on a task or project basis without long-term commitments (MasterCard & Kaiser Associates, 2019). This reduces expenses related to employee benefits, training and infrastructure, making gig work an economically efficient model for modern businesses (FlexingIt, 2019).

5. Workforce scalability & talent access:

The gig economy allows firms to scale their workforce according to demand fluctuations and access specialized talent for short-term projects based on their needs (Morgan Stanley, 2018). This is particularly beneficial in sectors like consulting, technology, and creative services where project-based expertise is required (Wallenstein et. al., 2019).

6. Contribution to economic growth & inclusion:

At a macro level, the gig economy contributes to employment generation and labour market participation (NITI Aayog, 2022). It promotes integration of unorganized and informal workers into a more formalized and organized workers (Kathuria et. al., 2017).

2.10.2. Disadvantages of gig economy:

1. Income instability & financial uncertainty:

Gig workers quite often face unpredictable earnings due to fluctuating work demand and availability, leading to financial instability (Friedman, 2014). This challenges the long-term planning and economic security for workers (de Graaf-Zijl, 2012).

2. Lack of social security and worker protection:

Gig workers generally do not get benefits like health insurance, pensions, or paid leave which increases their vulnerability to economic and health risks (Aloisi, 2016). The absence of government protection highlights significant gaps in labour welfare systems (Boeri et. al., 2018).

3. Job insecurity & precarious working conditions:

The gig economy is essentially characterised by temporary and uncertain employment opportunities, contributing to job insecurity (Kalleberg, 2009). Research evidence suggests that job insecurity negatively impacts job satisfaction and increased turnover intentions among workers (Sverke et. al., 2002).

4. Psychological stress and well-being concerns:

Gig workers often experience stress due to financial instability, lack of identity in work roles, and uncertainty about future employment (Mukherjee & Datta, 2024). Research also indicates that absence of stable work conditions can negatively affect mental health & well-being (Chen et. al., 2022).

5. Ambiguity in employment status and legal protection:

The general classification of gig workers are as independent contractors rather than full-time employees, which creates ambiguity in labour rights and protections (Harris & Krueger, 2015). This classification limits their access to minimum wage laws, job security, and grievance mechanisms (Prassl, 2018).

6. Regulatory challenges and policy gaps:

The gig economy poses challenges for existing labour regulations, which are not fully ready to address digital and platform-based work arrangements (Stewart & Stanford, 2017). This

further creates difficulties in enforcement of labour standards and ensuring fair treatment of workers (Boeri et. al., 2018).

7. Algorithmic control and reduced autonomy:

Although gig work is often associated with autonomy, digital platforms exert control through algorithms that determine task allocation, pricing, and performance evaluation (Wood et al., 2019). This can reduce actual worker autonomy and create dependency on platform systems (Rosenblat & Stark, 2016).

8. Technological pressure & work intensification:

The use of digital platforms can lead to increased work intensity and technostress, particularly due to constant connectivity and performance monitoring (Umair et al., 2019). Such pressures can negatively affect productivity and job satisfaction over time (Kim et al., 2018).

9. Mixed impact on job satisfaction:

While some workers report higher satisfaction due to flexibility and independence, others experience dissatisfaction due to income uncertainty and lack of stability (Berger et al., 2018). Job satisfaction in gig work is influenced by multiple factors, including autonomy, rewards, and organizational support (Gursoy et al., 2024). The overall experience varies depending on whether gig work is voluntary or necessity-driven (Singha & Saikia, 2024).

The above discussion on advantages and disadvantages suggests that there exists a hybrid labour system that combines elements of flexibility and precarity (De Stefano, 2016). Along with the opportunities it offers for innovation and employment generation, it also raises alarms towards worker protection and long-term sustainability (NITI Aayog, 2022).

2.11 Dual Nature of Gig Work and Mixed Worker Experiences:

The growth of the gig economy has significantly altered contemporary employment patterns by creating flexible and independent work opportunities across diverse sectors. Gig work allows individuals to engage in temporary, freelance, contingent, project-based, or platform-enabled work arrangements depending on their skills, preferences, and economic needs. For many workers, gig work provides flexibility in working hours, freedom in task selection, and opportunities for supplementary or alternative income generation (Gallup, 2018; Manyika et al., 2016). Studies have further shown that autonomy and schedule flexibility are

often perceived as major advantages of gig work arrangements, particularly among workers seeking work-life balance, independence, or non-traditional career pathways (Wood et al., 2019; Ravenelle, 2019).

Despite these advantages, gig work also presents several forms of vulnerability and uncertainty for workers. Unlike traditional employment structures, many gig work arrangements lack stable income, formal employment protection, healthcare benefits, retirement security, and long-term contractual stability. Workers often experience fluctuating workloads and inconsistent earnings depending on market demand, client availability, or platform activity (Myhill et al., 2021; Wang et al., 2022). Consequently, while gig work may offer flexibility and independence, it may also create insecurity and financial uncertainty, particularly among workers who rely on gig work as their primary source of livelihood.

Existing literature increasingly suggests that gig work experiences cannot be understood through a purely positive or negative lens. The same work-related feature may generate different experiences depending on workers' motivations, socio-economic conditions, and degree of dependence on gig income. For example, flexibility may function as a source of empowerment and autonomy for workers seeking supplementary income or independent work opportunities, while the same flexibility may become stressful for workers facing unstable schedules, irregular income, and workload uncertainty (Greenhaus & Beutell, 1985; Weidenstedt et al., 2025). Such findings indicate that worker experiences within the gig economy are highly context dependent and shaped by both opportunities and constraints simultaneously.

Another important aspect highlighted in recent literature is the subjective nature of worker satisfaction within gig work arrangements. Workers may perceive the same organizational or work-related condition differently based on their expectations, financial responsibilities, career goals, and personal preferences. Studies suggest that while some workers value independence, flexibility, and self-management, others may perceive gig work as unstable, uncertain, and lacking long-term career progression opportunities (Myhill et al., 2021; Gallup, 2018). Therefore, satisfaction among gig workers may not always align uniformly with objective working conditions and may vary significantly across different categories of gig workers.

The dual nature of gig work highlights the complex and evolving character of modern flexible employment arrangements. Gig work simultaneously creates opportunities for

autonomy, flexibility, and income generation while also exposing workers to insecurity, unstable work conditions, and uncertain career trajectories. As a result, job satisfaction among gig workers should be examined through a multidimensional and context-sensitive perspective that recognizes the coexistence of both positive and negative work experiences within diverse gig work arrangements.

Table 2.3: Dual Nature of Gig Work & Mixed Worker Experiences

Positive Aspects of Gig Work	Negative/Challenging Aspects of Gig Work	Supporting Literature
Flexibility in working hours and task selection	Irregular schedules and work-life imbalance	Wood et al. (2019); Jin et al. (2024); Ravenelle (2019)
Greater autonomy and independence	Platform dependency and reduced practical autonomy through algorithmic control	Wood et al. (2019); Lang et al. (2023); Norlander et al. (2021)
Alternative income-generating opportunities	Income instability and financial insecurity	Wang et al. (2022); Myhill et al. (2021)
Opportunity for supplementary earnings	Dependence on incentives, ratings, and customer reviews	Rosenblat & Stark (2016); Ravenelle (2019)
Ease of entry into labour market	Lack of social security and employment protection	Myhill et al. (2021); Ravenelle (2019)
Increased labour market participation through digital platforms	Continuous technological monitoring and performance pressure	Lang et al. (2023); Norlander et al. (2021)
Flexibility and freedom from traditional organizational	Emotional exhaustion, burnout, and stress	Weidenstedt et al. (2025); Mahapatra & Pati (2018)

hierarchy		
Technology-enabled work accessibility	Technostress and work-family conflict due to continuous connectivity	Oh & Park (2016); Cram et al. (2022); Ali & Sivasubramanian (2024)
Performance-based earning opportunities	Uncertainty in rewards, incentives, and workload availability	Wang et al. (2022); Rosenblat & Stark (2016)
Sense of empowerment and self-management	Psychological insecurity and precarious employment conditions	Weidenstedt et al. (2025); Myhill et al. (2021)
Potential satisfaction through autonomy and flexibility	Simultaneous coexistence of stress and satisfaction	Weidenstedt et al. (2025); Wang et al. (2022)

Section D: Classification & workforce profile:

2.12 Classification of gig economy:

A review of the literature reveals that several researchers have attempted to classify gig workers based on different dimensions of work arrangements, skills, platforms, and income dependence. While these classifications vary in approach, a considerable degree of overlap and conceptual similarity can be observed across studies. Importantly, gig work is not an entirely new phenomenon but rather an evolution of earlier forms of flexible and independent work arrangements. Historically, elements of gig work were evident in models such as direct selling and network marketing, where individuals operated as independent agents for companies such as Amway and Modicare (Gleim et al., 2019).

A common misconception is that gig work is limited to low-skilled, routine tasks such as ride-hailing or household services provided through platforms like Uber, Ola, or Urban Company. However, the scope of gig work is far broader and extends into highly skilled domains including legal consulting, academic services, medical advisory, and other specialized professional activities (Blix, 2020). This highlights the need for a more nuanced classification of gig work that goes beyond simplistic assumptions. In this regard, Kuek et

al (2015) categorizes gig work into three major types: microwork, freelancing, and business process outsourcing, thereby capturing both low-skilled and high-skilled segments of the gig economy.

Another widely discussed classification is based on the motivation behind participation in gig work. According to the Manyika et al., (2016), individuals enter gig work either by choice or out of necessity. Workers who voluntarily engage in gig work for flexibility and autonomy are categorized as 'free agents' or 'casual earners', whereas those who are compelled due to financial constraints are classified as 'reluctant' or 'financially strapped' workers (Manyika et al., 2016). This distinction is particularly important as it has direct implications for job satisfaction and well-being, which is central to the present study.

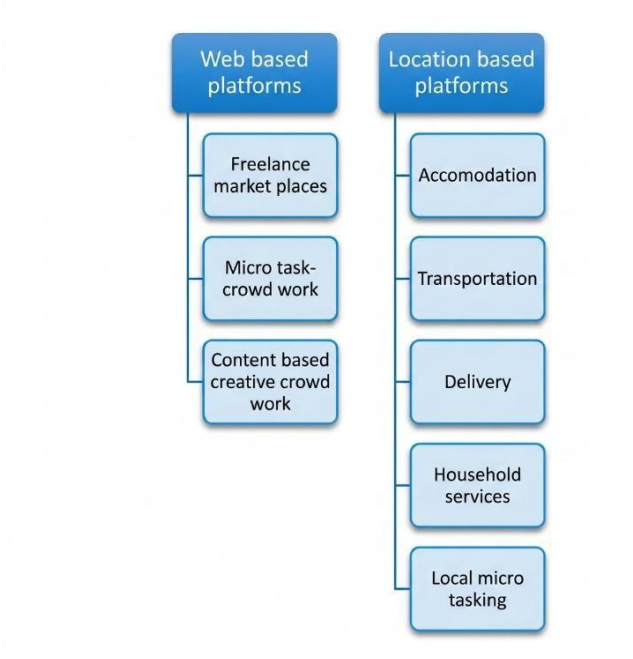
Further classifications have been proposed based on the nature of services provided. Turner (2017) divides gig workers into labour providers and goods providers. Labour providers, such as drivers, delivery personnel, and service workers, typically belong to lower-income groups and often depend on gig work as their primary source of income. In contrast, goods providers, including artists, craftsmen, and independent sellers, tend to be relatively more educated and use gig work as a supplementary source of income. A similar distinction is observed in the classification by Staffing Industry Analysts (2016), which separates the broader sharing economy (non-labour services such as Airbnb) from the gig and contingent workforce, which includes human cloud workers, independent contractors, and temporary agency workers.

A widely accepted classification in the literature is based on the mode of work, particularly distinguishing between online and location-based gig work. Berg et al. (2018) classify gig workers into web-based and location-based platform workers, a framework that has been widely adopted in subsequent studies. Wood and Graham (2020) further extend this classification by referring to these categories as cloud workers and geographically tethered workers, respectively. Cloud workers perform tasks remotely through digital platforms, whereas geographically tethered workers provide services that require physical presence, such as food delivery and ride-hailing.

A more detailed classification is offered by the Wallenstein (2019), which categorizes gig workers based on the type of platform and the degree of integration with client workflows. The study identifies four distinct "tribes" of freelancers. The 'Digital Nomad' and the 'Fly-in Expert' operate with a high degree of autonomy and negotiate their own terms, although

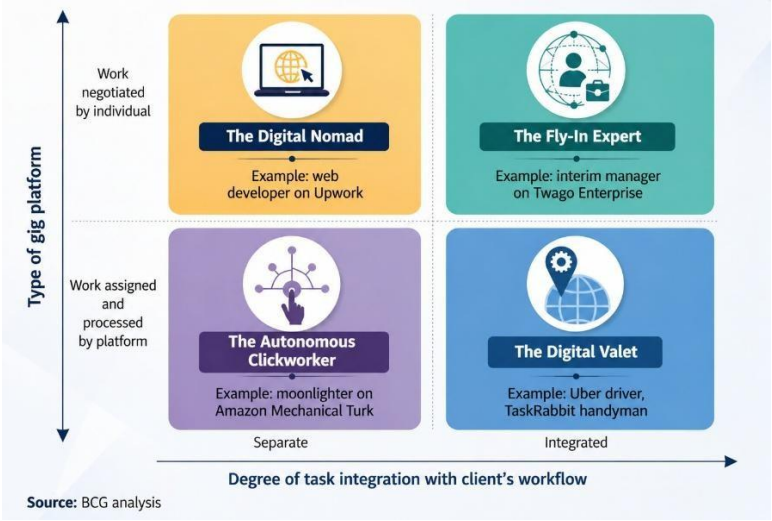
the latter is more integrated into organizational workflows. In contrast, the 'Autonomous Clickworker' and the 'Digital Valet' rely on platform-assigned tasks, with varying levels of integration into client operations. This classification highlights the heterogeneity of gig work in terms of control, autonomy, and task complexity.

Figure 2.5: Classification of gig work



Source: Berg et al. (2018)

Figure 2.6: The Four Tribes of Freelancers and their Gig Platforms



Another important classification distinguishes between digital and physical labour. Digital labour includes online freelancing, crowd work, and microwork performed through digital platforms, whereas physical labour involves on-demand services delivered in person (Umair et al., 2019; Chaudhary, 2020). This distinction further emphasizes the diversity of gig work across different sectors and modes of delivery.

Gig work can also be categorized based on the type of tasks performed. Huws et al. (2016) identify four broad categories: high-skilled professional work, low-skilled repetitive work, manual services performed at customer premises, and transportation-based services such as driving and delivery. These categories demonstrate that gig work spans a wide spectrum of economic activities, ranging from knowledge-intensive roles to routine service tasks.

In addition, classification based on service sectors provides further insight into the structure of the gig economy. MasterCard and Kaiser Associates (2019) categorize gig platforms into asset-sharing services, transportation services, professional services, and household or miscellaneous services. This classification highlights the sectoral diversity of gig work and its integration across different segments of the economy.

Another perspective focuses on work arrangements and income dependence. The Prudential Insurance Company of America (2017) survey categorizes gig workers into "Gig Only," "Gig Plus," and traditional full-time workers, depending on the extent to which they rely on gig work for income. This classification reflects the varying degrees of dependence on gig work and is particularly relevant for understanding worker motivations and satisfaction levels.

Among the various classifications, the framework proposed by Gallup (2018) stands out for its simplicity and comprehensiveness. It categorizes gig workers into independent and contingent workers, encompassing a wide range of work arrangements. Independent workers include freelancers and self-employed individuals, whereas contingent workers refer to those engaged in temporary, on-call, or short-term work arrangements. This classification, based on the Bureau of Labor Statistics (2018), is particularly useful for empirical studies due to its broad applicability across different forms of gig work.

2.13 Sectoral Classification of Gig Economy:

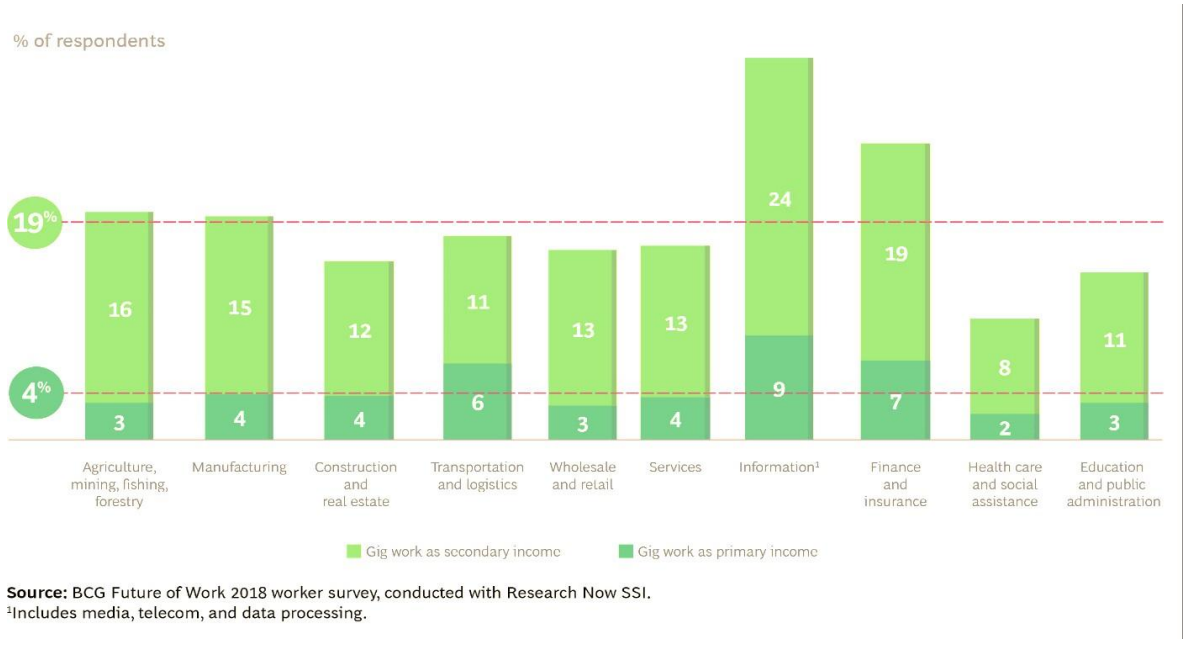
The gig economy has expanded across multiple sectors and has become an integral component of modern labour markets (Wallenstein, 2019). Freelancers today are active

across a wide range of industries, including business services, retail, education, and technology, rather than being confined to traditional sectors such as mobility and delivery services.

Business models within the gig economy vary significantly across platforms. Some platforms allow workers to set their own prices and choose tasks, while others retain control over pricing and task allocation (Einav et al., 2015). Additionally, while some platforms operate within localized markets, others function on a global scale, enabling cross-border service delivery.

The gig economy encompasses a diverse range of work activities, from professional services and IT-based work to routine tasks and manual services (Huws et al., 2016). Prominent global platforms include Uber, TaskRabbit, Amazon Mechanical Turk, and Deliveroo, each representing different segments of gig work (De Stefano, 2017). In addition to transportation and household services, gig work extends to sectors such as business consulting, content creation, healthcare, and education (Harris & Krueger, 2015).

Figure 2.7: The New Freelancers Are Working in All Industries



Source: BCG Future of Work 2018 worker survey, conducted with Research Now SSI.
¹Includes media, telecom, and data processing.

In the Indian context, the gig economy has witnessed rapid expansion across various sectors. Platforms such as Zomato, Swiggy, and Food Panda dominate the food delivery segment, while Uber, Ola, and Rapido operate in transportation services. Similarly, platforms like Urban Company and Quikr provide household services, whereas Upwork and Freelancer cater to professional and creative work. A significant proportion of gig workers in India are

concentrated in food-tech and transportation sectors, which together account for a large share of the gig workforce (Business Insider, 2019). The overall sectoral classification of the gig economy highlights its dynamic and evolving nature. The variation in platforms, types of work, and employment arrangements suggests that job satisfaction among gig workers is likely to differ across sectors, making it an important area of investigation in this study.

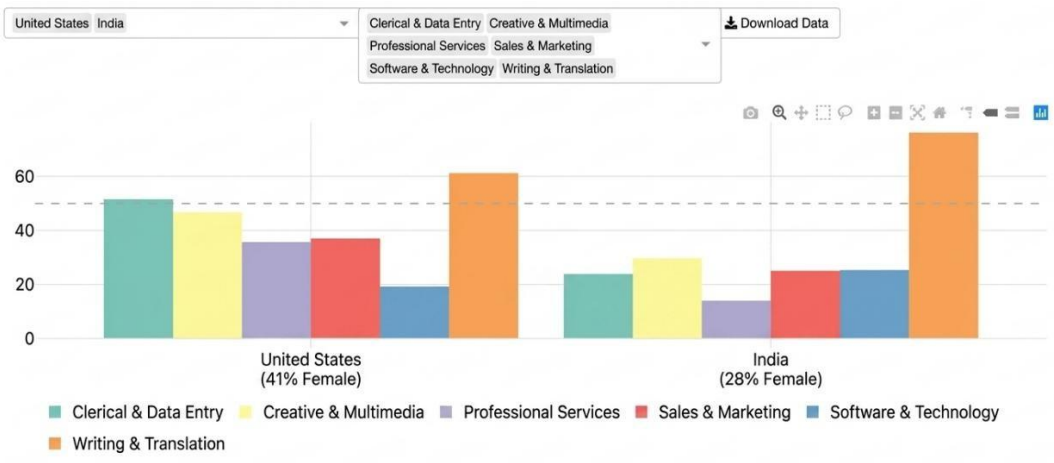
2.14 Demographic Profile of Gig Economy:

Demographic factors play a crucial role in shaping participation in the gig economy. One of the key drivers of gig work is changing workforce demographics, particularly the increasing participation of older workers seeking flexible work arrangements (Morgan Stanley, 2018). Studies suggest that the preference for independent work tends to increase with age due to work-life balance considerations (PricewaterhouseCoopers, 2016).

At the same time, younger workers are also actively participating in gig work, often driven by factors such as income generation, skill development, and career exploration (Ernst & Young, 2016). Evidence from ride-hailing platforms indicates that gig workers are typically male, fall within the age group of 30–49 years, and possess at least a college-level education (Donovan et al., 2016).

Gender participation in the gig economy also varies across countries. According to the Online Labour Index, women account for approximately 39% of the global online gig workforce, although this proportion differs significantly across regions (Stephany et al., 2021). In India, women's participation in gig work is relatively lower compared to developed economies, although India remains one of the largest contributors to the global online labour market.

Figure 2.8: Analysis of Occupational Gender Composition: USA & India Markets



Source: From Online Labour Index 2020: New ways to measure the world's remote freelancing market (p.06) by Stephany et al., 2021, Big Data & Society

Interestingly, women in India are relatively better represented in technology-based freelancing roles compared to their counterparts in the United States, suggesting a more balanced participation in certain high-skilled segments (Stephany et al., 2021).

Further demographic variations are observed in terms of income dependence and work experience. Studies indicate that a significant proportion of gig workers rely on gig work as their primary source of income, while others use it as a supplementary source (Dua et al., 2022). Gallup (2018) reports that nearly 29% of workers in the United States have alternative work arrangements as their primary job, highlighting the growing importance of gig work.

Age-based differences are also evident, with older workers more likely to engage in gig work as their primary occupation, while younger workers often combine gig work with traditional employment (The Prudential Insurance Company of America, 2017). Additionally, gig workers are often found to possess considerable professional experience, particularly in managerial roles, indicating that gig work is not limited to entry-level employment (Noble House, 2019).

Geographically, gig work is concentrated in urban areas with strong digital infrastructure, such as Delhi, Mumbai, and Bengaluru, reflecting the role of urbanization and technological access in shaping gig economy participation.

Overall, the literature suggests that demographic variables such as age, gender, education, income, and location significantly influence participation in the gig economy and are likely to impact job satisfaction levels. These variations underscore the importance of incorporating demographic factors into the analysis of gig worker satisfaction in the present study.

Section E: Job Satisfaction: Theory & Concept

2.15 Concept of Job Satisfaction:

Job satisfaction is one of the most widely studied constructs in organizational behavior theory and human resource management studies. It plays a central role in understanding employee attitudes and workplace outcomes. It is generally described and defined as a positive emotional state resulting from the appraisal of one's job or job experiences (Locke,

1969). Job satisfaction is not just about result of the experience of job and its conditions, but also shaped by a person's subjective perception and evaluation of those conditions.

Job satisfaction showcases how affectively an employee is oriented towards their job (Spector, 1997). It includes both cognitive and emotional responses, reflecting how employees feel and think about different aspects of their work. Theory suggests that job satisfaction arises when job rewards are correctly aligned with or are exceeding employee expectations (Lawler & Porter, 1967). Job satisfaction is widely recognized as multi-dimensional variable influenced by a range of factors such as employee performance, organizational commitment and turnover intentions (Judge et. al., 2001). Those who experience higher levels of job satisfaction are more likely to portray positive work behaviors and lesser intentions to leave the jobs (Tett & Meyer, 1993). Whereas, dissatisfaction is linked with increased withdrawal intentions, including absenteeism and employee turnovers (Mobley, 1977).

There exists a several theoretical frameworks which have been developed to explain the underlying mechanisms of job satisfaction. One of the most influential theories in the literature of job satisfaction has been that of Fedrick Herzberg's two-factor theory. This theory discusses two types of factors, namely, hygiene factors and motivators (Herzberg et. al., 1959). Hygiene factors like salary, working conditions and organizational policies prevent dissatisfaction among employees but do not necessarily enhance job satisfaction. In contrast, motivators such as achievement, recognition and personal growth contribute directly to higher levels of job satisfaction. This difference in factors provide an insightful information into the dual nature of satisfaction and dissatisfaction in the workplace.

Another significant contribution to the literature of job satisfaction has been that of Job Characteristics Model proposed by Hackman & Oldham (1976). This theory stresses the role of job design in influencing levels of job satisfaction. According to this theory, core job dimensions like skill variety, task identity, task significance, autonomy and feedback contribute to enhancing of job satisfaction. Some of the psychological theories such as Active Events Theory suggests that workplace events trigger emotional reactions, which in turn influence job satisfaction over time (Weiss, 2002). This highlights that satisfaction is subjective such as it is dynamic and evolves based on day-to-day events within the work environment. Similarly, Self-Determination Theory emphasizes the role of intrinsic

motivation, suggesting that job satisfaction is enhanced when individuals experience autonomy, competence and relatedness in their work (Ryan & Deci, 2000).

More recent studies have further emphasized the importance of meaning and purpose in work as key determinants of job satisfaction. Employees who perceive their work to be meaningful are more likely to report higher levels of job satisfaction and engagement (Ribeiro et. al., 2021). This suggests that beyond material rewards, the psychological significance of work plays a crucial role in shaping employee attitudes. In the context of gig work, the applicability of job satisfaction theories becomes increasingly multidimensional and context dependent. While theories such as Herzberg's Two-Factor Theory, Job Characteristics Model, and Self-Determination Theory emphasize the positive role of autonomy, recognition, flexibility, and meaningful work in enhancing satisfaction, recent gig economy literature suggests that these factors may not always produce uniformly positive outcomes across all workers and situations. Gig workers often experience a combination of motivating resources and stressful demands simultaneously, including flexibility alongside income insecurity, autonomy alongside platform dependency, and engagement alongside emotional exhaustion (Wood et al., 2019; Weidenstedt et al., 2025). The Job Demands–Resources (JD-R) perspective proposed by Demerouti et al. (2001) becomes particularly relevant in understanding such experiences, as it explains how job resources such as autonomy, flexibility, and support may improve satisfaction, while excessive job demands such as workload pressure, technostress, algorithmic monitoring, and unstable rewards may contribute to stress and dissatisfaction (Bakker & Demerouti, 2007; Cram et al., 2022; Ali & Sivasubramanian, 2024). Recent studies further indicate that worker satisfaction within platform-based employment systems is shaped by the interaction between technological, psychological, organizational, and economic conditions rather than by isolated work factors alone (Lang et al., 2023; Myhill et al., 2021). Therefore, job satisfaction among gig workers should be examined through a broader and context-sensitive perspective that recognizes the coexistence of both positive and negative work experiences.

2.16 Determinants of Job Satisfaction:

Job satisfaction is influenced by a wide range of factors that operate at the individual, job, organizational and environmental levels. Early researches suggests that job satisfaction is not determined by a single variable or factor but is outcome of the interaction between job characteristics, personal expectations and organizational conditions (Locke,1969). Over a

period of time, researchers have identified several key determinants that consistently influence how individuals evaluate their work experiences.

1. One of the most significant determinants of job satisfaction is the nature of the work itself. Factors such as task variety, autonomy, feedback, and task significance play a very crucial role in shaping job satisfaction (Hackman & Oldham, 1976). When employees perceive their work to be meaningful and engaging, they are more likely to be experiencing higher job satisfaction levels (Ribeiro et. al., 2021).
2. Role of autonomy and flexibility is closely attached with job characteristics. The ability to make independent decisions, control work schedules, and choose how tasks are performed contributes positively to job satisfaction (Lange, 2012). Flexible work arrangements are known to have been positively linked with satisfaction, thereby allowing individuals to balance personal and professional responsibilities in an effective manner (Davidescu et. al., 2020). Autonomy is also found to have enhanced intrinsic motivation and satisfaction levels (Ryan & Deci, 2000).

3. Few other monetary aspects discussed in literature includes system of rewards, compensation and perceived fairness. Financial rewards, incentives, and recognition significantly influence how employees evaluate their work (Herzberg et. al., 1959). Higher satisfaction is reported when employees perceive or feel that their efforts are adequately rewarded and that organizational practices are fair and just. (Lawler & Porter, 1967). Equity theory further suggests that employees compare their rewards with that of others, and as a result of it, perceived inequality can lead to dissatisfaction (Adams, 1965). In modern day work environments, income stability and fair compensation remain a central factor to sustaining job satisfaction levels (Gursoy et. al., 2024).

4. Job security is another important factor affecting job satisfaction of individuals. Availability of stable employment and income increases employee's sense of safety and long-term commitment to the work (Kalleberg, 2009). Opposite to this, job insecurity has been consistently linked with lower job satisfaction, increased stress and higher turnover intentions (Sverke et. al., 2002). Several researches on contingent employment indicate that temporary or non-standard work arrangement

such as gig work, often observe lower satisfaction due to uncertainty of employment and stability of income (de Graaf-Zijl, 2012).

Table No. 2.4: Determinants of Job Satisfaction

Sr. No.	Determinant	Description	Key References
1	Nature of Work	Task variety, autonomy, meaningfulness, feedback	Hackman & Oldham (1976); Locke (1969); Ribeiro et al. (2021)
2	Autonomy & Flexibility	Control over work schedule and decisions	Lange (2012); Davidescu et al. (2020); Ryan & Deci (2000)
3	Rewards & Compensation	Pay, incentives, recognition, fairness	Herzberg et al. (1959); Lawler & Porter (1967); Adams (1965)
4	Job Security	Stability of employment and income	Kalleberg (2009); Sverke et al. (2002); de Graaf-Zijl (2012)
5	Work-Life Balance	Balance between personal and professional roles	Greenhaus & Beutell (1985); Desmond A.Z. (2019)
6	Organizational Support & Development	Support, communication, training, growth	Glisson & Durick (1988); Guo et al. (2015)

7	Mental Health & Well-being	Stress, burnout, emotional stability	Demerouti et al. (2001); Mukherjee & Datta (2024)
8	Technology & Platform Factors	Platform quality, algorithmic control, technostress	Kim et al. (2018); Umair et al. (2019); Wood et al. (2019)
9	Demographic & Personal Factors	Age, gender, personality, career stage	Judge et al. (2002); Drabe et al. (2014)
10	Gig-work paradox & mixed worker experiences	Coexistence of flexibility, autonomy, stress, insecurity and emotional exhaustion	Weidenstedt et al. (2025); Wang et al. (2022); Myhill et al. (2021)

5. Work-life balance is another key determinant of job satisfaction which has gained prominence in recent years. Those who are able to maintain and manage the demands of work and personal life report higher levels of satisfaction (Greenhaus & Beutell, 1985). Flexible work arrangements and reduced role conflict contribute to improved well-being and job satisfaction (Desmond A.Z, 2019). Excessive workload and role overload are found to have negative impacts on job satisfaction and overall quality of life (Ma, 2024).

6. Mental health and psychological well-being are increasingly recognized as critical determinants of job satisfaction. High job demands, stress and emotional exhaustion can significantly reduce satisfaction levels (Demerouti et. al., 2001). Recent researches suggest that factors such as burnout, anxiety, and lack of social support negatively affect workers' satisfaction and performance (Mukherjee & Dutta, 2024).

7. In modern day work set-ups, technology and platform quality related factors have also been found to have substantial impact on job satisfaction. The quality of digital platforms, ease of use, and transparency in allocation of tasks influence worker's experiences and satisfaction levels (Kim et. al., 2018). At the same time, excessive

reliance on technology can also lead to technostress, reducing job satisfaction (Umair et. al., 2019).

8. At last, demographic and personal factors also influence job satisfaction. Factors such as age, gender, education, personality traits, and career stages shape individual expectations and perceptions of work (Judge et. al., 2002). Personality traits such as emotional and conscientiousness have been found to be positively linked to job satisfaction (Judge et. al., 2002). Similarly, life stage and socio-economic background influence how individuals perceive job rewards and work conditions.

9. Gig work paradox and mixed worker experiences:

   Recent studies indicate that job satisfaction in gig work settings may not always operate uniformly positive or negative. Gig workers often experience flexibility, autonomy, and income opportunities alongside financial insecurity, emotional exhaustion, workload pressure, and platform dependency (Weidenstedt et al., 2025; Wang et al., 2022). This coexistence of positive and negative experiences reflects the complex and context-dependent nature of job satisfaction within the gig economy.

   Existing literature increasingly recognizes that determinants of job satisfaction in gig work settings may vary across workers depending on platform conditions, economic dependence, work intensity, and individual expectations. Consequently, the same work-related factor may contribute positively to satisfaction for some workers while producing dissatisfaction or stress for others.

   In nutshell, the determinants of job satisfaction are multidimensional and interrelated, encompassing both intrinsic and extrinsic factors. the literature suggests that job satisfaction is shaped by a combination of job design, organizational practices, psychological factors, and external conditions. These factors collectively provide a comprehensive framework for understanding employee satisfaction and form the base for analyzing job satisfaction in emerging work contexts like gig economy.

2.17 Instruments to Measure Job Satisfaction:

The measurement of job satisfaction has been a focus of discussion in organizational research, leading to evolution of several standard instruments over time. These instruments aim to study employees' perceptions, attitudes and emotional responses toward their work in a systematic and reliable manner. Most of the measurement tools assess various facets of job rather than treating job satisfaction as a single construct (Spector, 1997).

The literature clearly indicates that there is no single, universally accepted tool for measuring job satisfaction, largely because the concept itself is rooted in complex human emotions and subjective experiences (Wanous & Lawler III, 1972). Scholars have employed a range of approaches to assess job satisfaction, including supervisor evaluations, structured questionnaires, interviews, and critical incident techniques (Greenberg & Baron, 2008). Among these, questionnaire-based methods have gained wider acceptance, mainly due to their practicality and efficiency, especially when researchers face time constraints (Spector, 2008). Within this approach, likert-type scales remain the most commonly used format for capturing employees' perceptions and attitudes (Arnold et. al., 2005).

Table 2.5: Instruments to measure job satisfaction

Sr. No.	Instrument / Method	Developed By	Key Features / Dimensions	Key Contribution
1	Job in General (JIG) Scale	Brayfield & Rothe (1951)	18-item scale; measures overall job satisfaction using Likert format; includes pay, supervision, promotion	One of the earliest global measures of overall job satisfaction
2	Minnesota Satisfaction Questionnaire (MSQ)	Weiss et al. (1967)	Covers 20 dimensions such as independence, variety, working conditions, recognition, achievement	Distinguishes multiple facets of job satisfaction; highly detailed
3	Job Satisfaction Survey (JSS)	Spector (1985)	9 dimensions including pay, promotion,	Widely used; suitable for diverse

			supervision, benefits, coworkers, communication	organizational settings
4	Maastricht Job Satisfaction Scale (MJS)	Saane et al. (2003)	Broad coverage of work-related factors ensuring strong content validity	Recognized for high reliability and construct validity
5	Gallup Workplace Survey	Gallup (2018)	Measures job satisfaction and engagement across employment types	Useful for large-scale workforce comparisons
6	Customized Job Satisfaction Scales	Various Researchers	Adapted to context-specific variables and research objectives	Allows flexibility in measuring emerging work contexts
7	Questionnaire-based Methods	Spector (2008); Arnold et al. (2005)	Structured Likert-scale responses capturing attitudes and perceptions	Most practical and widely used approach
8	Supervisor Evaluations	Greenberg & Baron (2008)	Assessment of employee satisfaction by supervisors	Provides external evaluation perspective
9	Interviews & Critical Incident Technique	Greenberg & Baron (2008)	Qualitative approach capturing detailed experiences and emotions	Useful for in-depth understanding of job satisfaction
10	General Measurement Perspective	Wanous & Lawler III (1972)	No single universal tool due to subjective nature of satisfaction	Highlights complexity of measuring job satisfaction

Several well-established instruments have been developed to measure job satisfaction with strong emphasis on reliability and validity. For instance, the Job in General (JIG) scale by Brayfield & Rothe (1951) is an 18-item measure that captures overall job satisfaction using a five-point Likert scale, with a focus on key facets such as pay, supervision, and promotion opportunities. The Minnesota Satisfaction Questionnaire (MSQ), introduced by Weiss et. al., (1967), adopts a more detailed approach by examining 20 distinct aspects of the work environment, including factors like independence, job variety, working conditions, recognition and achievement. Similarly, the Job Satisfaction Survey (JSS), developed by

Paul E. Spector (1985), measures satisfaction across nine dimensions, such as pay, promotion, supervision, fringe benefits, co-worker relations and communications.

Although numerous instruments are available, only a limited number meet rigorous standards of reliability and construct validity. In this regard, the Maastricht Job Satisfaction Scale (MJS) has been recognized for incorporating a broad set of work-related factors, thereby ensuring stronger content validity (Saane et al., 2003).

Additionally, there are other several studies who used customized scales to measure job satisfaction in specific contexts. Nanjundeswaraswamy (2019) emphasizes the importance of adapting measurement instruments to capture context-specific factors influencing job importance. Gallup Workplace Survey (2018), a global survey is also used to evaluate job satisfaction and engagement levels across different employment arrangements. These instruments offer valuable insights into workforce trends and enable comparative analysis across industries and demographic groups.

Section F: Gig Work Specific Evidence: Job Satisfaction

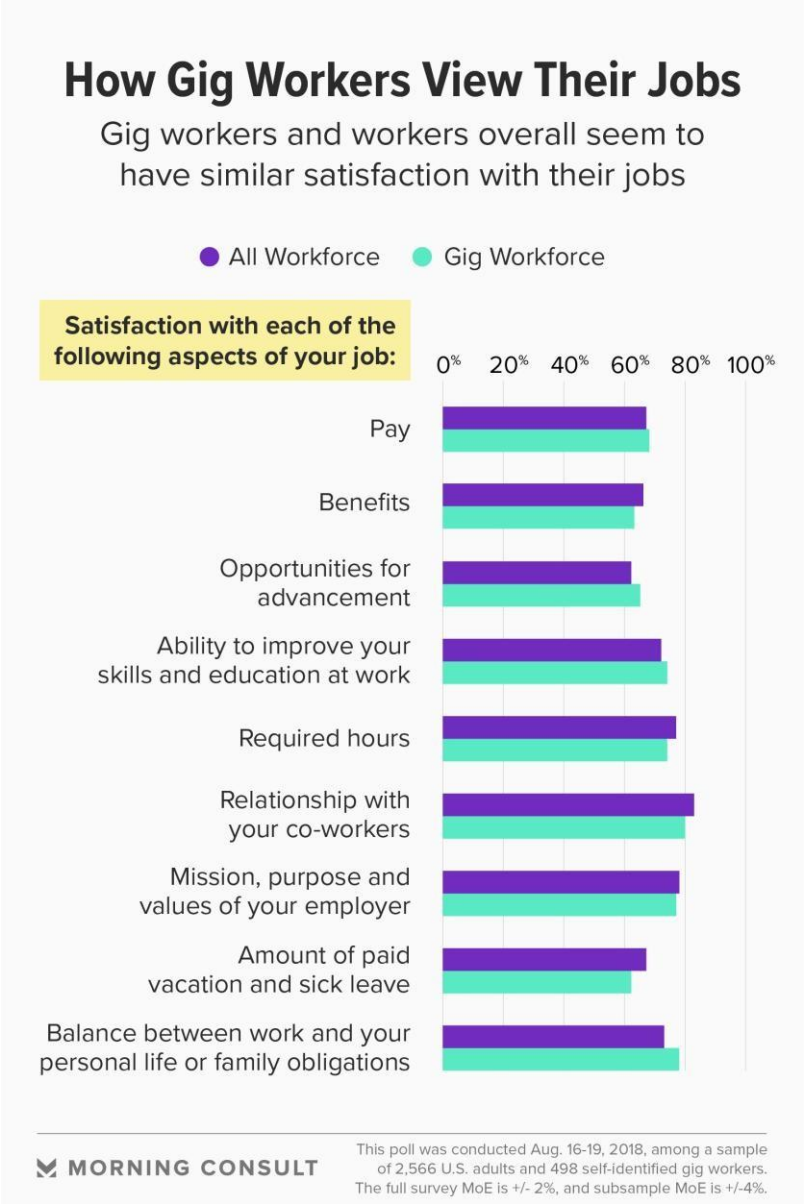
2.18. Studies on job satisfaction of gig workers:

A detailed review of literature shows that job satisfaction among gig workers is shaped by a combination of factors such as of autonomy, flexibility, income stability, platform conditions, work-life balance, mental well-being, and social protection (Singha & Saikia, 2024). This makes the study of gig worker satisfaction complex because gig work includes different categories of workers, ranging from independent professionals and freelancers to platform-based delivery workers, ride-hailing drivers, and contingent workers (Gallup, 2018).

The literature also suggests that gig worker satisfaction differs depending on whether workers enter gig work by choice or due to economic necessity (Manyika et al., 2016). A Morning Consult survey conducted among 2,566 employed adults in the United States found that gig workers reported satisfaction levels as compared to traditional full-time employees. 80% of gig workers surveyed were satisfied with their current job, compared to 78% of all employed adults in the wider workforce. It also found that 59% of gig workers were satisfied with their financial condition, which was close to the 62% reported among all full-time employees (Morning Consult, 2018). This study suggests that gig work does not

automatically result in lower satisfaction, especially when workers experience flexibility and control over their work arrangements (Morning Consult, 2018). Similarly, freelancers often experience higher job satisfaction and perceive themselves as more productive than traditional workers. Moreover, freelancing may be viewed by some workers as a stepping stone toward greater career security or more desirable work arrangements (Morgan Stanley, 2018).

Figure 2.9: How Gig Workers View their Jobs



However, the positive experience is not uniform because workers who choose independent work voluntarily report higher satisfaction than those who enter it out of necessity (Manyika et al., 2016). This distinction is important because choice-based gig workers are more likely to experience autonomy positively, while necessity-driven workers may experience the same work arrangement as insecure (Manyika et al., 2016).

Gallup's study on the gig economy and alternative work arrangements further shows that gig workers and traditional workers may have similar overall engagement levels, but important differences exist within gig work itself (Gallup, 2018). Independent gig workers, such as freelancers and online platform workers, generally report greater autonomy, creative freedom, motivational pay, meaningful feedback, and work-life balance. In contrast, contingent gig workers, such as on-call workers, temporary workers, and contract firm workers, often experience lower engagement because they may face employee-like control without employee-like stability or benefits (Gallup, 2018). This suggests that the type of gig work arrangement plays a major role in determining satisfaction outcomes.

However, more recent gig economy literature increasingly suggests that worker experiences within platform-based employment systems are often paradoxical and context dependent rather than uniformly positive or negative. Weidenstedt et al. (2025) observed that gig workers may simultaneously experience satisfaction and stress depending on workload intensity, platform dependency, and work conditions. Similarly, Myhill et al. (2021) emphasized that objective job quality and subjective worker satisfaction may not always align within gig work environments. Such findings indicate that gig worker satisfaction is shaped not only by flexibility and autonomy but also by psychological pressures, insecurity, and platform-related challenges.

Autonomy is one of the most frequently discussed positive determinants of gig worker satisfaction in the literature. Lange (2012) found that self-employed workers often report higher satisfaction because autonomy and independence provide greater control over work-related decisions. Similarly, Karlsson and Wranne (2019) found that gig workers in IT and business consulting value the freedom to make independent decisions, take ownership of tasks, and work without close supervision. Wan and Duffy (2022) further presents that job autonomy strengthens the relationship between decent work conditions and job satisfaction. Report-based evidence also suggests that gig work provides workers with flexibility and the ability to choose or decline assignments, which enhances their sense of autonomy and

contributes positively to their overall work experience, although these benefits coexist with concerns related to job security (Noble House, 2019).

Job design also plays a significant role in shaping satisfaction among gig workers (Lo & Hsieh, 2024). Lo and Hsieh (2024) found that job characteristics such as skill variety, task identity, task significance, autonomy, and feedback influence satisfaction in gig work settings. This finding indicates that classical job design principles remain relevant even in non-traditional work arrangements such as platform work and freelancing (Lo & Hsieh, 2024).

Nevertheless, the positive influence of job characteristics may vary across different categories of gig workers. While autonomy and flexibility may improve satisfaction among independent freelancers and professionals, the same work arrangements may create workload pressure, unstable schedules, and emotional exhaustion among workers who are economically dependent on platform work (Wang et al., 2022; Jin et al., 2024).

It is also argued that gig worker motivation is not driven only by financial incentives, as platform design, task characteristics, social interaction, and psychological needs also influence motivation and satisfaction (Jabagi et al., 2019). Additionally, using Herzberg and Taylor's motivational perspectives in the context of China's food delivery platforms, factors such as order availability, pay, benefits, safety policies, recognition, growth opportunities, and flexibility were identified as important for gig worker satisfaction (Mukhopadhyay & Chatwin, 2020).

Further studies suggest that wage opportunities, promotion possibilities, social protection and motivation significantly shape the relationship between insecurity and job satisfaction (Gursoy et al., 2024; Ravindran and Vasudevan 2026). Evidence from ride-hailing and delivery-based studies also shows that satisfaction is closely linked with income security and career prospects. Whereas flexibility, autonomy, and diverse work opportunities can support satisfaction, but inadequate compensation, unpredictable hours, exhaustion, and weak career advancement reduce the overall quality of work (Itohan et al., 2023). This reflects the contrast in gig work, where flexibility may increase satisfaction but income instability and weak protection may reduce it. The Prudential Insurance Company of America (2017)'s survey also shows that "gig-only" workers tend to be less satisfied than workers who combine gig work with traditional employment, suggesting that income dependence influences satisfaction levels.

