

Assessment of Worker Satisfaction with Special Emphasis on Gig Economy: Workers, Work and Platform Perspective

Amreen Naz¹

Assistant Professor, Department of Personnel Management & Industrial Relations
Patna University, amreen.naz00@gmail.com

Anjali Raj²

Ph.D. Candidate, Department of Personnel Management & Industrial Relations
Patna University, anjalimirpu@pup.ac.in officialanjali.singh22@gmail.com

Abstract

The gig economy has revolutionized the modern workforce, offering them a flexible work arrangement but also raising concerns about worker satisfaction. This study explores the satisfaction levels of gig workers, examining the factors that influence their satisfaction and comparing them to traditional employees. A mixed-methods approach was employed, combining survey of 200 platform workers aimed at collecting information to fill gaps in rights and remuneration, for the benefit of platform workers. Data collection was made by using online survey and face to face interviews methods. Results indicate that these workers experience unique satisfaction challenges, including income instability, lack of benefits, and limited career advancement opportunities. The gig economy is a quickly growing phenomenon in which people work in a variety of full-time, part-time, freelance, and temporary capacities using online platforms. The study identifies key predictors of worker satisfaction, including job control, social support, and perceived fairness. The findings have implications for organizations, policymakers, and gig workers themselves, highlighting the need for tailored support systems and regulations to enhance satisfaction and well-being in the gig economy.

Keywords: Gig Economy; platform workers; job satisfaction; traditional employees

I. Introduction:

The gig economy, also known as the sharing or on-demand economy, refers to a labour market characterized by short-term, flexible, and often freelance work arrangements. Platform workers are individuals who engage in gig work through online platforms, such as Ride-hailing apps, Food delivery services, Task-based platforms, Freelance work platforms. (Gusseck & Wiesche, n.d.)The gig economy has transformed how individuals work and is becoming a more popular subject of study among academics in recent years. The relationship between gig workers and their employers is not the same as that of traditional employees.(Itohan et al., n.d.) The term "gig economy," which is another name for the "sharing economy," describes a labour market where a large percentage of workers are hired through digital platforms. Under this arrangement, workers perform different tasks for different amounts of time and get paid for them, but they do not have the same rights and benefits as they would in a regular permanent job. However, there are hazards and difficulties as well since, in order to succeed, self-employed "gig workers" will need to fight in a more expansive and cutthroat labour market. As a result, the gig economy is becoming a crucial component of economic growth(Yang, 2023) "Gig employees" comprise independent freelancers, self-employed people, and those hired on a temporary basis through agency platforms. Gig economy subcategories include economic workers. This change has completely changed the nature of employment, flexibility and autonomy but also bringing up issues with benefits and social safety needs, workers' rights and protection, and economic inequality. The recent gig-economy has been attracting growing attention in popular media and academic research(Umair et al., n.d.)The gig economy is a quickly growing phenomenon in which people work in a variety of full-time, part-time, freelance, and temporary capacities using internet platforms. Short-term contracts and autonomous work are characteristics of employment arrangements that have emerged as a result of the widespread use of cell phones and the Internet. The outcome of this is the rise of the "gig economy," which is a new way of bringing together employers and workers. Gig marketplaces like Uber, ola-Cabs Driver, zomato, swiggy, blinkit, and others have greatly increased work prospects and revenue streams. As a result, a growing number of people are switching to gig work arrangements from traditional job structures that are defined by set schedules and long-term commitments. It's also said that workers accepting gigs do so since it gives them more freedom in their work.

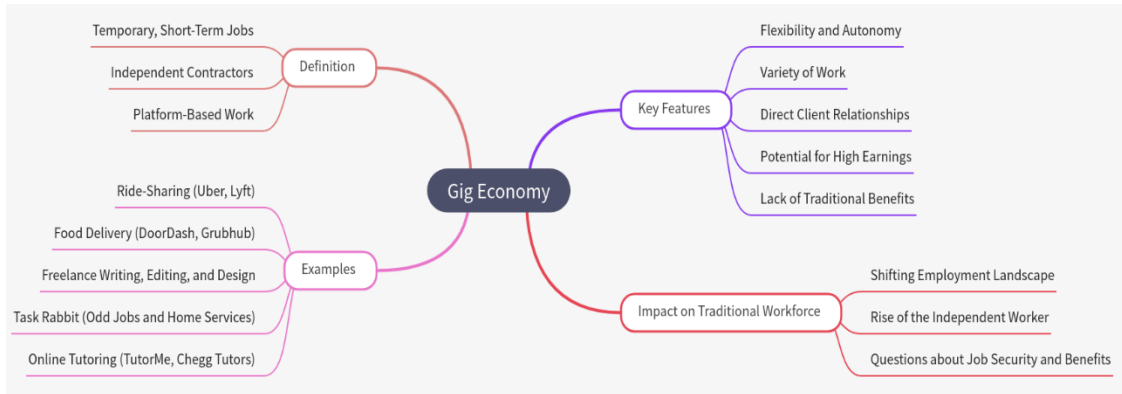


Fig 1: Conceptual Model

On the other hand, some workers choose to build professional relationships through personal referrals, while others prefer to find and keep freelance employment through the use of internet tools such as websites and applications. By breaking down labour into smaller jobs that can be delegated to individuals or groups based on their preferences, the "gig economy" gives workers the ability to establish their own work schedules.

Table 1: Description platform’s perspective

Sector	Description	Sub -Sectors
Transportation	Digital Platform requires freelance driver and provide ride-hailing services	Ola Cabs, Rapido, Uber
Grocery	An online platform provide service of delivering groceries items	Blinkit, Big Basket, Dunzo
Food	An app-based platform that provides services from ordering food and delivery	Zomato, Swiggy
Delivery	Online delivery platform provides logistics services	Ekart, Delhivery

The rise of the gig economy has had a big effect on the Indian job market. Consequently, India's gig economy is driven by digitisation, internet penetration, a workforce with a strong technological background, information technology developments, and a thriving startup culture. The rapid expansion of online service-providing applications like Uber, Ola, Swiggy, or Zomato, has taken over many Indian market segments, may be attributed to digitisation. As a result, India has emerged as one of the world's largest contract economy centres, with these companies serving as the largest employers in the gig economy. In legal terms gig workers are classified as 'independent contractors' rather than 'employees' in the conventional sense. Under traditional interpretation, an employee is an individual who offers services to an employer, and the