Platform-related factors have emerged as another important area in the study of gig worker satisfaction. It was found that higher platform quality positively influences both job autonomy and job satisfaction among Uber drivers (Kim et al., 2018). This suggests that digital infrastructure is not merely a technical tool but part of the worker's overall employment experience. However, platform work can also reduce satisfaction when algorithmic systems control task allocation, ratings, pricing, and performance evaluation (Wood et al., 2019). Rosenblat & Stark (2016) similarly shows that information asymmetry and algorithmic control can limit workers' real autonomy, even when platforms present gig work as flexible and independent (Rosenblat & Stark, 2016). Technology can therefore operate as both an enabler and a stressor in gig work. Recent studies further indicate that platform-based algorithmic systems may intensify performance pressure by continuously monitoring ratings, response times, work availability, and customer evaluations (Lang et al., 2023; Norlander et al., 2021). Such systems may influence worker satisfaction by shaping perceptions related to fairness, autonomy, reward adequacy, and job security. Consequently, platform technology within the gig economy may simultaneously create operational convenience and psychological pressure for workers. Umair et al. (2019) found that technostress, IT complexity, multitasking, workload pressure, constant digital engagement, and the need for continuous skill development can negatively affect job satisfaction among gig workers. Thus, satisfaction in gig work is shaped not only by the nature of the task but also by the quality and pressure of the technological system through which work is mediated (Kim et al., 2018).

Work-life balance is another significant factor influencing satisfaction among gig workers and freelancers (Desmond A.Z., 2019). Studies on freelancers in Malaysia suggest that work-life balance, working hours, workload, and rewards influence satisfaction among independent workers (Desmond A.Z., 2019). Davidescu et al. (2020) also show that flexibility in working time and workspace can improve job satisfaction, motivation, and job performance in modern work settings. However, flexibility does not always guarantee balance because gig workers may work irregular hours or extend their working time to secure sufficient earnings (Wood et al., 2019). This suggests that flexibility within gig work does not always translate into improved work-life balance. In many cases, workers may extend their working hours or remain continuously available for assignments in order to maintain stable income and platform visibility, thereby increasing stress and emotional fatigue (Graham et al., 2017; Ravenelle, 2019; Weidenstedt et al., 2025).

The relationship between gig work and mental well-being is also mixed in the literature, suggesting that self-employed and temporary workers may experience better mental health outcomes in some contexts due to higher autonomy, confidence, and lower stress (Apouey & Stabile, 2019). However, in a study on Uber drivers, it was found that gig workers may experience higher life satisfaction because of flexibility, but may also report higher anxiety because of income uncertainty and weaker protection (Berger et al., 2019). Technological dependence within gig work environments has also emerged as an important source of psychological strain among workers. Studies on technostress suggest that continuous digital connectivity, multitasking, algorithmic supervision, and constant platform engagement may contribute to burnout, emotional exhaustion, and reduced well-being among gig workers (Mahapatra & Pati, 2018; Ali & Sivasubramanian, 2024). Such findings indicate that technology in gig work may function both as a work enabler and as a source of stress. Migrant gig workers' well-being was found to be influenced by occupation satisfaction, social interaction, and social security, suggesting that satisfaction is closely tied to social and institutional support (Chen et al., 2022).

More recent evidence further highlights the psychological complexity of gig work. Huang et al. (2025) identified different mental health profiles among gig workers, including workers with complete mental health, vulnerable workers, troubled workers, and workers who were psychologically symptomatic but still content. This indicates that gig workers may simultaneously experience positive feelings of belonging and well-being along with psychological pressure and work-related distress (Huang et al., 2025).

A recent study in the Indian gig economy context, found that ambition and marital status influence burnout among gig professionals, suggesting that personal traits and life circumstances shape stress and satisfaction outcomes (Mukherjee & Datta, 2024). Studies on younger gig workers also show that motivation and challenges influence quality of life and well-being. Kurian and Madhavi (2024) found that motivation can positively affect quality of life among Gen Y and Gen Z gig workers, while challenges such as job insecurity, irregular hours, and weak social support increase stress. This is important because younger workers may enter gig work for income, flexibility, and career exploration, but their satisfaction may decline when platform work becomes insecure or emotionally demanding (Kurian & Madhavi, 2024).

Linking job satisfaction with retention and turnover intentions among gig workers, Yu and Hamid (2024) found that psychological contract fulfillment reduces turnover intention among gig workers, with job satisfaction and organizational identification acting as mediating mechanisms. This suggests that even without traditional employment contracts, gig workers still develop expectations regarding payment, support, fairness, and platform responsibility. When these expectations are met, gig workers are more likely to experience satisfaction and remain engaged with the platform (Yu & Hamid, 2024).

Existing literature presents diverse and sometimes contradictory findings regarding job satisfaction among gig workers. While several studies report positive outcomes associated with flexibility, autonomy, meaningful work, and independent earning opportunities, recent research increasingly highlights concerns relating to technostress, emotional exhaustion, platform dependency, workload pressure, and income insecurity. This indicates that job satisfaction in the gig economy is highly context dependent and shaped by the interaction between organizational, technological, economic, and psychological factors.

Table 2.6: Synthesis of Studies on Job Satisfaction of Gig Workers

Sr. No.	Study	Context	Nature of Study	Key Factors Examined	Key Insights on Job Satisfaction
1	Morning Consult (2018)	USA	Survey (2566 respondents)	Job satisfaction, financial satisfaction	Gig workers report satisfaction levels comparable to traditional workers
2	Gallup (2018)	USA	Workforce survey	Engagement, autonomy, work arrangements	Independent gig workers report higher autonomy and engagement than contingent workers
3	Manyika et al. (2016)	Global	McKinsey report	Motivation (choice vs necessity)	Voluntary gig workers show higher satisfaction

					than necessity-driven workers
4	Morgan Stanley (2018)	UK	Report-based analysis	Productivity, satisfaction	Freelancers report higher satisfaction and productivity
5	Lo & Hsieh (2024)	Platform workers	Empirical study	Job design (autonomy, feedback, task identity)	Job characteristics positively influence satisfaction
6	Wan & Duffy (2022)	General workforce	Empirical	Autonomy, decent work	Autonomy strengthens satisfaction outcomes
7	Karlsson & Wranne (2009)	IT/consulting gig workers	Qualitative/empirical	Autonomy, ownership	Independence and decision-making enhance satisfaction
8	Mukhopadhyay & Chatwin (2020)	China (food delivery)	Empirical	Pay, rewards, flexibility, safety	Compensation and recognition significantly impact satisfaction
9	Lange (2012)	Self-employed workers	Empirical	Personality, autonomy	Autonomy and personal traits influence satisfaction
10	Kim et al. (2018)	Platform workers (Uber)	Empirical	Platform quality, usability	Platform quality positively affects satisfaction and autonomy
11	Wood et al. (2019)	Global platform workers	Empirical	Algorithmic control	Reduced autonomy negatively impacts satisfaction

12	Rosenblat & Stark (2016)	Uber drivers	Case study	Information asymmetry	Algorithmic systems reduce perceived autonomy
13	Umair et al. (2019)	Gig workers	Empirical	Technostress, workload	Technostress negatively impacts satisfaction
14	Gursoy et al. (2024)	Gig workers	Empirical	Job insecurity, wages, motivation	Income and motivation moderate satisfaction outcomes
15	The Prudential Insurance Company of America (2017)	USA	Survey	Work structure	"Gig-only" workers report lower satisfaction than hybrid workers
16	Apouey & Stabile (2019)	Self-employed/gig	Empirical	Mental health	Mixed outcomes: autonomy improves well-being but instability reduces it
17	Chen et al. (2022)	Migrant gig workers	Empirical	Social interaction, occupation satisfaction	Social and institutional support influence satisfaction
18	Huang et al. (2025)	Gig workers	Empirical	Mental health profiles	Gig workers show varied psychological states affecting satisfaction

19	Mukherjee & Datta (2024)	India	Empirical	Burnout, demographics	Socio-economic conditions influence satisfaction and stress
20	Kurian & Madhavi (2024)	India (Gen Y & Z)	Empirical	Stress, motivation, well-being	Job insecurity and irregular hours reduce satisfaction
21	Singha & Saikia (2024)	India	Empirical	Income, benefits, support	Income instability and lack of benefits reduce satisfaction
22	NITI Aayog (2022)	India	Policy report	Gig economy structure	Highlights structural challenges affecting worker experience
23	NCAER (2023)	India	Economic report	Platform economy, employment	Platform structure and income conditions indirectly influence satisfaction
24	Noble House (2019)	Global	Industry report	Flexibility, autonomy	Flexibility enhances work experience but lacks long-term security
25	Weidenstedt et al. (2025)	Gig workers/ platform workers	Empirical Study	Stress & Satisfaction co-existence	Gig workers may simultaneously experience satisfaction and

					emotional exhaustion
26	Cram et al. (2022)	Gig economy /Uber Drivers	Empirical study	Algorithmic control, technostress	Algorithmic control and platform-based technological supervision contribute to technostress among gig workers and negatively influence worker experiences and well-being.
27	Lang et al. (2023)	Platform-based work	Empirical Study	Algorithmic management	Platform monitoring and control influence worker experiences and satisfaction
28	Ali & Sivasubramanian (2024)	Indian Gig Economy /Uber drivers	Empirical Study	Techno-stress, psychological wellbeing	Digital dependency increases stress and affects satisfaction outcomes
29	Myhill et al. (2021)	Gig Economy and Fair Work Environment	Conceptual/ Empirical Analysis	Job quality vs satisfaction	Subjective satisfaction may differ from objective work conditions

30	Jin et al. (2024)	Platform Delivery Workers	Empirical Study	Long working hours	Excessive workload negatively affects worker well-being and satisfaction
31	Norlander et al. (2021)	Uber, taxi and limousin e drivers	Empirical study	Technological supervision, organizational control, motivation	Digital supervision & platform control mechanisms shape worker motivation and satisfaction outcomes
32	Mahapatra & Pati (2018)	Technology-enabled workforce	Empirical study	Technostress creators, burnout	Techno-overload, techno-insecurity, and techno-invasion contribute to burnout and reduced well-being
33	Oh & Park (2016)	Connected smart workers	Empirical study	Techno-stress, continuous connectivity	Continuous digital connectivity increases stress and affects work-life balance and satisfaction
34	Ravenelle (2019)	Platform gig workers	Qualitative study	Platform dependency, insecurity, autonomy	Gig workers experience flexibility alongside insecurity and dependence on platform systems
35	Wang et al. (2022)	Gig workers	Empirical study	Mental health, life satisfaction,	Financial precarity and unstable work conditions

				financial insecurity	significantly influence mental well-being and satisfaction

The literature suggests that job satisfaction among gig workers is neither uniformly high nor uniformly low (Singha & Saikia, 2024). Gig work can enhance satisfaction when it provides autonomy, flexibility, meaningful work, fair income, skill development, and reliable platform support (Gallup, 2018; Kim et al., 2018). At the same time, gig work can reduce satisfaction when it creates income insecurity, technostress, weak social protection, algorithmic control, irregular working hours, and limited career progression (Umair et al., 2019; Wood et al., 2019).

Therefore, existing literature increasingly recognizes that job satisfaction within the gig economy is multidimensional and cannot be explained solely through traditional positive assumptions regarding flexibility and autonomy. Worker experiences are shaped by the interaction between work opportunities, platform structures, technological systems, financial dependency, psychological well-being, and socio-economic conditions. This highlights the need for a broader and context-sensitive examination of job satisfaction among gig workers.

Job Satisfaction studies in Indian Context:

While a growing body of literature examines job satisfaction in the gig economy at a global level, relatively limited peer-reviewed empirical research exists on job satisfaction among gig workers in the Indian context (Kurian & Madhavi, 2024; NITI Aayog, 2022). Evidence from the Indian context presents a more nuanced and often contrasting picture of job satisfaction among gig workers. Studies focusing on platform-based workers in India indicate that while flexibility and autonomy are perceived as advantages, concerns related to income instability, lack of social security, and limited career progression significantly influence satisfaction levels. Whereas, dissatisfaction is particularly associated with irregular income, absence of benefits, and weak institutional support mechanisms, which are more pronounced in developing economies such as India (Singha & Saikia, 2024). Evidence from large-scale Indian reports further indicates that platform-based gig work operates within a multi-sided market structure with rapidly expanding employment but evolving institutional

support systems, which indirectly shapes workers' income stability and overall work experience (NCAER, 2023).

Further, studies on gig workers in urban Indian settings suggest that job satisfaction is closely linked to socio-economic conditions, where workers often engage in gig work out of necessity rather than choice, thereby affecting their overall work experience (Mukherjee & Datta, 2024). This aligns with broader findings that necessity-driven gig workers tend to report lower levels of satisfaction compared to those who voluntarily choose such work arrangements. In addition, research focusing on well-being and stress among gig workers in India indicates that irregular working hours, lack of social support, and job insecurity contribute to increased stress levels, which in turn negatively impact job satisfaction (Kurian & Madhavi, 2024). These findings highlight that while gig work offers opportunities for income generation and labour market participation, structural challenges in the Indian context may limit the extent to which such work leads to sustained job satisfaction.

2.19. Emerging Challenges in Gig Worker's Job Satisfaction:

Alongside the expansion of gig work opportunities, recent literature increasingly highlights several emerging challenges affecting the well-being and job satisfaction of gig workers. Changes in work structures, digital work systems, performance expectations, and technological dependence have created new forms of work-related pressure within gig and contingent employment arrangements. Researchers have therefore increasingly focused on understanding how psychological strain, workload intensity, financial uncertainty, and technological systems influence worker satisfaction within modern gig work environments.

One of the most widely discussed concerns within gig work literature relates to financial precarity and unstable earnings. Unlike conventional employment arrangements, gig workers frequently face fluctuating income patterns, uncertain workload availability, and absence of long-term employment protection. Reports by the International Labour Organization (2021) and The Prudential Insurance Company of America (2017) indicate that income instability and lack of financial security remain major concerns among gig and contingent workers. Wang et al. (2022) further observed that financial insecurity significantly affects workers' mental well-being and life satisfaction, particularly among workers highly dependent on gig income.

Another emerging challenge within gig work environments is increasing workload pressure and irregular working schedules. Although flexibility remains a defining feature of gig work, many workers remain continuously available for assignments in order to maintain income stability, client retention, or platform visibility. Such conditions may contribute to extended working hours, work-life imbalance, and emotional fatigue (Jin et al., 2024). Researchers increasingly argue that flexibility in gig work may sometimes create pressure for constant availability rather than genuine work-life balance (Graham et al., 2017; Ravenelle, 2019).

The growing use of algorithmic management systems has also transformed worker experiences within digitally enabled gig work environments. Automated systems are increasingly used to allocate tasks, monitor performance, evaluate customer ratings, and determine incentives or visibility within work platforms. While these systems improve operational efficiency, studies suggest that they may also increase psychological pressure and reduce perceived worker control (Lang et al., 2023; Norlander et al., 2021). Rosenblat and Stark (2016) further argued that lack of transparency within algorithmic systems may create uncertainty regarding pricing, ratings, and performance evaluation processes.

Technostress has emerged as another important concern affecting worker well-being within digitally enabled work arrangements. Gig workers often depend heavily on mobile applications, continuous digital communication, GPS systems, and online evaluation mechanisms to perform work activities and secure assignments. Excessive technological dependence may contribute to techno-overload, techno-invasion, emotional exhaustion, and work-family conflict among workers (Mahapatra & Pati, 2018; Oh & Park, 2016). Similarly, Cram et al. (2022) and Ali and Sivasubramanian (2024) observed that continuous digital engagement and technological monitoring may negatively influence job satisfaction and psychological well-being.

Emerging evidence therefore suggests thaworkert job satisfaction within gig work environments is increasingly influenced by evolving technological, psychological, and economic challenges. Factors such as financial insecurity, workload pressure, algorithmic management, technostress, and emotional exhaustion are becoming central to understanding worker experiences within modern gig work arrangements. Consequently, the study of job satisfaction among gig workers requires a broader understanding of how contemporary work systems shape both worker well-being and long-term work experiences.

2.20. Role of Demographic Variables in Job Satisfaction of Gig Workers:

Although a substantial body of literature examines job satisfaction among gig workers, relatively fewer studies explicitly incorporate demographic variables as central analytical factors. Some studies have, however, indirectly or partially explored these influences. For instance, Gallup (2018) provides one of the more structured demographic insights by highlighting variations in engagement and work experiences across age groups and types of gig workers, indicating that older workers and independent contractors often report higher levels of satisfaction compared to younger or contingent workers. Similarly, the study by Kurian & Madhavi (2024) specifically focuses on generational cohorts, examining differences between Gen Y and Gen Z gig workers, and finds that age-related factors significantly influence stress levels, motivation, and overall job satisfaction.

In addition, Mukherjee & Datta (2024) incorporates demographic characteristics such as marital status and personal ambition, demonstrating that these variables play a role in shaping burnout and work experiences, which in turn affect satisfaction levels. Broader workforce studies, such as The Prudential Insurance Company of America (2017), also reveal demographic patterns by distinguishing between "gig-only" and "gig-plus" workers, where differences in age, employment structure, and life stage contribute to variations in satisfaction outcomes. Furthermore, studies like Apouey & Stabile (2019) consider socio-economic and employment characteristics, suggesting that factors such as employment type and income dependency influence well-being and satisfaction among gig workers. Vadavi and Sharmiladevi (2024) identify women gig workers as an important future research area, particularly in relation to participation, equal opportunities and workplace safety.

Despite these contributions, most studies tend to treat demographic variables as secondary or control variables rather than primary determinants, with a stronger emphasis placed on structural aspects such as autonomy, flexibility, and platform conditions. This indicates that while demographic characteristics do influence job satisfaction among gig workers, their role remains relatively underexplored and not systematically integrated into mainstream gig economy research.

2.21 Staying intentions of gig workers:

Staying intentions refer to the willingness of individuals to continue working within a particular employment arrangement over time. In the context of the gig economy, staying intentions are shaped by a complex interplay of economic, psychological, and structural factors, rather than being driven solely by job satisfaction. Existing literature suggests that while job satisfaction influences retention, gig workers' decisions to remain in such arrangements are also affected by income dependency, flexibility, platform conditions, and personal well-being.

Job satisfaction is one of the key determinants of staying intentions among gig workers. Higher levels of satisfaction are associated with stronger commitment and lower turnover intentions, particularly when workers perceive that their expectations regarding compensation, fairness, and support are fulfilled. Psychological contract fulfilment further strengthens this relationship, as workers who feel that implicit expectations are met tend to exhibit higher levels of organizational identification and intention to stay (Yu & Hamid, 2024). Motivation also plays a complementary role, influencing the extent to which satisfaction translates into continued engagement in gig work (Gursoy et al., 2024). Wan and Duffy (2022) show that job satisfaction plays a mediating role between decent work and turnover intention, while job autonomy strengthens the relationship between decent work and job satisfaction. This supports the relevance of autonomy, decent working conditions and satisfaction in understanding workers' intention to continue or leave work.

Economic dependence is another critical factor influencing staying intentions. A significant proportion of gig workers engage in such work out of necessity rather than choice, which affects their long-term engagement decisions (Manyika et al., 2016). Workers who rely on gig work as their primary source of income are more likely to continue working despite lower levels of satisfaction. This pattern is also evident among "gig-only" workers, who tend to exhibit stronger retention due to financial dependence compared to those who engage in gig work as a supplementary activity (The Prudential Insurance Company of America, 2017).

Autonomy and flexibility are consistently identified as key drivers of staying intentions in the gig economy. Workers who have greater control over their schedules and task selection are more likely to remain engaged in gig work (Gallup, 2018). The ability to make independent decisions and exercise control over work processes enhances both satisfaction and long-term commitment (Lange, 2012).

However, the role of digital platforms introduces additional complexity in shaping staying intentions. Platform-based work is often governed by algorithmic management systems that influence task allocation, performance evaluation, and compensation structures. These mechanisms can reduce perceived autonomy and negatively affect long-term retention (Wood et al., 2019). Lack of transparency and information asymmetry within platform operations further weakens workers' trust, thereby influencing their willingness to remain within the system (Rosenblat & Stark, 2016).

Opportunities for career development and skill enhancement also influence staying intentions among gig workers. Workers are more likely to continue in gig roles when they perceive opportunities for learning, growth, and professional advancement (Ravindran & Vasudevan, 2026). Non-monetary factors such as meaningful work, skill utilization, and social interaction further contribute to sustained participation in gig work (Jabagi et al., 2019).

At the same time, mental health and well-being have emerged as important determinants of staying intentions. High levels of stress, burnout, and emotional exhaustion can significantly reduce workers' willingness to continue in gig roles. Job insecurity, irregular working hours, and lack of social support contribute to increased stress levels, which negatively impact staying intentions (Kurian & Madhavi, 2024). Studies also indicate that gig workers may experience varied psychological states, with some individuals reporting satisfaction in certain aspects of work while simultaneously facing psychological strain (Lin et al., 2025).

Overall, the literature suggests that staying intentions among gig workers are influenced by both enabling and constraining factors. While job satisfaction, autonomy, and flexibility encourage continued participation, economic dependency, platform control, and psychological stress may either reinforce or undermine long-term engagement. These findings indicate that staying intentions in the gig economy extend beyond traditional job satisfaction frameworks and require a broader understanding of economic realities, technological systems, and individual well-being.

2.22. Global & Indian Policy Framework on Gig Work:

The rapid expansion of gig and platform work has created policy concerns around employment status, social security, income protection, and algorithmic control. Globally, the

main debate revolves around whether gig workers should be treated as independent contractors, employees, or a separate category of workers with limited but specific protections (De Stefano, 2016; Stewart & Stanford, 2017).

In the United Kingdom, the landmark *Uber BV v Aslam* case strengthened the rights-based approach to gig work by holding that Uber drivers were "workers" entitled to minimum wage and paid holiday protections (UK Supreme Court, 2021). This judgment reflected a shift away from accepting platform labels of "self-employment" at face value and toward examining the actual degree of control exercised by platforms over workers.

The European Union has also moved toward stronger platform regulation through the Platform Work Directive, adopted by the Council in October 2024. The Directive aims to improve working conditions for platform workers, particularly by addressing algorithmic transparency, human oversight of automated systems, and the right to contest automated decisions (Council of the European Union, 2024).

In the United States, the policy position remains more fragmented. California's Proposition 22 allowed app-based ride-hailing and delivery drivers to remain classified as independent contractors while receiving limited benefits, and the California Supreme Court upheld this framework in 2024 (Reuters, 2024).

In India, gig work has gradually entered the formal policy framework through the Code on Social Security, 2020, which is significant because it formally recognizes gig workers and platform workers within the social security architecture. The Government of India made the four labour codes effective from 21 November 2025, and the Code on Social Security provides coverage for gig and platform workers under social security provisions (Ministry oif Labour and Employment, 2025). The Code provides for a Social Security Fund and allows aggregator contributions for welfare schemes for gig and platform workers. As per parliamentary information, aggregators may be required to contribute between 1% and 2% of annual turnover, subject to a ceiling of 5% of the amount paid or payable to gig and platform workers (Parliament of India, 2026).

The Code also provides for the constitution of a National Social Security Board for the welfare of gig workers and platform workers. This is important because it marks a move from complete exclusion toward partial institutional recognition, although the effectiveness of the framework depends on implementation, registration, contribution collection, and actual delivery of benefits (Parliament of India, 2026).

At the state level, India has also begun developing more specific gig worker welfare models. Recent developments show that states such as Rajasthan, Karnataka, Bihar, Jharkhand, and Telangana have introduced or adopted gig worker welfare frameworks, with Telangana's 2026 law providing for worker registration, unique IDs, welfare boards, and aggregator contributions toward welfare funds (Times of India, 2026).

Overall, the global policy trend shows a gradual move from treating gig work as purely flexible self-employment toward recognizing the need for minimum labour protections. In India, the policy framework is still evolving, but the Code on Social Security, 2020 and emerging state-level welfare laws indicate an important shift toward formal recognition, registration, and social protection for gig and platform workers.

Section G: Literature Gap, Research Positioning & Conceptual Framework

2.23. Literature Gap & Research Positioning:

Based on the review of literature, job satisfaction has been identified as a multidimensional construct influenced by a combination of work-related, organizational, and psychological factors. Classical theories such as Frederick Herzberg's Two-Factor Theory, J. Richard Hackman and Greg R. Oldham's Job Characteristics Model, and the Job Demands-Resources Model emphasize the role of intrinsic and extrinsic factors, job design, organizational support, and individual well-being in shaping job satisfaction (Herzberg et al., 1959; Hackman & Oldham, 1976; Demerouti et al., 2001).

It is worth noting that these theoretical models have largely been developed in the context of traditional employment relationships and do not fully capture the unique characteristics of work in the gig economy. Gig work is inherently different in nature, being characterized by flexibility, autonomy, platform-mediated interactions, and the absence of formal organizational structures. These features necessitate a more context-specific framework to understand job satisfaction among gig workers (Wood et al., 2019; Rosenblat & Stark, 2016; Norlander et al., 2021).

Recent gig economy literature increasingly indicates that worker satisfaction within platform-mediated work environments is highly context dependent and influenced by the coexistence of both motivating resources and stressful demands. Studies on technostress, workload pressure, algorithmic management, emotional exhaustion, and financial insecurity

suggest that determinants of satisfaction in gig work settings may not always operate uniformly across all workers and situations (Weidenstedt et al., 2025; Wang et al., 2022; Lang et al., 2023).

Existing literature on gig work and employee satisfaction has consistently identified flexibility, autonomy, work-life balance, engagement, organizational support, communication, workload management, career development opportunities, rewards, fairness, psychological well-being, and income stability as important determinants influencing worker satisfaction (Hackman & Oldham, 1976; Ryan & Deci, 2000; Greenhaus & Beutell, 1985; Spector, 1997). Studies on gig and contingent workers further suggest that flexibility and independent work opportunities may positively influence motivation and engagement, particularly among workers seeking autonomy, supplementary income opportunities, and non-traditional work arrangements (Gallup, 2018; Manyika et al., 2016; Wood et al., 2019). At the same time, several studies have emphasized the importance of organizational communication, support systems, recognition, and opportunities for personal growth in enhancing worker satisfaction and commitment (Herzberg et al., 1959; Glisson & Durick, 1988; Ribeiro et al., 2021).

Recent gig economy research has additionally highlighted the growing influence of workload pressure, emotional exhaustion, mental well-being, technostress, algorithmic management, and financial insecurity on worker experiences and satisfaction outcomes (Mahapatra & Pati, 2018; Wang et al., 2022; Cram et al., 2022; Lang et al., 2023). Studies have further shown that unstable rewards, platform incentives, long working hours, and continuous technological connectivity may significantly affect workers' psychological experiences and perceptions regarding fairness, recognition, and work satisfaction (Jin et al., 2024; Rosenblat & Stark, 2016; Weidenstedt et al., 2025). Such findings indicate that job satisfaction among gig workers is influenced by a broad combination of engagement-related, support-related, psychological, performance-oriented, and reward-related factors rather than by isolated work conditions alone.

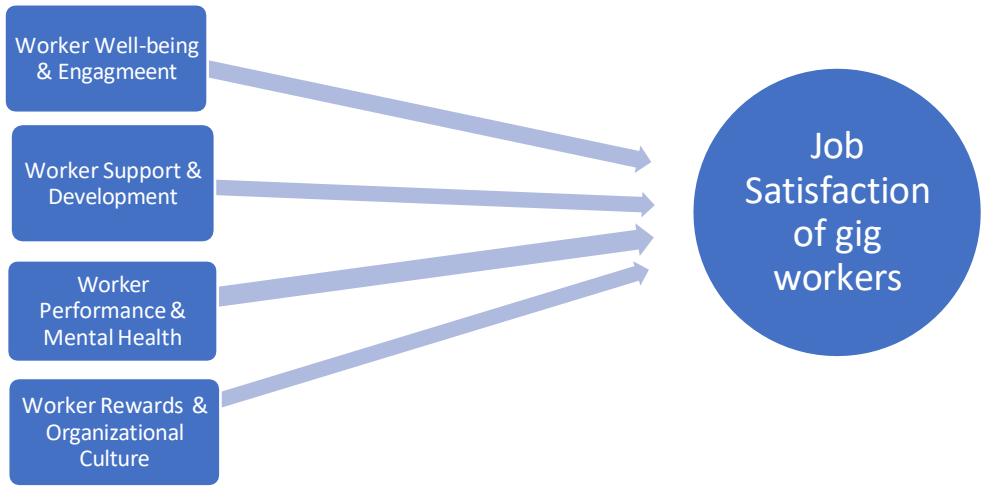
Based on insights derived from the literature review, the present study proposed a broad conceptual framework covering well-being and engagement, support and development, performance and mental health, and rewards and organizational culture. These domains represent recurring themes in the literature relating to engagement, work-life balance, organizational support, communication, psychological well-being, workload management,

performance expectations, rewards, fairness, recognition, and work culture within gig and flexible work arrangements. The exact empirical factor structure, however, was subsequently identified through Exploratory Factor Analysis of the Gujarat gig-worker responses.

Accordingly, the present study adopts a broader and exploratory perspective. The theoretical perspectives provide interpretive grounding for the broad domains examined, while EFA identifies the empirical groupings of questionnaire items and SEM examines their structural relationships with job satisfaction within the proposed model.

The framework is presented in Figure 2.10 below.

Figure 2.10: Conceptual Framework of the Study



Source: Developed by the researcher

In nutshell, the review of literature indicates that job satisfaction within the gig economy is multidimensional and shaped by a combination of organizational, technological, psychological, and economic factors. Existing studies present both positive and negative outcomes associated with gig work, suggesting that worker experiences are often complex, dynamic, and context dependent. Despite growing literature on gig work globally, limited empirical research has examined these multidimensional relationships collectively within the Indian gig economy context, particularly with reference to platform-mediated work arrangements and worker well-being.

2.24 Theory Research Question and Hypothesis Linkage:

The theories reviewed in this chapter provide the conceptual basis for examining job satisfaction as a multidimensional work-related construct. Herzberg's Two-Factor Theory directs attention to rewards, recognition, growth, working conditions, and security. The Job Characteristics Model and Self-Determination Theory direct attention to autonomy, feedback, meaningful work, competence, and work-life balance. The Job Demands-Resources model directs attention to the balance between work demands, such as workload and pressure, and resources, such as support, development, welfare, and flexibility. Equity Theory further supports examination of fairness in rewards and work-provider practices.

These theoretical perspectives informed Research Question 1 and Objective 1, which examine the work-related dimensions associated with job satisfaction, and Research Question 2 and Objective 2, which examine the structural relationships of those dimensions with job satisfaction. They also provide the interpretive basis for H1 to H4: WWE is principally interpreted through the Job Demands-Resources model, with autonomy and balance supported by the Job Characteristics Model and Self-Determination Theory; WSD is interpreted through the Job Demands-Resources model and Herzberg's motivators; WPMH is principally interpreted through the Job Demands-Resources model; and WROC is interpreted through Herzberg's Two-Factor Theory and Equity Theory.

The theories did not predetermine the exact four-factor solution or the final labels used in this study. Rather, they informed selection of broad work-related domains and questionnaire content. Exploratory Factor Analysis subsequently identified four empirical dimensions from the responses of gig workers in Gujarat, and Structural Equation Modelling was then used to examine their hypothesised structural relationships with job satisfaction. The theoretical links therefore guide interpretation of the findings; they do not imply that the cross-sectional results verify a theory or establish causation.

Building upon the literature, various dimensions of work such as well-being, organizational support, psychological factors, and reward systems have been consistently identified as key determinants of job satisfaction. Accordingly, the following hypotheses are proposed:

H1: Worker Well-being & Engagement:

Literature suggests that factors such as autonomy, work-life balance, and meaningful work contribute significantly to Worker well-being and engagement influencing job satisfaction (Hackman & Oldham, 1976; Gallup, 2018), although recent studies suggest that the impact

of such factors may vary depending on workload intensity, platform dependency, and worker expectations within gig work environments (Weidenstedt et al., 2025; Wang et al., 2022).

H1: Worker Well-being & Engagement is significantly related to job satisfaction among gig workers.

H2: Worker Support & Development:

Organizational support, communication, and opportunities for growth have been identified as important factors influencing job satisfaction across different work arrangements, including non-traditional employment contexts (Spector, 1997; Glisson & Durick, 1988). Recent gig economy studies further suggest that access to support mechanisms, fair communication, and platform responsiveness significantly influence worker experiences and satisfaction within digitally mediated work environments (Myhill et al., 2021; Wood et al., 2019).

H2: Worker Support & Development is significantly related to job satisfaction among gig workers.

H3: Worker Performance & Mental Health:

Psychological factors such as stress, mental well-being, and job demands have been found to significantly affect job satisfaction, particularly in flexible and technology-mediated work environments (Judge et al., 2001; Demerouti et al., 2001). Recent studies on technostress, burnout, and emotional exhaustion further indicate that psychological outcomes in gig work environments may be shaped by continuous technological engagement and workload pressure (Cram et al., 2022; Ali & Sivasubramanian, 2024).

H3: Worker Performance & Mental Health is significantly related to job satisfaction among gig workers.

H4: Worker Rewards & Organizational Culture:

Financial and non-financial rewards, along with organizational practices and perceived fairness, play a crucial role in determining employee satisfaction, as highlighted in motivation and job satisfaction theories (Herzberg et al., 1959; Spector, 1997), although recent literature suggests that platform-controlled incentives and algorithmic reward systems may also contribute to dissatisfaction when perceived as inconsistent or unfair (Rosenblat & Stark, 2016; Wood et al., 2019).

H4: Worker Rewards & Organizational Culture is significantly related to job satisfaction among gig workers.

H5: Job Satisfaction and Staying Intentions:

Literature suggests that higher levels of job satisfaction are associated with stronger commitment and lower turnover intentions across both traditional and non-traditional work arrangements (Tett & Meyer, 1993; Yu & Hamid, 2024). In gig work settings, workers who experience greater satisfaction with flexibility, earnings, work conditions, and platform experiences are more likely to continue participating in gig work arrangements despite the temporary and flexible nature of such employment systems (Wood et al., 2019; Ravenelle, 2019).

H5: Job satisfaction is significantly related to staying intentions among gig workers.

The proposed conceptual framework provides a structured foundation for empirical analysis in the subsequent chapters. The identified dimensions are further examined using appropriate statistical techniques to assess their structural relationships with job satisfaction and the association of job satisfaction with staying intentions among gig workers.

2.25 Literature Synthesis and Link to Research Questions:

The literature establishes that gig-worker satisfaction may be associated with autonomy, work quality, support, development, workload, mental well-being, rewards, fairness, continuity of work, and work-provider practices. However, much of the prior evidence is based on non-Indian settings, specific platform-worker groups, or isolated work-related variables. It provides limited integrated evidence on how these themes are empirically grouped and associated with job satisfaction among a heterogeneous group of platform-based and non-platform gig workers in Gujarat.

This gap leads directly to the research carried out in the present study. Research Question 1 and Objective 1 identify the empirical work-related dimensions associated with job satisfaction. Research Question 2 and Objective 2 examine their hypothesised structural relationships with job satisfaction. The remaining questions and objectives examine whether job satisfaction differs across demographic and work-related groups, including the reason for entering gig work, pay satisfaction, and staying intention. Chapter 5 interprets the resulting evidence against the theoretical perspectives and literature reviewed in this chapter.

Conclusion:

This chapter reviewed the existing literature on the gig economy and job satisfaction, highlighting key determinants, worker experiences, and emerging trends in non-traditional work arrangements. The review established that job satisfaction in the gig economy is influenced by a combination of work-related, psychological, and contextual factors, while also identifying limitations in existing studies, particularly in the Indian context.

The review also highlighted that gig worker experiences are often characterized by the coexistence of flexibility, autonomy, stress, insecurity, and technological pressures, indicating that job satisfaction within the gig economy operates in a complex and context-sensitive manner.

Based on these insights, the chapter developed a conceptual framework integrating key dimensions of job satisfaction and their relationship with staying intentions among gig workers. The identified research gaps and proposed hypotheses provide the foundation for the empirical analysis presented in the subsequent chapters.

CHAPTER – 3 RESEARCH METHODOLOGY

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction to Research:

The research methodology is one of the most critical components of any empirical study, as it covers the complete framework for systematic collection, analysis and interpretation of data to be able to solve a research problem effectively. It provides procedures, techniques, and tools adopted by the researcher to ensure that the findings are reliable, valid and aligned with the objectives of the study (Howell, 2013).

The present research study is focused on studying job satisfaction levels among gig workers in Gujarat. The methodology for this context is designed to capture the multidimensional nature of gig work and the factors influencing their work experiences. Given the dynamic and unstructured nature of gig work, a carefully structured methodology is very much required to ensure recording of complexities of these types of work arrangements.

The development of the research methodology in this study is based on an extensive review of literature on job satisfaction, measurement instruments, and gig work dynamics. Prior studies and existing scales have been used beforehand in designing of the research instrument, selection of variables and identification of appropriate analytical techniques. A rather more commonly used and widely famous survey methods like questionnaire, with Likert-scale measurements are used to assess job satisfaction for the study due reliability and ease of the administration (Spector, 1997; Azash & Thirupalu, 2017).

Accordingly, the present study adopts a quantitative research approach based on primary data collected through structured questionnaire administered to gig workers. The questionnaire has been designed to record various dimensions of job satisfaction, along with demographic and work-related aspects of gig workers. The collected data is then analysed using Structured Equation Modelling (SEM), which is one of the widely used techniques for identifying the underlying constructs and examining relationships between variables (Hair et. al., 2022).

In nutshell, the methodology used in this study provides a structured and systematic approach to examine the dimensions associated with job satisfaction and their relationship with staying intention among gig workers in Gujarat. The following sections of Chapter 3

present a detailed description of the research design, sampling framework, instrument development, and analytical techniques used in the study.

3.2 Problem Statement

The rapid expansion of the gig economy has transformed the nature of employment globally, offering flexible and alternative work arrangements to a growing workforce. In India, this shift has been particularly significant, with a large number of workers engaging in gig work across sectors such as transportation, delivery services, professional services, and IT-enabled services (NITI Aayog, 2022). While the gig economy provides opportunities for autonomy, flexibility, and income generation, it also presents challenges related to job security, income stability, and lack of formal organizational support (Wood et. al., 2019).

Despite the increasing relevance of gig work, there exists a noticeable lack of comprehensive empirical studies focusing specifically on job satisfaction among gig workers, particularly in the Indian context and more so at the regional level such as Gujarat (NITI Aayog, 2022). Much of the existing literature focuses on developed economies or is limited to platform-based workers, thereby restricting the understanding of gig work in diverse socio-economic settings (De Stefano, 2016).

Further, existing studies do not provide clearly defined and empirically validated indicators of job satisfaction tailored to the gig economy. Job satisfaction in gig work is inherently multidimensional, encompassing aspects such as well-being, organizational support, mental health, and reward mechanisms, yet these factors are often examined in isolation rather than through an integrated framework (Spector, 1997). This creates a need for a structured approach that captures the combined influence of multiple determinants.

Another important concern is the limited attention given to demographic and contextual variables in influencing job satisfaction among gig workers. Factors such as gender, income level, education, family structure, and location may significantly shape worker experiences, yet they are often treated as secondary variables in existing studies (Kurian & Madhavi, 2024). Additionally, motivational aspects such as whether individuals enter gig work by choice or necessity, and whether gig work serves as a primary or supplementary source of income, are critical in understanding worker satisfaction but remain underexplored in empirical research (Manyika et al., 2016).

Table 3.1: Key issues underlying the research problem

Dimension	Observed Issue in Literature	Implication for Study
Contextual Gap	Limited empirical studies on gig worker job satisfaction in India and Gujarat (NITI Aayog, 2022)	Need for region-specific empirical evidence
Conceptual Gap	Lack of integrated framework capturing multiple determinants of satisfaction (Spector, 1997)	Need for multidimensional model
Sectoral Limitation	Over-focus on platform workers (De Stefano, 2016)	Inclusion of diverse gig worker categories
Demographic Gap	Limited focus on demographic influence (Kurian & Madhavi, 2024)	Analysis across worker segments
Motivational Gap	Choice vs necessity and income dependence underexplored (Manyika et al., 2016)	Inclusion of behavioral drivers
Measurement Gap	Lack of standardized gig-specific satisfaction indicators	Need for validated instrument
Outcome Gap	Limited linkage between satisfaction and staying intentions	Need to assess sustainability of gig work

The absence of comprehensive, empirically validated, and context-specific framework for understanding job satisfaction among gig workers- particularly in Indian context- necessitates a structured investigation into the determinants, demographic influences, and sustainability of gig work engagement

Given these gaps, there is a need for a systematic and empirical investigation into the determinants of job satisfaction among gig workers, particularly within the Indian context.

The present study aims to address these issues by identifying key factors influencing job satisfaction, examining the role of demographic and motivational variables, and developing a structured model to analyse the relationships between these variables.

3.3 Need for the study

The growing significance of the gig economy in shaping contemporary labour markets has created an urgent need to understand the experiences and satisfaction levels of gig workers. In India, the gig workforce has expanded rapidly across multiple sectors, contributing significantly to employment generation and economic activity (NITI Aayog, 2022). However, the informal and flexible nature of gig work also raises important concerns related to worker well-being, job security, and long-term sustainability of such work arrangements.

Despite the increasing scale of gig employment, there is limited empirical evidence examining job satisfaction among gig workers, particularly in the Indian context. Most existing studies focus on structural aspects of gig work, such as platform dynamics, employment conditions, and income patterns, while comparatively less attention has been given to understanding worker perceptions and satisfaction levels (De Stefano, 2016). This creates a need for focused research that captures the subjective experiences of gig workers and the factors influencing their satisfaction.

Further, the gig economy is characterized by heterogeneity in terms of work types, income dependence, and motivations for participation. Workers may engage in gig work either by choice or out of necessity, and may rely on it as a primary or supplementary source of income. These variations significantly influence how individuals perceive their work and evaluate their satisfaction, thereby highlighting the need for a study that incorporates these dimensions in the analysis (Manyika et al., 2016; Gallup, 2018).

Another important aspect that necessitates this study is the lack of region-specific research focusing on gig workers in India, particularly at the state level such as Gujarat. Socio-economic conditions, availability of opportunities, and sectoral distribution of gig work may vary across regions, making it important to generate localized insights for better policy formulation and organizational practices.

From a methodological perspective, there is also a need to develop a structured and empirically validated framework for measuring job satisfaction in the gig economy. Existing

measurement tools are primarily designed for traditional employment settings and may not fully capture the unique characteristics of gig work (Spector, 1997).

Therefore, this study aims to bridge this gap by identifying relevant dimensions of job satisfaction and testing them using appropriate statistical techniques. Overall, the present study is necessary to provide a comprehensive understanding of the determinants of job satisfaction among gig workers, examine the role of demographic and motivational factors, and contribute to the development of a structured model that can support future research, policy-making, and managerial decision-making in the gig economy.

3.4 Research Questions

Based on the problem identified and the objectives of the study, the following research questions are formulated:

1. What are the key dimensions associated with job satisfaction among gig workers in Gujarat?
2. How are the identified dimensions of worker well-being and engagement, worker support and development, worker performance and mental health, and worker rewards and organizational culture related to job satisfaction among gig workers?
3. Does job satisfaction among gig workers differ across selected demographic variables such as gender, age, education, income, family size, number of dependents, location, and sector/industry?
4. Does job satisfaction differ according to the primary reason for joining gig work among gig workers?
5. What is the level of satisfaction of gig workers with respect to pay and compensation received through gig work?

In addition to above main research questions, the study also addresses two supporting descriptive concerns related to staying intentions and relative importance of work-related factors.

6. Is there a difference in job satisfaction between gig workers who intend to continue gig work and those who do not intend to continue?

3.5 Research Objectives

The research objectives are divided in primary and secondary/descriptive research objectives here.

A. Primary Research Objectives

1. To identify the key dimensions associated with job satisfaction among gig workers.
2. To examine the structural relationships of Worker Well-being & Engagement (WWE), Worker Support & Development (WSD), Worker Performance & Mental Health (WPMH), and Worker Rewards & Organizational Culture (WROC) with job satisfaction among gig workers.
3. To analyze differences in job satisfaction across demographic variables such as gender, education, income, family size, number of dependents, industry/sector, and location among gig workers.
4. To assess whether job satisfaction differs according to the primary reason for joining gig work among gig workers.
5. To evaluate the level of satisfaction of gig workers with respect to pay and compensation.

B. Secondary/Descriptive Research Objectives:

6. To examine the relationship between job satisfaction and staying intentions among gig workers.

3.6 Research Approach & Design

The research approach and design provide the overall framework for undertaking the study and discusses the methods adopted for data collection, analysis, and interpretation. The present study follows a quantitative research approach, which is appropriate for examining relationships between variables and testing hypotheses using structured data and statistical techniques. Quantitative research enables objective measurement and analysis of variables, thereby ensuring reliability and consistency of results (Creswell, 2014).

The present study adopts a quantitative, descriptive and cross-sectional research design. The quantitative approach is appropriate for examining patterns, group differences, and hypothesized relationships using structured survey data and statistical techniques.

The descriptive component is used to analyze and describe the characteristics, behavior, and perceptions of gig workers in Gujarat. It enables the study of patterns and variations in job satisfaction across different demographic groups such as gender, education, income levels, family size and number of dependents, industry/sector, and location. Descriptive research is effective in providing an accurate representation of the population under study (Kothari, 2004).

In addition to the descriptive analysis, the study employs inferential and multivariate techniques to examine the hypothesized structural relationships among the identified dimensions and job satisfaction. Factors such as Worker Well-being & Engagement (WWE), Worker Support & Development (WSD), Worker Performance & Mental Health (WPMH), and Worker Rewards & Organizational Culture (WROC) are examined in relation to job satisfaction among gig workers. Structural Equation Modelling (SEM) permits the simultaneous testing of multiple relationships between latent constructs and observed variables (Hair et al., 2022).

The research design is cross-sectional in nature, as data were collected from respondents at a single point in time. This design is appropriate for capturing the current perceptions and experiences of gig workers without tracking changes over time. The cross-sectional approach facilitates efficient data collection from a relatively large sample and allows comparison across different groups within the population.

The adopted research approach and design provide a structured and comprehensive framework for examining job satisfaction among gig workers. The integration of descriptive, inferential, and multivariate analyses supports the examination of patterns, group differences, and hypothesized structural relationships. As the study is observational and cross-sectional, its findings are interpreted as statistically significant relationships within the proposed model rather than definitive evidence of cause-and-effect relationships.

The theoretical review informed the broad work-related domains included in the questionnaire and conceptual framework. It did not pre-specify the exact four empirical dimensions. These dimensions were identified through Exploratory Factor Analysis of the study data; the following hypotheses therefore examine their structural relationships with job satisfaction, while the theories are used to interpret the findings.

3.7 Research Hypotheses

Based on the conceptual framework developed in Chapter 2 and the objectives of the study, the following hypotheses are formulated for empirical testing:

3.7.1 Primary Hypotheses:

The primary hypotheses of the study focus on examining the hypothesized structural relationships of key work-related dimensions with job satisfaction and the overall fit of the proposed structural model.

H1: Worker Well-being & Engagement (WWE) is significantly related to job satisfaction among gig workers.

H2: Worker Support & Development (WSD) is significantly related to job satisfaction among gig workers.

H3: Worker Performance & Mental Health (WPMH) is significantly related to job satisfaction among gig workers.

H4: Worker Rewards & Organizational Culture (WROC) is significantly related to job satisfaction among gig workers.

H5: The proposed structural equation model demonstrates acceptable fit with the observed data.

3.7.2 Hypotheses related to Demographic Variables:

The following hypotheses examine whether job satisfaction differs across demographic characteristics among gig workers:

H6: There is a significant difference in the job satisfaction of gig workers according to gender.

H7: There is a significant difference in the job satisfaction of gig workers across different age groups.

H8: There is a significant difference in the job satisfaction of gig workers across different levels of education qualifications.

H9: There is significant difference in the job satisfaction of gig workers across different income groups.

H10: There is a significant difference in the job satisfaction of gig workers across different family size groups.

H11: There is a significant difference in the job satisfaction of gig workers based on the number of dependents in the family.

H12: There is a significant difference in the job satisfaction of gig workers across different locations.

H13: There is a significant difference in the job satisfaction of gig workers across different industry/sector.

3.7.3 Secondary Hypotheses:

In addition to demographic factors, the study also examines whether reported job satisfaction differs across selected work-related behavioral characteristics.

H14: There is a significant difference in job satisfaction among gig workers based on their primary reason for joining gig work.

H15: Gig workers report a significant level of satisfaction with pay/compensation.

H16: There is a significant difference between job satisfaction and staying intentions among gig workers.

3.8 Scope of the Study

The scope of the study is defined in terms of its geographical coverage, target population, variables being studied, and methodological framework and sample coverage adopted.

From the perspective of geographical inclusion, the study is limited to the state of Gujarat in India. The data has been collected from gig workers across major cities of Gujarat, namely, Ahmedabad, Vadodara, Surat, Rajkot, Gandhinagar, Mehsana, Kutch, Vallabh Vidhya Nagar, and Surendranagar. This regional focus enables the study to capture differences in gig work experiences across both urban and semi-urban areas within the state of Gujarat.

Population wise, the study is based on individuals engaged in gig work across different sectors. This includes both independent and contingent gig workers, in line with widely

accepted classifications of gig employment. The study includes workers engaged in both digitally enabled and non-platform forms of gig work, thereby ensuring broader representation of flexible and contingent work arrangements. It covers gig workers from sectors such as transportation and delivery services, professional services, IT/ITES and other emerging gig-based occupations such as consulting, teaching & tutoring & travel guidance, and special skill-based services i.e. Henna art, music, chess, yoga, sports coaching etc.

From the conceptual perspective, the study is limited to examining job satisfaction levels of gig workers and the factors influencing it. The key variables used for the study are Worker Well-being & Engagement (WWE), Worker Support & Development (WSD), Worker Performance & Mental Health (WPMH), and Worker Rewards & Organizational Culture (WROC). These dimensions are identified using literature review and empirical analysis. Additionally, it also studies the work-related dimensions associated with job satisfaction and differences across demographic variables such as age, gender, education, income, family size, number of dependents, industry/sector and location. It also considers selected work related and motivational factors, including choice vs. necessity of joining gig work, number of gig engagements, pay satisfaction and staying intentions.

Table 3.2: Scope of the study

Scope	Description
Geographical Scope	• Gujarat, India • Cities: Ahmedabad, Vadodara, Surat, Rajkot, Gandhinagar, Mehsana, Kutch, Vidhya Nagar, Surendranagar
Population Scope	• Gig workers across sectors, including transportation & delivery services, professional services, IT/ITES and other emerging gig-based occupations. This includes both contingent and independent gig workers.
Conceptual Scope	The study focuses on job satisfaction as the primary construct and examines its key determinants: WWE, WSD, WPMH, and WROC.
Additional Variables	Demographic variables such as gender, age, education, income, family size, number of dependents, location, and industry/sector; motivational and work-related

	variables such as choice versus necessity, number of gig engagements, pay satisfaction, and income-related characteristics.
Outcome Scope	• Job satisfaction is the primary outcome variable. Staying intention is examined as a related secondary outcome.
Methodological Scope	Quantitative research based on primary data collected through a structured questionnaire. Statistical tools include descriptive analysis, t-test, ANOVA, EFA and SEM.
Sample Scope	The study is based on a sample of 629 gig workers in Gujarat. The findings may be interpreted in relation to similar regional and occupational contexts.

From methodological perspective, the study is using quantitative research design approach by collecting primary data through questionnaire. The scope of the study is limited to statistical techniques like descriptive analysis, inferential tests such as t-test and ANOVA, and multivariate techniques like Exploratory Factor Analysis (EFA) and Structural Equation Modelling (SEM). The findings are based on collected responses from a sample of 629 gig workers, and hence, the generalizations are limited to the similar population.

3.9 Research Instrument Development:

The development of research instrument is a critical step in ensuring the validity and reliability of the study. The present study uses a structured questionnaire as the primary tool for data collection. The questionnaire has been carefully designed based on extensive review of literature on job satisfaction, gig work arrangements, and already established measurement scales. Past studies and standardized instruments like Job Satisfaction Survey (JSS) and Minnesota Satisfaction Questionnaire (MSQ) have been used in building up the foundation of developing relevant items (Spector, 1997; Weiss et. al., 1967). The complete questionnaire is given in Annexure B.

The process of questionnaire development includes multiple stages so as to ensure effective recording of dynamic and multidimensional nature of job satisfaction among gig workers. The questionnaire items were derived and adapted from an extensive body of literature on job satisfaction, gig work, and employee behaviour. In addition to widely used instruments such as JSS and MSQ, several modern-day studies were consulted to capture context-specific dimensions relevant to gig workers, including well-being, organizational support, performance and mental health, and reward structures (Judge, Heller & Mount, 2002; Fiori et al., 2015; Karlsson & Wranne, 2019; Kim et al., 2018; Ashford et al., 2018; Nanjundeswaraswamy, 2019; Jabagi et al., 2019). Further, studies focusing on instrument development and validation informed the selection and structuring of items to ensure reliability and content validity (Saane et al., 2003; Azash & Thirupalu, 2017). Based on this data, a pool of statements was generated to represent different aspects of job satisfaction in the context of gig work.

Table 3.3: Literature Basis for Questionnaire Development

Construct / Area	Description	Supporting studies
Job Satisfaction (general measurement)	Overall satisfaction items; multi-item approach	Spector (1997); Weiss et al. (1967); Brayfield & Rothe (1951); Judge, Heller & Mount (2002)
Well-being & Engagement	WLB, autonomy, meaningful work, engagement items	Hackman & Oldham (1976); Gallup (2018); Fiori et al. (2015); Karlsson & Wranne (2019)
Support & Development	Training, feedback, communication, growth items	Glisson & Durick (1988); Spector (1997); Kim & Marquis (2018)
Performance & Mental Health	Stress, productivity, psychological well-being items	Demerouti et al. (2001); Judge et al. (2001);

		Nanjundeswaraswamy (2019)
Rewards & Organizational Culture	Pay, recognition, organizational practices, culture items	Herzberg et al. (1959); Spector (1997); Caza et al. (2021)
Gig-work characteristics	Flexibility, autonomy, platform context items	Wood et al. (2019); De Stefano (2016); Jabagi et al. (2019)
Motivational drivers	Choice vs. necessity; income dependence (Q12, Q15)	Manyika et al. (2016); Gallup (2018); Duijinhoven (2018)
Measurement robustness / instrument quality	Reliability/validity thinking, multi-facet coverage	Saane et al. (2003); Azash & Thirupalu (2017)
Staying intentions	Continuation/retention item (Q26)	Yu & Hamid (2024)

The questionnaire was divided into six sections to record the relevant information systematically.

- Section A includes demographic details such as age, gender, education, income, family size, number of dependents and location.
- The Section B covers work related information of gig workers, such as previous employment type and status, nature of gig work, industry/sector, working conditions and motivational factors like the reason for joining gig work and whether it serves as a primary or secondary source of income.
- Section C contained Question 21, which asked respondents to rate the importance of 17 work-related factors on a five-point scale. These responses were used for descriptive analysis and Exploratory Factor Analysis (EFA), as reported in Chapter 4. The EFA resulted in four empirically derived work-related dimensions.
- Section D asked about days off and skill level of work.
- Section E contained Question 25, comprising 16 statements answered on a seven-point agreement scale. These statements recorded respondents' experiences of gig

work and provided an item pool for measuring job satisfaction in the structural model.

- Section F asked whether respondents intended to continue gig work.

Question 21 and Question 25 therefore represented analytically distinct parts of the questionnaire and used different response scales. The 17 importance ratings in Question 21 were subjected to EFA to identify the four work-related dimensions, whereas Question 25 provided the separate job-satisfaction item pool. Thus, the same questionnaire item was not used simultaneously as a predictor-side and outcome-side indicator. The questionnaire as administered is reproduced in Annexure B, and the item mapping is provided in Annexure A.

In order to improve the reliability of responses and reduce the response bias, the questionnaire included two reverse coded statements under Question 25, namely 'I miss working with my coworkers' and 'I miss working in formal set-ups'. These negatively worded statements were intentionally included in the questionnaire to ensure that respondents carefully evaluate each statement rather than responding in a patterned way. During data preparation, these statements were reverse coded to maintain consistency in the direction of satisfaction scoring before the structural analysis. The inclusion of reverse-coded items helps in identifying potential response bias and improving the quality of data interpretation (Spector, 1997).

Additionally, the questionnaire also includes a direct question to assess overall satisfaction with pay and compensation, as well as a question to know about the staying intentions of gig workers. These items provide supplementary insights and support the analysis of relationships between job satisfaction and behavioural outcomes. Question 21 was used to understand which work-related aspects respondents considered most important, while Question 25 captured their job-satisfaction-related experiences.

The research instrument has been designed to provide a comprehensive and structured approach for capturing the key variables required to analyse job satisfaction and related outcomes among gig workers.

3.9.1 Scaling Technique used:

The present study uses a structured scaling techniques to measure the perceptions, attitudes and experiences of gig workers in connection to the job satisfaction. The primary scale used

in the study is 7-point Likert scale, which has been widely popular and used in social sciences research for capturing the intensity of respondent's opinions. The scale ranges from 'Strongly Disagree' (1) to 'Strongly Agree' (7) and is used to measure responses to statements related to job satisfaction and its underlying dimensions. The use of 7-point Likert scale allows for greater sensitivity and variability in responses as compared to shorter scales. This improves the precision of measurement (Likert, 1932; Joshi et. al., 2015). The adoption of a multi-item Likert scale further strengthens the measurement of constructs by allowing each dimension of job satisfaction to be assessed through multiple indicators. This improves the precision of the job-satisfaction measurement and provides suitable item-level information for the final Structural Equation Modelling (SEM) analysis (Hair et. al., 2022, Spector, 1997). A detailed mapping of questionnaire items to the relevant analytical constructs is provided in Annexure A.

In addition, a five-point Likert scale was used in Question 21 to assess the relative importance of 17 work-related factors. The scale ranged from 'Least Important' (1) to 'Very Important' (5). These responses were used for descriptive analysis of workers' priorities and for Exploratory Factor Analysis (EFA), through which the four work-related dimensions were empirically identified. The use of a separate importance scale maintains a distinction between perceived importance of work-related factors and the job-satisfaction experiences measured through the seven-point Question 25 statements.

Two different Likert scales were used in the study for distinct analytical purposes. The five-point scale in Question 21 measured the relative importance of 17 work-related factors and was used for descriptive analysis and EFA. The seven-point scale in Question 25 measured respondents' job-satisfaction-related experiences and supplied the separate satisfaction item pool for the final SEM specification. The two item sets were not combined as a single scale or treated as the same indicators.

3.10 Sample Design:

The sample design forms a crucial component of the research methodology, as it determines the process of selecting an appropriate subset of the population for data collection. In the present study, the target population comprises individuals engaged in gig work across various sectors in the state of Gujarat. Given the absence of a comprehensive and well-

defined sampling frame for gig workers, a systematic approach was adopted to determine an appropriate sample size for the study.

The initial estimation of sample size was carried out using the standard formula for determining sample size for large populations, commonly referred to as the Fisher formula:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

- n = required sample size
- Z = standard normal variate corresponding to the desired confidence level
- p = estimated proportion of the population possessing the attribute
- q = 1 − p
- e = margin of error

For the purpose of this study, a confidence level of 95% was considered, corresponding to a Z-value of 1.96. In the absence of prior estimates regarding the proportion of gig workers exhibiting specific characteristics, the value of p was assumed to be 0.5 to ensure maximum variability, and q was taken as 0.5. The margin of error (e) was fixed at 5%. Based on these parameters, the calculated sample size was approximately 385 respondents.

However, in order to enhance the robustness and reliability of the findings, a larger sample size was collected. The final sample for the study consists of 629 respondents, which exceeds the minimum required sample size. This increase in sample size improves statistical power and ensures better representation of the diverse gig worker population.

The sample includes respondents from multiple sectors such as transportation and delivery services, professional services, and IT/ITES and other emerging gig-based occupations. This enabled the study to capture variations in gig work related characteristics. Additionally, respondents were drawn from different cities across Gujarat, ensuring coverage of both urban and semi-urban areas.

Overall, the sample design adopted in the study ensures adequate sample coverage and sufficient sample size for advanced statistical analysis, including descriptive analysis, inferential tests, as Exploratory Factor Analysis (EFA) and Structural Equation Modeling

(SEM). The sample size strengthens the credibility of the empirical analysis, while the interpretation of findings remains limited to similar regional and occupational contexts.

3.11 Sampling Technique:

The sampling technique adopted in the present study is a non-probability sampling method, combining both convenience sampling and snowball sampling approaches. This approach was considered appropriate due to the absence of a well-defined and accessible sampling frame for gig workers in the study area.

Initially, convenience sampling was used to identify and collect responses from readily accessible gig workers across different sectors such as transportation and delivery services, professional services, and IT/ITES and other emerging gig-based occupations. This method facilitated efficient data collection from respondents who were available and willing to participate in the study.

Additionally, snowball sampling was employed to expand the sample size by leveraging the networks of initial respondents. Existing participants were requested to refer other gig workers within their professional or social circles. This approach proved particularly useful in reaching respondents who may not have been easily accessible through direct contact, especially in the case of freelance and independent gig workers.

The combination of these two techniques ensured a wider coverage of respondents across different categories of gig work and locations within Gujarat. While non-probability sampling methods may limit the generalizability of findings to some extent, they are widely used in studies involving hard-to-reach or unstructured populations such as gig workers (Malhotra, 2010).

The adopted sampling technique enabled the researcher to collect a sufficiently large and diverse sample of 629 gig workers, which is adequate for conducting advanced statistical analyses such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

3.12 Validation, Pilot Study and Reliability Analysis

The validation and pilot testing of the research instrument are essential to ensure the accuracy, clarity, and reliability of the data collected. In the present study, a systematic approach was adopted to validate the questionnaire and assess its suitability for large-scale data collection.

3.12.1 Validity of the Instrument:

The questionnaire was subjected to content validity to ensure that the items adequately represent the constructs under study. Content validity refers to the extent to which a measurement instrument covers all relevant aspects of the concept being measured (Kothari, 2004).

For this purpose, the questionnaire was reviewed by two subject experts with experience in the field of management and research methodology. Based on their feedback, necessary modifications were made to improve the clarity, relevance, and wording of the items. This process helped in refining the instrument and ensuring that it aligns with the objectives of the study.

In addition to content validity, construct validity was assessed during the data analysis stage through Exploratory Factor Analysis (EFA), convergent validity and discriminant validity. The results of EFA confirmed that the items loaded appropriately onto their respective constructs, thereby supporting the underlying theoretical structure of instrument, as shown in chapter 4.

3.12.2 Pilot Study:

A pilot study was conducted to test the feasibility and effectiveness of the questionnaire before final data collection. The pilot study was carried out on a sample of 40 respondents, comprising individuals engaged in gig work. The purpose of the pilot study was to:

- identify ambiguities in questions
- assess the clarity and understanding of items
- evaluate the time required to complete the questionnaire
- ensure the overall suitability of the instrument

Based on the responses obtained and feedback from participants, minor modifications were made to improve the wording and structure of certain items and few items were removed due to duplication. The pilot study confirmed that the questionnaire was appropriate for the target respondents and could be used for full-scale data collection.

3.12.3 Reliability Analysis:

The reliability refers to the degree to which a measurement instrument produces consistent and stable results (Hair et. al., 2022). In the present study, the internal consistency of the constructs was assessed using both Cronbach Alpha (α) and McDonald's Omega (ω) coefficients.

Cronbach's alpha is widely used measure in checking internal consistency by evaluating the inter-correlation among items within a construct (Cronbach, 1951). However, since it assumes equal contribution of all items, McDonald's Omega was also employed as a more robust reliability measure. It accounts for varying factor loadings and provides a more accurate estimate of scale reliability (McDonald, 1999).

Cronbach's Alpha is one of the most widely used measures for examining internal consistency. It evaluates the extent to which items within a construct are interrelated and measure the same underlying concept (Cronbach, 1951). However, Cronbach's Alpha assumes that all items contribute equally to the construct, which may not always be the case in social science research. Therefore, McDonald's Omega was also used as an additional reliability measure. McDonald's Omega is considered more robust because it accounts for differences in factor loadings and provides a more realistic estimate of scale reliability when items contribute unequally to the construct (McDonald, 1999).

As reported in Chapter 4, the reliability values of the constructs were found to be within the acceptable range, indicating good internal consistency of the measurement scales. The Cronbach's Alpha values confirmed that the items within each construct were sufficiently correlated with one another. Similarly, the McDonald's Omega coefficients further supported the reliability and stability of the constructs. Together, these results indicate that the instrument was reliable for measuring the identified dimensions of job satisfaction among gig workers.

3.12.4 Validity Assessment:

Additionally, the validity of the constructs was evaluated using multiple statistical measures to ensure the robustness of the measurement model. Validity assessment is important because it determines whether the instrument actually measures the concepts it intends to measure. In the present study, construct validity was examined through convergent validity and discriminant validity.

- **Convergent Validity**

Convergent validity refers to the extent to which the items of a construct are closely related to one another and jointly represent the same underlying concept. In this study, convergent validity was assessed using Average Variance Extracted (AVE). AVE measures the amount of variance captured by a construct in relation to the variance due to measurement error. A value of 0.50 or above is generally considered acceptable, as it indicates that the construct explains more than half of the variance in its indicators.

As reported in Chapter 4, the AVE values of the constructs were found to meet the recommended threshold, thereby supporting convergent validity. This indicates that the observed variables adequately represented their respective constructs and that the items used in the questionnaire were appropriate for measuring the identified dimensions of job satisfaction among gig workers.

- **Discriminant Validity**

Discriminant validity refers to the extent to which different constructs are distinct from one another. It ensures that each construct captures a unique dimension and does not excessively overlap with other constructs in the model. In the present study, discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio of correlations. HTMT is widely used for assessing discriminant validity in structural models, as it compares the correlations between constructs with the correlations within constructs.

As discussed in Chapter 4, the HTMT values were found to be below the recommended threshold, indicating that the constructs were sufficiently distinct from one another. This confirms that Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, Worker Rewards and Organizational Culture, and Job Satisfaction represent separate but related dimensions within the overall research framework.

The results of pilot study, reliability analysis, and validity assessment confirm that the research instrument is both reliable and valid. The constructs demonstrate strong internal consistency, adequate convergent validity, and clear discriminant validity. The provides confidence in the measurement model and supports its suitability for further analysis using Exploratory Factor Analysis (EFA) and Structural Equation Modelling (SEM).

3.13 Mode of Data Collection:

The study is based on primary data collected to analyse the job satisfaction levels of gig workers. The primary data was collected using a structured questionnaire developed specifically for the study. The questionnaire was administered using online mode of data collection, mainly through digital platforms like Google forms. The use of an online survey method was considered appropriate due to the nature of the target population, as gig workers are generally engaged in flexible, technology-enabled work environments and are more accessible through digital communication channels.

Table 3.4: Details on Data Collection

Particular	Description
Type of Data	Primary data
Data Collection Method	Structured questionnaire
Mode of Administration	Online (Google Forms)
Target Respondents	Gig workers across various sectors
Sampling Support	Convenience and Snowball approach
Distribution Channels	Personal contacts, professional networks, social media platforms
Response Collection Method	Self-administered online responses
Geographical Coverage	Various cities across Gujarat

Total Valid Responses	629
Advantages of Method	Wider reach, cost-effective, time-efficient, minimal data entry errors

The instrument link was shared with respondents through various means, including personal contacts, professional networks, and social media platforms. Additionally, respondents were encouraged to forward the questionnaire to other gig workers within their network, which also facilitated the use of a snowball approach in data collection.

The online mode of data collection ensured ease of access, wider reach, and convenience for respondents, allowing them to complete the questionnaire at their preferred time. It also allowed efficient data recording and minimized manual errors in data entry. A total of 629 valid responses were collected and used for the analysis.

3.14 Statistical Tools and Techniques Used:

The present study employs a combination of descriptive and inferential statistical techniques to analyse the collected data and achieve the research objectives. The analysis was carried out using statistical software such as SPSS, Jamovi, and Microsoft Excel, which facilitated efficient data processing and advanced analytical procedures.

The statistical tools and techniques used in the study are described below:

- **Descriptive Statistics:**

Descriptive statistical techniques were used to summarize and present the demographic and work-related characteristics of the respondents. Measures such as frequency distribution, percentages, mean, and standard deviation were applied to analyze the data collected from a total sample of 629 gig workers. This provided a clear understanding of the sample profile and supported further inferential analysis.

- **Exploratory Factor Analysis (EFA):**

Exploratory Factor Analysis was conducted using Principal Component Analysis (PCA) with Varimax rotation to identify the underlying dimensions of job satisfaction. The analysis resulted in the extraction of four key factors, namely Worker Well-being & Engagement, Worker Support & Development, Worker Performance & Mental Health, and Worker

Rewards & Organizational Culture. These factors collectively explained 61.558% of the total variance, indicating a satisfactory level of construct representation.

- **Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity:**

The suitability of the data for factor analysis was assessed using the KMO measure and Bartlett's Test. The KMO value of 0.883 indicated meritorious sampling adequacy, while Bartlett's Test was found to be statistically significant ($\chi^2 = 4609.726$, $p < 0.001$), confirming that the data was appropriate for factor analysis.

- **Reliability Analysis**:

Reliability analysis was conducted to examine the internal consistency of the measurement scales. Cronbach's Alpha and McDonald's Omega were used for this purpose. These measures helped assess whether the items within each construct consistently measured the same underlying dimension. The detailed reliability results are presented and discussed in Chapter 4.

- **Validity Testing:**

Validity testing was undertaken to assess the appropriateness of the measurement model. Convergent validity was examined using Average Variance Extracted (AVE), while discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio. These techniques were used to confirm whether the constructs were both internally coherent and sufficiently distinct from one another. The detailed validity results are shown in Chapter 4.

- **Structural Equation Modeling (SEM):**

Structural Equation Modelling (SEM) was employed to test the proposed conceptual framework and examine the relationships between the identified constructs and job satisfaction among gig workers. SEM was considered appropriate as it enables simultaneous examination of multiple relationships between latent variables and observed indicators while also assessing the overall adequacy of the measurement and structural model (Hair et al., 2022).

- **Model Fit Indices:**

The adequacy of the structural model was assessed using multiple goodness-of-fit indices such as RMSEA, SRMR, CFI, and TLI. These indices were used to evaluate the extent to which the proposed model fits the observed data and whether the conceptual framework is

statistically acceptable for interpretation.

- **Independent Samples t-test:**

The Independent Samples t-test was used to examine differences in job satisfaction across two-group demographic variables, such as gender. This test helped determine whether mean job satisfaction scores differed significantly between the selected groups.

- **One-Way ANOVA / Welch ANOVA:**

One-Way ANOVA was applied to examine differences in job satisfaction across demographic and work-related variables having more than two groups, such as education, income, family size, number of dependents, location, and industry/sector. In cases where the assumption of homogeneity of variance was violated, Welch ANOVA was used as a robust alternative.

- **Post Hoc Tests (Games-Howell):**

Post hoc analysis using the Games-Howell test was conducted to identify specific group differences following significant ANOVA results. This test was particularly useful in situations where equal variance assumptions were not met, especially in the case of income and family size comparisons.

- **Descriptive Analysis (Mean Ranking):**

Descriptive techniques were used to analyze the relative importance of various work-related factors associated with gig workers' preferences and expectations. The analysis was based on responses measured using a 5-point Likert scale, and mean ranking was used to identify the factors rated as most important by respondents.

CHAPTER-4

DATA ANALYSIS & INTERPRETATION

CHAPTER 4: DATA ANALYSIS & INTERPRETATION

4.1 Introduction to Data Analysis & Interpretation

This chapter presents the analysis and interpretation of data collected from 629 gig workers across various sectors in Gujarat. The objective of this chapter is to examine the job satisfaction levels of gig workers and analyze the work-related factors associated with it using appropriate statistical techniques.

The chapter begins with a descriptive analysis of the demographic and work-related profile of respondents. This is followed by a descriptive analysis of the relative importance of selected work-related factors. Further, Exploratory Factor Analysis (EFA) is conducted to identify the underlying dimensions associated with job satisfaction.

Subsequently, the reliability and validity of the measurement model are assessed, followed by Structural Equation Modeling (SEM) to examine the relationships between the identified constructs and job satisfaction. Hypothesis testing is carried out using both SEM and inferential statistical techniques such as t-test, one way ANOVA, Welch's ANOVA and related post hoc tests. The chapter also includes additional analysis related to behavioural aspects of gig work, including choice vs necessity, pay satisfaction, number of gig engagements and staying intentions. The findings from the analysis are presented in a structured manner using tables and figures, followed by interpretation to derive meaningful insights in line with research objectives and hypotheses of the study.

4.2 Profile of Respondents

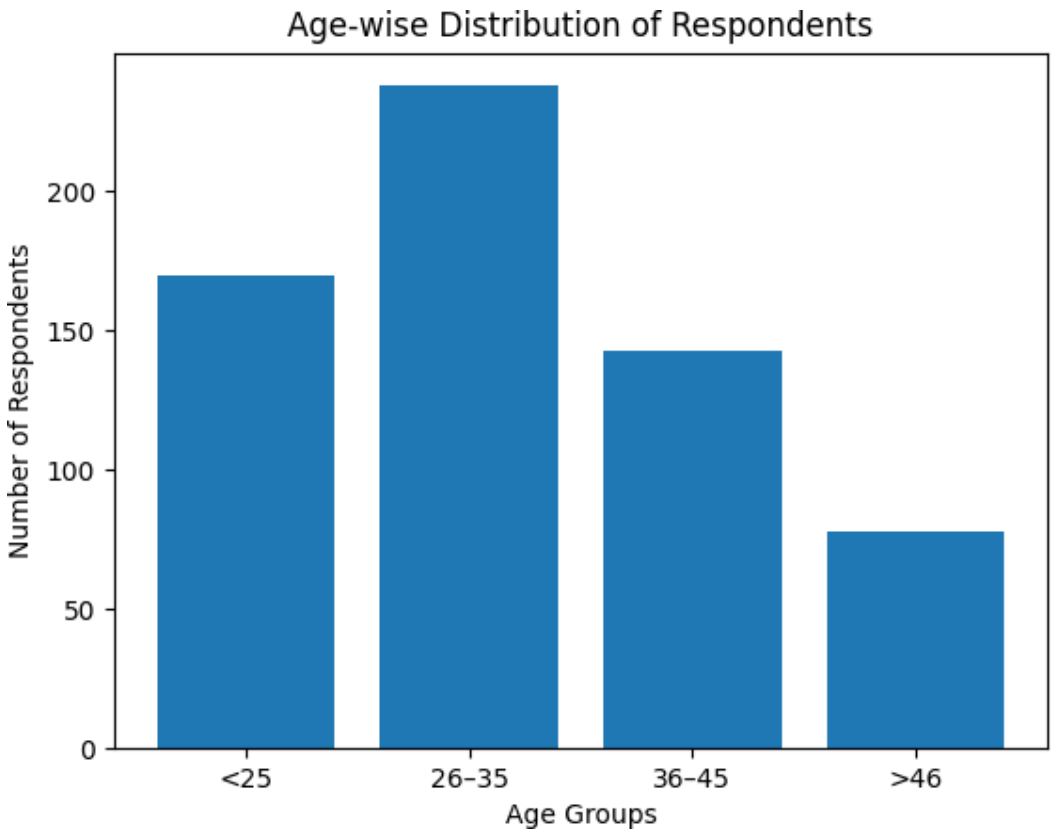
4.2.1 Age of respondents:

Table 4.1: Age of Respondents

Age Group	Frequency	Percentage
Less than 25 years	170	27.0
26–35 years	238	37.8
36–45 years	143	22.7

More than 46 years	78	12.4
Total	**629**	**100**

Figure 4.1: Age-wise Distribution of Respondents



Source: Primary Data

Interpretation: The age distribution of respondents indicates that the majority of gig workers belong to the 26–35 years age group (37.8%), followed by those below 25 years (27.0%). This suggests that gig work is predominantly undertaken by younger individuals, possibly due to their higher adaptability to flexible and technology-driven work environments.

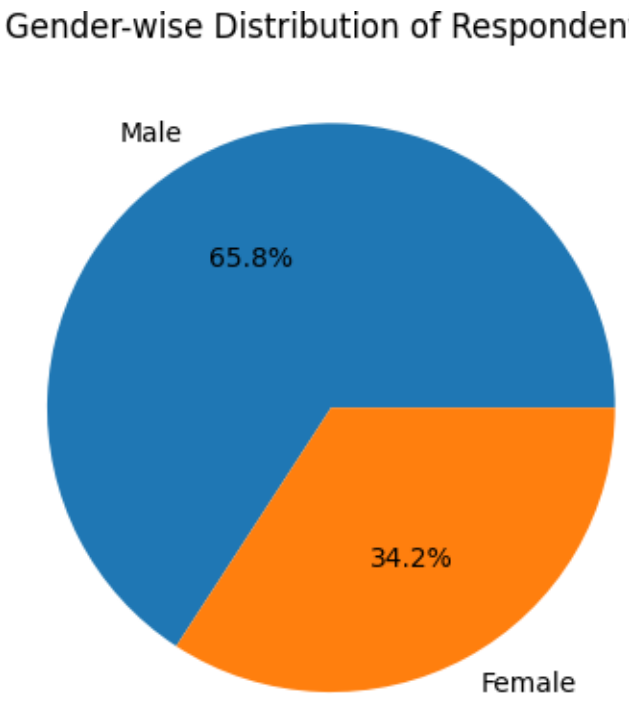
Respondents in the age group of 36–45 years constitute 22.7% of the sample, while those above 46 years represent the smallest proportion (12.4%). This shows relatively lower participation of older individuals in gig work, indicating that the gig economy is largely youth-driven, reflecting the flexible and technology-driven nature of such employment.

4.2.2 Gender-wise Distribution:

Table 4.2: Gender-wise Distribution of Respondents

Gender	Frequency	Percentage
Male	414	65.8
Female	215	34.2
Total	629	100

Figure 4.2: Gender-wise Distribution of Respondents



Source: Primary Data

Interpretation: The gender composition of the respondents indicates a clear dominance of male participation, with 65.8% of the sample comprising male gig workers. This suggests that gig work, within the selected context, continues to be more heavily represented by men, possibly due to sectoral concentration in activities such as delivery and transportation services, which traditionally exhibit higher male participation.

However, the proportion of female respondents (34.2%) is also noteworthy and points towards a gradual shift in workforce dynamics. The flexibility and autonomy associated with gig work may be encouraging greater female participation, particularly among individuals seeking alternative or supplementary income opportunities.

From an analytical perspective, this distribution is relevant for subsequent hypothesis testing, as differences in job satisfaction across gender groups may reflect varying expectations, work experiences, and constraints faced by male and female gig workers.

4.2.3 Education of Respondents

Table 4.3: Education-wise Distribution of Respondents

Education Level	Frequency	Percentage
Below 12th	153	24.3
Diploma	48	7.6
Graduate	180	28.6
Post Graduate	240	38.2
Doctorate	8	1.3
Total	**629**	**100**

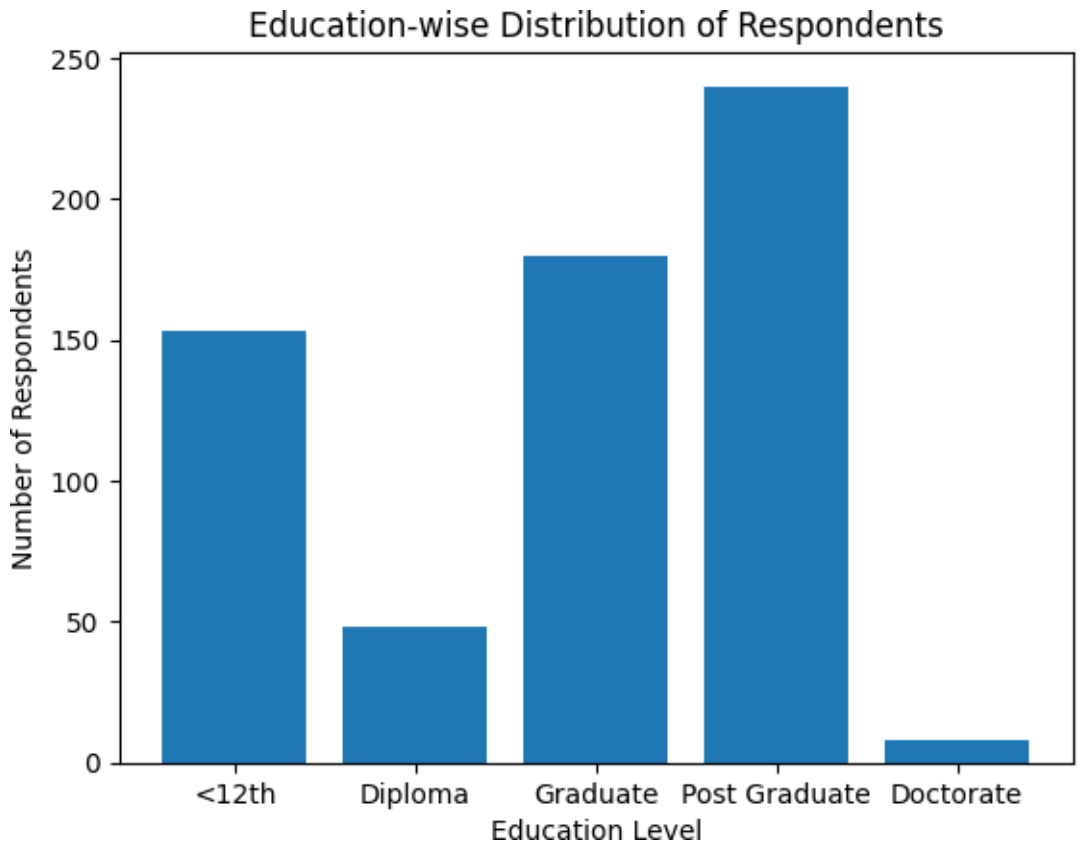
Interpretation: The educational profile of respondents indicates that a substantial proportion of gig workers possess higher levels of formal education. The largest segment of respondents comprises postgraduates (38.2%), followed by graduates (28.6%), suggesting that gig work is not limited to low-skilled or less-educated individuals.

At the same time, a notable share of respondents falls below the 12th standard (24.3%), highlighting the diverse educational background within the gig workforce. The presence of diploma holders and a small proportion of doctorate-level respondents further reinforces this diversity.

From an analytical standpoint, this distribution suggests that gig work attracts individuals across varying educational levels, possibly for different reasons such as flexibility,

supplementary income, or lack of traditional employment opportunities. This variation in educational attainment may also be associated with job satisfaction levels, making it an important variable for further inferential analysis.

Figure 4.3: Education-wise Distribution of Respondents



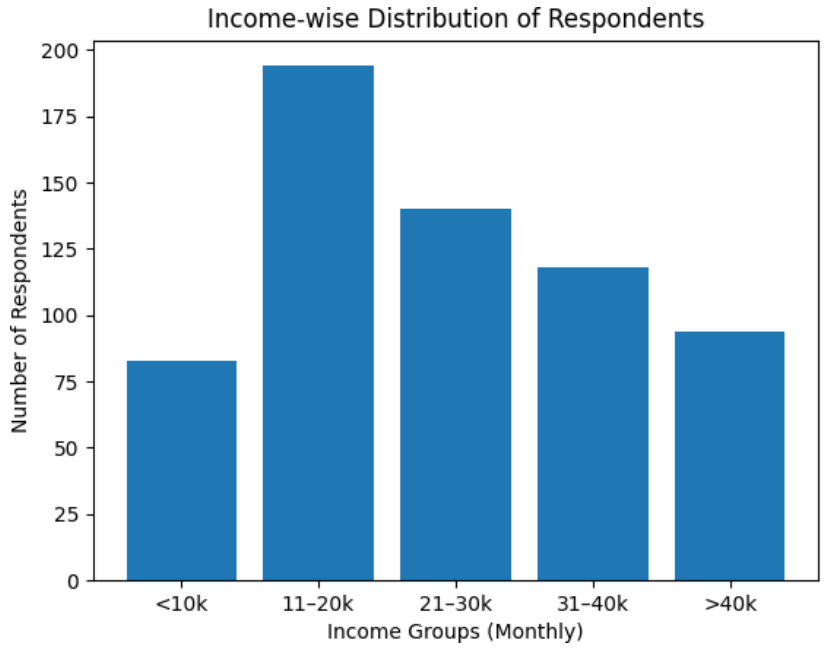
4.2.4 Income-wise distribution:

Table 4.4: Income-wise Distribution of Respondents

Monthly Income (₹)	Frequency	Percentage
Below 10,000	83	13.2
11,000 – 20,000	194	30.8
21,000 – 30,000	140	22.3

31,000 – 40,000	118	18.8
Above 40,000	94	14.9
Total	629	100

Figure 4.4: Income-wise Distribution of Respondents



Interpretation: The income distribution of respondents reflects a concentration in the lower to middle income brackets. The largest proportion of gig workers falls within the ₹11,000–₹20,000 range (30.8%), followed by those earning between ₹21,000–₹30,000 (22.3%). This suggests that for a significant segment of workers, gig work provides a moderate but steady source of income.

A comparatively smaller proportion of respondents is observed at the higher income levels, with only 14.9% earning above ₹40,000. Similarly, 13.2% of respondents fall in the lowest income category (below ₹10,000), indicating the presence of income variability within the gig workforce.

From an analytical perspective, this distribution highlights the uneven earning potential associated with gig work, which may be be associated withd by factors such as type of gig, working hours, and skill level. Income differences are likely to play a crucial role in shaping

job satisfaction levels, making this variable particularly important for subsequent hypothesis testing and comparative analysis.

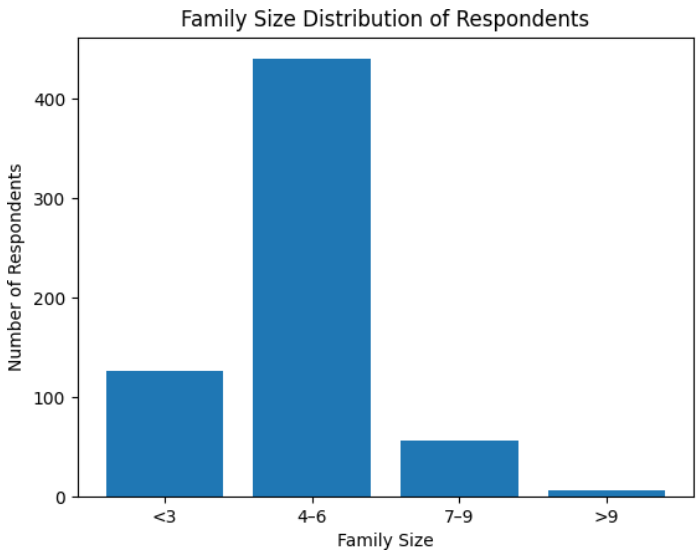
4.2.5 Family Size Distribution of Respondents:

Table 4.5: Family Size of Respondents

Family Size	**Frequency**	**Percentage**
Less than 3 members	126	20.0
4–6 members	440	70.0
7–9 members	57	9.1
More than 9 members	6	1.0
Total	**629**	**100**

Interpretation: The distribution of respondents based on family size shows a strong concentration in the 4–6-member category, which accounts for a substantial majority of the sample (70%). This suggests that most gig workers in the study belong to moderately sized households, which is typical in the Indian context.

Figure 4.5: Family Size Distribution of Respondents



A smaller proportion of respondents (20%) belong to families with fewer than three members, while only a limited number fall into larger family categories. Households with 7–9 members constitute 9.1% of the sample, and very few respondents belong to families with more than nine members.

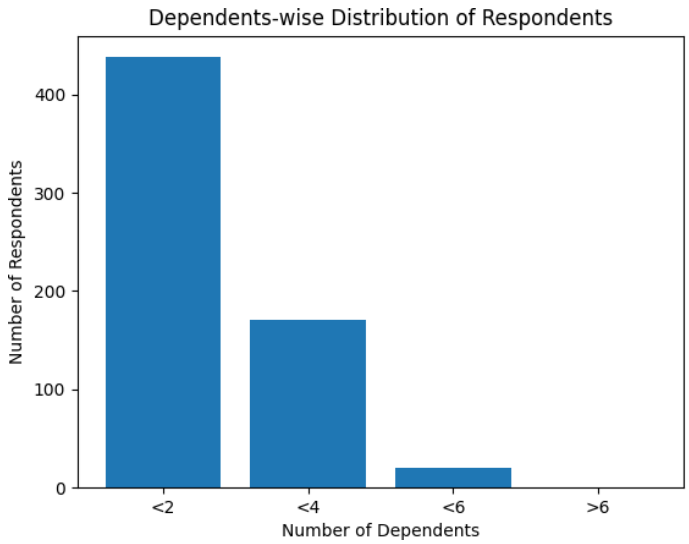
From an analytical perspective, family size can have implications for financial responsibilities and income needs. Individuals from larger families may experience greater economic pressure, which could be associated with their engagement in gig work as well as their level of job satisfaction. This makes family size an important variable for further comparative analysis in the study.

4.2.6 Dependents in the Family of Respondents:

Table 4.6: Dependents in the Family

Number of Dependents	Frequency	Percentage
Less than 2	438	69.6
2-4	171	27.2
5-6	20	3.2
More than 6	0	0.0
Total	**629**	**100**

Figure 4.6: Dependents-wise Distribution of Respondents



Interpretation: The distribution of respondents based on the number of dependents indicates that a majority of gig workers have relatively fewer financial dependents. Nearly 70% of the respondents fall in the category of having less than two dependents, suggesting lower immediate financial obligations for a large segment of the sample.

Around 27.2% of respondents report having up to two to four dependents, while only a very small proportion falls into higher dependency categories. Notably, none of the respondents reported having more than six dependents, indicating that extremely high dependency burdens are not prevalent within the sample.

From an analytical standpoint, the number of dependents can be associated with an individual's income requirements and work intensity. Gig workers with higher dependency levels may be more inclined to take up additional work or longer hours, which in turn could be associated with their job satisfaction. Therefore, this variable provides useful insight for understanding variations in work behaviour and satisfaction levels.

4.2.7 Location-wise Distribution of Respondents:

Table 4.7: Location-wise Distribution of Respondents:

City	Frequency	Percentage
Ahmedabad	444	70.6

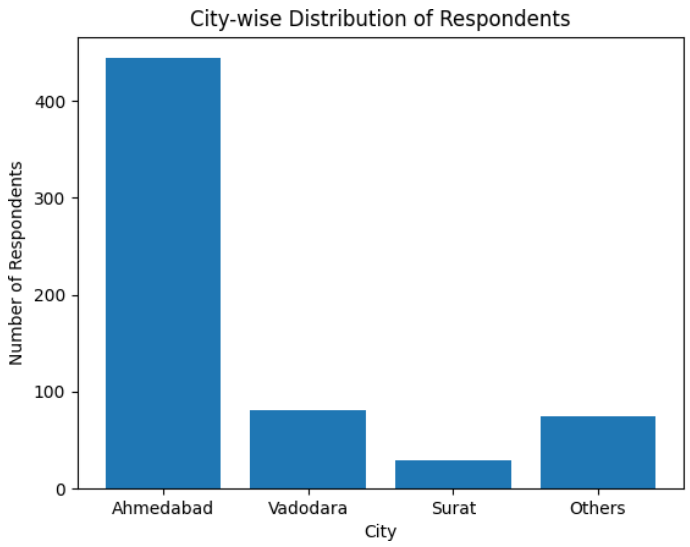
Vadodara	81	12.9
Surat	29	4.6
Others	75	11.9
Total	629	100

Interpretation: The geographical distribution of respondents shows a strong concentration in Ahmedabad, which accounts for over 70% of the total sample. This indicates that Ahmedabad serves as a major hub for gig work within the study area, likely due to its urban infrastructure, higher digital penetration, and availability of platform-based opportunities.

Other cities such as Vadodara and Surat contribute a relatively smaller share to the sample, while respondents from other locations collectively form around 11.9%. This distribution suggests that gig work opportunities, although present across regions, appear to be more concentrated in larger urban centres. Responses from smaller cities were clubbed under 'Others' for analysis.

From an analytical perspective, location can be associated with access to work opportunities, earning potential, and work conditions. Therefore, differences in job satisfaction across locations may reflect regional variations in gig work ecosystems, making this an important variable for comparative analysis.

Figure 4.7: Location-wise Distribution

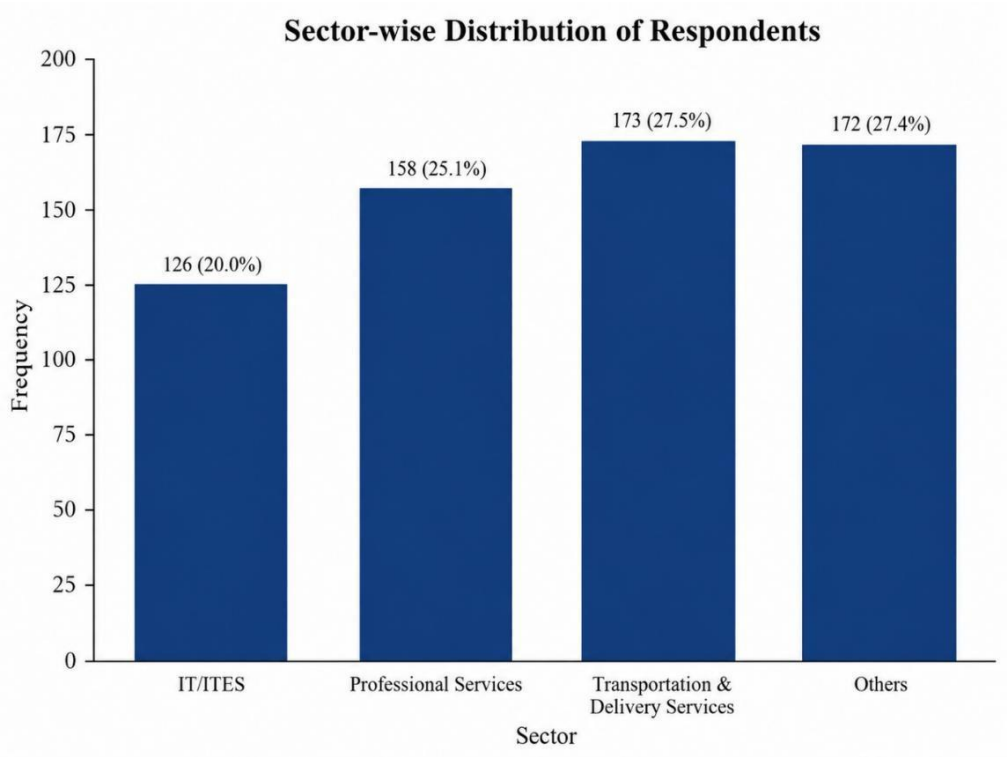


4.2.8 Sector-wise Distribution of Respondents:

Table 4.8: Sector-wise Distribution

Sector/Industry	Frequency	Percentage
IT/ITES	126	20.0
Professional Services	158	25.1
Transportation & Delivery Services	173	27.5
Others	172	27.4
Total	629	100

Figure 4.8: Sector-wise Distribution of Respondents



Interpretation: The distribution of respondents across different sectors highlights the diverse nature of gig work. The largest proportion of respondents is engaged in transportation and delivery services (27.5%), followed closely by other sectors (27.4%) and professional

services (25.1%). This reflects the wide range of activities that fall under the gig economy, extending beyond traditional platform-based work.

A significant share of respondents is also engaged in IT/ITES (20%), indicating the presence of skilled and knowledge-based gig work alongside operational roles. This diversity suggests that gig work is not confined to a single sector but spans across both low-skilled and high-skilled domains.

From an analytical standpoint, sectoral differences are likely to be associated with job satisfaction due to variations in work conditions, income stability, flexibility, and autonomy. For instance, gig workers in professional or IT-based roles may experience different levels of satisfaction compared to those in delivery or transportation services. Hence, sector classification becomes a critical variable for examining differences in job satisfaction across sectors.

4.3 Work Profile of Gig Workers

This section presents the work-related characteristics of gig workers included in the study. It provides insights into their prior work experience, nature of employment, reasons for entering the gig economy, and patterns of engagement in gig work. Understanding these aspects helps in capturing the behavioural and structural dynamics of gig work, which are essential for interpreting job satisfaction levels in subsequent sections

4.3.1 Previous Work Experience of Respondents:

Table 4.9: Previous Work Experience of Respondents

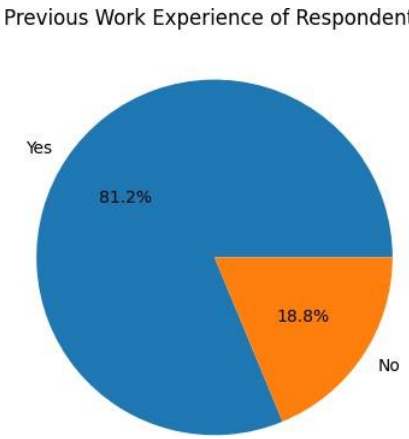
Did You Work Previously?	Frequency	Percentage
Yes	511	81.2
No	118	18.8
Total	629	100

Interpretation: The findings show that a large proportion of respondents (81.2%) had prior work experience before entering the gig economy. This indicates that gig work is not merely attracting new entrants but is being adopted by individuals with existing exposure to the labour market.

In contrast, a smaller segment (18.8%) reported no previous work experience, suggesting that gig work also serves as an accessible entry point for first-time workers.

From an analytical perspective, the movement of experienced individuals into gig work may reflect changing employment preferences, where flexibility and autonomy are valued over traditional job structures. This transition could have implications for job satisfaction, as expectations formed in prior employment may be associated with how gig work is perceived.

Figure 4.9: Previous Work Experience of Respondents



4.3.2 Nature of Previous Job:

Table 4.10: Nature of Previous Job

Nature of Previous Job	Frequency	Percentage
Full-time	410	65.2
Part-time	219	34.8
Total	511	100

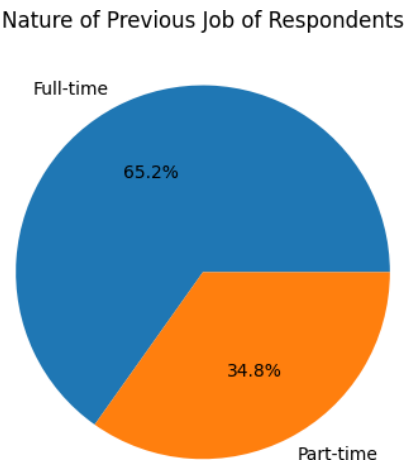
(Source: Primary Data)

Note: *This question was applicable only to respondents who reported previous work experience; hence, the base for this analysis is 511.*

Interpretation: The data indicates that a majority of respondents (65.2%) were previously engaged in full-time employment, while a comparatively smaller proportion (34.8%) had part-time work experience. This suggests that many individuals transitioning into gig work come from structured, full-time employment backgrounds.

The presence of respondents with part-time experience also highlights that gig work may appeal to individuals already familiar with flexible or non-traditional work arrangements

Figure 4.10: Nature of Previous Job



From an analytical perspective, the shift from full-time employment to gig work may reflect evolving preferences towards flexibility, autonomy, or dissatisfaction with rigid job structures. At the same time, prior work patterns may shape expectations from gig work, which can be associated with overall job satisfaction levels.

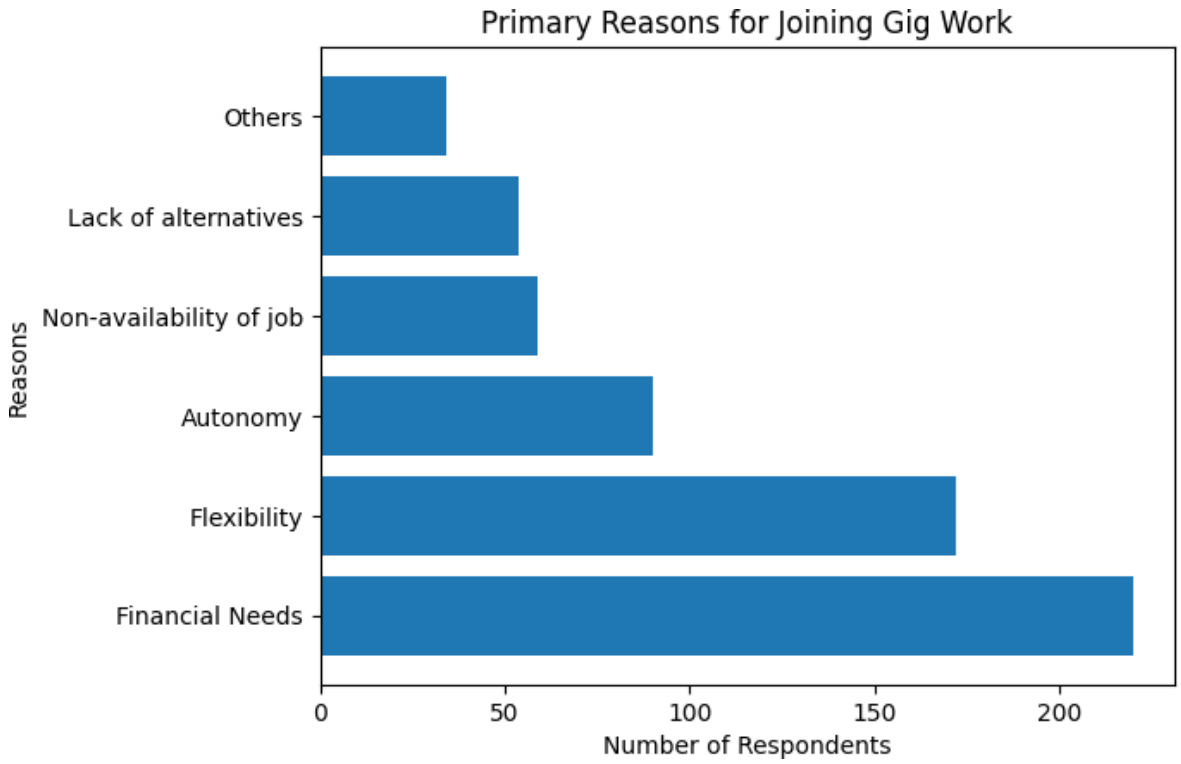
4.3.3 Primary Reason for Joining Gig Work:

Table 4.11: Primary Reasons for Joining Gig Work

Reason	Frequency	Percentage
Flexibility	172	27.3
Autonomy	90	14.3

Financial Needs	220	35.0
Non-availability of job	59	9.4
Lack of alternatives	54	8.6
Others	34	5.4
Total	629	100

Figure 4.11: Primary Reason for Joining Gig Work



(Source: Primary Data)

Interpretation: The analysis of reasons for joining gig work reveals that financial needs (35%) were the most frequently reported reason for entering the gig economy. This indicates that, for a significant proportion of respondents, gig work is associated with economic necessity rather than preference.

Flexibility ranks as the second most important factor (27.3%), highlighting the appeal of adaptable work schedules and the ability to manage personal and professional commitments.

This suggests that gig work is not only a survival strategy but also an attractive option for individuals seeking greater control over their time.

A smaller yet notable proportion of respondents cited autonomy (14.3%) as their primary motivation, indicating a preference for independence and self-directed work. In contrast, reasons such as non-availability of jobs (9.4%) and lack of alternatives (8.6%) further reinforce the role of external constraints in pushing individuals towards gig work.

For further analysis, the reasons for joining gig work were also conceptually grouped into choice-based and necessity-based categories. Flexibility and autonomy were considered choice-based or pull factors, as they reflect voluntary preference for independence and control over work. Financial needs, non-availability of jobs, and lack of alternatives were considered necessity-based or push factors, as they indicate economic pressure or limited employment options. This classification was used later to examine whether job satisfaction differs between workers who entered gig work by choice and those who entered due to necessity. The "Others" category was not included in the choice-versus-necessity classification due to variation in responses.

4.3.4 Multiple Gig Work Engagement:

Table 4.12: Engagement in Multiple Gig Work

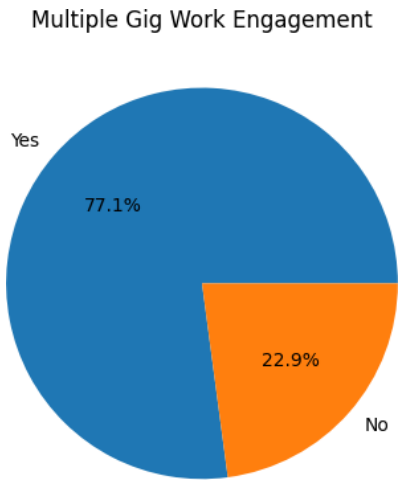
Are you doing multiple gig work?	Frequency	Percentage
Yes	485	77.1
No	144	22.9
Total	629	100

Interpretation: The findings indicate that a substantial majority of respondents (77.1%) are engaged in multiple gig work, suggesting that gig workers often rely on more than one source of income within the gig economy. This highlights the fragmented nature of gig employment, where individuals diversify their work engagements rather than depending on a single job.

In contrast, only 22.9% of respondents reported involvement in a single gig, indicating that exclusive dependence on one gig activity is relatively less common.

From an analytical perspective, the prevalence of multiple gig engagement may reflect income instability, lack of consistent work availability, or the need to maximise earnings. At the same time, it may also indicate a strategic choice by workers to optimise flexibility and income opportunities. This pattern has important implications for job satisfaction, as managing multiple gigs may increase workload and stress while also enhancing income potential.

Figure 4.12: Multiple Gig Work Engagement



4.3.5 Number of Tasks/Jobs Undertaken:

Among respondents engaged in multiple gig work, the majority (47%) reported undertaking 3–4 tasks or jobs, indicating a moderate level of workload distribution across different engagements. A considerable proportion (36%) reported handling fewer than two tasks, while a smaller segment (17%) is involved in more than four gigs simultaneously.

Table 4.13: Number of Tasks/Jobs Undertaken by Respondents

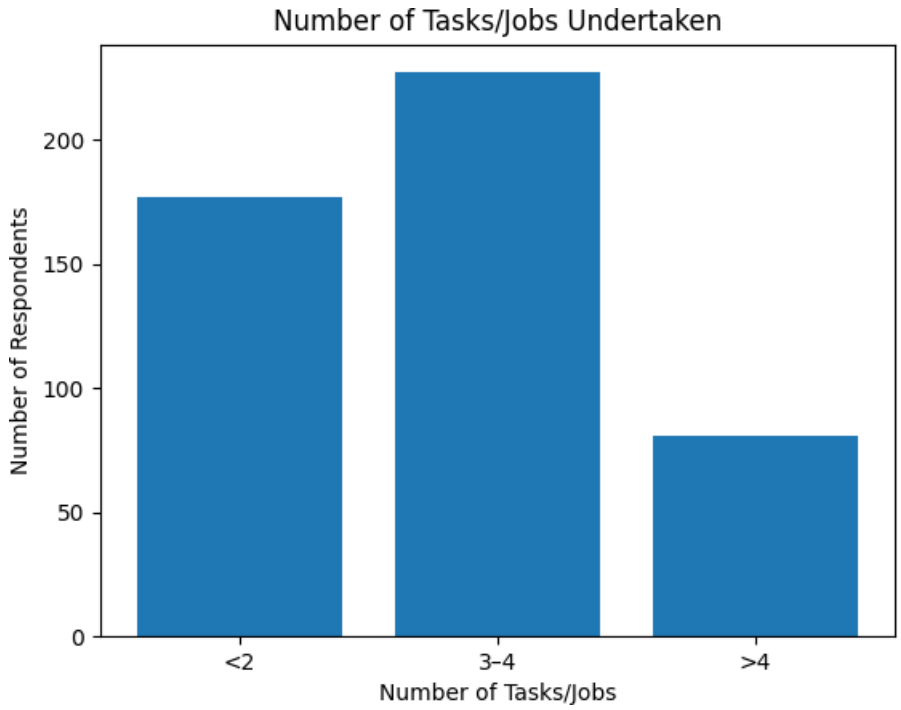
Number of Tasks/Jobs Undertaken	**Frequency**	**Percentage**
Less than 2	177	36

3–4	227	47
More than 4	81	17
Total	485	100

(Sourc: Primary Data)

Note: Only 485 respondents reported undertaking multiple gigs, hence this question was analysed for that limited subset only.

Figure 4.13: Number of Tasks /Jobs Undertaken



This distribution suggests that while multiple gig work is common, most workers maintain a manageable number of engagements rather than taking on an excessive workload.

From an analytical standpoint, the number of tasks undertaken can significantly be associated with work intensity, time management, and stress levels. Workers handling a higher number of gigs may experience greater pressure but also have the potential to earn higher incomes. Therefore, the extent of gig engagement becomes a crucial factor in understanding variations in job satisfaction and overall work experience.

It is noteworthy that question on number of tasks/jobs undertaken was applicable only to respondents who were engaged in multiple gig work. Since 485 respondents reported undertaking multiple gigs, this question was analysed for that subset only. Therefore, the base for this analysis is 485 and not the total sample of 629.

4.3.6 Gig Work as Primary Source of Income:

Table 4.14: Gig Work as Primary Source of Income

Is gig work primary source of income?	Frequency	Percentage
Yes	385	61.2
No	244	38.8
Total	629	100

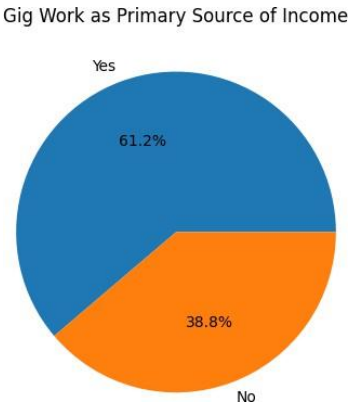
Table 4.14 and figure 4.14 present the distribution of respondents based on whether gig work serves as their primary source of income. A majority of 61% (n=385) reported that gig work is indeed their main income source, while 39% (n=244) indicated they rely on other income sources alongside gig work.

This finding underscores the increasing dependence on gig work for livelihood, suggesting that for a significant portion of the workforce, the gig economy is not just a supplementary or side income activity, but rather a central means of economic sustenance. This reliance may be driven by various factors such as lack of access to traditional employment, job displacement, or personal preference for flexibility and autonomy.

At the same time, the 39% who reported that gig work is not their primary income source highlight the diversity of engagement within the gig economy. This group may include students, part-time earners, homemakers, or professionals who use gig work to supplement existing income or for short-term financial goals.

Thus, data indicate that while the gig economy serves a dual function—as both a core income avenue and a secondary earnings option—its role as a primary employment source is becoming more pronounced, reflecting its growing economic and social significance in contemporary labour markets.

Figure 4.14: Gig Work as Primary Source of Income



4.3.7 Platform based Gig Work:

Table 4.15: Platform-based Gig Work

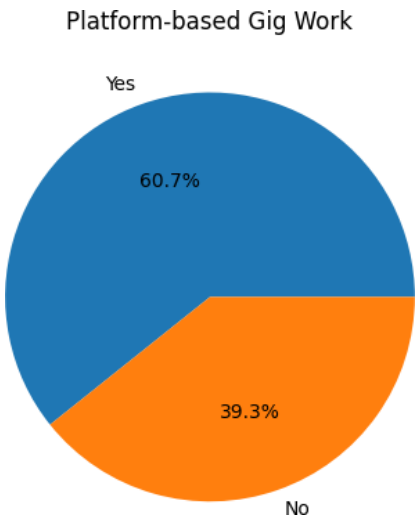
Do you work through platforms?	Frequency	Percentage
Yes	382	60.7
No	247	39.3
Total	629	100

Table 4.15 and figure 4.15 display the distribution of respondents based on whether they engage in gig work through digital platforms. A significant 61% of respondents (n=382) reported working through platforms, while 39% (n=247) stated they do not use any digital platforms for their gig work.

This finding reflects the central role of digital platforms—such as Uber, Swiggy, Rapido, Porter, Ola, Blinkit, Zomato, InstaMart, Zepto, E-kart, Superprof, Urban Company, Gig4u, Freelancer, or Upwork—in shaping contemporary gig work. The majority of respondents relying on such platforms indicates the growing platformization of labour, where technology acts as the primary intermediary connecting workers with clients or tasks. These platforms

typically offer ease of access to jobs, algorithmic management, and rating-based systems that define the working experience in the gig economy.

Figure 4.15: Platform-based Gig Work



Conversely, the presence of a substantial non-platform segment (39%) reveals that gig work is not limited to tech-mediated spaces. This group may include individuals engaged in offline or informal gig activities, such as freelance tutoring, domestic work, event-based tasks, or locally sourced gigs arranged through social networks. Their presence highlights the heterogeneity within the gig economy, where both digitally mediated and traditional informal gig arrangements coexist.

In a nutshell, the data suggest a dual structure within the gig economy: one that is increasingly digital, platform-reliant, and data-driven, and another that remains rooted in offline and informal mechanisms.

4.3.8 Descriptive Analysis of Number of Additional Gig Tasks/Jobs and Job Satisfaction:

In addition to the general work-profile analysis, the study also examined whether job satisfaction differed across respondents based on the number of additional gig tasks/jobs undertaken. This analysis was treated as a descriptive work-profile comparison rather than a

formal research objective. The purpose was to understand whether workers with different levels of gig engagement reported different levels of job satisfaction.

The descriptive statistics show that respondents engaged in more than 4 additional tasks reported the highest mean job satisfaction score (M = 4.4318), followed by those doing less than 2 tasks (M = 4.3873) and those involved in 3–4 tasks (M = 4.3191). Respondents with no additional task or job reported the lowest mean job satisfaction score (M = 4.1079). This indicates that workers taking up additional tasks tended to report somewhat higher satisfaction than those not engaged in any additional gig task. However, these mean differences required further statistical testing before drawing a clearer interpretation.

Table 4.16: Descriptive Statistics: Number of Additional Gig Tasks/Jobs and Job Satisfaction

Number of Additional Tasks/Jobs	N	Mean	Std. Deviation	Std. Error	95% CI Lower	95% CI Upper	Minimum	Maximum
No additional task / Not	126	4.1079	0.89841	0.08004	3.9495	4.2663	2.10	6.30
Less than 2 tasks	134	4.3873	0.87871	0.07591	4.2372	4.5375	1.85	5.70
3–4 tasks	192	4.3191	0.92069	0.06645	4.1880	4.4501	2.25	6.05
More than 4 tasks	165	4.4318	0.79771	0.06210	4.3092	4.5544	2.50	6.00
Total	617	4.3209	0.88107	0.03547	4.2513	4.3906	1.85	6.30

Note: The analysis was based on 617 valid responses.

Levene's Test for Homogeneity of Variances was conducted to examine whether the variance in job satisfaction scores was similar across the groups. The result shows that the Levene

statistic is 1.510, with a significance value of 0.211. Since the p-value is greater than 0.05, the assumption of homogeneity of variances is not violated. Therefore, One-Way ANOVA was considered appropriate.

Table 4.17: Levene's Test for Homogeneity of Variances: Number of Additional Gig Tasks/Jobs and Job Satisfaction

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Job satisfaction	Based on Mean	1.510	3	613	.211
	Based on Median	1.159	3	613	.325
	Based on Median and with adjusted df	1.159	3	594.206	.325
	Based on trimmed mean	1.437	3	613	.231

The One-Way ANOVA result shows a statistically significant difference in job satisfaction based on the number of additional gig tasks/jobs undertaken, $F(3, 613) = 3.625$, $p = .013$. This indicates that job satisfaction is not the same across all groups. To identify the specific group difference, Tukey HSD post hoc test was conducted.

Table 4.18: One-Way ANOVA: Number of Additional Gig Tasks/Jobs and Job Satisfaction

ANOVA					
Job Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.336	3	2.779	3.625	.013
Within Groups	469.853	613	.766		
Total	478.189	616			

The Tukey HSD post hoc test shows that the significant difference exists only between respondents with no additional task/job and those engaged in more than 4 additional tasks/jobs. The mean difference was -0.32388, with a significance value of p = .010. This indicates that gig workers engaged in more than 4 additional tasks reported significantly higher job satisfaction than those who were not doing any additional task.

Other group comparisons were not statistically significant. The comparison between no additional task and less than 2 tasks was close to significance (p = .051), but it does not meet the 0.05 significance threshold and therefore should not be treated as statistically significant.

This analysis provides useful descriptive insight into gig workers' work patterns. Workers engaged in more than 4 additional tasks/jobs reported higher satisfaction than those with no additional task/job, which may suggest that multiple gig engagements provide better earning opportunities, greater work continuity, or a stronger sense of active work involvement. At the same time, this result should be interpreted cautiously because multiple engagements may also increase workload and pressure for some workers. Since this analysis is not part of the formal research objectives, it is used here only as supporting work-profile evidence.

Table 4.19: Tukey HSD Post Hoc Test: Number of Additional Gig Tasks/Jobs and Job Satisfaction

Group Comparison	Mean Difference	Sig.	95% CI Lower	95% CI Upper
No additional task / Not doing other tasks – More than 4 tasks	-0.32388	0.010	-0.5907	-0.0571

Note: Only the statistically significant comparison is shown.

4.4 Importance of Work-Related Factors

This section examines the relative importance of various work-related factors reported by gig workers. The analysis is based on responses collected using a 5-point Likert scale, where respondents rated the importance of different aspects of gig work. Since this analysis is descriptive in nature, the results are interpreted through mean scores and ranking rather than hypothesis testing.

Understanding these preferences is essential, as it provides insights into what gig workers value the most in their work environment. This helps in understanding the work-related priorities of gig workers and provides a useful background for interpreting job satisfaction levels.

Table 4.20: Descriptive Statistics of Work Factors

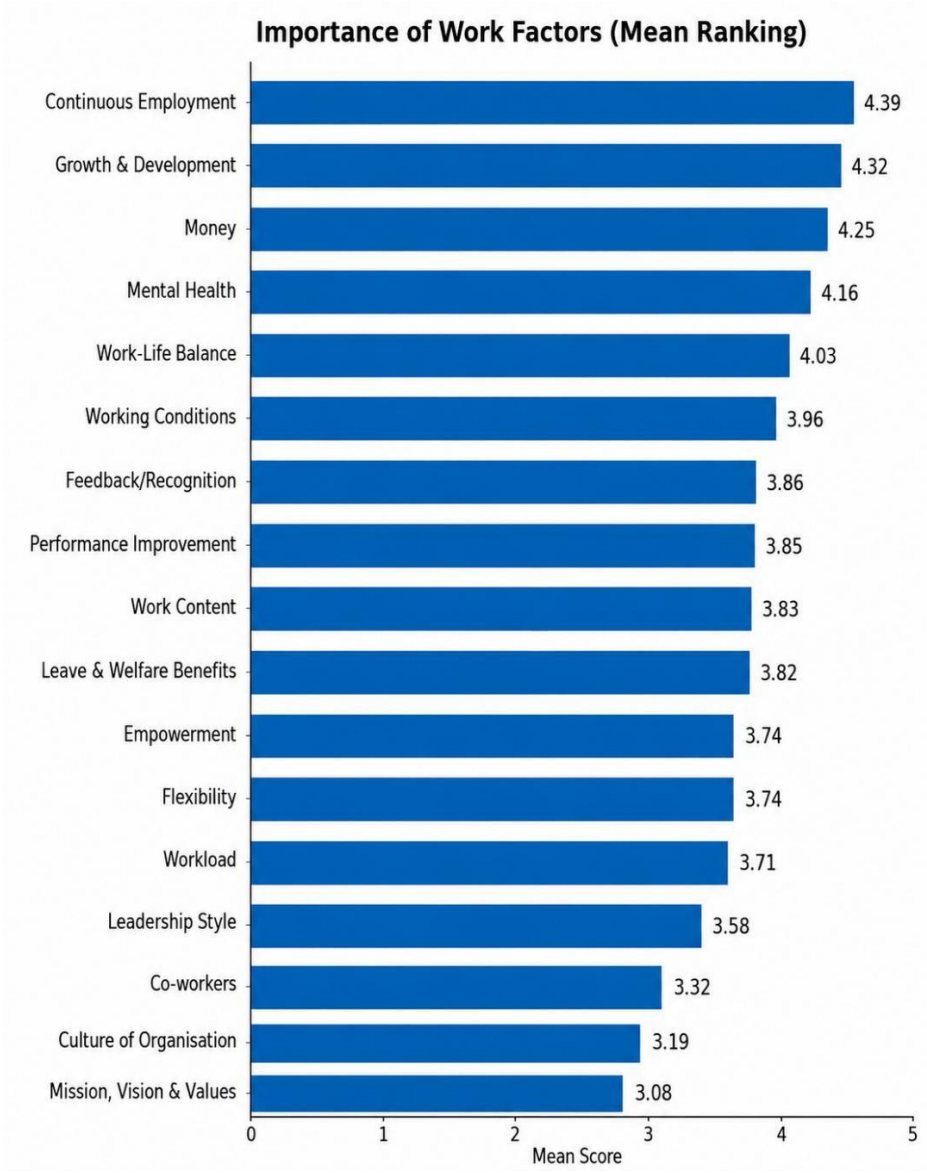
Factor	**Mean**
Flexibility	3.74
Money	4.25
Mental Health	4.16
Performance Improvement	3.85
Co-workers	3.32
Work Content	3.83
Feedback/Recognition	3.86
Leadership Style	3.58
Continuous Employment	4.39
Working Conditions	3.96
Growth & Development	4.32
Work-Life Balance	4.03
Workload	3.71
Empowerment	3.74
Leave & Welfare Benefits	3.82
Mission, Vision & Values	3.08
Culture of Organisation	3.19

(Source: Primary Data)

Table 4.21: Ranking of Work Factors Based on Mean Scores

Rank	Factor	Mean Score
1	Continuous Employment	4.39
2	Growth & Development	4.32
3	Money	4.25
4	Mental Health	4.16
5	Work-Life Balance	4.03
6	Working Conditions	3.96
7	Feedback/Recognition	3.86
8	Performance Improvement	3.85
9	Work Content	3.83
10	Leave & Welfare Benefits	3.82
11	Empowerment	3.74
12	Flexibility	3.74
13	Workload	3.71
14	Leadership Style	3.58
15	Co-workers	3.32
16	Culture of Organisation	3.19
17	Mission, Vision & Values	3.08

Figure 4.16: Importance of Work Factors (Mean Ranking)



Source: Primary Data

Interpretation: The analysis of work-related factors reveals that Continuous Employment (mean=4.39) is perceived as the most important aspect by gig workers. This highlights a strong preference for stability and consistency in work opportunities, which is particularly significant given the inherently uncertain nature of gig employment. The importance of continuity aligns with the concept of precarious work, where workers often face instability and lack of long-term security (Kalleberg, 2009). In the context of gig work, continuous employment may be understood as regular availability of work or continuity of earning opportunities rather than permanent employment in the traditional sense.

Followed by this, are Growth and Development (mean=4.32) and Monetary Benefits (mean=4.25), highlighting that gig workers place considerable emphasis on both financial rewards and opportunities for skill enhancement. These findings suggest that gig workers are not solely driven by short-term earnings but also value long-term career progression and economic security. Prior research has similarly highlighted that income security and skill development are key motivators in flexible and platform-based work arrangements (Kässi and Lehdonvirta, 2018).

Factors such as Mental Health (m=4.16) and Work-life Balance (mean=4.03) also rank relatively high, reflecting the growing importance of psychological well-being and balanced lifestyles in modern day work settings. The findings resonate with existing literature which suggests that flexible work arrangements can both support and challenge worker well-being, depending on the nature of work conditions and demands (Wood et al. 2019).

On the other hand, factors such as Culture of Organization (mean=3.19) and Mission, Vision, and Values (mean=3.08) are ranked lowest. This suggests that traditional organizational attributes may hold relatively less importance in the gig context, where workers often operate independently or with limited organizational attachment. Studies on gig work have also pointed out that the absence of strong organizational ties reduces the relevance of cultural and institutional factors in shaping worker perceptions (Schor, 2017).

It can be concluded that gig workers prioritize economic security, personal growth and well-being, while organizational identity and cultural alignment play a comparatively limited role. These insights are critical for understanding the expectations of gig workers and provide a strong foundation for interpreting job satisfaction outcomes ahead.

4.5 Assessment of Normality

4.5.1 Introduction to assessment of Normality:

Before applying advanced statistical techniques such as Exploratory Factor Analysis (EFA), and Structural Equation Modeling (SEM), t-test and ANOVA it is essential to assess whether the data satisfies the assumption of normality. Normality refers to the extent to which the distribution of data approximates a normal curve, thereby ensuring the validity of parametric statistical techniques.

4.5.2 Normality Testing using Residual Analysis:

To evaluate the normality assumption of residuals in the regression model, the histogram of regression standardized residuals for the dependent variable 'Worker Satisfaction' was examined.

In a normally distributed set of residuals, a bell-shaped curve centered around zero is expected, with residuals symmetrically distributed on both sides. As observed in Chart 4.16, the distribution of residuals is approximately bell-shaped and centered around zero, closely following the normal distribution curve overlay.

The mean residual value is nearly zero (3.22E-15), and the standard deviation is close to 1, indicating that the residuals are properly standardized. Given the large sample size, minor deviations from normality are not expected to substantially affect the robustness of the analysis. Although minor deviations from perfect normality are observed, they fall within acceptable limits and are unlikely to affect the robustness of the regression results.

4.5.3 Normal P-P Plot Analysis

The Normal P-P Plot of regression standardized residuals for the dependent variable, Worker Satisfaction, was further examined to assess the normality of residuals. In a Normal P-P Plot, the observed cumulative probabilities are expected to fall close to the diagonal line if the residuals are approximately normally distributed.

As observed in Chart 4.17, the data points generally follow the diagonal line, with only minor deviations. These deviations are not substantial enough to indicate a serious violation of the residual normality assumption. Therefore, the P-P Plot suggests that the residuals approximate a normal distribution and supports the suitability of the data for further statistical analysis.

This is better because it clearly says the P-P plot checks residual normality, not the normality of every variable.

4.5.4 Normality Testing using Skewness & Kurtosis

In the present study, normality assessment using Skewness and Kurtosis values for the observed variables included in the analysis. While Skewness measures the symmetry of the distribution, Kurtosis indicates the peak-ness or flatness of the distribution. Most skewness

and kurtosis values fall within the commonly accepted range of -2 to +2. However, Continuous Employment shows a slightly higher kurtosis value of 2.30, indicating a relatively peaked distribution. Since the deviation is marginal and the sample size is large, it does not indicate a serious violation of normality.

Table 4.22: Skewness & Kurtosis Values of Work Factors

Variable	**Skewness**	**Kurtosis**
Flexibility	-0.55	-0.26
Money	-1.24	1.73
Mental Health	-0.97	0.53
Performance Improvement	-0.33	-0.69
Co-workers	-0.24	-0.89
Work Content	-0.65	0.04
Feedback/Recognition	-0.50	-0.41
Leadership Style	-0.34	-0.63
Continuous Employment	-1.43	2.30
Working Conditions	-0.65	0.01
Growth & Development	-1.09	1.55
Work Life Balance	-0.63	-0.29
Workload	-0.30	-0.43
Empowerment	-0.41	-0.43
Leave & Welfare Benefits	-0.71	-0.34
Mission, Vision & Values	0.06	-1.02
Culture of Organisation	-0.13	-1.15

4.5.5 Interpretation:

The skewness values indicate that none of the variables show serious asymmetry. Similarly, most kurtosis values fall within the acceptable range, with only a marginal deviation observed in the case of Continuous Employment. Since the deviation is not extreme and the sample size is sufficiently large, the data can be considered approximately normal for the purpose of applying the selected statistical techniques. x

4.5.6 Conclusion:

Based on the combined evidence from histogram analysis, Normal P-P plots, and skewness-kurtosis statistics, it can be concluded that the data can be considered approximately normal for the purpose of further statistical analysis.

Therefore, the dataset is suitable for the application of parametric statistical techniques, including regression analysis, Exploratory Factor Analysis (EFA), and Structural Equation Modeling (SEM), t-test, ANOVA and Welch's ANOVA used in the subsequent sections of the study.

4.6 Exploratory Factor Analysis:

Exploratory Factor Analysis (EFA) was conducted to identify the underlying dimensions associated with job satisfaction among gig workers. Since the questionnaire included multiple work-related variables, EFA helped reduce these observed variables into a smaller number of meaningful factors. Exploratory Factor Analysis was conducted using Principal Component Analysis as the extraction method with Varimax rotation.

4.6.1 KMO and Bartlett's Test:

Before conducting factor analysis, the suitability of the data was examined using the Kaiser-Meyer-Olkin measure and Bartlett's Test of Sphericity.

Table 4.23: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	4609.726
	Df	136
	Sig.	.000

4.6.2 Total Variance Explained:

The Total Variance Explained in Table 4.24 provides a comprehensive summary of the Exploratory Factor Analysis (EFA) conducted on the dataset, highlighting the underlying structure of the data. The first component explains 37.356% of the variance, and the cumulative variance increases to 47.277% after the second component, continuing to 61.558% after the fourth component. These four components account for the majority of the variance, indicating that they capture the most significant patterns in the data. The extraction and rotation results reveal that the variance is well-distributed among these key components, with the rotation helping to clarify their interpretability. The remaining components, while contributing progressively less to the total variance, suggest that they may represent minor factors or noise, and thus, the analysis can focus on the first four components for further interpretation. Overall, the EFA shows that a small number of components effectively explain the majority of the variance, simplifying the dataset for more targeted analysis.

Table 4.24: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.351	37.356	37.356	6.351	37.356	37.356	3.656	21.509	21.509
2	1.686	9.920	47.277	1.686	9.920	47.277	2.709	15.935	37.444
3	1.407	8.277	55.554	1.407	8.277	55.554	2.503	14.723	52.166
4	1.021	6.003	61.558	1.021	6.003	61.558	1.597	9.391	61.558
5	.885	5.207	66.765						
6	.845	4.970	71.735						
7	.672	3.954	75.689						
8	.645	3.795	79.484						

9	.562	3.308	82.792						
10	.486	2.857	85.649						
11	.476	2.798	88.446						
12	.437	2.573	91.019						
13	.417	2.453	93.472						
14	.362	2.128	95.600						
15	.310	1.825	97.426						
16	.270	1.587	99.013						
17	.168	0.987	100.00						
Extraction Method: Principal Component Analysis. Source: Author using SPSS									

Following the Total Variance Explained step, the Rotated Component Matrix in Table 4.25 was generated using SPSS to clarify the factor structure. The Varimax Rotation method was applied to maximize the variance of squared loadings of a factor across all items, thereby producing more interpretable factors. This step helps in identifying which observed variables most strongly associate with which underlying latent construct. The rotation simplifies interpretation by ensuring that each item loads highly on one factor and minimally on others, thereby improving construct clarity for subsequent structural modelling. The rotated component matrix provided clear and interpretable factor loadings after Varimax rotation.

Table 4.25: Rotated Component Matrix

	Component			
	1	2	3	4
Leave & Other Welfare benefits	.750			
Workload	.727			
Empowerment	.696			
W ork Life Balance	.680			
Mission, Vision & Values of Organization	.578			
Working Conditions	.563			

Feedback/Recognition		.812		
Leadership Style		.737		
Growth & Development		.509		
Co-workers		.503		
Flexibility			.737	
Performance Improvement			.651	
Mental Health			.639	
Work Content			.594	
Monetary & Non-monetary Benefits				.733
Continuous Employment				.640
Culture of Organization				.509
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 7 iterations.				

In this analysis shown in Table 4.25, four components have been extracted. The first component includes variables such as "Leave & other welfare benefits," "Workload," "Empowerment," and "Work-Life Balance," which all have high loadings, suggesting they are related to worker well-being and work environment. The second component primarily consists of "Feedback/recognition," "Leadership style," "Growth & Development," and "Co-workers," reflecting factors associated with organizational support, leadership, and interpersonal relationships. The third component includes "Flexibility," "Performance Improvement," "Mental Health," and "Work Content," indicating a focus on flexibility, performance, nature of work and mental health. The fourth component, characterized by "Monetary & non-monetary benefits," "Continuous employment," and "Culture of Organization," emphasizes financial and cultural aspects of the work environment. The rotated matrix shows a clear factor structure, with each retained item loading meaningfully on one of the four components.

Based on the nature of the items loading on each component, Component 1 was named Worker Well-being and Engagement (WWE), Component 2 was named Worker Support and Development (WSD), Component 3 was named Worker Performance and Mental Health (WPMH), and Component 4 was named Worker Rewards and Organizational Culture (WROC).

4.6.3 Independent Variables Identified:

VARIABE 1: Worker Wellbeing and Engagement

VARIABLE 2: Worker Support and Development

VARIABLE 3: Worker Performance and Mental Health

VARIABLE 4: Worker Rewards and Organizational Culture

Table 4.26: Identified Independent Variables and the related themes

Factor	Label Assigned	Theme Captured
Component 1	Worker Wellbeing & Engagement (WWE)	Work-life balance, welfare, empowerment, workload, and working conditions
Component 2	Worker Support & Development (WSD)	Leadership, feedback, peer & growth support
Component 3	Worker Performance & Mental Health (WPMH)	Flexibility, mental wellness, performance & work content
Component 4	Worker Rewards & Organizational Culture (WROC)	Benefits, continuity, organizational culture

Table 4.27: Classification of factors falling under Independent Variables

Independent Factors	Factors clubbed together through rotated component Analysis				
Worker Wellbeing & Engagement (WWE)	Leave & other welfare benefits	Empowerment	Workload	Work-life Balance	Mission, Vision & Values of
Worker Support & Development (WSD)	Feedback/ Recognition	Leadership Style	Growth & Development	Co-workers	

Worker Performance & Mental Health (WPMH)	Flexibility	Performance Improvement	Mental Health	Work Content	
Worker Rewards and Organizational Culture (WROC)	Monetary & Non-monetary Benefits	Continuous Employment	Culture of Organization		

4.6.4 Interpretation of Independent Variables:

The EFA results confirm that job satisfaction among gig workers is multidimensional. The first factor, Worker Well-being & Engagement, captures aspects related to welfare, workload, empowerment, work-life balance, and working conditions. This indicates that gig workers' satisfaction is associated not only with direct job outcomes but also with the broader quality of work experience.

The second factor, Worker Support & Development, includes feedback, leadership style, growth opportunities, and co-worker support. This factor reflects the importance of developmental and interpersonal support, even in non-traditional work arrangements.

The third factor, Worker Performance & Mental Health, includes flexibility, performance improvement, mental health, and work content. This suggests that gig workers value both autonomy in work and the psychological conditions under which work is performed.

The fourth factor, Worker Rewards & Organizational Culture, includes monetary and non-monetary benefits, continuous employment, and organizational culture. This factor highlights the importance of financial rewards, stability, and work environment in shaping satisfaction.

It is clear that EFA results provide empirical support for the four-factor structure used in the study. These four extracted dimensions form the basis for further reliability testing, validity assessment, and Structural Equation Modeling.

4.7 Reliability and Validity Analysis

After identifying the underlying dimensions through Exploratory Factor Analysis (EFA), the next step was to assess the reliability and validity of the constructs used in the study. Reliability analysis helps determine the internal consistency of the items within each

construct, while validity analysis ensures that the constructs accurately measure the intended concept.

In the present study, reliability was assessed using Cronbach's Alpha and McDonald's Omega coefficients (ω_1, ω_2, ω_3). Convergent validity was examined through Average Variance Extracted (AVE) and the Heterotrait-Monotrait (HTMT) ratio for discriminant validity.

4.7.1 Reliability Analysis:

Before proceeding to confirm the measurement model's robustness, it was necessary to ensure that the data fulfilled essential assumptions. Normality assessments were conducted to verify the suitability of the dataset for parametric statistical analysis. Once confirmed, Exploratory Factor Analysis (EFA) was used to identify and group latent constructs. Following EFA, reliability and validity testing was performed to ensure that these constructs were both internally consistent and theoretically sound. Conducting reliability and validity testing at this stage helps confirm that the factors extracted during EFA not only represent distinct dimensions but also reliably measure the intended variables. This step provides confidence before advancing to hypothesis testing and Structural Equation Modeling (SEM). To assess internal consistency, both Cronbach's Alpha (α) and McDonald's Omega Coefficients were calculated.

Reliability refers to the internal consistency of items within a construct. Cronbach's Alpha is one of the most commonly used indicators of scale reliability, with values above 0.70 generally considered acceptable for social science research. However, since Cronbach's Alpha assumes equal factor loadings, the study additionally employs McDonald's Omega coefficients, which provide a more robust estimate of reliability by accounting for varying factor loadings among items.

Table 4.29: Reliability Indices

Variable	**α**	**ω_1**	**ω_2**	**ω_3**	**AVE**
Worker Well-being & Engagement	0.799	0.729	0.729	0.728	0.550
Worker Support & Development	0.831	0.929	0.929	0.929	0.812
Worker Performance & Mental Health	0.782	0.795	0.795	0.795	0.503

Worker Rewards & Organizational Culture	0.773	0.728	0.728	0.752	0.536
Worker Satisfaction	0.885	0.895	0.895	0.880	0.591

Interpretation of reliability indices:

The reliability analysis indicates satisfactory internal consistency across all constructs included in the study. The Cronbach's Alpha values range from 0.773 to 0.885, exceeding the recommended threshold of 0.70 and confirming acceptable reliability of the measurement scale.

Among the constructs, Worker Satisfaction demonstrates the highest reliability ($\alpha = 0.885$), indicating strong consistency among the items measuring the dependent variable. Similarly, Worker Support & Development also exhibits high reliability with an alpha value of 0.831.

The McDonald's Omega coefficients (ω_1, ω_2, and ω_3) further support the reliability of the constructs. The omega values are generally consistent across constructs and remain within acceptable ranges, suggesting that the measurement items reliably capture their respective latent dimensions. The comparatively high omega values for Worker Support & Development indicate particularly strong construct reliability.

Hereby, the findings confirm that the constructs used in the study possess adequate internal consistency and are suitable for further statistical analysis.

4.7.2 Convergent Validity:

Convergent validity assesses whether items belonging to the same constructs are sufficiently related to one another. In the present study, convergent validity was evaluated using Average Variance Extracted (AVE). AVE values greater than 0.50 indicate that the construct explains more than half of the variance of its observed indicators.

The Average Variance Extracted (AVE) values, ranging from 0.503 to 0.812, provide evidence of convergent validity, with most constructs meeting or exceeding the 0.5 threshold, indicating that a substantial proportion of variance is captured by the constructs relative to measurement error. Among the constructs, Worker Support & Development demonstrates the highest AVE value (0.812), indicating a strong level of shared variance among its indicators. Although the AVE value for Worker Performance & Mental Health is comparatively lower (0.503), it still satisfies the minimum acceptable criterion.

Together, these reliability indices suggest that the constructs are consistently measured and that the items contribute meaningfully to their respective constructs.

4.7.3 Discriminant Validity:

Discriminant validity refers to the extent to which constructs that are theoretically distinct are also empirically different from one another. Establishing discriminant validity is important to ensure that each construct measures a unique dimension and does not excessively overlap with the constructs included in the model.

In the present study, discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio. The HTMT ratio is considered a reliable method for evaluating discriminant validity in structural equation modelling. According to established guidelines, HTMT values below 0.85 indicate satisfactory discriminant validity, suggesting that the constructs are adequately distinct.

Table 4.30: HTMT Ratio for Discriminant Validity

Heterotrait-monotrait (HTMT) ratio of correlations					
	Worker Wellbeing & engagement	Worker Support & Development	Worker Performance & Mental Health	Worker Rewards & Organizational Culture	Worker Job Satisfaction
Worker Well-being Engagement	1.000	0.328	0.5152	0.431	0.1441
Worker Support & Development	0.328	1.000	0.4044	0.505	0.1076
Worker Performance	0.515	0.404	1.0000	0.612	0.0909

& Mental Health					
Worker & Rewards & Organizational Cultural	0.431	0.505	0.6123	1.000	0.1642
Worker Satisfaction	0.144	0.108	0.0909	0.164	1.0000

4.7.4 Interpretation of HTMT Values:

The HTMT values for all construct pairs are found to be below the recommended threshold of 0.85, indicating satisfactory discriminant validity among the constructs. This suggests that the four dimensions identified in the study, as well as Job Satisfaction, measure sufficiently distinct aspects of gig worker's work experience.

The highest HTMT value is observed between Worker Performance & Mental Health and Worker Rewards & Organizational Culture (0.6123). Although these constructs are moderately related, the value remains well within the acceptable range, suggesting that they are sufficiently distinct from one another. HTMT value between Worker Support & Development and Worker Rewards & Organizational Culture is 0.505. This indicates some relationship between two dimensions, while remaining below the stated threshold. The lowest HTMT values between Worker Performance & Mental Health and Job Satisfaction is notably low (0.0909), suggesting a low degree of overlap between them.

The findings support the view that each construct captures a distinct aspect of gig workers' job satisfaction, thereby providing evidence of discriminant validity for the measurement model.

4.7.5 Conclusion of Reliability & Validity Analysis:

The reliability and validity assessment confirms that the constructs used in the study are statistically reliable and conceptually sound. Cronbach's Alpha and McDonald's Omega coefficients demonstrate satisfactory internal consistency across all constructs. In addition,

AVE values confirm convergent validity, while HTMT ratios establish discriminant validity among the constructs.

Therefore, the measurement model satisfies the necessary reliability and validity requirements and is suitable for further analysis using Structural Equation Modeling (SEM).

4.8 Structural Equation Modelling

4.8.1 Introduction to Structural Equation Modelling:

After establishing the reliability and validity of the constructs, Structural Equation Modelling (SEM) was applied to examine the proposed structural relationships between the exogenous constructs and job satisfaction among gig workers. SEM was considered appropriate for the present study as it allows simultaneous examination of multiple relationships among latent constructs and observed indicators. It also enables assessment of the structural relationships and the overall adequacy of the proposed conceptual model.

In the present study, the four exogenous constructs identified through Exploratory Factor Analysis were examined in relation to Worker Satisfaction. These constructs include Worker Well-being and Engagement (WWE), Worker Support and Development (WSD), Worker Performance and Mental Health (WPMH), and Worker Rewards and Organizational Culture (WROC). Worker Satisfaction was considered as the endogenous construct. The objective of applying SEM was to test whether these four dimensions were significantly associated with job satisfaction among gig workers.

4.8.2 Specification of the Structural Model:

The structural model was developed based on the conceptual framework of the study. The model specifies hypothesised structural relationships between job satisfaction among gig workers and four key dimensions: Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture.

The following structural relationships were tested:

I. Worker Well-being and Engagement → Worker Satisfaction

II. Worker Support and Development → Worker Satisfaction

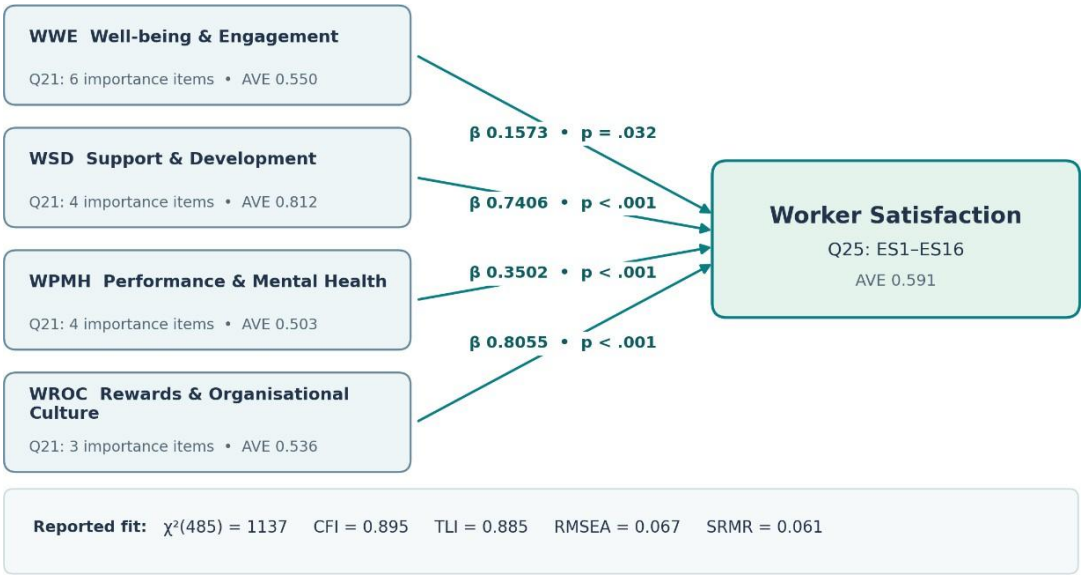
III. Worker Performance and Mental Health → Worker Satisfaction

IV. Worker Rewards and Organizational Culture → Worker Satisfaction

These relationships correspond to the primary hypotheses of the study, namely H1, H2, H3, and H4. The model was estimated using Jamovi, and the results are interpreted based on model fit indices, standardized path coefficients, z-values, and significance values.

4.8.3 SEM Diagram/Final Structural Model

Figure 4.17: Structural Equation Model for Job Satisfaction among gig workers



Source: Author

The SEM diagram represents the structural relationships among the latent constructs used in the study. Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture are shown as independent constructs, while Worker Satisfaction is shown as the dependent construct. The arrows from the independent constructs to Worker Satisfaction indicate the hypothesized paths tested in the model.

The four exogenous constructs represented in the model were derived from the 17 importance-rated work factors in Question 21 through EFA. Worker Satisfaction was

measured separately through the final 16 Question 25 job-satisfaction-related statements, represented as WS1 to WS16 in the SEM diagram. Thus, the diagram represents the final measurement specification used for the structural analysis.

The values shown on the paths represent standardized coefficients, which indicate the strength and direction of the relationship between each exogenous construct and Worker Satisfaction. A positive coefficient indicates that a higher score on the construct is associated with a higher Worker Satisfaction score, while the significance value indicates whether the relationship is statistically meaningful.

4.8.4 Model Fit Assessment:

Model fit was assessed to determine whether the proposed SEM model adequately represented the observed data. Multiple fit indices were used for this purpose, including Chi-square, degrees of freedom, SRMR, RMSEA, CFI, TLI, and other comparative fit measures.

Table 4.31: Model Test Results

Model tests			
Label	**X^2**	**df**	**p**
User Model	1137	485	< .001
Baseline Model	6709	528	< .001

The model test results show that the User Model has a Chi-square value of 1137 with 485 degrees of freedom, while the Baseline Model has a much higher Chi-square value of 6709 with 528 degrees of freedom. Although the Chi-square value is statistically significant, this is common in large samples, as the Chi-square test is highly sensitive to sample size. Therefore, additional model fit indices were considered for assessing the adequacy of the model.

Table 4.32: Model Fit Indices

Fit Index	Value	Interpretation
SRMR	0.061	Acceptable
RMSEA	0.067	Acceptable
RMSEA Lower CI	0.062	—
RMSEA Upper CI	0.072	—
RMSEA p-value	< .001	Significant

The SRMR value of 0.061 is within the commonly accepted threshold of 0.08, indicating acceptable model fit. The RMSEA value of 0.067, with a 95% confidence interval ranging from 0.062 to 0.072, also falls within an acceptable range. Although it is slightly above the stricter ideal cut-off of 0.06, it remains acceptable for interpreting the model in social science research. Together, these fit indices indicate that the proposed model provides an adequate representation of the observed data.

4.8.5 User Model vs. Baseline Model:

The comparison between the User Model and the Baseline Model provides further support for the adequacy of the proposed structural model. The substantially lower Chi-square value of the User Model compared to the Baseline Model indicates that the proposed model fits the data better than a model assuming no meaningful relationships among the constructs.

Table 4.33: User Model vs. Baseline Model

Comparative Fit Index (CFI)	0.895
Tucker-Lewis Index (TLI)	0.885
Bentler-Bonett Non-normed Fit Index (NNFI)	0.885
Relative Noncentrality Index (RNI)	0.895
Bentler-Bonett Normed Fit Index (NFI)	0.831
Bollen's Relative Fit Index (RFI)	0.816
Bollen's Incremental Fit Index (IFI)	0.895
Parsimony Normed Fit Index (PNFI)	0.763

The comparison of fit indices between the User Model and the Baseline Model provides information about the adequacy of the proposed structural model. The Comparative Fit Index (CFI) and Relative Non-centrality Index (RNI) are both 0.895, which are close to, but slightly below, the commonly used benchmark of 0.90. Similarly, the Tucker–Lewis Index (TLI) and Bentler–Bonett Non-normed Fit Index (NNFI), both 0.885, indicate that the incremental fit is borderline rather than excellent. The Bentler–Bonett Normed Fit Index (NFI = 0.831) and Bollen's Relative Fit Index (RFI = 0.816) are comparatively lower, suggesting scope for further refinement of the model. Bollen's Incremental Fit Index (IFI = 0.895) is consistent with the CFI and RNI results. The Parsimony Normed Fit Index (PNFI = 0.763) indicates a reasonable balance between model fit and parsimony. Overall, when these indices are considered together with the acceptable SRMR (0.061) and RMSEA (0.067) values, the model fit may be regarded as adequate for cautious interpretation; however, it should not be characterised as an excellent-fitting model.

The comparative fit indices reported in the final analysis also indicate acceptable model adequacy. These values suggest that the proposed model is reasonably suitable for explaining the relationships among Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, Worker Rewards and Organizational Culture, and Worker Satisfaction. While the model may still have scope for refinement, the overall fit is adequate for hypothesis testing and interpretation.

4.8.6 Path Coefficients and Hypothesis Testing:

The path coefficients were examined to assess the structural relationships of the four exogenous constructs with Worker Satisfaction. The standardized beta values, z-values, and p-values were used to determine the strength and statistical significance of each relationship.

Table 4.34: SEM Path Coefficients

Hypothesis	Path	Estimate	SE	β	z-value	p-value	Result
H1	WWE → Worker Satisfaction	0.1549	0.0721	0.1573	2.149	0.032	Supported
H2	WSD → Worker	0.6292	0.0538	0.7406	11.690	< .001	Supported

	Satisfaction						
H3	WPMH → Worker Satisfaction	0.3743	0.0587	0.3502	6.378	< .001	Supported
H4	WROC → Worker Satisfaction	0.7298	0.1862	0.8055	3.919	< .001	Supported

The parameter estimates indicate statistically significant positive structural relationships between the four exogenous constructs and Worker Satisfaction, as evidenced by the respective z-values and p-values. Each parameter's estimate and 95% confidence interval provide insight into the strength and direction of these relationships. Therefore, H1, H2, H3, and H4 are supported.

1. **Worker Wellbeing and Engagement** has a modest but statistically significant positive association with Worker Satisfaction (Estimate = 0.1549, SE = 0.0721, p = 0.032). The 95% confidence interval for the unstandardized estimate (CI = 0.0136 - 0.296) excludes zero, supporting a positive association. Its standardized coefficient is the smallest among the four exogenous constructs, suggesting a comparatively weaker association with satisfaction in the reported model.
2. **Worker Support and Development** shows a strong and statistically significant positive association with Worker Satisfaction (Estimate = 0.6292, SE = 0.0538, beta = 0.7406, p < .001). The 95% confidence interval for the unstandardized estimate (0.524 - 0.7348) excludes zero, supporting a positive association. Its standardized coefficient is the second largest among the four exogenous constructs, suggesting that support and development are strongly associated with satisfaction among gig workers in the study.
3. **Worker Performance and Mental Health** also shows a positive and statistically significant association with Worker Satisfaction (Estimate = 0.3743, SE = 0.0587, beta = 0.3502, p < .001). The 95% confidence interval for the unstandardized estimate (0.2593 - 0.489) excludes zero, supporting a positive association. Its standardized coefficient is larger than that of Worker Well-being and Engagement but smaller than those of the other two exogenous constructs, suggesting that performance and mental health are also relevant to understanding satisfaction in the reported model.

4. **Worker Rewards & Organizational Culture** shows the largest reported positive standardized association with Worker Satisfaction (Estimate = 0.7298, SE = 0.1862, $\beta = 0.8055$, $p < .001$). The 95% confidence interval for the unstandardized estimate (0.365–1.0948) excludes zero, supporting a positive association, although its width indicates uncertainty about the size of that association. This finding suggests that rewards and organisational culture are relevant to understanding satisfaction among gig workers in the study.

Therefore, the results show positive structural relationships between all four exogenous constructs and Worker Satisfaction. Worker Support and Development and Worker Rewards & Organizational Culture show comparatively stronger associations, highlighting the relevance of personal growth opportunities and a rewarding, culturally supportive environment to worker satisfaction.

4.8.7 Interpretation of SEM results:

The SEM findings show that job satisfaction among gig workers is associated with multiple work-related dimensions. Among the four constructs, Worker Rewards and Organizational Culture and Worker Support and Development show relatively stronger structural relationships with Worker Satisfaction. This indicates that gig workers' satisfaction is associated not only with flexibility or autonomy, but also with support, development opportunities, rewards, continuity, and a favourable work culture.

The significant structural relationship of Worker Performance and Mental Health with job satisfaction suggests that gig workers' satisfaction is also associated with their perceived ability to perform effectively and maintain psychological well-being. Similarly, the significant structural relationship of Worker Well-being and Engagement shows that welfare, work-life balance, empowerment, working conditions, and engagement-related factors are associated with satisfaction, although the strength of this relationship is comparatively lower.

Thus, SEM results support the proposed conceptual framework of the study. The findings indicate that the four extracted dimensions show statistically significant structural relationships with Worker Satisfaction among gig workers in Gujarat.

4.8.8 Conclusion of Structural Equation Modelling:

The Structural Equation Modelling results provide empirical support for the proposed conceptual model. The model fit indices indicate that the model is acceptable for interpretation, while the path coefficient results show statistically significant structural relationships between all four exogenous constructs and Worker Satisfaction. Therefore, the primary hypotheses H1, H2, H3, and H4 are supported. Given the cross-sectional observational design, these results are interpreted as structural relationships rather than definitive causal effects.

The results highlight that Worker Rewards and Organizational Culture, Worker Support and Development, Worker Performance and Mental Health, and Worker Well-being and Engagement are important work-related dimensions associated with job satisfaction among gig workers. These findings provide a basis for further discussion in the subsequent chapter, where the results are linked with existing literature and theoretical perspectives.

4.9 Hypothesis Testing Related to Demographic Variables

This section covers H6 to H13 and is arranged variable-wise.

4.9.1 Introduction:

After examining the structural relationships among the major work-related dimensions associated with job satisfaction through SEM, the next stage of analysis focuses on understanding whether job satisfaction differs across selected demographic characteristics of gig workers. Demographic variables are important in the present study because gig workers do not form a homogeneous group. Their experiences, expectations, economic responsibilities, and work preferences may vary according to factors such as age, gender, education, income, family size, number of dependents, location, and sector of work.

This section therefore examines the hypotheses related to demographic variables, namely H6 to H13. The purpose is to assess whether job satisfaction levels differ significantly across different demographic groups of gig workers in Gujarat. For variables consisting of two groups, such as gender, the Independent Samples t-test was applied. For variables consisting of more than two groups, such as age, educational qualification, income, family size, number of dependents, location, and industry/sector, One-Way ANOVA was used. Wherever the assumption of homogeneity of variance was not satisfied, Welch ANOVA was considered as

a robust alternative. Further, where significant differences were found, suitable post hoc tests were used to identify the specific groups between which differences existed.

The analysis in this section helps in understanding whether demographic background plays a meaningful role in shaping job satisfaction among gig workers. The findings also provide a basis for interpreting whether satisfaction patterns are uniform across the gig workforce or vary according to workers' personal and socio-economic characteristics.

4.9.2 Gender and Job Satisfaction

- Research hypothesis/H6: There is a statistically significant difference in job satisfaction between male and female gig workers.
- Null hypothesis (Ho): There is no significant difference between male and female gig worker's job satisfaction.
- Alternative hypothesis (H1): There is significant difference between male and female gig worker's job satisfaction.

The descriptive statistics shown in Table 4.35 indicate that the mean job satisfaction score of male gig workers was 4.34, while that of female gig workers was 4.31. The difference between the two mean scores is very small, suggesting that male and female respondents reported broadly similar levels of job satisfaction.

Table No. 4.35: Descriptive Statistics (Gender vs. Job Satisfaction)

Variable	Gender	N	Mean	Std. Deviation	Std. Error Mean
Job Satisfaction	Male	412	4.3395	0.85352	0.04205
Job Satisfaction	Female	215	4.3067	0.93071	0.06347

Note: The analysis was based on 627 valid responses.

As part of the demographic analysis, the difference in job satisfaction between male and female gig workers was examined. Since gender consists of two independent groups, an Independent Samples t-test was considered appropriate. Before conducting the t-test, Levene's Test for Equality of Variances was used to check whether the assumption of equal variances between the two groups wassatisfied.

Table 4.36: Homogeneity of Variances Test (Levene's) (Gender)

Variable	F	df1	df2	p-value
Job Satisfaction	1.065	1	625	0.302

Note: Since p = .302 is greater than .05, the assumption of equal variances is not violated.

Levene's Test for Equality of Variances is used to determine whether the variances of two or more groups are equal. In the present analysis, it was used to check whether the variance in job satisfaction scores was similar for male and female gig workers. The F-value represents the test statistic, df1 refers to the degrees of freedom between groups, df2 refers to the degrees of freedom within groups, and the p-value indicates whether the difference in variance is statistically significant.

Since the p-value of Levene's test is 0.302, which is greater than the significance level of 0.05, the assumption of equal variances is not violated. Therefore, the equal variances assumed result of the Independent Samples t-test was considered for interpretation.

An Independent Samples t-test was conducted to compare job satisfaction between male and female gig workers. Results from Levene's Test indicated that the assumption of homogeneity of variances was met, F = 1.065, p = .302. The results of the t-test revealed no statistically significant difference in job satisfaction between male gig workers (M = 4.34, SD = 0.85) and female gig workers (M = 4.31, SD = 0.93), t (625) = 0.442, p = .659.

Table 4.37: Independent Sample t-test: Gender and Job Satisfaction

Variable	t	df	Sig. (2-tailed)	Mean Difference	95% CI Lower	95% CI Upper
Job Satisfaction	0.442	625	0.659	0.033	-0.113	0.178

The mean difference of 0.033 was very small, with a 95% confidence interval ranging from -0.113 to 0.178. Since the confidence interval includes zero and the p-value is greater than 0.05, the observed difference is not statistically meaningful. Therefore, the null hypothesis is not rejected, and H6 is not supported. This suggests that job satisfaction levels do not differ significantly between male and female gig workers in the sample.

4.9.3 Age and Job Satisfaction of Gig Workers:

- Research hypothesis/H7: There is a significant difference in job satisfaction among gig workers across different age groups.

- Null Hypothesis (H_0): There is no significant difference in mean job satisfaction among gig workers across different age groups.
- Alternative Hypothesis (H_1): There is a significant difference in mean job satisfaction among gig workers across at least one pair of age groups.

Age was considered as one of the important demographic variables in the study, as workers belonging to different age groups may have different expectations from gig work. Younger workers may enter the gig economy for flexibility, exposure, and income opportunities, while older workers may evaluate gig work in terms of stability, income continuity, and work-life balance. Therefore, it becomes relevant to examine whether job satisfaction differs significantly across age groups.

Since the age variable consists of more than two groups, One-Way ANOVA was initially considered appropriate for examining mean differences in job satisfaction across age categories. However, before interpreting the ANOVA result, the assumption of homogeneity of variances was tested using Levene's Test.

Table 4.38: Descriptive Statistics: Age and Job Satisfaction

Age Group	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Minimum	Maximum
Less than 25	170	4.3041	0.87585	0.06717	4.1715	4.4367	2.10	6.30

years								
26–35 years	236	4.3153	0.83893	0.05461	4.2077	4.4228	1.85	5.70
36–45 years	143	4.3721	0.89280	0.07466	4.2245	4.5197	2.30	6.05
More than 46 years	78	4.3397	0.99539	0.11271	4.1153	4.5642	2.45	5.70
Total	627	4.3282	0.88015	0.03515	4.2592	4.3973	1.85	6.30

Note: The analysis was based on 627 valid responses.

The descriptive statistics in Table 4.38 show that the mean job satisfaction scores across the four age groups are broadly similar. Respondents in the age group of 36–45 years reported the highest mean job satisfaction score (M = 4.3721), followed by respondents above 46 years (M = 4.3397), respondents in the 26–35 years age group (M = 4.3153), and respondents below 25 years (M = 4.3041). Although minor differences are visible in the mean scores, the variation across groups appears small at the descriptive level.

The standard deviation values also indicate that there is variation within each age group, but the overall pattern does not suggest any large difference in job satisfaction across age categories. The total mean score of job satisfaction for the valid sample is 4.3282, indicating a moderate level of job satisfaction across the respondents.

Table 4.39: Homogeneity of Variances Test: Levene's Test for Age

Variable	Levene Statistic	df1	df2	Sig.
Worker Satisfaction	3.466	3	623	0.016

Note: Since p = .016 is less than .05, the assumption of equal variances is violated.

Levene's Test for Homogeneity of Variances was conducted to examine whether the variance in job satisfaction scores was equal across the different age groups. The result shows that the Levene statistic is 3.466, with a significance value of 0.016. Since the p-value is less than the 0.05 level of significance, the assumption of equal variances is violated.

Due to this violation, the standard One-Way ANOVA result was not considered the most appropriate test for final interpretation. Instead, Welch's ANOVA was used, as it is a robust alternative when the assumption of homogeneity of variances is not satisfied.

Table 4.40: Robust Tests for Equality of Means: Welch's ANOVA for Age and Job Satisfaction

Test	Statistic	df1	df2	Sig.
Welch	0.179	3	256.492	0.911

Note: Asymptotically F distributed.

The Welch ANOVA result in Table 4.36 indicates that there is no statistically significant difference in job satisfaction across age groups, Welch's F (3, 256.492) = 0.179, p = .911. Since the p-value is greater than the significance level of 0.05, the null hypothesis is not rejected.

This result indicates that job satisfaction among gig workers does not vary significantly according to age group. Although the descriptive statistics show small differences in mean scores, these differences are not statistically meaningful. Therefore, age does not appear to create significant variation in job satisfaction among gig workers in the present sample.

Since the overall Welch ANOVA result is not statistically significant, no post hoc test is required. Post hoc comparisons are generally interpreted only when the overall group difference is significant.

Based on the Welch ANOVA result, there is no statistically significant difference in job satisfaction among gig workers across different age groups. Although the mean scores show slight variation across age groups, the differences are too small to suggest a meaningful age-based pattern. Younger and older gig workers appear to report broadly similar satisfaction levels. This indicates that age, by itself, does not explain much variation in job satisfaction in the present sample. Hence, H7 is not supported.

4.9.4 Education Qualification and Job Satisfaction:

- Research hypothesis/H8: There is a statistically significant difference in job satisfaction among gig workers across different levels of educational qualification.
- Null Hypothesis (H0): There is no significant difference in the mean job satisfaction of gig workers across different levels of education qualification.

- Alternative Hypothesis (H1): There is a significant difference in the mean job satisfaction of gig workers across at least one pair of educational qualification groups.

Educational qualification was considered an important demographic variable in the present study because gig workers with different educational backgrounds may hold different expectations regarding income, flexibility, growth opportunities, work security, and long-term career prospects. Therefore, it was considered necessary to examine whether job satisfaction differs significantly across different educational qualification groups.

Since educational qualification consists of more than two groups, a group comparison test was required. Before interpreting the test result, Levene's Test for Homogeneity of Variances was conducted to examine whether the assumption of equal variances was satisfied.

Table 4.41: Descriptive Statistics: Education Qualification and Job Satisfaction

Education Qualification	N	Mean	Std. Deviation	Std. Error	95% CI Lower	95% CI Upper	Minimum	Maximum
Doctorate	8	4.6750	1.10486	0.39063	3.7513	5.5987	3.15	6.05
Post Graduate	238	4.4916	0.89975	0.05832	4.3767	4.6065	2.10	6.30
Graduate	180	4.2878	0.93720	0.06985	4.1499	4.4256	1.85	5.50
Diploma	48	4.3687	0.79891	0.11531	4.1368	4.6007	3.10	5.70
Less than 12th pass	153	4.0909	0.73002	0.05902	3.9743	4.2075	2.45	5.58

The descriptive statistics show that the highest mean job satisfaction score was reported by respondents with Doctorate-level education (M = 4.6750), followed by Post Graduate respondents (M = 4.4916), Diploma holders (M = 4.3687), Graduates (M = 4.2878), and respondents with education below 12th pass (M = 4.0909). At the descriptive level, this suggests that job satisfaction appears to vary across educational qualification groups, with comparatively higher mean satisfaction among respondents having higher educational

qualifications. However, the Doctorate category includes only 8 respondents, and therefore this group should be interpreted cautiously.

Table 4.42: Homogeneity of Variances Test: Levene's Test for Education Qualification

Variable	Levene Statistic	df1	df2	Sig.
Worker Satisfaction	2.418	4	622	0.047

Note: Since p = .047 is less than .05, the assumption of equal variances is marginally violated.

The result of Levene's Test shows a significance value of 0.047, which is slightly below the 0.05 level. This indicates a marginal violation of the assumption of homogeneity of variances. Therefore, instead of relying only on the standard One-Way ANOVA, Welch ANOVA was used for final interpretation, as it is more appropriate when the assumption of equal variances is not satisfied.

Table 4.43 Robust Test of Equality of Means: Welch's ANOVA for Education Qualification and Job Satisfaction

Test	Statistic	df1	df2	Sig.
Welch	5.916	4	48.046	0.001

Note: Asymptotically F distributed.

The Welch ANOVA result indicates a statistically significant difference in job satisfaction across educational qualification groups, Welch's F(4, 48.046) = 5.916, p = .001. Since the p-value is less than 0.05, the null hypothesis is rejected. This suggests that job satisfaction differs significantly across at least one pair of educational qualification groups.

Since the Welch ANOVA result was significant, Games-Howell post hoc analysis was conducted to identify the specific educational qualification groups between which significant differences existed.

Table 4.44: Games-Howell Post Hoc Test: Education Qualification and Job Satisfaction

Multiple Comparisons					
Dependent Variable: Job Satisfaction					
Games-Howell					
(I) Education	(J) Education qualification	Mean Differen	Std. Error	Sig.	95% Confidence Interval

qualification		ce (I-J)			Lower Bound	Upper Bound
Doctorate	Post Graduate	.18340	.39496	.988	-1.2127	1.5795
	Graduate	.38722	.39682	.858	-1.0085	1.7829
	Diploma	.30625	.40729	.938	-1.0899	1.7024
	less than 12 pass	.58410	.39506	.603	-.8120	1.9802
Post Graduate	Doctorate	-.18340	.39496	.988	-1.5795	1.2127
	Graduate	.20382	.09100	.167	-.0456	.4533
	Diploma	.12285	.12922	.876	-.2386	.4843
	less than 12 pass	.40070*	.08297	.000	.1732	.6282
Graduate	Doctorate	-.38722	.39682	.858	-1.7829	1.0085
	Post Graduate	-.20382	.09100	.167	-.4533	.0456
	Diploma	-.08097	.13482	.975	-.4568	.2948
	less than 12 pass	.19688	.09145	.201	-.0540	.4477
Diploma	Doctorate	-.30625	.40729	.938	-1.7024	1.0899
	Post Graduate	-.12285	.12922	.876	-.4843	.2386
	Graduate	.08097	.13482	.975	-.2948	.4568
	less than 12 pass	.27785	.12954	.213	-.0845	.6401
less than 12 pass	Doctorate	-.58410	.39506	.603	-1.9802	.8120
	Post Graduate	-.40070*	.08297	.000	-.6282	-.1732
	Graduate	-.19688	.09145	.201	-.4477	.0540
	Diploma	-.27785	.12954	.213	-.6401	.0845
*. The mean difference is significant at the 0.05 level.						

The Games-Howell post hoc test shows that the significant difference exists between Post Graduate respondents and respondents with education less than 12th pass. The mean difference is 0.40070, with a significance value of $p < .001$. The confidence interval ranges from 0.1732 to 0.6282, which does not include zero, confirming that the difference is statistically significant.

This indicates that Post Graduate respondents reported significantly higher job satisfaction than respondents with education below 12th pass. No other pairwise comparisons were found to be statistically significant. Although the Doctorate group reported the highest mean score descriptively, the post hoc test did not show statistically significant differences involving this group, likely due to the very small number of respondents in the Doctorate category.

Based on the Welch ANOVA result, job satisfaction differs significantly across educational qualification groups. The Games-Howell post hoc test further confirms that the significant

difference is primarily between Post Graduate respondents and respondents with education less than 12th pass. Therefore, the null hypothesis is rejected, and H8 is supported.

This suggests that educational qualification is associated with differences in job satisfaction among gig workers in the sample. However, the interpretation should be made with some caution because the homogeneity of variance assumption was marginally violated and the Doctorate group had a very small sample size.

4.9.5 Income Levels and Job Satisfaction of Gig Workers:

- Research Hypothesis/H9: There is a significant difference in job satisfaction among gig workers across different income groups.
  - Null Hypothesis (H0): There is no significant difference in the mean job satisfaction of gig workers across different income groups.
  - Alternative Hypothesis (H1): There is a significant difference in the mean job satisfaction of gig workers across at least one pair of income groups.

Income was examined as one of the important demographic variables in the study because earnings from a central part of gig work experience. For many gig workers, satisfaction with work is likely to be shaped not only by flexibility or autonomy, but also by whether the income earned from gig work is adequate, predictable, and proportionate to the effort involved. Since the respondents belonged to different monthly income groups, it was necessary to examine whether job satisfaction varied significantly across these groups.

As the income variable consists of more than two categories, a group comparison test was required. Before conducting the final comparison, Levene's Test for Homogeneity of Variances was used to examined whether the assumption of equal variances was satisfied.

Table 4.45: Descriptive Statistics: Income Level and Job Satisfaction

Monthly Income Group	N	Mean	Std. Deviation
Less than ₹10,000	83	3.9922	0.7526
₹11,000–₹20,000	194	4.1990	0.8610

₹21,000–₹30,000	138	4.5391	0.7729
₹31,000–₹40,000	118	4.5992	0.8707
More than ₹40,000	94	4.2421	1.0200
Total	627	4.3282	0.8802

The descriptive statistics show a visible difference in mean job satisfaction across income categories. Respondents earning between ₹31,000 and ₹40,000 reported the highest mean satisfaction score, followed closely by those earning ₹21,000 to ₹30,000. On the other hand, respondents earning less than ₹10,000 reported the lowest mean score. This pattern suggests that gig workers in the middle-income categories appear to be more satisfied than those in the lower income groups. However, the highest income group, earning more than ₹40,000, does not show the highest satisfaction score, which indicates that the relationship between income and satisfaction may not be strictly linear.

Table 4.46: Homogeneity of Variances Test: The Levene's Test for Income Level

Variable	Levene Statistic	df1	df2	Sig.
Job Satisfaction	2.86	4	622	0.023

The above results indicate a p-value of 0.023 (F = 2.86, df1 = 4, df2 = 622), which is below the conventional significance threshold of 0.05, hence we reject the null hypothesis. This finding suggests that the equal variances assumption was violated, warranting the use of Welch's One-Way ANOVA, which is robust to heterogeneity of variances.

Table 4.47: Robust Tests of Equality of Means: Welch ANOVA for Income Level and Job Satisfaction

Test	Statistic	df1	df2	Sig.
Welch	10.743	4	270.957	< .001

The Welch ANOVA result shows that the difference in job satisfaction across income groups is statistically significant, Welch's F (4, 270.957) = 10.743, $p < .001$. This means that job satisfaction is not the same across all income groups. Since the overall test is significant, the null hypothesis is rejected at this stage. To understand where the differences lie, the Games-Howell post hoc test was used, as it is suitable when equal variances cannot be assumed.

Table 4.48: Games-Howell Post Hoc Test: Income Level and Job Satisfaction

Multiple Comparisons						
Dependent Variable: Worker Satisfaction						
Games-Howell						
(I) Monthly individual income (in INR)	(J) Monthly individual income (in INR)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 10000	11000-20000	-.20680	.10318	.268	-.4912	.0776
	21000-30000	-.54696*	.10561	.000	-.8380	-.2559
	31000-40000	-.60698*	.11511	.000	-.9240	-.2900
	More than 40000	-.24994	.13377	.338	-.6188	.1189
11000-20000	Less than 10000	.20680	.10318	.268	-.0776	.4912
	21000-30000	-.34016*	.09028	.002	-.5879	-.0925
	31000-40000	-.40018*	.10122	.001	-.6784	-.1220
	More than 40000	-.04314	.12203	.997	-.3798	.2936
21000-30000	Less than 10000	.54696*	.10561	.000	.2559	.8380
	11000-20000	.34016*	.09028	.002	.0925	.5879
	31000-40000	-.06002	.10370	.978	-.3451	.2250
	More than 40000	.29703	.12409	.122	-.0453	.6393
31000-40000	Less than 10000	.60698*	.11511	.000	.2900	.9240
	11000-20000	.40018*	.10122	.001	.1220	.6784
	21000-30000	.06002	.10370	.978	-.2250	.3451
	More than 40000	.35705	.13227	.058	-.0074	.7215
More than 40000	Less than 10000	.24994	.13377	.338	-.1189	.6188
	11000-20000	.04314	.12203	.997	-.2936	.3798
	21000-30000	-.29703	.12409	.122	-.6393	.0453
	31000-40000	-.35705	.13227	.058	-.7215	.0074
* The mean difference is significant at the 0.05 level.						

The Games–Howell post hoc results show that the statistically significant differences were concentrated between the lower-income and middle-income groups. Respondents earning ₹21,000–₹30,000 reported significantly higher job satisfaction than those earning less than ₹10,000 ($p < .001$) and those earning ₹11,000–₹20,000 ($p = .002$). Similarly, respondents earning ₹31,000–₹40,000 reported significantly higher job satisfaction than those earning less than ₹10,000 ($p < .001$) and those earning ₹11,000–₹20,000 ($p = .001$). No statistically significant difference was found between the ₹21,000–₹30,000 and ₹31,000–₹40,000 groups. Further, the group earning more than ₹40,000 did not differ significantly from the other income groups. Therefore, H9 is supported in the limited sense that reported job satisfaction differed significantly across at least some income groups within the study sample.

4.9.6 Family Size and Job Satisfaction of Gig Workers:

Research Hypothesis/H10: There is a significant difference in job satisfaction among gig workers across different family size groups.

Null Hypothesis (H_0): There is no significant difference in gig worker's job satisfaction across different family size among gig workers.

Alternative Hypothesis (H_1): There is a significant difference in gig worker's job satisfaction across different family size among gig workers.

The descriptive statistics presented in Table No. 4.49 show variation in the mean job satisfaction scores across different family size groups. Gig workers belonging to families with more than nine members reported the highest mean job satisfaction score ($M = 5.22$). However, this result needs to be interpreted carefully, as this category includes only six respondents. Respondents from families with less than three members and four to six members reported almost similar mean job satisfaction scores, with means of 4.35 and 4.36, respectively. In comparison, gig workers from families with seven to nine members reported the lowest mean job satisfaction score ($M = 3.98$). At the descriptive level, this group appears to report lower satisfaction than the below-three-member and four-to-six-member groups. However, the more-than-nine-member category includes only six respondents; therefore, its higher mean

should not be interpreted as a stable pattern. Statistical testing was required to determine which specific group differences were significant.

Table no. 4.49: Descriptive Statistics (Family size vs. gig worker satisfaction)

Descriptives								
Gig Worker Job Satisfaction								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 3	126	4.3500	1.04211	.09284	4.1663	4.5337	1.85	6.05
4-6	438	4.3554	.83945	.04011	4.2765	4.4342	2.25	6.00
7-9	57	3.9781	.56781	.07521	3.8274	4.1287	2.90	5.15
More than 9	6	5.2167	1.48885	.60782	3.6542	6.7791	3.30	6.30
Total	627	4.3282	.88015	.03515	4.2592	4.3973	1.85	6.30

Table No. 4.50: Homogeneity of Variances Test (Levene's Test) (Family size vs. job satisfaction)

		Levene Statistic	df1	df2	Sig.
Gig Worker Job Satisfaction	Based on Mean	11.047	3	623	.000
	Based on Median	6.500	3	623	.000
	Based on Median and with adjusted df	6.500	3	468.307	.000

	Based on trimmed mean	10.285	3	623	.000

Levene's test for homogeneity of variances was significant ($p < 0.001$), indicating that the assumption of equal variances was violated. This result implies that standard ANOVA assumptions do not hold, so alternative robust methods should be used. i.e. Welch's ANOVA.

The regular one-way ANOVA indicated a significant difference in job satisfaction across family-size groups, $F(3, 623) = 5.318$, $p = .001$. However, due to the violation of the homogeneity of variance assumption, these results are interpreted cautiously.

Table 4.51: One Way ANOVA (Family Size vs. Job Satisfaction)

ANOVA					
Gig Worker Job Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.107	3	4.036	5.318	.001
Within Groups	472.831	623	.759		
Total	484.939	626			

Since Levene's test indicated significant heterogeneity of variances ($p < 0.001$), therefore, Welch's ANOVA was used for comparison. The results of Welch's ANOVA were significant ($F=7.113$, $p= 0.001$), confirming that family size is associated with differences in gig worker's job satisfaction.

Table No. 4.52: Robust Tests of Equality of Means (Welch's ANOVA) (Family size vs. job satisfaction)

Gig Worker Job Satisfaction				
	Statistic[a]	df1	df2	Sig.
Welch	7.113	3	23.063	.001
a. Asymptotically F distributed.				

Table No. 4.53: Games Howell Test (Family size vs. job satisfaction)

Multiple Comparisons

Dependent Variable: Gig Worker Job Satisfaction

Games-Howell

(I) Family Size	(J) Family Size	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 3	4-6	-.00538	.10113	1.000	-.2677	.2570
	7-9	.37193*	.11948	.012	.0620	.6818
	More than 9	-.86667	.61487	.543	-3.0964	1.3630
4-6	Less than 3	.00538	.10113	1.000	-.2570	.2677
	7-9	.37731*	.08524	.000	.1543	.6004
	More than 9	-.86128	.60914	.542	-3.1015	1.3789
7-9	Less than 3	-.37193*	.11948	.012	-.6818	-.0620
	4-6	-.37731*	.08524	.000	-.6004	-.1543
	More than 9	-1.23860	.61245	.291	-3.4725	.9953
More than 9	Less than 3	.86667	.61487	.543	-1.3630	3.0964
	4-6	.86128	.60914	.542	-1.3789	3.1015
	7-9	1.23860	.61245	.291	-.9953	3.4725

*. The mean difference is significant at the 0.05 level.

The Games–Howell post hoc test shows that the statistically significant differences involve the seven-to-nine-member family group. Gig workers from families with seven to nine members reported significantly lower job satisfaction than those from families with fewer than three members ($p = .012$) and those from families with four to six members ($p < .001$). No statistically significant difference was found for the more-than-nine-member group; this category also had a very small sample size ($n = 6$) and should be interpreted cautiously. Therefore, the results support H10 only in the sense that job satisfaction differed across at least one pair of family-size groups within the study sample.

4.9.7 Number of dependents and Job Satisfaction of Gig Workers:

- Research hypothesis/H11: Gig workers' job satisfaction significantly differs based on the number of dependents in their family.
  - Null Hypothesis (H_0): There is no significant difference in job satisfaction across different no. of dependents in family among gig workers.
  - Alternative Hypothesis (H_1): There is a significant difference in job satisfaction across different no. of dependents in family among gig workers.

The descriptive results presented in Table No. 4.54 show some variation in job satisfaction across groups based on the number of dependents in the family. Gig workers with six dependents reported the highest mean job satisfaction score ($M = 4.49$, $SD = 0.60$), followed by those with two dependents ($M = 4.40$, $SD = 0.87$). Respondents with four dependents reported a comparatively lower mean satisfaction score ($M = 4.14$, $SD = 0.91$). Although the mean score is highest among respondents with six dependents, this group includes only 20 respondents, and therefore the result should be interpreted cautiously. Overall, the descriptive pattern suggests that job satisfaction may vary according to the number of dependents, which justifies further statistical testing.

Table No. 4.54: Descriptive Statistics (No. of dependent in family vs. job satisfaction)

No. of dependents in family	Mean	N	Std. Deviation
2	4.3958	436	.86775
4	4.1377	171	.91349
6	4.4850	20	.60002

Total	4.3282	627	.88015

Table No. 4.55: Test of Homogeneity of Variances (Levene's Test) (No. of dependents in family vs. job satisfaction)

		Levene Statistic	df1	df2	Sig.
Gig Worker's Job Satisfaction	Based on Mean	5.362	2	624	.005
	Based on Median	5.598	2	624	.004
	Based on Median and with adjusted df	5.598	2	623.463	.004
	Based on trimmed mean	5.666	2	624	.004

Levene's test of homogeneity of variances was significant (F = 5.362, p = .005), indicating that the assumption of equal variances across groups was violated. Therefore, the Welch's ANOVA (robust test) is used for more reliable interpretation of group differences.

Table no. 4.56: One Way ANOVA (No. of dependents in family vs. job satisfaction)

ANOVA					
Gig Worker's Job Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.687	2	4.344	5.691	.004
Within Groups	476.252	624	.763		
Total	484.939	626			

Although the regular ANOVA shows a significant difference in worker satisfaction across groups (F (2, 624) = 5.691, p = .004), this result should be interpreted cautiously due to violation of homogeneity of variances.

Figure 4.18: Relationship between No. of dependents and gig worker satisfaction

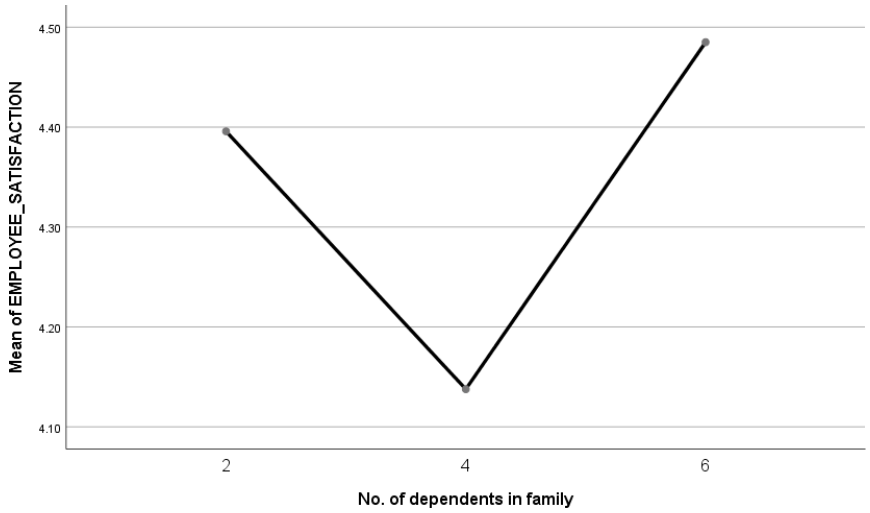


Figure No. 4.18 presents the mean job satisfaction scores across groups based on the number of dependents. The chart shows that job satisfaction is relatively higher among respondents with two dependents, declines among those with four dependents, and rises again among those with six dependents. This indicates that the pattern is not strictly linear. However, since the group with six dependents has a comparatively smaller sample size, the visual pattern should be interpreted with caution and supported by statistical testing.

The Welch ANOVA result shows a statistically significant difference in job satisfaction across groups based on the number of dependents, Welch's F (2, 53.895) = 5.607, p = .006. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that job satisfaction differs significantly across at least one pair of dependent groups.

Table no. 4.57: Robust Test of Equality of Means (Welch's ANOVA) (No. of dependents vs. job satisfaction)

WORKER JOB_SATISFACTION				
	Statistic[a]	df1	df2	Sig.

Welch	5.607	2	53.895	.006
a. Asymptotically F distributed.				

Since Levene's test indicated unequal variances (p = .005), the Games–Howell post hoc test was conducted to identify specific pairwise differences in gig worker job satisfaction across different numbers of dependents in the family.

Table No. 4.58: Games-Howell Post Hoc Test (No. of dependents in the family vs. job satisfaction)

Multiple Comparisons						
Dependent Variable: Job Satisfaction						
Games-Howell						
(I) No. of dependents in family	(J) No. of dependents in family	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
2	4	.25806*	.08128	.005	.0666	.4495
	6	-.08923	.14046	.802	-.4412	.2627
4	2	-.25806*	.08128	.005	-.4495	-.0666
	6	-.34728	.15127	.072	-.7199	.0253
6	2	.08923	.14046	.802	-.2627	.4412
	4	.34728	.15127	.072	-.0253	.7199
*. The mean difference is significant at the 0.05 level.						

The Games–Howell post hoc test revealed a significant difference between gig workers with 2 dependents and those with 4 dependents (Mean Difference = 0.258, p = 0.005). Specifically, workers with 2 dependents have significantly higher job satisfaction than those with 4 dependents.

No significant differences were found between 2 and 6 dependents (p = .802) or between 4 and 6 dependents (p = .072). Therefore, the results support H11 in the limited sense that job satisfaction differed across at least one pair of dependent groups within the study sample.

The six-dependents group included only 20 respondents and should be interpreted cautiously.

4.9.8 City/Location and Job Satisfaction of Gig Workers:

- Research Hypothesis (H12): There is a statistically significant difference in job satisfaction among gig workers across different locations.
  - Null Hypothesis (H_0): There is no significant difference in the mean job satisfaction of gig workers across different locations.
  - Alternative Hypothesis (H_1): There is a significant difference in the mean job satisfaction of gig workers across at least one pair of location groups.

Table 4.59: Descriptive Statistics: City/Location and Job Satisfaction

City/Location	Mean	N	Std. Deviation	Std. Error of Mean	Minimum	Maximum
Ahmedabad	4.3323	444	0.85884	0.04076	1.85	6.05
Vadodara	4.3056	81	0.96446	0.10716	1.85	6.30
Surat	4.3155	29	0.81592	0.15151	2.10	5.55
Others	4.3336	73	0.95066	0.11127	2.25	6.30
Total	4.3282	627	0.88015	0.03515	1.85	6.30

Note: The analysis was based on 627 valid responses. Two cases were excluded due to missing values.

The descriptive statistics show that the mean job satisfaction scores across different locations are almost identical. Respondents from the Others category reported a mean score of 4.3336, followed very closely by respondents from Ahmedabad with a mean score of 4.3323. Respondents from Surat reported a mean score of 4.3155, while respondents from Vadodara reported a mean score of 4.3056.

The difference between the highest and lowest mean scores is very small, indicating that there is no clear location-wise variation in job satisfaction at the descriptive level. Although Ahmedabad forms the largest share of the sample, the mean satisfaction score of respondents from Ahmedabad is very similar to that of other locations. Therefore, further statistical

testing through One-Way ANOVA is required to confirm whether these small observed differences are statistically significant.

Figure 4.19 Mean Job Satisfaction across city/location

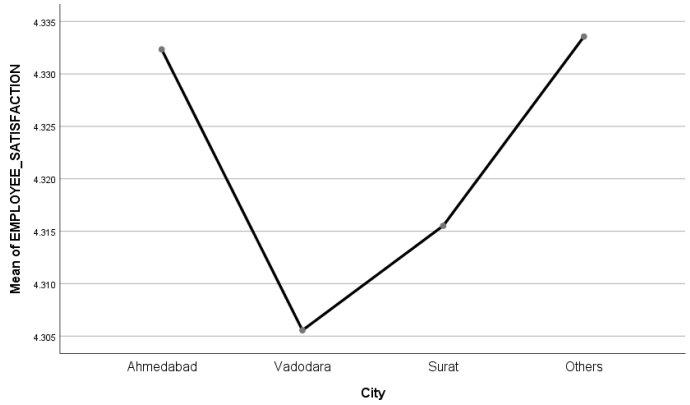


Figure 4.19 presents the mean job satisfaction scores across different locations. The chart clearly shows that the mean scores for Ahmedabad, Vadodara, Surat, and Others are very close to one another, ranging approximately between 4.31 and 4.33. This visual pattern supports the descriptive finding that location-wise differences in job satisfaction are minimal. However, statistical testing through One-Way ANOVA is required to confirm whether these small differences are significant.

In the below Table 4.60 Levene's Test examines whether the variances in worker satisfaction are equal across different location groups. In your results, the Levene Statistic based on the mean is 1.891 with a p-value (Sig.) of 0.130.

Table No. 4.60: Homogeneity of Variances (Levene's Test) (City/Location vs. Job satisfaction)

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Gig Worker's Job Satisfaction	Based on Mean	1.891	3	623	.130
	Based on Median	1.276	3	623	.282
	Based on Median and with adjusted df	1.276	3	592.740	.282

	Based on trimmed mean	1.831	3	623	.140

Note: Since p = .130 is greater than .05, the assumption of homogeneity of variances is satisfied.

Levene's Test was conducted to examine whether the variance in job satisfaction scores was equal across the location groups. The result shows that the Levene statistic based on mean is 1.891, with a significance value of 0.130. Since the p-value is greater than the 0.05 level of significance, the assumption of homogeneity of variances is not violated.

This indicates that the job satisfaction scores across Ahmedabad, Vadodara, Surat, and the 'others' category have comparable variances. Therefore, the standard One-Way ANOVA is appropriate for comparing mean job satisfaction across location groups.

Table No. 4.61 One Way ANOVA (City/location of respondent vs. job satisfaction)

ANOVA					
Job Satisfaction of gig workers					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.056	3	0.019	0.024	.995
Within Groups	484.883	623	0.778		
Total	484.939	626			

The One-Way ANOVA was conducted to examine whether job satisfaction differs significantly across different location groups. Since Levene's Test confirmed that the assumption of homogeneity of variances was satisfied, the standard ANOVA result was considered appropriate for interpretation.

The ANOVA result shows that the difference in job satisfaction across Ahmedabad, Vadodara, Surat, and the 'Others' category is not statistically significant, F (3, 623) = 0.024, p = .995. Since the p-value is much greater than the 0.05 level of significance, the null hypothesis is not rejected.

This indicates that job satisfaction among gig workers does not differ significantly based on location. The descriptive statistics also showed very similar mean satisfaction scores across all location groups, and the ANOVA result confirms that these minor differences are not statistically meaningful. Therefore, H12 is not supported.

Since the overall ANOVA result is not significant, post hoc comparisons are not required for this variable.

4.9.9 Sector/Industry and Job Satisfaction of Gig Workers:

- Research Hypothesis/H13: There is a statistically significant difference in job satisfaction among gig workers across different sectors/industries.
  - Null Hypothesis (H_0): There is no significant difference in the mean job satisfaction of gig workers across different sectors/industries.
  - Alternative Hypothesis (H_1): There is a significant difference in the mean job satisfaction of gig workers across at least one pair of sector/industry groups.

Table 4.62: Descriptive Statistics: Sector/Industry and Job Satisfaction of Gig Workers

Sector/Industry	Mean	N	Std. Deviation	Std. Error of Mean	Minimum	Maximum
IT/ITES	4.4405	126	0.87580	0.07802	2.10	6.30
Professional Services	4.3975	158	0.94262	0.07499	2.30	6.05
Transportation & Delivery Services	4.0879	173	0.84790	0.06446	1.85	6.05
Others	4.4333	168	0.81543	0.06291	2.45	5.85
Total	4.3301	625	0.88095	0.03524	1.85	6.30

Note: The analysis was based on 625 valid responses. Four cases were excluded due to missing values.

The descriptive statistics show that mean job satisfaction differs across sector/industry groups. Respondents from the IT/ITES sector reported the highest mean job satisfaction score (M = 4.4405), followed closely by respondents from the 'Others' category (M = 4.4333) and Professional Services (M = 4.3975). In comparison, respondents from Transportation and Delivery Services reported the lowest mean job satisfaction score (M = 4.0879).

At the descriptive level, respondents engaged in Transportation and Delivery Services reported a lower mean job-satisfaction score than those in IT/ITES, Professional Services, and the Others category. These descriptive differences identify a pattern in the study sample; they do not, by themselves, establish the reasons for the difference. Statistical testing through ANOVA and post hoc comparison was therefore required.

Here, Homogeneity test (Levene's Test) examines whether the variance of the dependent variable (worker satisfaction) is equal across different industry groups. As shown in Table 4.63, the Levene Statistic was 1.737 with $df_1 = 3$ and $df_2 = 621$, yielding a significance value ($p = .158$). Since the p-value is greater than the conventional threshold of 0.05, the assumption of equal variances is not violated. This indicates that the variability in worker satisfaction is similar across the different industries considered. Accordingly, the data satisfy the homogeneity requirement, it is appropriate to proceed to the One-Way ANOVA to test for significant differences in worker satisfaction among industries.

Table No.4.63: Test of Homogeneity of Variances (Industry/Sector vs. job satisfaction)

Test of Homogeneity of Variances					
		Levene's Statistic	df1	df2	Sig.
Gig worker's Job Satisfaction	Based on Mean	1.737	3	621	.158
	Based on Median	1.079	3	621	.357
	Based on Median and with adjusted df	1.079	3	587.850	.357
	Based on trimmed mean	1.625	3	621	.182

Following this, a One-Way Analysis of Variance (ANOVA) was conducted to examine whether worker satisfaction differed significantly across industries. As presented in Table 4.64, the ANOVA results revealed a statistically significant difference in worker satisfaction among different industries, $F(3, 621) = 6.249$, $p < .001$. This finding indicates that reported worker satisfaction differed across at least one pair of industry groups within the study sample.

In other words, this is leading to the rejection of the null hypothesis (H_0).

Table no. 4.64: ANOVA results (Industry/sector vs. job satisfaction)

ANOVA					
Gig Worker's Job Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.190	3	4.730	6.249	.000
Within Groups	470.078	621	.757		
Total	484.268	624			

The Tukey HSD post hoc test was conducted to identify the specific sector/industry groups between which job satisfaction differed significantly. The results show that the Transportation and Delivery Services group differed significantly from IT/ITES, Professional Services, and Others. The positive mean differences for IT/ITES, Professional Services, and Others when compared with Transportation and Delivery Services indicate that gig workers in Transportation and Delivery Services reported significantly lower job satisfaction than workers in the other three sectors. However, no statistically significant differences were observed among IT/ITES, Professional Services, and Others, suggesting that job satisfaction levels in these sectors are broadly similar.

Table 4.65: Tukey's Post-hoc Test (Industry/sector vs. job satisfaction)

Multiple Comparisons						
Dependent Variable: Gig Worker's Job Satisfaction						
Tukey HSD						
					95% Confidence Interval	
(I) Industry/sector	(J) Sector	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound

IT/ITES	Professional Services	.04301	.10392	.976	-.2247	.3107
	Transportation & others	.35257*	.10190	.003	.0901	.6151
	Others	.00714	.10254	1.000	-.2570	.2713
Professional Services	IT/ITES	-.04301	.10392	.976	-.3107	.2247
	Transportation and Food & Grocery Delivery	.30956*	.09574	.007	.0629	.5562
	Others	-.03586	.09642	.982	-.2842	.2125
Transportation & others	IT/ITES	-.35257*	.10190	.003	-.6151	-.0901
	Professional Services	-.30956*	.09574	.007	-.5562	-.0629
	Others	-.34543*	.09424	.002	-.5882	-.1027
Others	IT/ITES	-.00714	.10254	1.000	-.2713	.2570
	Professional Services	.03586	.09642	.982	-.2125	.2842
	Transportation and Food & Grocery Delivery	.34543*	.09424	.002	.1027	.5882

*. The mean difference is significant at the 0.05 level.

These findings indicate that sector/industry was associated with observed differences in job satisfaction within the study sample. In particular, Transportation and Delivery Services respondents reported lower satisfaction than respondents in IT/ITES, Professional Services, and the Others category. The cross-sectional group comparison does not establish that sector itself causes these differences, as other unmeasured work and personal conditions may also vary across sectors. Therefore, the null hypothesis is rejected and H13 is supported in the

limited sense that at least one pair of sector/industry groups differed significantly in reported job satisfaction.

4.9.10 Summary of Demographic Hypothesis Testing

Table 4.66: Summary of Hypothesis Testing of Demographic Variables

Hypothesis	Demographic Variable	Test Used	Result	Decision
H6	Gender	Independent Samples t-test	Not significant	Not supported
H7	Age	Welch ANOVA	Not significant	Not supported
H8	Education	Welch ANOVA + Games-Howell	Significant	Supported
H9	Income	Welch ANOVA + Games-Howell	Significant	Supported
H10	Family Size	Welch ANOVA + Games-Howell	Significant	Supported
H11	Number of Dependents	Welch ANOVA + Games-Howell	Significant	Supported
H12	Location	One-Way ANOVA	Not significant	Not supported
H13	Sector/Industry	One-Way ANOVA + Tukey HSD	Significant	Supported

The demographic hypothesis testing shows that job satisfaction among gig workers did not vary uniformly across all demographic categories. Educational qualification, income level, family size, number of dependents, and sector/industry showed statistically significant differences in job satisfaction, whereas gender, age, and location did not. These results identify observed differences within the study sample and should not be interpreted as evidence that any demographic characteristic causes job satisfaction.

4.10 Testing of Secondary/ Descriptive Hypotheses

This section presents the testing of secondary/descriptive hypotheses related to selected work-related and behavioural aspects of gig workers. After examining demographic differences in job satisfaction, the analysis further considers whether job satisfaction differs according to the primary reason for joining gig work, whether gig workers report a significant level of pay satisfaction, and whether job satisfaction differs between workers who intend to continue gig work and those who do not intend to continue.

The analysis in this section is based on three hypotheses: H14, H15 and H16. The earlier descriptive analysis related to number of additional gig tasks/jobs has been discussed separately under the work profile section and is not treated as a formal hypothesis in this section.

4.10.1 Primary Reason for Joining Gig Work and Job Satisfaction:

- Research Hypothesis/H14: There is a statistically significant difference in the job satisfaction among gig workers based on their primary reason for joining gig work.
  - Null Hypothesis (H_0): There is no significant difference in the mean job satisfaction of gig workers based on their primary reason for joining gig work.
  - Alternative Hypothesis (H_1): There is a significant difference in the mean job satisfaction of gig workers based on their primary reason for joining gig work.

The primary reason for joining gig work was examined because workers may enter the gig economy for different reasons. Some may join because of flexibility or autonomy, while others may enter due to financial needs, lack of regular employment opportunities, or absence of other alternatives. These different motivations may shape how workers experience gig work and how satisfied they feel with it. Therefore, this section studies whether the job satisfaction differs significantly across the different motivation categories.

The primary reason for joining gig work was classified into six categories: flexibility, autonomy, financial needs, non-availability of job, lack of alternatives, and others. Since the comparison involves more than two groups, One-Way ANOVA was used to examine whether mean job satisfaction differs significantly across these categories.

Table 4.67: Descriptive Statistics: Primary Reason for Joining Gig Work and Job Satisfaction

Primary Reason for Joining Gig Work	Mean	N	Std. Deviation	Std. Error of Mean	Minimum	Maximum
Flexibility	4.3831	172	0.88432	0.06743	2.10	6.05
Autonomy	4.7938	88	0.97176	0.10359	2.25	6.00
Financial needs	4.2195	220	0.84861	0.05721	1.85	6.05
Non-availability of job	4.0110	59	0.74707	0.09726	2.50	5.70
Lack of alternatives of job	4.0241	54	0.62847	0.08552	3.10	5.25
Others	4.5824	34	0.82974	0.14230	3.15	6.30
Total	4.3282	627	0.88015	0.03515	1.85	6.30

Note: The analysis was based on 627 valid responses. Two cases were excluded due to missing values.

The descriptive statistics show that job satisfaction differs across the different reasons for joining gig work. Respondents who joined gig work for autonomy reported the highest mean job satisfaction score (M = 4.7938), followed by those who selected others (M = 4.5824) and those who joined for flexibility (M = 4.3831). On the other hand, respondents who joined due to non-availability of jobs (M = 4.0110) and lack of alternatives (M = 4.0241) reported comparatively lower mean satisfaction scores.

This pattern suggests that the reason for entering gig work may matter in shaping satisfaction levels. Respondents who joined for more self-directed reasons, such as autonomy and flexibility, appear to report higher satisfaction than those who entered gig work due to limited employment options. However, these descriptive differences need to be tested statistically through One-Way ANOVA to determine whether the observed variations are significant.

Table No. 4.68: Test of Homogeneity of Variances (Levene's Test) (Primary motivation for joining gig work vs. Job Satisfaction)

		Levene Statistic	df1	df2	Sig.
Job Satisfaction	Based on Mean	1.938	5	621	.086
	Based on Median	.894	5	621	.484
	Based on Median and with adjusted df	.894	5	543.431	.484
	Based on trimmed mean	1.593	5	621	.160

Before interpreting the ANOVA result, Levene's Test for Homogeneity of Variances was conducted to check whether the variance in job satisfaction was similar across the different motivation groups. The result shows that the Levene statistic is 1.938, with a significance value of 0.086. Since the p-value is greater than 0.05, the assumption of homogeneity of variances is not violated. Therefore, the standard One-Way ANOVA was considered appropriate for examining whether job satisfaction differs significantly across the primary reasons for joining gig work.

Table no. 4.69: One Way ANOVA (Primary reason for joining gig work vs. Job Satisfaction)

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	35.323	5	7.065	9.758	< .001
Within Groups	449.616	621	0.724	—	—
Total	484.939	626	—	—	—

The One-Way ANOVA was conducted to examine whether job satisfaction differs significantly across the different primary reasons for joining gig work. The ANOVA result shows a statistically significant difference in job satisfaction among the motivation groups, $F(5, 621) = 9.758$, $p < .001$.

This means that the mean job satisfaction scores are not the same across all six categories of primary reason for joining gig work. In other words, the reason for entering gig work appears to be meaningfully associated with how satisfied workers feel with their gig work. Since the p-value is below the 0.05 level of significance, the null hypothesis is rejected at this stage.

However, ANOVA only tells us that at least one group differs from another. It does not identify exactly which motivation groups differ. Therefore, Tukey HSD post hoc analysis was conducted to examine the specific group-wise differences.

Since the One-Way ANOVA result was statistically significant, Tukey HSD post hoc test was conducted to identify the specific motivation groups between which job satisfaction differed significantly.

The Tukey results show that gig workers who joined gig work due to autonomy reported significantly higher job satisfaction than several other groups. The difference between autonomy and flexibility was statistically significant, with autonomy showing a higher mean satisfaction score than flexibility. This suggests that workers who joined gig work for autonomy may experience stronger satisfaction than those who joined mainly for flexible work arrangements.

Table 4.70: Tukey's Test (Primary reason for joining gig work vs. job satisfaction)

Multiple Comparisons						
Dependent Variable: WORKER_JOB SATISFACTION						
Tukey HSD						
(I) What is the primary reason for	(J) What is the primary reason for joining gig work?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound

joining gig work?						
Flexibility	Autonomy	-.41070*	.11152	.003	-.7295	-.0919
	Financial needs	.16359	.08660	.410	-.0840	.4112
	Non availability of job	.37212*	.12838	.045	.0051	.7391
	Lack of alternatives of job	.35907	.13273	.076	-.0204	.7385
	Others	-.19921	.15970	.813	-.6557	.2573
Autonomy	Flexibility	.41070*	.11152	.003	.0919	.7295
	Financial needs	.57429*	.10732	.000	.2675	.8811
	Non availability of job	.78282*	.14317	.000	.3735	1.1921
	Lack of alternatives of job	.76977*	.14709	.000	.3493	1.1902
	Others	.21149	.17182	.822	-.2797	.7027
Financial needs	Flexibility	-.16359	.08660	.410	-.4112	.0840
	Autonomy	-.57429*	.10732	.000	-.8811	-.2675
	Non availability of job	.20853	.12475	.551	-.1481	.5651
	Lack of alternatives of job	.19547	.12922	.656	-.1739	.5649
	Others	-.36281	.15680	.190	-.8110	.0854
Non availability of job	Flexibility	-.37212*	.12838	.045	-.7391	-.0051
	Autonomy	-.78282*	.14317	.000	-1.1921	-.3735
	Financial needs	-.20853	.12475	.551	-.5651	.1481
	lack of alternatives of job	-.01306	.16025	1.000	-.4711	.4450
	others	-.57134*	.18321	.023	-1.0951	-.0476
	Flexibility	-.35907	.13273	.076	-.7385	.0204

Lack of alternatives of job	Autonomy	-.76977*	.14709	.000	-1.1902	-.3493
	Financial needs	-.19547	.12922	.656	-.5649	.1739
	Non availability of job	.01306	.16025	1.000	-.4450	.4711
	Others	-.55828*	.18629	.034	-1.0908	-.0258
Others	Flexibility	.19921	.15970	.813	-.2573	.6557
	Autonomy	-.21149	.17182	.822	-.7027	.2797
	Financial needs	.36281	.15680	.190	-.0854	.8110
	Non availability of job	.57134*	.18321	.023	.0476	1.0951
	Lack of alternatives of job	.55828*	.18629	.034	.0258	1.0908
*. The mean difference is significant at the 0.05 level.						

Autonomy also showed significantly higher job satisfaction when compared with workers who joined due to financial needs, non-availability of jobs, and lack of alternatives. These differences are important because financial needs, non-availability of jobs, and lack of alternatives represent more necessity-driven reasons for entering gig work. Therefore, the findings indicate that workers who enter gig work with a sense of independence and personal choice tend to report higher satisfaction than those who enter gig work due to economic pressure or limited employment options.

The comparison between flexibility and non-availability of jobs was also statistically significant. Gig workers who joined for flexibility reported higher job satisfaction than those who joined because of non-availability of jobs. This again suggests that when gig work is chosen for positive work-related reasons, satisfaction tends to be higher than when gig work is taken up due to constraint.

The Tukey test also showed significant differences between the ‘Others’ category and the groups reporting non-availability of jobs and lack of alternatives. Respondents in the Others category reported higher satisfaction than these two groups. However, this result should be interpreted cautiously because the ‘Others’ category may include varied and mixed reasons that are not clearly comparable with the other defined categories.

Based on the One-Way ANOVA and Tukey HSD post hoc results, it can be concluded that job satisfaction differs significantly according to the primary reason for joining gig work. The findings show that respondents who joined gig work for autonomy reported higher satisfaction than those who entered gig work due to financial needs, non-availability of jobs, or lack of alternatives. This suggests that the motivation behind entering gig work is important in shaping satisfaction levels. When gig work is entered as a matter of preference, independence, or self-direction, satisfaction appears to be higher. In contrast, when workers enter gig work due to economic pressure or limited employment options, satisfaction tends to be comparatively lower. Therefore, the null hypothesis is rejected, and H14 is supported.

4.10.2 Pay Satisfaction among Gig Workers:

- Research Hypothesis/H15: Gig Workers report a significant level of satisfaction with pay and compensation.
  - Null Hypothesis(H_0): The mean pay satisfaction score of gig workers is not significantly different from the neutral value of 4.
  - Alternative Hypothesis (H_1): The mean pay satisfaction score of gig workers is significantly different from the neutral value of 4.

Pay and compensation were examined as an important work-related aspect of gig work, as earnings form a major basis on which workers evaluate their work experience. In the context of gig work, pay satisfaction becomes particularly relevant because income may vary depending on the number of tasks completed, platform policies, customer demand, incentives, working hours, and the type of gig activity performed. Therefore, a one-sample t-test was conducted to examine whether gig workers' satisfaction with pay and compensation differed significantly from the neutral value.

The pay satisfaction item was measured on a 7-point scale, where the value 4 represented a neutral response. Therefore, the test value was fixed at 4 to assess whether the mean pay satisfaction score was significantly above or below the neutral point.

Table 4.71: One-Sample Statistics: Pay Satisfaction among Gig Workers

Variable	N	Mean	Std. Deviation	Std. Error Mean
Pay/Compensation Satisfaction	629	3.9396	1.58602	0.06324

The descriptive result shows that the mean pay satisfaction score of gig workers is 3.9396, which is very close to the neutral value of 4. This indicates that, at the descriptive level, gig workers are neither clearly satisfied nor clearly dissatisfied with the pay and compensation received through gig work. The mean score is slightly below the neutral value, but the difference appears very small.

The one-sample t-test result shows that the mean pay satisfaction score does not differ significantly from the neutral value of 4, $t(628) = -0.955$, $p = .340$. Since the p-value is greater than the 0.05 level of significance, the null hypothesis is not rejected.

Table 4.72: One-Sample t-test: Pay Satisfaction among Gig Workers

Test Value	t	df	Sig. (2-tailed)	Mean Difference	95% CI Lower	95% CI Upper
4	-0.955	628	0.340	-0.06041	-0.1846	0.0638

The mean difference is -0.06041, which shows that the average pay satisfaction score is slightly below the neutral point. However, this difference is very small and not statistically significant. The 95% confidence interval ranges from -0.1846 to 0.0638, and since the interval includes zero, it further confirms that the difference from the neutral value is not statistically meaningful.

The findings suggest that gig workers do not report a statistically significant level of satisfaction with pay and compensation. Their responses remain close to the neutral point, reflecting a mixed or moderate perception of pay satisfaction. Therefore, H15 is not supported.

This result indicates that pay and compensation are not viewed as clearly satisfactory by gig workers in the present sample. While some respondents may be satisfied and others may be dissatisfied, the overall mean response does not show a strong movement toward satisfaction. In practical terms, this suggests that pay remains an area of concern or

uncertainty in the gig work experience, rather than a clearly positive source of job satisfaction.

4.10.3 Job Satisfaction and Staying Intentions among Gig Workers:

- Research Hypothesis/H16: There is a significant difference in job satisfaction between gig workers who intend to continue gig work and those who do not intend to continue.
  - Null Hypothesis (H_0): There is no significant difference in mean job satisfaction between gig workers who intend to continue gig work and those who do not intend to continue.
  - Alternative Hypothesis (H_1): There is a significant difference in mean job satisfaction between gig workers who intend to continue gig work and those who do not intend to continue.

  Staying intention was examined to understand whether gig workers who wish to continue freelancing, gig work, or independent project-based work differ in their satisfaction levels from those who do not intend to continue. Since the intention to continue gig work was measured in two groups, namely Yes and No, an independent samples t-test was used.

Table 4.73: Group Statistics: Staying Intention and Job Satisfaction

Staying Intention	N	Mean	Std. Deviation	Std. Error Mean
Yes	508	4.6141	0.67184	0.02981
No	119	3.1080	0.56291	0.05160

- The group statistics show a clear difference in mean job satisfaction between the two groups. Respondents who intended to continue gig work reported a much higher mean job satisfaction score (M = 4.6141) compared to those who did not intend to continue (M = 3.1080). This difference suggests that workers who are more satisfied with their current gig work are also more likely to continue with this form of work.

Table 4.74: Independent Samples t-test: Staying Intention and Job Satisfaction

Levene's F	Levene's Sig.	T	df	Sig. (2-tailed)	Mean Difference	95% CI Lower	95% CI Upper
6.610	0.010	25.273	204.589	< .001	1.50611	1.38861	1.62360

Note: Since Levene's Test was significant, the "equal variances not assumed" row was used for interpretation.

Levene's Test for Equality of Variances was significant, F = 6.610, p = .010, indicating that the assumption of equal variances was not satisfied. Therefore, the unequal variances result of the independent samples t-test was used for interpretation.

The t-test result shows a statistically significant difference in job satisfaction between respondents who intend to continue gig work and those who do not, t (204.589) = 25.273, p < .001. The mean difference is 1.50611, indicating that gig workers who intend to continue reported substantially higher job satisfaction than those who do not intend to continue. The 95% confidence interval ranges from 1.38861 to 1.62360, and since the interval does not include zero, the difference is statistically meaningful.

The findings show that staying intention is strongly linked with job satisfaction among gig workers. Respondents who intend to continue in gig work reported considerably higher satisfaction than those who do not wish to continue This indicates that higher job satisfaction is associated with a stronger willingness to remain in gig work or independent project-based work.

Therefore, the null hypothesis is rejected, and H16 is supported. This result also suggests that improving the conditions that contribute to job satisfaction may help strengthen gig workers' intention to continue in this form of work.

4.10.4 Summary of Secondary/Descriptive Hypothesis Testing:

The secondary hypothesis indicates that selected work-related and behavioural variables are meaningfully related with job satisfaction among gig workers.

Table 4.75: Summary of Secondary/Descriptive Hypothesis Testing

Hypothesis	Variable / Relationship Tested	Statistical Test Used	Result	Decision
H14	Primary reason for joining gig work and job satisfaction	One-Way ANOVA + Tukey HSD	Significant difference found	Supported
H15	Pay satisfaction among gig workers	One-Sample t-test	Not significantly different from neutral value	Not supported
H16	Staying intention and job satisfaction	Independent Samples t-test	Significant difference found	Supported

The secondary/descriptive hypothesis testing showed that selected work-related and behavioural variables are meaningfully associated with job satisfaction among gig workers. The primary reason for joining gig work showed a significant difference in job satisfaction, suggesting that workers' motivation for entering gig work plays an important role in shaping their satisfaction. Staying intention also showed a strong difference, as respondents who intended to continue gig work reported substantially higher satisfaction than those who did not intend to continue. However, pay satisfaction did not show a statistically significant difference from the neutral value, suggesting that gig workers' overall perception of pay and compensation remains moderate rather than clearly satisfactory.

4.11 Summary of Hypothesis Testing:

This section presents a comprehensive summary of the hypothesis tested for the study. The hypotheses were testing using various statistical techniques depending on the nature of the variable and the objective of analysis. The primary hypotheses related to the proposed structural model were tested through Structural Equation Modelling (SEM). The demographic variable related hypotheses were examined using independent sample t-test, One-Way ANOVA, Welch's ANOVA, Tukey's HSD, and Games-Howell post hoc tests, depending on the number of groups and the assumption of homogeneity of variances. The secondary hypotheses were tested using One-Way ANOVA, one sample t-test, and independent samples t-test.

Table 4.76: Summary of Hypothesis Testing

Hypothesis	Statement	Statistical Technique Used	Result	Decision
H1	Worker Well-being and Engagement is significantly related to job satisfaction among gig workers.	SEM	Significant positive structural relationship found	Supported
H2	Worker Support and Development is significantly related to job satisfaction among gig workers.	SEM	Significant positive structural relationship found	Supported
H3	Worker Performance and Mental Health is significantly related to job satisfaction among gig workers.	SEM	Significant positive structural relationship found	Supported
H4	Worker Rewards and Organizational Culture is significantly related to job satisfaction among gig workers.	SEM	Significant positive structural relationship found	Supported
H5	The proposed structural equation model provides a good fit to the observed data.	Model fit indices	Acceptable model fit observed	Supported
H6	There is a significant difference in job satisfaction among gig workers according to gender.	Independent Samples t-test	No significant difference found	Not Supported
H7	There is a significant difference in job satisfaction among gig workers across different age groups.	Welch's ANOVA	No significant difference found	Not Supported

H8	There is a significant difference in job satisfaction among gig workers across different levels of educational qualification.	Welch's ANOVA and Games-Howell post hoc test	Significant difference found	Supported
H9	There is a significant difference in job satisfaction among gig workers across different income groups.	Welch's ANOVA and Games-Howell post hoc test	Significant difference found	Supported
H10	There is a significant difference in job satisfaction among gig workers across different family size groups.	Welch's ANOVA and Games-Howell post hoc test	Significant difference found	Supported
H11	There is a significant difference in job satisfaction among gig workers based on the number of dependents in the family.	Welch's ANOVA and Games-Howell post hoc test	Significant difference found	Supported
H12	There is a significant difference in job satisfaction among gig workers across different locations.	One-Way ANOVA	No significant difference found	Not Supported
H13	There is a significant difference in job satisfaction among gig workers across different sectors/industries.	One-Way ANOVA and Tukey HSD post hoc test	Significant difference found	Supported
H14	There is a significant difference in job satisfaction among gig workers based on their primary reason for joining gig work.	One-Way ANOVA and Tukey HSD post hoc test	Significant difference found	Supported
H15	Gig workers report a significant level of satisfaction with pay and compensation.	One-Sample t-test	Mean score not significantly different from neutral value	Not Supported
H16	There is a significant	Independent	Significant	Supported

	difference in job satisfaction between gig workers who intend to continue gig work and those who do not intend to continue.	Samples t-test	difference found	

The above summary table of hypothesis testing shows that all four primary structural hypotheses were supported. Worker Well-being and Engagement (WWE), Worker Support and Development (WSD), Worker Performance and Mental Health (WPMH), and Worker Rewards and Organizational Culture (WROC) were found to have statistically significant positive structural relationships with job satisfaction among gig workers. The model fit results also supported the adequacy of the proposed structural model.

The demographic variables related hypotheses testing had a mixed pattern. Gender, age, and location did not show statistically significant differences in job satisfaction. It could be said that job satisfaction levels were broadly similar across these groups in the present sample. However, education qualifications, income level, family size, number of dependents in the family and sector/industry showed significant differences. These findings suggest that socio-economic background, family responsibilities, and nature of sectoral work are more closely associated with variations in job satisfaction than basic demographic characteristics alone.

The secondary/descriptive hypotheses also offered useful insights. The primary reason for joining gig work was found to be significantly associated with differences in job satisfaction, indicating that motivation for entering gig work matters. Pay satisfaction, however, did not differ significantly from the neutral value, suggesting that gig workers' overall perception of pay and compensation remains moderate rather than clearly satisfactory. Staying intention showed a strong difference, with workers intending to continue gig work reporting higher satisfaction than those who did not intend to continue.

It can be concluded that hypothesis testing shows that job satisfaction among gig workers is associated with multiple dimensions. Work-related dimensions tested through SEM showed significant structural relationships, while demographic and behavioral aspects showed selective group differences. The findings offer an empirical base for the next chapter, where these results are discussed in relation to the objectives of the study, existing literature, and the broader context of gig work.

In addition to the formal hypothesis testing, the descriptive work-profile analysis also

indicated significant variation in job satisfaction based on the number of additional gig tasks/jobs undertaken; however, this analysis was treated as supporting descriptive evidence rather than as a formal research hypothesis.

This chapter presented the analysis and interpretation of data collected from gig workers in Gujarat. The results covered respondent profile, work-related characteristics, factor extraction, reliability and validity assessment, SEM-based hypothesis testing, demographic differences, and secondary hypothesis testing. The findings indicate that job satisfaction was associated with work-related constructs and selected demographic and behavioral variables. These results provide the basis for the next chapter, where the findings are discussed in relation to the research objectives, theoretical framework, and existing literature.

CHAPTER – 5

FINDINGS & DISCUSSION

CHAPTER 5: FINDINGS AND DISCUSSION

5.1 Introduction to Discussion & Findings

The previous chapter presented the analysis and interpretation of data collected from gig workers in Gujarat. It included the demographic and work-related profile of respondents, assessment of normality, Exploratory Factor Analysis, reliability and validity assessment, Structural Equation Modelling, demographic hypothesis testing, and secondary hypothesis testing. The purpose of the present chapter is to discuss these findings in a more meaningful and integrated manner.

While the previous chapter focused mainly on statistical results, this chapter explains what those results indicate in relation to the research objectives and hypotheses of the study. The discussion is organized objective- wise so that each major findings can be linked directly with the purpose of the research. Wherever relevant, the findings can be linked directly with the purpose of the research. Wherever relevant, the findings are also interpreted in relation to the broader context of gig work, including worker expectations, income concerns, work flexibility, support mechanisms, well-being and intention to continue in gig work.

The study identified four major work-related dimensions associated with job satisfaction among gig workers, namely Worker Well-being and Engagement (WWE), Worker Support and Development, Worker Performance and Mental Health (WPMH), and Worker Rewards and Organizational Culture (WROC). The Structural Equation Modelling results showed that all four dimensions had statistically significant structural relationships with job satisfaction. In addition, the demographic and secondary analyses indicated that job satisfaction differs across selected socio-economic, family-related, motivational, and behavioural factors.

Hence, the current chapter discusses the findings in seven broad areas:

i. Firstly, it discusses the key work-related dimensions associated with job satisfaction identified through factor analysis.
ii. Secondly, it discusses the structural relationships of the four major constructs with job satisfaction based on the SEM results.
iii. Thirdly, it discusses differences in job satisfaction across demographic variables.
iv. Fourth, it examines how the primary reason for joining gig work relates to the job satisfaction.

v. Fifth, it discusses pay and compensation related satisfaction among gig workers.
vi. Sixth, it explains the relationships between job satisfaction and staying intentions.
vii. At last, it discusses the relative importance of work-related factors as perceived by gig workers.

The discussion of the chapter aims to move beyond statistical reporting and provide a clearer understanding of what the findings reveal about gig workers' job satisfaction in Gujarat. The discussion also lays the foundation for the subsequent chapter, where conclusions, limitations, implications and suggestions for future research are presented.

5.2 Discussion of respondent profile

The respondent profile is one of the very important discussions of this study as gig workers do not represent a single uniform category. Their background characteristics such as gender, age, education, income, family size, number of dependents, location and sector/industry of work offers useful context for understanding their job satisfaction levels. While the statistical testing of demographic differences is discussed later in the chapter, this section is focused on the descriptive composition of the sample.

- **Gender profile of respondents:**

  The gender composition of respondents show that male respondents formed a larger proportion of the sample than female respondents. Among the valid responses used for analysis, there were 412 males and 215 female respondents, indicating that sample was male-dominated. In percentage terms, males accounted for approximately 67% while females accounted for approximately 34% of the valid responses.

  This pattern could be attributed with the nature of some of the gig sectors included in the study, especially transportation and delivery services, where male participation is generally higher because of mobility requirements, field-based work and working hour patterns. At the same time, female participation also shows that women are participating in gig work, particularly in areas where flexible timing, home-based work, professional services, teaching, consulting, online work or skill-based activities may be possible. The gender composition therefore suggests that gig work in the selected sample includes both male and female workers, but participation is not evenly distributed. This profile provides useful background for the later demographic analysis, where gender did not show a statistically significant difference in job satisfaction.

- **Age profile of respondents:**

  The age profile shows that respondents were spread across all different age groups. The largest group representing the sample belongs to age category of 26-35 years, with 236 respondents, followed by less than 25 years category with 170 respondents. The age category of 36-45 years included 143 respondents, while more than 46 years category group included 78 respondents.

  This distribution indicates that gig work participation in the sample was concentrated among younger and early middle-age workers, but it was not limited to them. Younger workers may be attracted to gig work because of flexibility, income opportunities, exposure, and the possibility of experimenting with different types of work. Workers in older age groups may engage in gig work for continued income, flexible engagement, or as an alternative to regular employment.

  The age profile also shows that gig work is being used by workers at different life and career stages. For some respondents, it may be a main source of livelihood, while for others, it may function as supplementary or transitional work. This provides a useful context for the later finding that age did not significantly differentiate job satisfaction among gig workers.

- **Educational Qualification of respondents:**

  The educational profile of respondents presents considerable variation. The sample included 238 postgraduates, 180 graduates, 153 respondents with education below 12th standard, 48 diploma holders, and 8 doctorate-level respondents. This indicates that the sample included both less formally educated workers and highly educated respondents.

  This diversity is important because gig work covers a wide range of activities. Workers with lower levels of formal education may be more represented in physical, service-based, or delivery-related gig work, while graduates and postgraduates may be more likely to participate in professional services, IT/ITES, teaching, consulting, content-related work, or other knowledge-based assignments. The presence of highly

educated respondents also shows that gig work should not be viewed only as low-skilled or informal work.

The educational profile is particularly relevant because educational qualification in this study has emerged as a significant factor in job satisfaction. This highlights that educational background may be associated with the type of gig work accessed, the quality of assignments, the ability to negotiate opportunities, and the level of satisfaction experienced by workers.

- **Income profile of respondents:**

  The income profile shows that the largest group was the ₹11,000–₹20,000 income category, with 194 respondents. This was followed by ₹21,000–₹30,000 with 138 respondents, ₹31,000–₹40,000 with 118 respondents, more than ₹40,000 with 94 respondents, and less than ₹10,000 with 83 respondents.

  This distribution reflects the economic diversity within gig work. Gig workers do not earn a uniform income, as earnings may depend on sector, skills, number of assignments, platform use, client base, work intensity, and whether gig work is the primary or secondary source of income. Workers in lower income categories may experience gig work as more financially uncertain, while workers in middle-income groups may perceive it as more rewarding or sustainable.

  The income profile is important because income level later showed a statistically significant difference in job satisfaction. This indicates that earnings are not merely a background characteristic but are closely connected with how gig workers evaluate their work experience.

- **Family size and number of dependents in the family:**

  Family size and number of dependents provide an important household context for understanding gig workers' satisfaction. Most respondents belonged to families with 4–6 members, with 438 respondents in this category. Another 126 respondents belonged to families with less than 3 members, while 57 respondents came from families with 7–9 members. Only 6 respondents belonged to families with more than 9 members.

In terms of dependents, the majority of respondents reported 2 dependents, with 436 respondents in this category. A smaller group of 171 respondents reported 4 dependents, while 20 respondents reported 6 dependents. This shows that a large part of the sample had some level of family responsibility.

These variables are noteworthy because gig work is not experienced only at the individual level. A worker's satisfaction may also be shaped by family responsibilities, household expenses, financial commitments, and the number of people dependent on the worker's income. For workers with larger families or more dependents, income stability and continuity of work may become especially important. This background helps explain why family size and number of dependents were later found to significantly differentiate job satisfaction.

- **Location profile of respondents:**

  The study collected responses from gig workers across different locations in Gujarat. Among the valid responses used for job satisfaction analysis, Ahmedabad contributed the largest number of respondents, with 444 valid responses. This was followed by Vadodara with 81 respondents, Others with 73 respondents, and Surat with 29 respondents.

  The location profile showcases that the study had a strong representation from Ahmedabad, while also including respondents from other important urban and semi-urban areas of Gujarat. This geographical coverage is useful because gig work opportunities may vary across locations depending on market demand, digital infrastructure, client availability, sectoral concentration, and platform presence.

  Although location was included as a demographic variable, later testing showed that job satisfaction did not significantly differ across the selected locations. This suggests that while the availability or type of gig work may vary by city, the satisfaction levels of respondents across these locations were broadly similar in the present study.

- **Sector/Industry profile of respondents:**

  The sector/industry profile is especially important because the experience of gig work can differ greatly by type of activity. The sample included 173 respondents from Transportation and Delivery Services, 168 respondents from Others, 158 respondents from Professional Services, and 126 respondents from IT/ITES.

  This distribution indicates that the study covered both platform-oriented and skill-based forms of gig work. Transportation and Delivery Services represent a major segment of gig work, especially in app-based and service-based work arrangements. Professional Services and IT/ITES indicate the presence of skilled and knowledge-based gig work. The Others category reflects the wider range of emerging gig-based activities, such as teaching, tutoring, consulting, travel guiding, and special skill-based coaching.

  A worker in Transportation and Delivery Services may experience work very differently from a worker in IT/ITES or Professional Services. Differences may arise in income potential, work autonomy, physical effort, customer interaction, platform dependency, work pressure, and growth opportunities. This profile provides a strong background for the later finding that sector/industry significantly differentiated job satisfaction, with workers in Transportation and Delivery Services reporting lower satisfaction compared with other sectors.

5.3 Discussion of work profile of gig workers

This section is focused on how respondents were engaged in gig work, their reasons for joining, whether they performed multiple tasks, whether gig work is their main source of income and whether they used digital platforms or apps. These details are important because job satisfaction among gig workers cannot be understood only through demographic variables. It is also supported and shaped by nature of the work, entry motivation, income dependency, work continuity and the degree of involvement in the gig-based activities.

- **Previous work experience:**

  The work profile shows that a large proportion of respondents had previous work experience before entering gig work. Around 81% reported that they had worked previously before joining gig work. This suggests that many gig workers in the sample

were not entering the labour market for the first time, but had some earlier exposure to employment or work arrangements.

This matters here because workers with prior work experience may compare gig work with regular employment in terms of flexibility, income, independence, work pressure, security and growth prospects. For some gig workers, this shift to gig work comes as a conscious decision for flexibility and independent work. For others, it may reflect limited availability of regular jobs or the need to supplement income. The presence of previously employed respondents also indicates that gig work is not only an entry-level employment option. It may also function as an alternative, transitional, or supplementary work arrangement for workers who already have some labour market experience.

- **Nature of previous employment:**

  Among respondents with previous work experience, a sizeable proportion had experience of full-time employment. Around 65.2% of those with prior work experience reported that their previous job was full-time in nature. This is useful for understanding how gig workers may compare their current gig work with traditional employment arrangements.

  Workers who have previously worked full-time may value the autonomy and flexibility available in gig work. At the same time, they may also notice the absence of fixed salary, paid leave, formal benefits, career progression, and job security. Therefore, their satisfaction with gig work may involve a comparison between the freedom of gig work and the stability of traditional employment.

  This profile supports the argument that gig work is not simply casual or informal work. It also attracts workers who have experienced structured employment but may have moved toward gig work due to flexibility, autonomy, financial need, non-availability of suitable jobs, or other work-related reasons.

- **Primary reason for joining gig work:**

  Respondents reported different reasons for entering gig work, including flexibility, autonomy, financial needs, non-availability of jobs, lack of alternatives, and other reasons. Based on the valid responses used in the later hypothesis testing, financial

needs formed the largest category with 220 respondents. This was followed by flexibility, reported by 172 respondents. Autonomy was reported by 88 respondents, while non-availability of jobs and lack of alternatives were reported by 59 and 54 respondents, respectively. The others category included 34 respondents.

This pattern shows that gig work is entered for both opportunity-oriented and necessity-driven reasons. Flexibility and autonomy reflect more choice-oriented motivations, where workers may value independence, control, and flexible work timing. Financial needs, non-availability of jobs, and lack of alternatives reflect more necessity-driven entry, where gig work may be taken up because of economic pressure or limited employment options. This finding aligns well with the analysis of hypothesis, where job satisfaction differed significantly based on the primary reason for joining gig work. It suggests that the motivation behind entering gig work affects how workers experience and evaluate their work.

- **Multiple gig engagements:**

  The work profile also showed that a large proportion of respondents were involved in more than one gig activity or work engagement. Around 77% of the respondents reported performing multiple gig tasks or engagements. This indicates that many gig workers do not depend on a single assignment, platform, client, or work type.

  Multiple gig engagements may help workers increase income, reduce dependency on one source of work, and manage uncertainty in task availability. For some workers, this may represent opportunity and active participation in the gig economy. For others, it may indicate that one gig assignment alone is not sufficient to meet income needs.

  At the same time, multiple engagements may create pressure. Managing more than one task or assignment can increase workload, reduce rest time, and affect work-life balance. This is relevant to the study because workload, mental health, work-life balance, and continuous employment emerged as important parts of job satisfaction.

- **Number of additional tasks/jobs:**

  After cleaning the grouping variable, the analysis showed four meaningful categories of additional gig tasks/jobs. Among the valid responses, 126 respondents reported no

additional task or were not doing other tasks. 134 respondents were doing less than 2 tasks, 192 respondents were engaged in 3–4 tasks, and 165 respondents were doing more than 4 tasks.

This distribution shows that a large number of respondents were involved in additional tasks or assignments. The presence of 192 respondents in the 3–4 tasks category and 165 respondents in the more than 4 tasks category suggests that many gig workers actively combine multiple work opportunities. This may help them improve income, maintain continuity, and reduce dependence on one work source.

However, this also points toward the fragmented nature of gig work. Workers may need to take up several tasks to achieve a satisfactory level of income or work continuity. This helps explain why continuous employment, workload, mental health, and work-life balance became important in the study. Later hypothesis testing also showed that job satisfaction differed significantly based on the number of additional gig tasks/jobs undertaken.

- **Gig work as primary or secondary source of income:**

The work profile also considered whether gig work served as the primary source of income for respondents. Around 61% of respondents reported that gig work was their primary source of income. This is an important finding because workers who depend on gig work as their main livelihood may experience it differently from those who use it only as supplementary income.

When gig work is the primary source of income, job satisfaction may depend heavily on income adequacy, regular work availability, pay satisfaction, and work continuity. These workers may be more sensitive to irregular earnings, platform rules, client demand, and uncertainty in future tasks. On the other hand, workers using gig work as a secondary source of income may evaluate it more in terms of flexibility, additional earnings, or personal interest.

This distinction is important for interpreting the later findings. Income level significantly differentiated job satisfaction, while pay satisfaction remained close to neutral. This suggests that although gig work provides income opportunities, many

workers may still have mixed perceptions about whether the compensation is adequate, stable, or fair.

- **Platform/App usage:**

  Around 61% of respondents reported using platforms or apps for gig work. This shows that digital platforms play a major role in connecting workers with tasks, clients, customers, or service opportunities. At the same time, the remaining respondents indicate that gig work in the sample was not entirely platform-based.

  This is useful because the study includes both digitally enabled and non-platform forms of gig work. Platform-based workers may experience work through app-based allocation, ratings, customer feedback, digital payments, incentives, and platform rules. These systems may provide access to work, but they can also create uncertainty, dependence, and pressure. Non-platform gig workers may depend more on personal networks, referrals, direct clients, local demand, or independent professional contacts.

  This distinction helps in understanding the varied nature of gig work. It also supports the need to study gig workers beyond only app-based delivery or transportation workers. Gig work in Gujarat includes multiple forms of work access and work organisation.

- **Contractual arrangement, working pattern and day-off conditions:**

  The work profile also included aspects such as contractual arrangement, working pattern, number of working days, and day-off related conditions. These details are important because gig workers often operate outside standard employment arrangements, where contracts, leave, rest days, and welfare provisions may not be clearly defined.

  The day-off related responses show that 281 respondents, representing 44.8% of valid responses, reported being provided with some form of day off. However, 346 respondents, representing 55.2%, reported that they were not provided with any day off. This indicates that more than half of the valid respondents did not have a clearly available day-off arrangement.

This is an important finding in the context of gig work. Flexibility is often presented as one of the main advantages of gig work, but the absence of structured rest or day-off arrangements may affect workers' well-being. For some workers, flexibility may allow them to decide when not to work. For others, taking a day off may directly mean loss of income, missed assignments, or reduced availability for future work.

The follow-up responses on the type of day off appeared varied. Some respondents mentioned weekly day off, leave during ill health, or day off when unavailable for work. This suggests that leave and rest arrangements in gig work are not uniform and may often be informal or self-managed.

This finding connects with the broader results of the study. Leave and welfare benefits formed part of the Worker Well-being and Engagement construct, which significantly be associated withd job satisfaction. Similarly, work-life balance and workload were also important in the study. Therefore, the day-off finding supports the view that gig workers' satisfaction is shaped not only by earning opportunities, but also by whether they have space for rest, recovery, and personal responsibilities.

- **Conclusion:**

  This work profile provides an important foundation for the objective-wise discussion that follows. It helps explain why job satisfaction was be associated withd by factors such as rewards, support, development, mental health, work continuity, work-life balance, and organisational culture. It also explains why primary reason for joining gig work, number of additional tasks, income level, pay satisfaction, and staying intention were important in the study.

  The descriptive work profile therefore confirms that gig work is not a uniform employment category. It includes different motivations, work patterns, income dependencies, platform involvement, leave conditions, and levels of engagement. Understanding these differences is necessary for interpreting job satisfaction among gig workers in Gujarat.

5.4 Objective-wise discussion of findings

Since the research was designed to examine job satisfaction among gig workers from various perspectives, the discussion here in this section is organized around the major objectives of the study rather than merely repeating individual test results.

This section allows the findings to be interpreted in such a meaningful way so that results of factor analysis, structural equation modelling, demographic hypothesis testing, and secondary analyses to explain how job satisfaction is shaped among gig workers in Gujarat.

5.4.1 Objective 1: To identify the key work-related dimensions associated with job satisfaction among gig workers.

The first objective of the study was to identify the key work-related dimensions associated with job satisfaction among gig workers. The objective was addressed through Exploratory Factor Analysis, which helped reduce a wider set of work-related factors into meaningful underlying dimensions. The factor analysis resulted in the identification of four major dimensions: Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture.

The emergence of these four dimensions shows that job satisfaction among gig workers is associated with more than one work-related factor. Instead, it is associated with a combination of psychological, developmental, economic, organizational, and work-experience-related aspects. This is particularly important in the context of gig work because gig workers often operate outside traditional employment arrangements. They may not always receive formal organizational support, long-term security, structured career development, or welfare benefits in the same way as regular employees. Therefore, the work-related dimensions associated with satisfaction in gig work need to be understood more broadly.

The first factor, Worker Well-being and Engagement, reflects the importance of work-life balance, welfare benefits, empowerment, workload, working conditions, and alignment with work values. This dimension indicates that gig workers are concerned not only with income or task completion, but also with how work affects their personal life, sense of control, and overall well-being. In the gig economy, where work may be

flexible but uncertain, well-being becomes an important part of satisfaction. If workers experience excessive workload, poor working conditions, or limited welfare support, flexibility alone may not be enough to create satisfaction.

The second factor, Worker Support and Development, includes aspects such as feedback, recognition, leadership style, growth and development, and co-worker support. The identification of this dimension is meaningful because gig work is often considered individualised or independent. However, the findings suggest that gig workers still value support, guidance, recognition, and opportunities for development. This indicates that even in flexible and non-traditional work arrangements, workers may seek some form of professional growth and social or organisational support. This finding connects with the idea that satisfaction is be associated with not only by the nature of the task, but also by the support systems surrounding the worker.

The third factor, Worker Performance and Mental Health, brings together flexibility, performance improvement, mental health, and work content. This dimension shows that job satisfaction is linked with how workers perceive their own performance, the meaningfulness of their work, and their mental well-being. Gig work can provide autonomy and flexibility, but it can also create pressure due to irregular income, platform dependency, customer ratings, and uncertainty of future work. Therefore, mental health and performance-related experiences become important in understanding whether gig workers feel satisfied with their work.

The fourth factor, Worker Rewards and Organizational Culture, includes monetary and non-monetary benefits, continuous employment, and culture of organisation. This factor highlights the continued importance of rewards, continuity, and work environment even in the gig economy. Although gig work is often associated with flexibility and independence, the findings show that gig workers still value economic returns and some degree of work continuity. Continuous employment, in this context, may not necessarily mean permanent employment, but rather the regular availability of work and income opportunities. This is important because uncertainty is one of the major concerns in gig-based work.

Hence, the factor analysis confirms that job satisfaction among gig workers is multidimensional. The four extracted dimensions collectively show that gig workers value a mix of security, support, well-being, autonomy, recognition, development, and rewards. This supports the view that job satisfaction is shaped by both intrinsic and extrinsic factors. Intrinsic aspects such as autonomy, meaningful work, mental well-being, and performance improvement interact with extrinsic aspects such as income, benefits, support, working conditions, and continuity of work.

The findings are consistent with established job satisfaction perspectives. Herzberg's Two-Factor Theory explains that satisfaction is shaped by motivators such as recognition, achievement, responsibility, and growth, while dissatisfaction may arise from hygiene factors such as pay, working conditions, and job security (Herzberg et al., 1959). Similarly, the Job Characteristics Model suggests that autonomy, task meaningfulness, feedback, and skill use influence motivation and satisfaction (Hackman & Oldham, 1976). The Job Demands-Resources perspective also helps explain these findings because gig workers' satisfaction may depend on the balance between demands such as workload and uncertainty, and resources such as support, flexibility, recognition, and development opportunities (Demerouti et al., 2001).

Thus, Objective 1 is fulfilled through the identification of four clear and meaningful dimensions of job satisfaction. These dimensions provided the basis for further reliability and validity assessment and were subsequently used in the Structural Equation Modelling analysis. The findings indicate that any meaningful understanding of gig workers' job satisfaction must go beyond pay or flexibility alone and consider the wider work experience of gig workers.

5.4.2 Objective 2: To examine the structural relationships of WWE, WSD, WPMH and WROC with job satisfaction.

The second objective of the study was to examine whether the four dimensions identified through factor analysis showed statistically significant structural relationships with job satisfaction among gig workers. These dimensions were Worker Well-being and Engagement (WWE), Worker Support and Development (WSD), Worker Performance and Mental Health (WPMH), and Worker Rewards and Organizational Culture (WROC). To test this objective, Structural Equation

Modelling was used because it allows relationships between multiple latent constructs to be examined within a single model.

The SEM results supported the proposed conceptual model. All four constructs showed statistically significant positive structural relationships with job satisfaction. This indicates that gig workers' satisfaction is associated with a combination of well-being, support, performance-related experiences, mental health, rewards, and work culture. The finding also supports the broader understanding of job satisfaction as a multidimensional construct rather than a response to one single work condition. This is consistent with classical job satisfaction theories, where satisfaction is explained through both intrinsic and extrinsic aspects of work (Herzberg et al., 1959; Locke, 1976).

- **Worker Well-being and Engagement and Job Satisfaction:**

  The first structural relationship examined Worker Well-being and Engagement in relation to job satisfaction. The SEM result showed a significant positive structural relationship of WWE with Worker Satisfaction (beta = 0.1573, p = .032), and therefore H1 was supported. This suggests that gig workers' satisfaction is associated with their experience of welfare benefits, empowerment, workload, work-life balance, working conditions, and alignment with organisational values.

  Although WWE had a comparatively smaller standardized coefficient than the other constructs, its significant effect remains meaningful because the construct directly reflects the quality of workers' everyday work experience. The result suggests that gig workers do not evaluate satisfaction only through income or availability of tasks. Their satisfaction is also affected by whether the work allows them to manage workload, maintain balance, feel empowered, access welfare-related support, and experience acceptable working conditions.

  This finding can be understood through the Job Demands-Resources model, which explains that work outcomes are shaped by the balance between job demands and job resources (Demerouti et al., 2001). In the present study, workload represents a clear demand, while empowerment, welfare support, work-life balance, and better working conditions operate as resources that can support satisfaction. The work-life

balance component of WWE is also supported by the work-family conflict perspective, which explains how pressure from work may interfere with family and personal roles (Greenhaus & Beutell, 1985).

The relevance of well-being and engagement becomes stronger in the gig work context because flexibility does not always mean complete freedom. Wood et al. (2019) showed that gig workers may experience autonomy along with insecurity and control. Rosenblat & Stark (2016) also highlighted how platform-mediated work can reduce workers' control through information asymmetry. These studies support the idea that gig workers' well-being depends not only on whether work is flexible, but also on how much control, protection, and balance they actually experience.

Report-based literature also supports this interpretation. Chartered Institute of Personnel & Development (CIPD)'s work on gig work discusses the mixed nature of gig employment, where flexibility may be valued by workers but concerns around job quality, security, and protection remain important (CIPD, 2017). NITI Aayog's report on India's gig and platform economy also draws attention to the need for social protection and better support systems for gig and platform workers in India (NITI Aayog, 2022). Thus, the significance of WWE in the present model strengthens the argument that welfare, empowerment, workload, work-life balance, working conditions, and value alignment are meaningful components of gig workers' job satisfaction.

- **Worke Support and Development (WSD) and Job Satisfaction:**

  The second structural path focused on Worker Support and Development. The SEM result indicated a strong and statistically significant positive structural relationship of WSD with job satisfaction (beta = 0.7406, $p < .001$), and therefore H2 was supported. This finding suggests that gig workers' satisfaction is closely associated with feedback, recognition, leadership style, growth and development opportunities, and support from co-workers or work-related networks.

  This result is important because gig work is often described as independent, flexible, and individualised. However, the finding shows that gig workers do not operate only as isolated individuals completing tasks. They continue to value recognition,

guidance, skill improvement, and supportive work relationships. In many forms of gig work, support may not come through a formal supervisor in the traditional sense. It may come through clients, platforms, peer networks, training opportunities, performance feedback, or fair treatment in work allocation and payment.

The significance of WSD can be linked with the Job Characteristics Model, which highlights feedback, autonomy, skill variety, and meaningfulness as important features shaping motivation and satisfaction (Hackman & Oldham, 1976). The construct also connects with Herzberg's Two-Factor Theory, where recognition, achievement, advancement, and growth are important motivators of satisfaction (Herzberg et al., 1959). In this sense, the result shows that even in non-standard work arrangements, the need for appreciation, learning, and development does not disappear.

The finding is also supported by gig economy reports that emphasise the changing nature of work and the need to engage gig talent more thoughtfully. Gallup (2018) frames gig workers as an important workforce segment that organisations need to attract, engage, and retain. This makes support, recognition, and engagement relevant even outside formal employment structures. BCG's discussion of new freelancers also shows that freelancers often value goals beyond compensation, including autonomy, flexibility, meaningful work, and better matching of work with skills and preferences (Wallenstein et al., 2019). These points support the present result because WSD reflects the worker's need to feel recognised, guided, and developed through gig work.

The Indian policy context also strengthens this interpretation. NITI Aayog (2022) emphasises the role of skilling, social security, and institutional support for India's gig and platform workforce. Similarly, reports on the future of work have repeatedly argued that flexible and contingent work arrangements require new approaches to workforce development and capability building (Zahidi, 2016; EY, 2016). Therefore, the strong structural relationship of WSD with job satisfaction in the present study indicates that gig workers value not only assignments, but also opportunities to grow, receive feedback, and build a more secure work identity.

- **Worker Performance and Mental Health (WPMH) and Job Satisfaction:**

  The third structural path examined Worker Performance and Mental Health in relation to job satisfaction. The SEM result showed a significant positive structural relationship of WPMH with Worker Satisfaction (beta = 0.3502, $p < .001$), and therefore H3 was supported. This indicates that gig workers' satisfaction is meaningfully associated with their perception of performance improvement, flexibility, mental health, and the nature of work content.

  This finding brings attention to the psychological and performance-related side of gig work. Gig workers may feel satisfied when they are able to perform effectively, manage work pressure, feel mentally comfortable, and experience the work content as suitable to their skills and abilities. At the same time, gig work may create pressure through irregular work availability, deadlines, customer expectations, platform ratings, competition, and uncertainty about future work. Therefore, performance and mental health are closely connected in the gig work experience.

  The McKinsey Global Institute report on independent work describes independent work as involving a high degree of autonomy, task-based payment, and short-term relationships between workers and clients (Manyika et al., 2016). This helps explain why flexibility and performance-related experiences become central to how gig workers evaluate their work. However, Manyika et al. (2016) also distinguish between those who choose independent work and those who engage in it out of necessity, showing that the experience of independent work is not uniform. This distinction is relevant to the present result because WPMH captures not only flexibility, but also the worker's ability to manage performance and mental comfort within uncertain work arrangements.

  The significance of WPMH also aligns with BCG's discussion of new freelancers. Wallenstein et al. (2019) show that many freelancers value autonomy, flexibility, meaningful work, and better use of their skills. This supports the interpretation that job satisfaction depends partly on whether gig work allows workers to feel capable, productive, and connected with the work they perform. Gallup's analysis of alternative work arrangements also suggests that the gig workforce is diverse and cannot be understood through a single employment category alone (Gallup, 2018).

This supports the need to examine performance, mental well-being, and work content together rather than treating gig work only as a flexible income source.

Academic studies further strengthen this interpretation. Wood et al. (2019) showed that autonomy in gig work may exist alongside algorithmic control and insecurity. Rosenblat & Stark (2016) discussed how information asymmetry in platform work can affect workers' control over work conditions. Wiener et al. (2023) also examined algorithmic control among Uber drivers and showed how control mechanisms shape workers' experience of platform work. In addition, Umair, Conboy, and Whelan (2019) linked technology-related complexity, workload, job insecurity, and technostress with lower satisfaction. These studies are relevant because WPMH includes both performance improvement and mental health, making it a bridge between the productive and psychological dimensions of gig work.

Thus, the significant structural relationship of WPMH with job satisfaction shows that job satisfaction among gig workers is associated not only with income, rewards, or task availability. It is also associated with whether workers feel mentally stable, productive, competent, and comfortable with the content and demands of their work. This finding strengthens the argument that gig work should be studied not only as a flexible earning arrangement, but also as a work experience with psychological and performance-related consequences.

- **<u>Worker Rewards and Organizational Culture (WROC) and Job Satisfaction:</u>**
  The fourth structural relationship examined Worker Rewards and Organizational Culture in relation to job satisfaction. The SEM result showed a strong and statistically significant positive structural relationship of WROC with Worker Satisfaction (beta = 0.8055, $p < .001$), and therefore H4 was supported. This dimension included monetary and non-monetary benefits, continuous employment, and culture of organisation.

  It is worthy to note that WROC showed one of the strongest structural relationships with job satisfaction in the model. This result indicates that rewards, continuity of work, and work culture remain closely associated with job satisfaction even in flexible and non-traditional work arrangements. Gig work is often described in terms

of autonomy and independence, but the present result indicates that workers also value fair returns, reliable opportunities, benefits, and a positive work environment.

In the present study, continuous employment should not be interpreted as permanent employment in the conventional sense. For gig workers, it may mean regular availability of work, continuity of earning opportunities, and reduced uncertainty about future tasks. This is highly relevant because many gig workers depend on changing work demand, client availability, platform access, or task allocation. Therefore, continuity becomes an important part of how workers experience security within an otherwise flexible work arrangement.

This result can be linked with Herzberg's Two-Factor Theory. Pay, working conditions, and job security are generally viewed as hygiene factors, and their absence may contribute to dissatisfaction even when motivating factors are present (Herzberg et al., 1959). Kalleberg's discussion of precarious work is also relevant here because non-standard workers often face insecurity, instability, and weaker protection (Kalleberg, 2009). In the gig work context, the significance of WROC suggests that satisfaction improves when workers experience better rewards, more continuity, and a work system that feels fairer and more reliable.

Reports published by The McKinsey Global Institute, 2016 highlights that income and choice-versus-necessity dynamics are central to independent work experiences (Manyika et al., 2016). MasterCard and Kaiser Associates (2019) discuss the expansion of the gig economy across sectors, which makes rewards and work continuity important concerns across different types of gig work. CIPD (2017) also draws attention to job quality and protection concerns within gig work. In the Indian context, NITI Aayog (2022) emphasises the need for social security measures and institutional support for gig and platform workers. These reports support the present finding because WROC captures rewards, continuity, and work culture—issues that remain central to gig worker satisfaction.

The organisational culture component of WROC should also be understood with a broader view such as gig workers may not always belong to a formal organisation, but they still operate within systems created by platforms, clients, aggregators,

educational institutions, service providers, or work providers. The way these systems allocate work, communicate expectations, manage payments, provide feedback, and treat workers can shape satisfaction. Therefore, organisational culture in gig work is not limited to office culture. It includes fairness, transparency, reliability, responsiveness, and the overall experience of dealing with work providers.

- **Model Fit and Validation of the Proposed Framework**

  The SEM results also supported the adequacy of the proposed structural model, and therefore H5 was supported. The model fit indices indicated that the model was acceptable for interpretation. This is important because the four dimensions were not only identified through Exploratory Factor Analysis but were also validated as dimensions showing meaningful structural relationships with job satisfaction through SEM.

  The support for the model shows that the conceptual framework developed in the study is empirically relevant for understanding job satisfaction among gig workers in Gujarat. It confirms that the four constructs are not isolated themes, but together explain how gig workers experience satisfaction. The model therefore gives a structured explanation of job satisfaction in the gig economy by combining well-being, support, development, performance, mental health, rewards, continuity, and culture.

- **Conclusion for objective 2:**

  It could be said that objective 2 was achieved, as all four dimensions were found to have statistically significant structural relationships with job satisfaction among gig workers. The findings highlight that gig workers' satisfaction is associated with both material and non-material aspects of work. Rewards, benefits, continuity, and support are important, as are mental health, engagement, work-life balance, empowerment, performance, and development.

  A remarkable point to be noted here is that SEM results shows that gig workers are not concerned only with flexibility. Flexibility may attract workers to gig work, but satisfaction appears to depend on whether gig work also offers fair rewards, supportive systems, meaningful work, growth opportunities, and continuity of work. This is consistent with previous discussions of independent work, where workers'

experiences differ depending on whether gig work is chosen voluntarily, used for additional income or taken up due to limited alternatives (Manyika et al., 2016; Gallup, 2018).

The findings also suggest that gig work combines traditional and new dimensions of job satisfaction. Traditional aspects such as pay, recognition, working conditions, security, and growth remain relevant. At the same time, gig-specific concerns such as work continuity, flexibility, algorithmic control, independent work arrangements, and mental well-being also shape satisfaction (Kalleberg, 2009; Wood et al., 2019; Wiener et al., 2023). This makes the findings important because it suggests that gig work should not be treated as completely separate from wider employment debates. It should be considered as an evolving form of work where older issues of security, support, fair rewards and development continue to matter.

Hence, it can be concluded that SEM findings provide strong support to the proposed framework. They show that improving job satisfaction among gig workers requires attention to more than one area such as well-being, support, performance, mental health, rewards and culture. Platforms, clients, employers and policymakers, this can give a meaningful insight into how job satisfaction cannot be improved only through flexibility or task availability. The role of fair rewards, supportive organizational practices, opportunities for development, reliable work and work arrangements should be studied in detail to ensure workers' well-being.

Theory Linkage of the SEM Findings:

The SEM findings can therefore be linked back to the theoretical framework in a clear manner. The significant structural relationship of WWE with job satisfaction is consistent with the Job Demands-Resources perspective, which distinguishes job demands such as workload from resources such as welfare, empowerment, and work-life balance. The relationship of WSD with job satisfaction is consistent with the Job Demands-Resources perspective and Herzberg's emphasis on recognition, growth, and development. The relationship of WPMH with job satisfaction is consistent with the Job Demands-Resources perspective because it brings together demands, psychological well-being, and performance-related experience. The relationship of

WROC with job satisfaction is consistent with Herzberg's hygiene factors and motivators, and with Equity Theory's emphasis on fair rewards and practices.

These links provide a theoretical interpretation of the empirical results rather than a claim that the study has verified any single theory. The theories helped explain why the identified dimensions are meaningful in the gig-work context; EFA established the data-driven factor grouping, and SEM showed statistically significant structural relationships within the cross-sectional Gujarat sample.

5.4.3 Objective 3: To analyse demographic differences in job satisfaction

One of the objectives of the study was to analyse whether job satisfaction among gig workers differs across selected demographic variables. This objective was examined through hypotheses testing related to age, gender, education qualification, income level, family size, number of dependents in the family, location and industry/sector. The aim of this objective is to understand whether gig worker's job satisfaction is uniform across different groups or whether it varies according to personal, socio-economic, family-related, and work context dimensions.

The results of the findings were found to be having mixed pattern, suggesting that few demographic variables did not show statistically significant differences, while others showed clear differences in job satisfaction. Gender, age and location did not significantly differentiate job satisfaction among gig workers. On the other hand, educational qualifications, income levels, family size, number of dependents, and sector/industry showed significant differences. This indicates that job satisfaction among gig workers is not shaped equally by all demographic variables.

5.4.3.1 <u>Demographic variables that 'did not show significant difference':</u>

- **Gender**:

  The analysis showed that gender did not create a statistically significant difference in job satisfaction among gig workers. The mean job satisfaction score of male respondents was 4.3395, while that of female respondents was 4.3067. The difference between the two mean scores was very small, and the independent samples t-test confirmed that this difference was not statistically significant, t (625) = 0.442, p = .659. Hence, H6 was not supported. This suggests that, in the

present sample, male and female gig workers reported broadly similar levels of job satisfaction.

However, this finding should not be interpreted to mean that gender has no relevance in gig work. Gender may still be associated with access to work, mobility, safety, household responsibilities, and the type of gig work undertaken. In terms of the overall job satisfaction score used in this study, the difference between male and female respondents was not significant. It is therefore possible that satisfaction in this sample is shaped more by work conditions, income adequacy, sector, support systems, and motivation for joining gig work than by gender alone.

- **Age:**

Age also did not show a significant difference in job satisfaction as the mean scores across age groups were very close. Respondents below 25 years reported a mean score of 4.3041, those in the 26–35 years group reported 4.3153, those in the 36–45 years group reported 4.3721, and those above 46 years reported 4.3397. Although the 36–45 years group showed a slightly higher mean, the difference was very small. Since Levene's test indicated unequal variances, Welch ANOVA was used, and the result was not significant, Welch's $F(3, 256.492) = 0.179$, $p = .911$. Therefore, H7 was not supported.

This result suggests that younger and older gig workers in the sample do not differ substantially in their overall satisfaction with gig work. Different age groups may enter gig work with different expectations, such as flexibility, additional income, independence, or continued earning opportunity. However, these differences did not translate into statistically significant variation in job satisfaction. The finding indicates that age by itself may not be a strong differentiating factor once workers are already engaged in gig work.

- **Location:**

Similarly, location did not show a statistically significant difference in job satisfaction. Respondents from Ahmedabad reported a mean score of 4.3323, Vadodara respondents reported 4.3056, Surat respondents reported 4.3155, and respondents from other locations reported 4.3336. The mean scores were almost identical across the four location groups. Since Levene's test was not significant,

the standard One-Way ANOVA was used, and the result showed no significant difference, F (3, 623) = 0.024, p = .995. Therefore, H12 was not supported.

The non-significant result for location suggests that job satisfaction levels among gig workers are broadly similar across the locations covered in the study. This may indicate that gig work experiences are becoming relatively comparable across urban and semi-urban spaces within Gujarat, especially when workers are engaged in similar types of flexible, platform-based, or independent work arrangements. Location may still be associated with access to opportunities, density of demand, or type of work available, but it did not emerge as a statistically significant differentiator of job satisfaction in this study.

Taken together, the non-significant results for gender, age, and location suggest that basic demographic identity variables did not strongly explain differences in job satisfaction among the gig workers surveyed. The findings indicate that it is not enough to examine whether a worker is male or female, younger or older, or located in a particular city. In this study, job satisfaction appears to be more closely connected with socio-economic conditions, family responsibilities, sector of work, income level, support, and work-related experiences than with gender, age, or location alone.

5.4.3.2 Demographic variables that showed significant differences

- **Education Qualification**

  Unlike gender, age and location, educational qualification showed a statistically significant difference in job satisfaction. The descriptive results showed that respondents with Doctorate-level education reported the highest mean score (M = 4.6750), followed by Post Graduate respondents (M = 4.4916), Diploma holders (M = 4.3687), Graduates (M = 4.2878), and respondents with education below 12th standard (M = 4.0909). Since the assumption of homogeneity of variance was marginally violated, Welch ANOVA was used. The result was statistically significant, Welch's F (4, 48.046) = 5.916, p = .001, and the Games-Howell post hoc test showed a significant difference between Post Graduate

respondents and respondents with education below 12th standard. Therefore, H8 was supported.

This finding suggests that educational qualification is associated with variation in job satisfaction among gig workers. Respondents with higher educational qualifications, particularly postgraduates, may have access to better-quality gig opportunities, more skilled assignments, stronger client interaction, or work that allows greater autonomy and self-direction. In comparison, workers with lower educational qualifications may be concentrated in work that is more physically demanding, less secure, or lower paid. The Doctorate group had the highest mean score, but since this group included only eight respondents, this result should be interpreted cautiously. The finding is consistent with the wider discussion on skill and opportunity in the gig economy, where skilling and capability development are seen as important for improving the position of gig and platform workers (NITI Aayog, 2022; Zahidi, 2016).

- **Income Levels**

  Income level also showed a statistically significant difference in job satisfaction. The descriptive results indicated that workers earning ₹31,000–₹40,000 reported the highest mean job satisfaction score (M = 4.5992), followed by those earning ₹21,000–₹30,000 (M = 4.5391). Respondents earning less than ₹10,000 reported the lowest mean score (M = 3.9922), while those earning ₹11,000–₹20,000 reported a mean of 4.1990. Since Levene's test indicated unequal variances, Welch ANOVA was used, and the result was significant, Welch's $F(4, 270.957) = 10.743$, $p < .001$. Games-Howell comparisons further showed that the middle-income groups, especially ₹21,000–₹30,000 and ₹31,000–₹40,000, reported significantly higher satisfaction than the lower-income groups. Therefore, H9 was supported.

  Income level showed a statistically significant difference in reported job satisfaction. Respondents earning ₹31,000–₹40,000 reported the highest mean score (M = 4.5992), followed by those earning ₹21,000–₹30,000 (M = 4.5391). Respondents earning less than ₹10,000 reported the lowest mean score (M = 3.9922), while those earning ₹11,000–₹20,000 reported a mean of 4.1990. Since

Levene's test indicated unequal variances, Welch ANOVA was used, and the result was significant, Welch's $F(4, 270.957) = 10.743$, $p < .001$. Games–Howell comparisons showed that the ₹21,000–₹30,000 and ₹31,000–₹40,000 groups reported significantly higher satisfaction than the two lower-income groups. The above-₹40,000 group did not differ significantly from the other income groups. Therefore, H9 was supported in the limited sense that reported satisfaction differed across at least some income groups within the study sample.

- **Family Size**

  Family size also emerged as a significant demographic factor. The descriptive findings showed that respondents from families with more than nine members reported the highest mean score ($M = 5.2167$), although this group included only six respondents and therefore requires cautious interpretation. Respondents from families with less than three members and four to six members reported almost similar mean scores, 4.3500 and 4.3554, respectively. Workers from families with seven to nine members reported the lowest mean score ($M = 3.9781$). Welch ANOVA confirmed a significant difference across family-size groups, Welch's $F(3, 23.063) = 7.113$, $p = .001$. Games-Howell results showed that workers from families with seven to nine members had significantly lower satisfaction than those from families with less than three members and four to six members. Therefore, H10 was supported.

  This finding indicates an observed association between family size and reported job satisfaction in this sample. The seven-to-nine-member family group reported lower satisfaction than the below-three-member and four-to-six-member groups. The result does not establish that family size itself causes these differences, as financial, personal, and work conditions may also differ across households.

- **Number of dependents in the family**

  The number of dependents also showed a significant difference in job satisfaction. Respondents with six dependents reported the highest mean score ($M = 4.4850$), followed by those with two dependents ($M = 4.3958$), while respondents with four dependents reported a comparatively lower mean score ($M = 4.1377$). Since the six-dependents group included only 20 respondents, that mean should be interpreted carefully. Welch ANOVA showed a significant

difference, Welch's F (2, 53.895) = 5.607, p = .006. The Games-Howell post hoc test showed that the significant difference was between workers with two dependents and those with four dependents, with workers having two dependents reporting higher satisfaction. Therefore, H11 was supported.

This result indicates an observed association between the number of dependents and reported job satisfaction in this sample. The statistically significant difference was limited to workers with two dependents and those with four dependents. The six-dependents group was small (n = 20), and no statistically significant difference involving that group was observed.

- **Sector/Industry**

  Sector/industry also showed a statistically significant difference in job satisfaction. The descriptive results showed that respondents from IT/ITES reported the highest mean score (M = 4.4405), followed closely by Others (M = 4.4333) and Professional Services (M = 4.3975). Workers in Transportation and Delivery Services reported the lowest mean score (M = 4.0879). Since the assumption of homogeneity of variance was satisfied, One-Way ANOVA was used, and the result was significant, F (3, 621) = 6.249, p < .001. Tukey HSD post hoc analysis showed that Transportation and Delivery Services had significantly lower job satisfaction than IT/ITES, Professional Services and Others. Therefore, H13 was supported.

  The sector/industry finding identifies an observed pattern within the study sample. Transportation and Delivery Services respondents reported lower satisfaction than respondents in IT/ITES, Professional Services, and the Others category. The cross-sectional comparison does not establish why the groups differed, because work conditions and personal circumstances may also vary across sectors. The result therefore supports interpreting sector/industry as associated with observed differences in reported job satisfaction, rather than as a causal explanation.

The demographic variables that showed significant differences point to observed variation in reported job satisfaction by socio-economic position, family

responsibilities, and sector/industry within the study sample. Education and income describe opportunity and economic position, family size and dependents describe household context, and sector/industry describes the work context. These group comparisons do not establish causal effects.

- **Conclusion for objective 3:**

  The demographic findings show that job satisfaction among gig workers is more strongly linked with socio-economic and work-related conditions than with basic demographic identity. Gender, age and location did not show significant differences, suggesting that satisfaction levels were broadly similar across these groups. In contrast, education, income, family size, number of dependents and sector/industry showed significant differences.

  This pattern indicates that gig workers should not be treated as a single homogeneous group. Their satisfaction varies according to their educational background, earning level, family responsibilities and the nature of work they perform. For example, workers in Transportation and Delivery Services reported lower satisfaction than those in IT/ITES, Professional Services and other sectors, suggesting that sectoral work conditions matter. Similarly, income and family-related variables show that financial pressure and household responsibility be associated with how gig workers evaluate their work.

  Thus, Objective 3 was fulfilled. The findings suggest that policies or organisational practices aimed at improving gig workers' satisfaction should pay closer attention to skill level, income adequacy, family responsibilities and sector-specific challenges rather than relying only on broad demographic categories such as gender, age or location.

5.4.4 Objective 4: To Examine Whether the Primary Reason for Joining Gig Work Is Associated with Job Satisfaction

The fourth objective of the study was to examine whether reported job satisfaction differed according to the primary reason for joining gig work. Gig workers may enter the gig economy for different reasons, including autonomy, flexibility, financial needs, lack of regular employment, or limited alternatives. The analysis

therefore examined whether reported job satisfaction differed significantly across these motivation categories.

The analysis showed a statistically significant difference in job satisfaction based on the primary reason for joining gig work, $F(5, 621) = 9.758$, $p < .001$. Therefore, H14 was supported. The descriptive results showed that respondents who joined gig work for autonomy reported the highest mean job satisfaction score ($M = 4.7938$), followed by respondents in the others category ($M = 4.5824$) and those who joined for flexibility ($M = 4.3831$). In comparison, respondents who joined because of financial needs reported a lower mean score ($M = 4.2195$), while those who joined due to non-availability of jobs ($M = 4.0110$) and lack of alternatives ($M = 4.0241$) reported comparatively lower satisfaction.

The post hoc results further showed that the autonomy group differed significantly from the flexibility, financial-needs, non-availability-of-jobs, and lack-of-alternatives groups. These results identify observed differences in reported satisfaction among motivation groups within the study sample. They do not establish that the stated reason for entry causes the difference in satisfaction.

This finding can be discussed in relation to Self-Determination Theory, which highlights autonomy as relevant to motivation and well-being (Deci & Ryan, 2000). In the present study, respondents who reported autonomy as their primary reason for entering gig work also reported higher satisfaction than several other groups. Given the cross-sectional design, this is interpreted as an observed association rather than evidence that autonomy causes satisfaction.

The finding also supports the view that gig workers are not a homogeneous group. Reports such as Gallup (2018) and BCG's work on new freelancers show that gig workers differ in their motivations, preferences and work expectations (Wallenstein et al., 2019). The present result reflects this variation. Gig work may be satisfying for those who use it to gain autonomy, flexibility or meaningful work, but it may be less satisfying for those who enter it under pressure or due to limited employment options.

Objective 4 was fulfilled because reported job satisfaction differed significantly across primary-reason groups. In particular, the autonomy group reported higher satisfaction than several necessity-driven groups. This result should be interpreted as an observer group difference within the study sample, rather than a causal effect of entry motivation.

5.4.5 Objective 5: To Evaluate the Level of Pay Satisfaction among Gig Workers

The fifth objective of the study was to evaluate whether gig workers are satisfied with the pay and compensation received through gig work. Pay satisfaction is an important issue in the gig economy because earnings are often linked with task availability, number of assignments completed, platform rules, incentives, customer demand, working hours, and the type of gig activity performed. Unlike regular employment, where salary may be more predictable, gig work income can be variable and uncertain.

The one-sample t-test showed that the mean pay satisfaction score was 3.9396, which was very close to the neutral value of 4. The test result was not statistically significant, $t(628) = -0.955$, $p = .340$. Therefore, H15 was not supported. This means that gig workers in the sample did not report a clearly significant level of satisfaction with pay and compensation. Their responses remained close to neutral rather than clearly positive.

This finding is important because it shows that pay remains a mixed area in the gig work experience. Workers were not strongly dissatisfied at the overall level, but they also did not report clear satisfaction. The slightly lower-than-neutral mean suggests that many workers may find pay only moderately acceptable. In practical terms, this indicates that earnings from gig work may not be viewed as fully satisfactory or secure by a large section of respondents.

The result also needs to be read along with the income findings discussed earlier. Income level showed significant differences in job satisfaction, especially between lower-income and middle-income groups. However, direct pay satisfaction did not differ significantly from the neutral point. This means that while actual income

category matters for overall job satisfaction, workers' perception of pay and compensation remains cautious or mixed. A worker may earn enough to remain engaged in gig work, but may still feel uncertain about whether compensation is fair, stable, or proportionate to effort.

This interpretation is consistent with the broader gig work literature, where income uncertainty and work insecurity are often discussed as important concerns. Kalleberg (2009) explains that insecurity is a central feature of precarious work, and this is relevant to gig workers whose income may depend on irregular work availability. Manyika et al. (2016) also highlight that independent work experiences differ depending on whether workers engage in such work by choice or out of necessity, which can shape how they evaluate earnings. In the Indian context, NITI Aayog (2022) also recognises the need for social security and income-related protection for gig and platform workers.

It could be said that Objective 5 was addressed, but the result did not support the hypothesis that gig workers report a significant level of satisfaction with pay and compensation. The finding suggests that pay is not a clearly positive source of satisfaction in the present sample. Rather, it appears to be an area where workers' views remain moderate, uncertain, or divided. This makes pay and compensation an important area for policy attention, platform-level improvement, and further research.

5.4.6 Objective 6: To Examine the Relationship between Job Satisfaction and Staying Intentions among Gig Workers

The sixth objective of the study was to examine whether reported job satisfaction differed according to gig workers' intention to continue freelancing, gig work, or independent project-based work. Staying intention reflects whether workers view gig work as a sustainable work option or as a temporary arrangement.

The independent samples t-test showed a clear difference in job satisfaction between respondents who intended to continue gig work and those who did not. Gig workers who intended to continue reported a much higher mean job satisfaction score ($M = 4.6141$) than those who did not intend to continue ($M = 3.1080$). The

difference was statistically significant, $t(204.589) = 25.273$, $p < .001$, and therefore H16 was supported.

This finding shows a large observed difference in job satisfaction between respondents who intended to continue gig work and those who did not. The cross-sectional comparison indicates that staying intention and reported job satisfaction were strongly associated in the study sample; it does not establish the direction of the relationship.

The result also fits with the broader understanding of job satisfaction and work continuation. Workers are generally more likely to remain in work arrangements that meet their expectations, provide meaningful returns, and offer a positive work experience. In the gig economy, this may include income adequacy, autonomy, flexibility, work continuity, support, and manageable work pressure. If these expectations are not met, workers may prefer to leave gig work or shift to other employment options.

This result can be connected with the choice-versus-necessity discussion in independent work. In the present study, respondents with higher job satisfaction also reported a stronger intention to continue. Because both variables were measured at the same time, the result is interpreted as an association rather than evidence that satisfaction causes continued engagement.

The finding has practical relevance for organisations interested in continuity of gig work. It indicates that workers who intend to continue report substantially higher satisfaction. Measures relating to fair compensation, regular work opportunities, transparent work allocation, support systems, recognition, and reduced insecurity may be relevant areas for further consideration; the present study does not test their causal effect on retention.

Thus, Objective 6 was fulfilled. Reported job satisfaction differed significantly according to staying intention: gig workers who intended to continue reported considerably higher satisfaction than those who did not. This result is interpreted as a cross-sectional association.

5.5 Synthesis of Major Findings

The overall findings of the study indicate that reported job satisfaction among gig workers was associated with work-related, socio-economic, family-related, and behavioural factors. The results do not suggest that flexibility, income, or demographic background alone accounts for the observed differences. Rather, the findings point to a broader work experience involving support, rewards, well-being, mental health, continuity of work, development opportunities, and the nature of gig work performed.

In addition to the hypothesis-based findings, the descriptive ranking of work-related factors provided useful background to gig workers' work priorities. Respondents gave higher importance to continuous employment, growth and development, money, mental health, work-life balance and working conditions. This pattern suggests that gig workers value more than immediate income or flexibility. Regular availability of work, scope for future growth, psychological well-being and manageable work conditions also form an important part of their work experience. Since this analysis was descriptive in nature, it is treated as supporting contextual evidence rather than as a separate objective-based finding.

A major insight from the study is that all four constructs identified through factor analysis - Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture - showed statistically significant structural relationships with job satisfaction. This indicates that gig workers value both material and non-material aspects of work. Fair rewards and continuity are important, as are recognition, support, work-life balance, empowerment, mental comfort, and opportunities for growth. Therefore, gig workers should not be viewed only as workers seeking flexible income; they also expect work arrangements that are supportive, fair, and sustainable.

The findings also show that gig workers were not homogeneous in their reported satisfaction. Gender, age, and location did not show statistically significant differences, whereas education, income, family size, number of dependents, and sector/industry did. These results identify observed group differences within the sample; they do not establish that the characteristics themselves cause satisfaction. Transportation and Delivery Services respondents reported lower satisfaction than the other sector groups.

Another important pattern was that reported job satisfaction differed according to the reason for entering gig work. Workers who joined for autonomy reported higher satisfaction than several groups who entered due to financial need, non-availability of jobs, or lack of alternatives. This is interpreted as an observed group difference. At the same time, the pay satisfaction result remained close to neutral, suggesting that compensation was not viewed as clearly satisfactory by the respondents.

Finally, the study found a large difference in reported job satisfaction between those who intended to continue gig work and those who did not. This indicates a strong cross-sectional association between staying intention and reported satisfaction; it does not establish which variable preceded the other.

In summary, the study shows that improving job satisfaction among gig workers requires a broader approach. Flexibility alone is not enough. Gig workers also need fair compensation, work continuity, support, development opportunities, manageable workload, mental well-being, and sector-specific improvements. These findings provide the basis for the theoretical and practical discussion in the following sections.

5.6 Practical Implications:

The findings of the study have practical implications for different stakeholders connected with the gig economy, including platforms, work providers, clients, policymakers, training institutions, and gig workers themselves. Since the study shows that job satisfaction is shaped by multiple fators, practical interventions should not focus only on increasing the number of gig opportunities. They should also address work continuity, fair compensation, support, development, well-being, and sector-specific challenges.

5.6.1 Implications for Gig Platforms and Work Providers

The findings show that Worker Rewards and Organizational Culture and Worker Support and Development have the strongest structural relationships with job satisfaction. This suggests that platforms, aggregators, clients, and organisations engaging gig workers should pay attention to how work is allocated, how workers are rewarded, and how communication takes place. Gig workers may not always be formal employees, but they still respond to fairness, transparency, recognition, and regularity in work opportunities.

Platforms and work providers should therefore focus on creating clearer systems for payments, incentives, task allocation, feedback, and dispute resolution. When workers

understand how tasks are assigned, how earnings are calculated, and how their performance is evaluated, they are more likely to perceive the system as fair. This becomes especially important in platform-mediated gig work, where workers may otherwise feel uncertain about ratings, incentives, penalties, or availability of tasks.

The lower satisfaction reported by workers in Transportation and Delivery Services also suggests that sector-specific improvements are needed. Workers in this sector may face greater time pressure, physical movement, fuel or vehicle-related costs, customer ratings, and irregular demand. Platforms and work providers in such sectors should consider measures such as transparent incentive structures, reasonable delivery targets, safety support, rest time, grievance redressal, and mechanisms to reduce income uncertainty.

5.6.2 Implications for Worker Support and Skill Development:

The strong structural relationship of Worker Support and Development with job satisfaction indicates that gig workers value feedback, recognition, growth opportunities, and support networks. This finding challenges the assumption that gig workers only need access to tasks or clients. Many gig workers also need opportunities to improve their skills, receive guidance, and build confidence in their work.

Training institutions, platforms, professional associations, and local support bodies can play an important role here. Skill development programmes may be especially useful for workers who want to move from low-income or physically demanding gig work into higher-value assignments. Digital skills, communication skills, financial literacy, client management, platform navigation, and domain-specific upskilling can help gig workers improve their earning potential and satisfaction.

Support and development should also be sector-sensitive. For example, IT/ITES and professional service workers may benefit from advanced technical training, client-handling skills, and portfolio-building support. Transportation and delivery workers may require training related to safety, route efficiency, customer handling, financial planning, and awareness of available welfare schemes. Such differentiated support can make interventions more meaningful than one common training model for all gig workers.

5.6.3 Implications for Well-being and Work-Life Balance and Day-off Conditions

The findings related to Worker Well-being and Engagement and Worker Performance and Mental Health show that job satisfaction is also associated with workers' everyday

experience of work. Gig workers' satisfaction is not only about earning money; it is also associated with workload, work-life balance, welfare support, mental comfort, working conditions, and ability to manage personal responsibilities.

The work profile findings add further support to this point. More than half of the valid respondents reported that they were not provided with a day off. This suggests that flexibility in gig work does not always translate into structured rest, recovery time, or welfare support. For some workers, not working may directly mean loss of income or missed work opportunities. Therefore, platforms and work providers should not assume that flexibility alone is sufficient for well-being.

Practical measures such as reasonable workload expectations, transparent performance criteria, access to support channels, safety guidelines, and rest-related flexibility can help reduce pressure. In sectors where workers face physical strain, long hours, travel, or customer pressure, well-being support becomes especially important. Since family size and number of dependents also showed significant differences in job satisfaction, predictable payment cycles, emergency assistance, accident coverage, health support, and welfare-linkage mechanisms may be particularly useful for workers with higher household responsibilities.

5.6.4 Implications for Pay and Income Security

The study found that income level significantly affects job satisfaction, but pay satisfaction itself remained close to neutral and was not significantly above the neutral value. This is an important practical finding. It suggests that while income matters, gig workers may not necessarily feel clearly satisfied with the pay and compensation they receive.

Platforms, clients, and policymakers should therefore focus not only on creating more gig work but also on improving the quality and fairness of earnings. Timely payments, transparent deductions, fair incentive mechanisms, minimum earning safeguards, and clarity in compensation structures can help improve workers' perception of pay. For workers in lower income groups, income instability may directly reduce satisfaction, so policies aimed at income protection and social security are particularly relevant.

The result also indicates the need to distinguish between earning level and pay satisfaction. A worker may earn a certain amount but still feel that the compensation is not fair in relation to effort, time, costs, or uncertainty. This is especially relevant in transportation and delivery

work, where workers may bear vehicle, fuel, mobile data, maintenance, or waiting-time costs. Any discussion of fair pay in gig work should therefore consider net earnings, work-related expenses, and unpaid time.

5.6.5 Implications for Policy and Social Protection

The findings have important implications for policy because gig workers often operate outside conventional employment protections. The importance of rewards, work continuity, welfare benefits, income level, family responsibilities, and pay satisfaction suggests that social protection is a major concern in the gig economy.

Policy measures may focus on accident insurance, health coverage, pension support, maternity-related support where applicable, emergency assistance, and access to welfare schemes. Since the study is focused on Gujarat, state-level initiatives can also be considered along with national policy frameworks. Registration systems, worker databases, and platform-level accountability may help in identifying gig workers and connecting them with relevant schemes.

The significant differences across sector/industry also show that one uniform policy approach may not be sufficient. Transportation and Delivery Services may require more urgent attention in areas such as safety, income protection, rest conditions, and grievance redressal. Skilled gig workers in IT/ITES or professional services may require support related to contracts, payment protection, taxation guidance, and skill certification. Policy design should therefore recognise the diversity of gig work.

5.6.6 Implications for Retention and Continuity in Gig Work

he finding on staying intention was one of the strongest results of the study. Gig workers who intended to continue in freelancing, gig work, or independent project-based work reported much higher job satisfaction than those who did not intend to continue. This indicates that retention in gig work depends strongly on whether workers find the work experience satisfying.

For platforms and organisations that depend on gig talent, this finding has direct practical value. Worker retention cannot be achieved only by offering tasks. It also requires fair rewards, reliable work opportunities, recognition, transparent systems, manageable workload, and support for well-being. If these conditions are weak, workers may treat gig work as temporary or may leave when other opportunities become available.

This is also important for service quality. Experienced and satisfied gig workers are likely to be more consistent, confident, and willing to continue. High turnover among gig workers may affect customer experience, platform reliability, and long-term sustainability of gig-based business models. Therefore, improving job satisfaction is beneficial not only for workers but also for platforms, clients, and organisations relying on flexible labour.

5.6.7 Implications for Gig Workers

The findings also carry implications for gig workers themselves. Since education, income, sector, and number of engagements were associated with satisfaction, workers may benefit from consciously building skills, diversifying work opportunities, and evaluating the sustainability of different gig options. Workers engaged in low-paying or highly demanding sectors may consider upskilling or shifting gradually toward better-paying and more stable gig activities where possible.

Gig workers may also need to manage multiple dimensions of their work experience, including income planning, workload, health, family responsibilities, and long-term development. Since pay satisfaction was not clearly positive, financial planning and awareness of costs become important. Workers should consider not only gross earnings but also expenses, time spent waiting for tasks, platform deductions, transport costs, and uncertainty of future work.

At the same time, the finding that autonomy and primary motivation matter suggests that workers may experience greater satisfaction when gig work aligns with their preferences, skills, and long-term goals. Where gig work is entered only because of compulsion or lack of alternatives, additional support may be required to improve satisfaction and stability.

5.6.8 Overall Practical Implication

Overall, the practical implication of the study is that gig worker satisfaction cannot be improved through a single intervention. A broader and more integrated approach is required. Platforms and work providers need to ensure fair rewards, transparent systems, support and recognition. Policymakers need to strengthen welfare and social protection. Training institutions need to support skill development and mobility across better opportunities. Gig workers themselves need support in managing income, workload, skills, and long-term work choices.

The findings show that gig work can be satisfying when it offers autonomy, income opportunity, continuity, development, and manageable work conditions. However, satisfaction may decline when gig work becomes uncertain, poorly rewarded, stressful, or taken up only due to limited alternatives. Therefore, improving gig workers' job satisfaction requires attention to both the economic and human side of gig work.

5.7 Key findings of the study

The key findings of the study are presented below.

i. **Gig worker's job satisfaction is multidimensional in nature:**
   The present study found that job satisfaction among gig workers is associated with a combination of well-being, support, development, performance, mental health, rewards, work culture, income, family responsibilities, sectoral conditions, and motivation for entering gig work.

ii. **Four major work-related dimensions associated with job satisfaction:**
   Exploratory Factor Analysis performed to identify important work-related dimensions associated with job satisfaction among gig workers revealed four dimensions: Worker Well-being and Engagement (WWE), Worker Support and Development (WSD), Worker Performance and Mental Health (WPMH), and Worker Rewards and Organizational Culture (WROC).

iii. **All four SEM-based constructs showed significant structural relationships with job satisfaction:**
   The Structural Equation Modelling (SEM) results showed that all four constructs had statistically significant structural relationships with job satisfaction. This confirms that well-being, support and performance-related experiences, mental health, rewards, continuity, and work culture are important for understanding gig workers' job satisfaction.

iv. **Worker Rewards and Organizational Culture showed one of the strongest structural relationships:**
   The findings revealed that rewards, continuity of work, monetary and non-monetary benefits, and work culture were represented within a construct that showed one of the stronger structural relationships with job satisfaction. This indicates that these

work-related experiences are relevant to understanding reported satisfaction in the study sample.

v. **Worker Support and Development showed another strong structural relationship with job satisfaction:**

Feedback, recognition, leadership style, growth opportunities, and co-worker or work-related support were significantly associated with job satisfaction. This suggests that gig workers do not only seek task opportunities; they also value support, appreciation, and development.

vi. **Gender, age, and location did not significantly differentiate job satisfaction:**

The study found no statistically significant difference in job satisfaction based on gender, age group, or location. These variables did not show statistically significant observed differences in reported job satisfaction among the respondents.

vii. **Education, income, family size, number of dependents, and sector/industry showed statistically significant differences in reported job satisfaction:**

Reported job satisfaction differed significantly across educational qualification, income groups, family size, number of dependents, and sector/industry. These results show observed variation by socio-economic background, household context, and work context within the study sample.

viii. **Postgraduate respondents reported higher satisfaction than respondents below 12th standard:**

The education-based analysis showed that postgraduate respondents had significantly higher job satisfaction than respondents with education below 12th standard. This identifies an observed difference in reported satisfaction; it does not establish why the groups differed.

Figure 5.1: Major Findings of the Study



ix. **Middle-income groups reported higher job satisfaction than lower-income groups:**

Respondents earning between ₹21,000–₹30,000 and ₹31,000–₹40,000 reported significantly higher satisfaction than respondents in the two lower-income groups. This identifies an observed income-group difference in reported satisfaction within the study sample.

x. **Workers in Transportation and Delivery Services reported lower satisfaction:**

The sector-wise analysis showed that respondents in Transportation and Delivery Services reported significantly lower job satisfaction than respondents in IT/ITES, Professional Services, and Others. This identifies an observed sector-group difference in reported satisfaction; it does not establish that sectoral work conditions caused the difference.

xi. **The primary reason for joining gig work was significantly associated with differences in reported job satisfaction:**

Respondents who joined gig work for autonomy reported higher satisfaction than several groups who joined due to financial needs, non-availability of jobs, or lack of alternatives. This identifies observed group differences in reported satisfaction within the study sample.

xii. **Pay satisfaction remained close to neutral:**

The mean pay satisfaction score was not significantly different from the neutral value. This indicates that gig workers were neither clearly satisfied nor clearly dissatisfied with pay and compensation. Pay therefore remains an area of mixed perception and concern.

xiii. **Descriptive analysis showed variation in job satisfaction based on number of additional gig tasks/jobs:**

The descriptive work-profile analysis showed that job satisfaction varied according to the number of additional gig tasks/jobs undertaken. Workers engaged in more than four additional tasks reported higher satisfaction than those with no additional task. Since this analysis was treated as supporting descriptive evidence rather than a formal hypothesis, the finding should be interpreted as additional context for understanding gig workers' work engagement patterns.

xiv. **Staying intention was strongly associated with reported job satisfaction:**
Gig workers who intended to continue freelancing, gig work, or independent project-based work reported much higher satisfaction than those who did not intend to continue. This is a cross-sectional association and does not establish direction of causation.

xv. **Descriptive ranking highlighted important work-related priorities:**
The descriptive ranking of work-related factors showed that continuous employment received the highest importance score. Growth and development, money, mental health, work-life balance and working conditions were also highly valued. This suggests that gig workers value regular work availability, future growth, income, well-being and manageable work conditions. Since this analysis was descriptive in nature, it is treated as supporting contextual evidence rather than as a separate objective-based finding.

xvi. **Gig workers are not a homogeneous group:**
The study shows that gig workers differ by education, income, sector, household responsibilities, motivation, and work pattern. Therefore, any policy, platform practice, or support mechanism for gig workers should recognize this diversity rather than treating all gig workers as one uniform category.

5.8 Conclusion of the chapter:

This chapter discussed the findings of the study in relation to the research objectives, hypotheses, respondent profile, work profile, and broader implications of gig work. The discussion showed that reported job satisfaction among gig workers was associated with a combination of work-related, socio-economic, family-related, motivational, and behavioral factors.

The findings confirmed that the four major dimensions identified in the study - Worker Well-being and Engagement (WWE), Worker Support and Development (WSD), Worker Performance and Mental Health (WPMH), and Worker Rewards and Organizational Culture (WROC) - showed statistically significant structural relationships with job satisfaction. The discussion also showed that demographic variables did not differentiate reported job satisfaction uniformly. Gender, age, and location did not show significant differences, whereas education, income, family size, number of dependents, and sector/industry did.

The chapter further discussed the role of work-related and behavioral variables. The chapter further discussed selected work-related and behavioral variables. The primary reason for joining gig work and staying intention were found to be significantly associated with differences in job satisfaction, while pay satisfaction remained close to the neutral point. The number of additional gig tasks/jobs was discussed separately as supporting descriptive work-profile evidence. However, pay satisfaction remained close to the neutral point, indicating that compensation is not viewed as clearly satisfactory by gig workers in the sample.

The entire discussion of the chapter highlighted that gig workers cannot be treated as a single homogeneous group. Their reported satisfaction differed by education, income, sector, household context, motivation, and work pattern. The practical implications suggest that fair rewards, work continuity, support, skill development, welfare, mental well-being, and sector-sensitive approaches are relevant areas for attention. The next chapter presents the conclusions of the study, along with implications, limitations, and suggestions for future research.

CHAPTER - 6

CONCLUSION, RECOMMENDATIONS, LIMITATIONS & FUTURE SCOPE OF STUDY

CHAPTER 6: CONCLUSION, RECOMMENDATIONS, LIMITATIONS & FUTURE SCOPE OF STUDY

6.1 Introduction to the Conclusion, Recommendations, Limitations & Future Scope of Study

The last chapter of the thesis presents the conclusion of the study based on the analysis and discussion carried out in the previous chapters. The study examined job satisfaction among gig workers in Gujarat by identifying the major work-related dimensions associated with satisfaction, testing their hypothesized structural relationships through Structural Equation Modelling (SEM), and analyzing variations in satisfaction across selected demographic and work-related variables.

The earlier chapters established that job satisfaction among gig workers is associated with a combination of well-being, support, development, performance, mental health, rewards, work culture, income, family responsibilities, motivation for joining gig work, and intention to continue in gig work. The findings also showed that gig workers are not a homogeneous group, as their satisfaction differs according to socio-economic background, sector of work, household responsibilities, and motivation for entering gig work.

The purpose of this chapter is to bring together the major conclusions of the study in a concise manner. It also presents the contributions of the research, recommendations for relevant stakeholders, limitations and delimitations of the study, and possible directions for future research. Thus, this chapter provides a final understanding of what the study contributes to the field of gig work and job satisfaction, particularly in the context of Gujarat.

6.2 Conclusion of the study

The present study concludes that job satisfaction among gig workers in Gujarat is a multidimensional construct associated with both work-related and personal-contextual factors. The findings show that gig workers' satisfaction cannot be understood only through flexibility, income, or independence. Instead, it is associated with a wider combination of factors such as well-being, support, development, performance, mental health, rewards, work culture, income adequacy, family responsibilities, sectoral conditions, and motivation for entering gig work.

The study identified four major work-related dimensions associated with gig workers' job satisfaction: Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture. All four dimensions showed statistically significant structural relationships with job satisfaction. This confirms that gig workers value not only monetary returns, but also support, recognition, growth, mental comfort, work-life balance, welfare, fair treatment, and continuity of work opportunities.

Among the important conclusions of the study is that gig workers are not a homogeneous group. Their satisfaction differs according to educational qualification, income level, family size, number of dependents, and sector/industry. However, gender, age, and location did not significantly differentiate satisfaction levels. This suggests that job satisfaction is shaped more by socio-economic background, household responsibility, and nature of work than by basic demographic identity alone.

The study also concludes that the reason for entering gig work plays an important role in shaping satisfaction. Workers who joined gig work for autonomy reported higher satisfaction than several groups who entered due to financial needs, non-availability of jobs, or lack of alternatives. This indicates that gig work is experienced more positively when it is entered as a matter of choice and self-direction rather than compulsion.

Another important conclusion relates to pay satisfaction. Although income level showed statistically significant differences in reported job satisfaction, overall pay satisfaction remained close to neutral. This shows that compensation is not viewed as clearly satisfactory by gig workers in the sample. Therefore, fair pay, income stability, and transparent compensation mechanisms remain important concerns in the gig economy.

The study further concludes that staying intention is strongly connected with job satisfaction. Gig workers who intended to continue freelancing, gig work, or independent project-based work reported much higher satisfaction than those who did not intend to continue. This suggests that improving job satisfaction is important not only for worker well-being but also for the long-term sustainability of gig-based work arrangements.

In nutshell, the study shows that job satisfaction among gig workers in Gujarat is associated with work quality, support systems, rewards, development opportunities, mental well-being, family responsibilities, and sector-specific realities. The findings highlight that gig work is experienced more favourably when workers report autonomy, continuity, fair rewards, and

meaningful support; satisfaction is lower where gig work is uncertain, poorly rewarded, stressful, or entered due to limited alternatives.

6.3 Contributions of the Study

The contribution of the present study lies in bringing together a multidimensional examination of gig-worker job satisfaction within a Gujarat-based, cross-sector sample. Rather than treating gig work as limited to one platform occupation or viewing flexibility as the sole relevant feature, the study examines well-being and engagement, support and development, performance and mental health, and rewards and organizational culture alongside selected demographic and work-context differences. The contribution is therefore theoretical, empirical, methodological, and practical, while the conclusions remain limited to the cross-sectional Gujarat sample.

6.3.1 Theoretical Contribution:

The study contributes to the job-satisfaction literature by applying established work-related perspectives to gig workers, whose work may be flexible, temporary, platform-based, project-based, or independent. It shows that concepts commonly examined in regular employment - such as rewards, recognition, support, development, working conditions, well-being, and security - remain relevant for interpreting job satisfaction in non-standard work arrangements, although their institutional form may differ.

The four empirically identified dimensions - Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture - provide an integrated way of describing the work-related domains associated with job satisfaction in the present sample. This does not propose a new universal theory of gig-worker satisfaction; rather, it offers a contextually grounded empirical grouping that can be examined in future studies.

The research also contributes by showing that flexibility alone is insufficient for understanding gig-worker satisfaction. In the Gujarat sample, job satisfaction was associated with stability, fair rewards, support, growth, welfare, manageable work conditions, and mental well-being in addition to autonomy and flexibility. This adds a more balanced interpretation of job satisfaction in non-standard employment settings.

6.3.2 Empirical and Contextual Contribution:

The empirical contribution lies in providing systematic evidence from gig workers in Gujarat across multiple cities and work sectors. Much discussion of the gig economy is global, platform-centric, or concentrated on one occupational group. The present study adds regional evidence from a setting in which platform-based and non-platform gig work coexist.

The study includes respondents from Transportation and Delivery Services, Professional Services, IT/ITES, and other gig-based occupations. This cross-sector coverage is important because it avoids treating app-based delivery or ride-hailing as the sole representation of gig work and captures the diversity of skilled, professional, digital, teaching, consulting, and service-based assignments within the study scope.

The findings further show that job satisfaction did not vary uniformly across background and work-context characteristics. Education, income, family size, number of dependents, and sector/industry showed significant group differences, while gender, age, and location did not. This provides a more differentiated account of the socio-economic and work-context patterns associated with job satisfaction in the study sample.

The Gujarat focus is a contextual contribution rather than the sole basis for originality. By examining gig workers across selected Gujarat cities and sectors, the study provides regionally grounded evidence from an underexplored setting and demonstrates how job satisfaction can be examined across both platform-based and non-platform work arrangements. The contribution is strengthened by the integrated scope of the sample, the empirical factor identification, and the examination of structural relationships and group differences within the same study.

6.3.3 Methodological Contribution:

The methodological contribution is a transparent quantitative sequence that combines literature-informed questionnaire development, expert inputs, pilot testing, reliability and validity assessment, Exploratory Factor Analysis, Structural Equation Modelling, and appropriate group-comparison tests. EFA was used to identify empirical dimensions in the Gujarat data, while SEM was used to examine their hypothesised structural relationships with Worker Satisfaction.

Using EFA and SEM together enabled the study to move from a broader set of measured work-related items to empirically identified dimensions and then to test the proposed

structural model. The use of independent-samples t-tests, One-Way ANOVA, Welch ANOVA, Tukey HSD, Games-Howell post hoc tests, and one-sample t-tests further allowed the study to examine selected group differences and descriptive work-profile questions. These methods support association-based and comparative interpretation; they do not establish causality.

This combination of descriptive, inferential, and multivariate techniques provides a replicable framework for future research on gig-worker satisfaction in other regional, sectoral, or occupational contexts. Replication using longitudinal designs and additional worker groups would be needed before making broader generalisations.

6.3.4 Practical and Policy Contribution:

The practical contribution is that the findings identify work-related domains that platforms, clients, aggregators, training institutions, and policymakers may consider when designing worker-facing practices. In the present sample, satisfaction was associated not only with availability of work but also with fair rewards, regular work opportunities, support, recognition, development, welfare, mental well-being, and work-life balance.

For platforms and other work providers, the results support attention to transparent payment systems, fair task allocation, timely feedback, grievance redressal, skill-development opportunities, and accessible support mechanisms. The lower reported satisfaction among Transportation and Delivery Services respondents also suggests that uniform measures may be less appropriate than sector-sensitive support.

From a policy perspective, the study provides Gujarat-based evidence relevant to discussions of social protection, income security, welfare support, skilling, and worker-friendly institutional mechanisms. It does not prescribe a single policy model; rather, it identifies work-related areas that warrant attention when designing support for diverse gig-worker groups.

Overall, the study contributes a structured and contextually grounded account of gig-worker job satisfaction in Gujarat. Its value lies in integrating multiple work-related domains, cross-sector evidence, empirical factor identification, structural-relationship analysis, and selected group comparisons into one evidence base that can inform future academic inquiry and stakeholder decision-making.

6.4 Recommendations

The recommendations of the study are derived from the findings and are therefore linked directly with the outcomes of the analysis. The results showed statistically significant relationships of work-related constructs with job satisfaction, as well as differences in job satisfaction across selected socio-economic conditions, family responsibilities, sectoral categories, reason for entering gig work, pay perception, and staying intention.

6.4.1 Ensure Fair Rewards and Greater Income Transparency:

The study found that Worker Rewards and Organizational Culture (WROC) showed the strongest structural relationship with job satisfaction. In addition, income level significantly differentiated job satisfaction, while pay satisfaction remained close to the neutral point and was not clearly positive. These findings show that rewards, compensation, and income-related clarity are central to gig workers' satisfaction.

Therefore, platforms, clients, aggregators, and work providers should develop transparent and fair reward systems. Gig workers should have clarity regarding how payments are calculated, how incentives are provided, what deductions are made, and how penalties or performance-linked rewards are determined. Since pay satisfaction was not significantly above neutral, compensation cannot be assumed to be fully satisfactory for workers. Payment systems should therefore be reviewed not only in terms of gross earnings, but also in relation to effort, time, waiting period, work-related expenses, and consistency of income.

This is especially relevant for lower-income gig workers, as the study found that middle-income groups reported higher satisfaction than lower-income groups. Improving income transparency and fairness may help reduce dissatisfaction among workers who experience gig work as financially uncertain or inadequate.

6.4.2 Improve Continuity and Regularity of Work Opportunities:

Continuous employment was ranked as the most important work-related factor by respondents. In addition, the SEM results showed that Worker Rewards and Organizational Culture had a significant structural relationship with job satisfaction, and this construct included continuous employment. These findings indicate that gig workers value regular access to work and do not view irregular task availability as a minor issue.

Hence, platforms and work providers should focus on improving continuity of work opportunities. In the gig work context, continuity does not necessarily mean permanent

employment. It means more predictable access to tasks, assignments, clients, or earning opportunities. Transparent task allocation, better demand forecasting, fair rotation of work, and mechanisms to reduce sudden loss of work access can help improve workers' sense of stability.

It is linked with the study's finding that regular availability of work is one of the most valued aspects for gig workers. If workers receive irregular or unpredictable work, their satisfaction may decline even if the work offers flexibility.

6.4.3 Strengthen Support, Feedback, Recognition and Development Systems:

The study found a strong positive structural relationship between Worker Support and Development and job satisfaction. Growth and development also ranked as the second most important work-related factor. These findings clearly indicate that gig workers value more than access to tasks; they also value guidance, feedback, recognition, learning, and development.

Platforms, clients, training institutions, and work providers should create support mechanisms for gig workers. These may include regular feedback, recognition for good performance, skill-improvement opportunities, grievance support, and access to learning resources. Even where there is no traditional employer-employee relationship, gig workers should not be treated as completely detached from support systems.

Since gig work is often individualized, the study shows that support and development remain important even in flexible and independent work arrangements. Strengthening these systems may improve satisfaction, confidence, performance, and long-term engagement among gig workers.

6.4.4 Design Skill Development Programs Based on Gig Workers' Needs:

The recommendation for skill development arises from two major findings: Worker Support and Development showed a significant structural relationship with job satisfaction, and Growth and Development ranked among the most important work-related factors. In addition, education level significantly differentiated job satisfaction, with postgraduate respondents reporting significantly higher satisfaction than respondents below 12th standard.

The skill development programs should be designed specifically for gig workers. Such programs may include digital literacy, communication skills, financial literacy, client

handling, platform navigation, safety awareness, personal branding, portfolio development, basic contract awareness, and sector-specific technical skills.

This recommendation is also linked to the education-based finding. Workers with higher educational qualifications may be accessing better-quality gig opportunities, while less formally educated workers may need more support to improve their work prospects. Skill development can help gig workers move toward better-paying, more stable, and more satisfying work opportunities.

6.4.5 Improve Well-being, Work-Life Balance and Rest-related Conditions:

The study found a significant structural relationship between Worker Well-being and Engagement and job satisfaction. This construct included welfare benefits, empowerment, workload, work-life balance, working conditions, and value alignment. The descriptive work-profile findings also showed that more than half of the valid respondents reported not being provided with a day off.

The gig work arrangements should give greater attention to well-being, rest, and work-life balance. Platforms and work providers should avoid systems that indirectly encourage excessive work without adequate rest. Reasonable workload expectations, clearer performance requirements, safety support, emergency support, and rest-related flexibility should be considered, especially for workers who depend on gig work as their primary income source.

The research findings that well-being and engagement are part of job satisfaction connects with the day-off finding, which suggests that flexibility in gig work does not automatically mean structured rest or welfare support. If gig workers are unable to rest without income loss or fear of losing opportunities, their long-term satisfaction may be affected.

6.4.6 Provide Mental Health and Performance-related Support:

The SEM results showed a significant structural relationship between Worker Performance and Mental Health and job satisfaction. This indicates that job satisfaction is connected not only with income or rewards, but also with workers' ability to perform effectively, manage pressure, maintain mental comfort, and experience suitable work content.

It is recommended that stakeholders should recognise the psychological and performance-related demands of gig work. Gig workers may face pressure due to ratings, deadlines, customer expectations, irregular work availability, and competition for tasks. Platforms and

work providers can support workers by ensuring clearer performance criteria, fair rating systems, accessible support channels, and training that helps workers manage work demands.

It is directly linked to the WPMH result: because mental health and performance-related experiences show a significant structural relationship with job satisfaction, improving the work environment should include measures that reduce unnecessary stress and help workers perform with confidence.

6.4.7 Introduce Sector-specific Interventions, Especially for Transportation and Delivery Workers:

The present research outcome states that sector/industry significantly differentiated job satisfaction. Workers in Transportation and Delivery Services reported significantly lower satisfaction than workers in IT/ITES, Professional Services, and Others. This finding shows that all gig workers should not be treated as facing the same work conditions.

Transportation and delivery workers may require special attention because their work often involves physical mobility, time pressure, customer interaction, fuel or vehicle-related costs, safety risks, and uncertain demand. Measures such as accident protection, safety support, fair delivery targets, transparent incentive systems, fuel-cost sensitivity, grievance redressal, rest flexibility, and protection against unfair ratings may be useful for this group.

For IT/ITES and Professional Services gig workers, support may be different. They may need contract clarity, timely client payments, dispute resolution, skill certification, digital tools, and client-management training. This recommendation arises directly from the sector-wise finding that job satisfaction differs according to the nature of gig work performed.

6.4.8 Strengthen Social Security and Welfare Support:

It was revealed that welfare benefits were part of Worker Well-being and Engagement, and this construct showed a significant structural relationship with job satisfaction. Family size and number of dependents also significantly differentiated job satisfaction. Pay satisfaction remained close to neutral, and workers in Transportation and Delivery Services reported lower satisfaction. These findings together indicate that gig workers require stronger welfare and social security support.

Hence, it is suggested that the social security measures should be strengthened for gig workers, especially those with lower income, higher family responsibility, physically demanding work, or irregular work availability. Relevant measures may include accident insurance, health coverage, emergency assistance, maternity-related support where applicable, pension or old-age support, income-protection mechanisms, and formal grievance redressal.

This suggestion directly arises from the study's findings that family responsibility, welfare, income, and sectoral work conditions are associated with job satisfaction; support systems are therefore relevant for reducing vulnerability. For Gujarat, any emerging welfare framework for gig workers may consider these findings while designing worker registration, welfare funds, insurance support, and sector-specific benefits.

6.4.9 Support Female Gig Workers through Inclusive Work Conditions:

Gender did not show a statistically significant difference in job satisfaction. However, the respondent profile showed that male respondents formed a larger share of the sample than female respondents. This indicates that while satisfaction levels were similar among male and female gig workers in the study, participation itself was not evenly distributed.

Support for female gig workers should focus on improving participation and accessibility rather than assuming lower satisfaction. Platforms, policymakers, and training institutions may encourage women's participation through safe working conditions, flexible scheduling, digital and skill-based training, home-based or online gig opportunities, grievance mechanisms, and maternity-related welfare support where applicable.

This subject recommendation links study's descriptive gender profile and the non-significant gender result. Since female respondents did not report significantly lower satisfaction, gig work may hold potential for women when work conditions are accessible and safe. However, the lower representation of women suggests that participation barriers may still exist and require attention.

6.4.10 Address the Needs of Workers Entering Gig Work due to Necessity:

The research outcomes revealed that job satisfaction differed significantly according to the primary reason for joining gig work. Respondents who joined for autonomy reported higher satisfaction than several groups who entered due to financial needs, non-availability of jobs,

or lack of alternatives. This shows that motivation for entering gig work is associated with job satisfaction.

Therefore, workers entering gig work due to financial pressure or lack of alternatives may require additional support. Such workers may need better income protection, skill development, access to stable work opportunities, career counselling, and pathways to move toward higher-quality gig work. If gig work is entered as a constrained option, satisfaction may remain lower unless the work provides adequate support, income, and future prospects.

The research hypothesis H14 is closely linked with the current recommendation. It recognises that gig work is experienced differently when it is chosen for autonomy and when it is taken up due to necessity.

6.4.11 Improve Retention through Satisfaction-oriented Practices:

The analysis of the study showed a strong difference in reported job satisfaction between workers who intended to continue gig work and those who did not. Workers who intended to continue reported much higher satisfaction. This indicates that retention in gig work is closely connected with satisfaction.

Focus should be placed by platforms and work providers on satisfaction-oriented practices. These include fair rewards, regular work opportunities, feedback, recognition, transparent systems, manageable workload, grievance support, and opportunities for development. Retention cannot be achieved only by offering more tasks. Workers who intend to continue reported higher job satisfaction in the study sample.

Improving job satisfaction can support continuity of the gig workforce and may also improve service quality, reliability, and long-term sustainability of gig-based work models.

6.4.12 Encourage Further Research and Evidence-based Policy Design:

This recommendation arises from the finding that gig workers are not a homogeneous group. The study found significant differences in job satisfaction across education, income, family size, number of dependents, sector/industry, primary reason for joining gig work, and staying intention. In addition, the descriptive work-profile analysis provided supporting context on how different work engagement patterns may relate to satisfaction. These results show that gig workers' experiences vary across several dimensions.

Policymaking and platform practices should be supported by continuous research and data collection. Government agencies, universities, and research institutions may encourage more state-level, sector-specific, and gender-sensitive studies on gig workers. In Gujarat specifically, further research can help understand differences across cities, sectors, platform and non-platform work, women gig workers, income groups, and workers with high household responsibilities. This suggestion is logically linked to the diversity found in the study. Since gig workers differ across many dimensions, evidence-based policy design is necessary. General assumptions about gig workers may not be sufficient for designing effective support systems.

6.5 Limitations and Delimitations of the Study

Every research study has certain limitations and boundaries, and the present study is no exception. While the study provides useful insights into job satisfaction among gig workers in Gujarat, the findings should be understood within the following limitations and delimitations.

6.5.1 Geographical Limitation:

The study was geographically limited to the state of Gujarat. Although respondents were covered from different cities and regions within Gujarat, the findings should not be directly generalised to gig workers across all Indian states. The nature of gig work may differ across regions due to differences in labour markets, platform penetration, economic conditions, urbanisation, policy environment, and sectoral opportunities. Therefore, the findings of this study are most relevant to gig workers in Gujarat and similar regional contexts.

6.5.2 Coverage of Selected Gig Sectors:

The present research included gig workers from selected sectors such as IT/ITES, Professional Services, Transportation and Delivery Services, and other gig-based occupations. However, the gig economy is highly diverse and includes many forms of work that may not be fully represented in the sample. Some gig workers may operate through digital platforms, while others may work through direct clients, informal networks, referrals, or independent contracts. Therefore, while the study captures a broad range of gig work, it may not represent every possible category of gig worker.

6.5.3 Cross-sectional Nature of the Study:

The survey research was based on data collected at one point in time. Job satisfaction, however, may change over time due to changes in income, platform policies, task availability, family responsibilities, health, sectoral demand, or personal circumstances. Since the study is cross-sectional, it does not capture how gig workers' satisfaction may evolve over a longer period. Longitudinal research may provide deeper insight into whether satisfaction improves, declines, or fluctuates with changing work conditions.

6.5.4 Self-reported Questionnaire Data:

Self-reported responses collected through a structured questionnaire is another limitation of this study. Since job satisfaction is a perception-based construct, self-reported data are appropriate for the study. However, responses may still be influenced by individual mood, recent work experiences, recall bias, social desirability, or personal interpretation of questionnaire items. Therefore, the findings reflect respondents perceived job satisfaction and work experience, rather than externally observed working conditions.

6.5.5 Unequal Group Sizes in Some Categories:

The distribution of respondents was not equal across all demographic and work-related categories. For example, male respondents formed a larger share of the sample than female respondents, Ahmedabad contributed a larger number of responses compared with some other locations, and certain categories such as doctorate-level education, families with more than nine members, and respondents with six dependents had relatively small group sizes. Appropriate statistical techniques such as Welch ANOVA and Games-Howell post hoc tests were used wherever required, but findings related to smaller subgroups should still be interpreted cautiously.

Furthermore, the formal measurement invariance across demographic and sector/industry groups was not assessed in the present study. Therefore, the group-comparison results should be interpreted as observed differences in job satisfaction scores within the study sample, rather than as evidence that the measurement constructs operate identically across every subgroup. Further studies with larger and more balanced subgroup samples may examine measurement invariance before making stronger cross-group comparisons.

6.5.6 Interpretation of Structural Relationships:

Structural Equation Modelling was used to test the proposed structural relationships among the constructs. The SEM results showed statistically significant relationships of Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture with job satisfaction. Since the study is based on cross-sectional survey data, the results should not be treated as conclusive proof of causality. Additionally, reverse causation cannot be ruled out; for example, gig workers with higher job satisfaction may report more favorable perceptions of support, rewards, well-being, and work conditions. The findings support statistically significant relationships within the proposed model, but future longitudinal or experimental studies may be required to establish stronger causal claims.

6.5.7 Selective Nature of Some Significant Group Differences:

For some demographic and work-related variables, the overall statistical test showed significant differences, but post hoc analysis revealed that the differences were limited to specific group comparisons. For example, in some cases, only one or two pairs of groups differed significantly, while other group comparisons were not significant. Therefore, these findings should be interpreted as selective group-level differences rather than as evidence that all categories differ from one another. This limitation is important for avoiding overgeneralization of the results.

6.5.8 Limits of Descriptive Ranking, Work-profile Comparisons and Single-item Pay Satisfaction

The relative importance of work-related factors was analyzed using mean scores. These rankings provide useful insight into what gig workers considered important, such as continuous employment, growth and development, money, mental health, and work-life balance. However, these rankings are descriptive in nature and should not be interpreted as evidence of causal effects. Similarly, the analysis related to number of additional gig tasks/jobs was treated as a descriptive work-profile comparison rather than as a formal research objective or hypothesis. Therefore, it should be understood as supporting contextual evidence. Similarly, pay satisfaction was measured using a single direct item. While this gave a clear indication of respondents' perception of pay and compensation, it may not capture all aspects of gig earnings, such as incentives, deductions, delayed payments, waiting

time, platform charges, travel cost, fuel cost, or the difference between gross and net earnings.

These limitations do not reduce the value of the study, but they define the context within which the findings should be interpreted. The study provides a focused and evidence-based understanding of gig workers' job satisfaction in Gujarat, while also leaving scope for future research to expand the inquiry across regions, sectors, methods, and time periods.

6.6 Scope for Future Research

The findings and limitations of the present study provide several directions for future research. The following areas may be considered by future researchers:

- **State-wise comparative studies**

Future studies may extend the geographical scope beyond Gujarat and compare gig workers across different Indian states. Such research can help identify whether job satisfaction differs due to regional labour markets, platform penetration, policy support, urbanization, and sectoral opportunities.

- **Sector-specific studies on gig workers**

The present study found that workers in Transportation and Delivery Services reported lower job satisfaction than workers in IT/ITES, Professional Services, and other sectors. Future research may separately examine delivery workers, ride-hailing workers, online freelancers, IT-based gig workers, tutors, consultants, and professional service providers to understand sector-specific satisfaction drivers.

- **Longitudinal studies**

Future research may study gig workers over a longer period of time. Since job satisfaction may change with income fluctuations, work availability, platform policies, family responsibilities, and market demand, longitudinal studies can help understand whether satisfaction improves, declines, or fluctuates over time.

- **Qualitative and mixed-method research**

The present study used a quantitative approach. Future studies may use interviews, focus groups, or case studies to understand gig workers lived experiences in greater depth. A

mixed-method approach can combine statistical analysis with personal narratives related to income uncertainty, work-life balance, platform control, mental health, and social security.

- **Comparison between platform and non-platform gig workers**

Future research may examine differences between platform-based and non-platform gig workers. Platform workers may experience ratings, algorithms, app-based allocation, and platform rules, while non-platform gig workers may depend more on clients, referrals, direct contracts, or informal networks.

- **Focused research on women gig workers**

Although gender did not significantly differentiate job satisfaction in the present study, female participation was lower than male participation. Future studies may focus specifically on women gig workers, including their entry into gig work, safety concerns, household responsibilities, digital access, work-life balance, and preference for home-based or flexible work.

- **Research on social security and welfare provisions**

Future studies may examine gig workers' awareness, access, and expectations regarding social security measures such as insurance, accident coverage, health benefits, pension support, maternity benefits, welfare boards, and grievance redressal mechanisms.

- **Detailed study of pay and compensation satisfaction**

In the present study, pay satisfaction was measured through a single direct item. Future researchers may use a more detailed compensation scale covering base pay, incentives, deductions, delayed payments, waiting time, platform charges, fuel or travel costs, and net earnings.

- **Testing the proposed framework in other contexts**

The four dimensions identified in this study—Worker Well-being and Engagement, Worker Support and Development, Worker Performance and Mental Health, and Worker Rewards and Organizational Culture—may be tested in other states, sectors, and worker groups to examine whether the framework remains valid across different gig work contexts.

- **Studies on policy implementation and welfare-board outcomes**

As India is gradually moving towards formal recognition and welfare support for gig and platform workers, future studies may examine how such policy measures actually affect workers' lives. Research can assess whether welfare boards, social security funds, insurance coverage, registration systems, grievance redressal mechanisms, and aggregator contributions improve gig workers' income security, job satisfaction, health protection, and intention to continue in gig work. In the context of Gujarat, if a gig workers' welfare board or similar mechanism is implemented, future researchers can study its effectiveness from the workers' perspective and identify whether such initiatives reduce insecurity and improve work conditions across different gig sectors.

6.7 Final Conclusion

The present study concludes that job satisfaction among gig workers in Gujarat is a complex and multidimensional phenomenon. It is associated with not just income or flexibility, but also by support, development, work continuity, mental well-being, rewards, family responsibilities, sectoral conditions, and the reason for entering gig work. The findings show that gig workers value autonomy and flexibility, but they also expect fair compensation, regular work opportunities, recognition, welfare support, and a work environment that allows them to sustain their livelihood with dignity.

The study makes an important contribution by providing Gujarat-specific evidence on gig worker's job satisfaction. By identifying key dimensions and testing their hypothesised structural relationships with job satisfaction, the study adds empirical depth to the understanding of gig work in a regional Indian context.

The findings also show that gig workers should not be treated as a single homogeneous group. Their satisfaction differs according to education, income, family responsibilities, sector, and motivation for entering gig work. This indicates that policies and platform practices must be sensitive to the diversity of gig workers' experiences. A delivery worker, an IT freelancer, a professional consultant, and a home-based gig worker may all belong to the gig economy, but their needs and challenges are not identical.

Overall, the study highlights that the future of gig work should not be built only around flexibility and task availability. For gig work to become a more sustainable and satisfying form of employment, it must be supported by fair rewards, social security, skill development,

transparent systems, worker protection, and sector-specific support. The study therefore provides a foundation for further academic research, policy attention, and practical interventions aimed at improving the quality of gig work and the job satisfaction of gig workers in Gujarat.

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Annexures

Annexure A: Mapping of questionnaire items to analytical constructs and literature

This annexure distinguishes between the two separate item pools used in the study. Question 21 comprised 17 five-point importance-rated work factors and was subjected to Exploratory Factor Analysis (EFA). Question 25 comprised seven-point job-satisfaction-related 16 statements.

Table A1: Question 21—EFA Mapping of Importance-Rated Work Factors

Q.21 item	Work-related factor	EFA component	Final factor label	Rotated loading
Q21.1	Flexibility	3	Worker Performance and Mental Health (WPMH)	.737
Q21.2	Monetary and non-monetary benefits	4	Worker Rewards and Organisational Culture (WROC)	.733
Q21.3	Mental health	3	Worker Performance and Mental Health (WPMH)	.639
Q21.4	Performance improvement	3	Worker Performance and Mental Health (WPMH)	.651
Q21.5	Co-workers	2	Worker Support and Development (WSD)	.503
Q21.6	Work content	3	Worker Performance and Mental Health (WPMH)	.594
Q21.7	Feedback/recognition	2	Worker Support and Development (WSD)	.812
Q21.8	Leadership style	2	Worker Support and Development (WSD)	.737
Q21.9	Continuous employment	4	Worker Rewards and Organisational Culture (WROC)	.640

Q21.10	Working conditions	1	Worker Well-being and Engagement (WWE)	.563
Q21.11	Growth and development	2	Worker Support and Development (WSD)	.509
Q21.12	Work-life balance	1	Worker Well-being and Engagement (WWE)	.680
Q21.13	Workload	1	Worker Well-being and Engagement (WWE)	.727
Q21.14	Empowerment	1	Worker Well-being and Engagement (WWE)	.696
Q21.15	Leave and other welfare benefits	1	Worker Well-being and Engagement (WWE)	.750
Q21.16	Mission, vision and values of organisation	1	Worker Well-being and Engagement (WWE)	.578
Q21.17	Culture of organisation	4	Worker Rewards and Organisational Culture (WROC)	.509

Note: The mapping in Table A1 is empirical and is based on the rotated component matrix reported in Table 4.25. Question 21 used a five-point importance scale.

Table A2: Question 25—Job-Satisfaction Statement Pool and SEM-Diagram Status

Q.25 item	Job-satisfaction-related statement	Conceptual theme	SEM-diagram status	Supporting literature
Q25.1	I am happy performing the work I do.	Overall work satisfaction	WS1 displayed	Spector (1997); Judge et al. (2002)
Q25.2	I feel respected and important while doing my job.	Recognition and self-worth	WS2 displayed	Herzberg et al. (1959); Ashford et al. (2018)

Q25.3	I have the freedom to choose the work I do.	Autonomy	WS3 displayed	Hackman and Oldham (1976); Wood et al. (2019)
Q25.4	I am satisfied with the growth offered in my work.	Career growth	WS4 displayed	Glisson and Durick (1988); Nanjundeswaraswamy (2019)
Q25.5	I feel quite secured about my job.	Perceived work security	WS5 displayed	De Stefano (2016); Jabagi et al. (2019)
Q25.6	I am happier to have joined gig work than a full-time job.	Work preference	WS6 displayed	Manyika et al. (2016); Gallup (2018)
Q25.7	I have the liberty to opt for the time of my work.	Flexibility	WS7 displayed	Wood et al. (2019); Karlsson and Wranne (2019)
Q25.8	My health and safety is taken care of by my work provider.	Well-being and safety	WS8 displayed	Demerouti et al. (2001); Fiori et al. (2015)
Q25.9	I am able to give enough time to my family and personal life.	Work-life balance	WS9 displayed	Fiori et al. (2015); Gallup (2018)
Q25.10	I am recognized and appreciated for my work.	Recognition and rewards	WS10 displayed	Herzberg et al. (1959); Spector (1997)
Q25.11	I miss working in a formal set-up.	Comparison with formal work; reverse coded	WS11 displayed	Spector (1997); van Saane et al. (2003)
Q25.12	I like my work.	Intrinsic satisfaction	WS12 displayed	Judge et al. (2002); Spector (1997)
Q25.13	I am offered regular trainings to improve my work.	Development and training	WS13 displayed	Glisson and Durick (1988); Kim et al. (2018)
Q25.14	I feel competent for my work.	Competence	WS14 displayed	Judge et al. (2001); Nanjundeswaraswamy (2019)

Q25.15	I feel gig work has helped me in advancement of my skills.	Skill development	WS15 displayed	Nanjundeswaraswamy (2019); Duijinhoven (2018)
Q25.16	I miss working with co-workers.	Social interaction; reverse coded	WS16 displayed	Spector (1997); van Saane et al. (2003)

Note: Table A2 provides a conceptual mapping of the 16 statements administered under Question 25; it is not an EFA factor-loading table. The two negatively worded statements were reverse coded during data preparation.

Annexure B: Questionnaire used for the study (developed by Author)

Research Questionnaire

A Study on Job Satisfaction Levels of Workers in Gig Economy in Gujarat

Dear Respondent,

I, Jhala Dhara Pradumansinh, a freelancing faculty cum trainer and research scholar at Gujarat Technological University, am undertaking my doctorate research work under the guidance of Dr. Sampada Kapse, Principal, Tolani Motwane Institute of Management Studies & Associate Dean, Department of Management, GTU.

The main objective of this survey is to understand the factors that affect the job satisfaction levels of those who are performing gig work in Gujarat state. Gig economy is a way of working that is based on people having temporary jobs or doing separate pieces of work, each paid separately, rather than working for an employer. Such temporary and flexible work arrangements are known as 'gig work'. More and more contractual workers, freelancers – also known as 'gig workers' are joining in the workforce with the help of improved digital and technological platforms. These types of work arrangements form a new type of economy – known as 'gig economy'. Examples of gig work include project-based work like content writing, consulting, teaching, designing, guide, driving (Uber), delivery services (ZOMATO), etc. Others include platforms like Upwork, TaskRabbit, Freelancers, etc.

Request you to co-operate in undertaking this survey by sparing your precious time.

Thanking you in advance.

*Indicates required question**

Section A: Demographic Profile

1. Name *_____

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2. Age *

Mark only one oval.

- <25 years
- 26–35 years
- 36–45 years
- 46 years

3. Gender *

Mark only one oval.

- Male
- Female

4. Education Qualification *

Mark only one oval.

- Doctorate & above
- Post Graduate
- Graduate
- Diploma
- <12th Pass

5. Monthly Individual Income (in INR) *

Mark only one oval.

- Less than 10,000
- 11,000–20,000
- 21,000–30,000
- 31,000–40,000
- More than 40,000

6. Family Size *

Mark only one oval.

- <3
- 4–6
- 7–9
- More than 9

7. No. of Dependents in Family *

Mark only one oval.

- <2

- <4
- <6
- More than 6

8. City *_____

9. Industry/Sector *

Mark only one oval.

- IT/ITES
- Professional Services (i.e. teaching, guide, writing, designing, consultancy etc.)
- Transportation & Delivery services
- Other: _____

Section B: Work Profile of Respondents

10. Did you work previously? *

Mark only one oval.

- Yes
- No

11. If you answered yes, what was the nature of your previous work?

Mark only one oval.

- Full time
- Part time

12. What is the primary reason for joining gig work? *

Mark only one oval.

- Flexibility
- Autonomy
- Financial needs
- Non-availability of job
- Lack of other alternatives of job
- Others

13. Are you doing multiple gig work? *

Mark only one oval.

- Yes
- No

14. If yes, how many other tasks/jobs are you doing?

Mark only one oval.

- <2
- 3–4
- More than 4

15. Is your gig work your primary source of income? *

Mark only one oval.

- Yes, I primarily earn my income from gig work
- No, I have other avenues of primary income

16. Do you work through platform(s)/app(s)? *

Mark only one oval.

- Yes
- No

17. If yes, please name the platform(s)/app(s) you work for (i.e. Zomato, Swiggy, Task Rabbit, Upwork, Ola etc.)

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18. Do you have a temporary or fixed contract with the platform/app/employer? *(If you work for multiple platforms/apps/employers, please base your answer on the one you work for the most.)* *

Mark only one oval.

- Yes
- No
- Do not want to share

19. How many days in a week do you work? *

Mark only one oval.

- Less than 3 days
- 3–4 days
- 5–6 days
- All week

20. How satisfied are you with your pay/compensation provided through gig work? *

Mark only one oval.

- Highly satisfied
- Satisfied
- Somewhat Satisfied
- Neither Satisfied or Dissatisfied
- Somewhat Dissatisfied
- Dissatisfied
- Highly Dissatisfied

Section C: Importance of Work-related Factors

21. Rate following factors in the order of their importance to you in your work on below scale, wherein 5 = Very Important, 1 = Least Important *

Scale:

- 5 = Very Important
- 4 = Important
- 3 = Somewhat Important
- 2 = Less Important
- 1 = Least Important

Work-related Factor	5 = Very Important	4 = Important	3 = Somewhat Important	2 = Less Important	1 = Least Important
Flexibility					
Monetary & non-monetary benefits					
Mental Health					

Performance Improvement					
Co-workers					
Work Content					
Feedback / recognition					
Leadership style					
Continuous employment					
Working Conditions					
Growth & Development					
Work Life Balance					
Workload					
Empowerment					
Leave & other welfare benefits					
Mission, Vision & Values of organization					
Culture of Organization					

Section D: Day Off and Nature of Gig Work

22. Are you provided with any 'day off' from work? *

Mark only one oval.

- Yes
- No

23. If yes, what type of 'day off' is offered? i.e. weekly day off, for ill health, off when you are unavailable for work etc.

24. My gig work involves _____*

Mark only one oval.

- High Skill Job
- Medium Skill Job
- Low Skill Job
- No skill required

Section E: Worker Job Satisfaction Statements

25. Select an appropriate option for below given statements wherein 7 = Strongly Agree & 1 = Strongly Disagree

Scale:

- Strongly Agree
- Agree
- Somewhat agree
- Neither Agree or Disagree
- Somewhat Disagree
- Disagree
- Strongly Disagree

Statement	**Strongly Agree**	**Agre e**	**Somewhat Agree**	**Neither Agree or Disagre e**	**Somewha t Disagree**	**Disagre e**	**Strongly Disagree**
I am happy performing the work I do							
I feel respected & important while doing my job							
I have the freedom to							

choose the work I do							
I am satisfied with the growth offered in my work							
I feel quite secured about my job							
I am more happy to have joined gig work than a full-time permanent job							
I have the liberty to opt for the time of my work							
My health & safety is taken care of by my employer							
I am able to give enough time to my family & personal life							
I am recognized and appreciated for my work							
I miss working in a formal set up							

I like my work							
I am offered regular trainings to improve my work							
I feel competent for my work							
I feel gig work has helped me in advancement of my skills							
I miss working with co-workers							

Section F: Staying Intention

26. Do you intend to continue freelancing/gig work/independent project-based work? (Mark only one).

Yes ☐

No ☐

Annexure C: List of Publications

- 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.
- 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. doi.org/10.14419/krbncc52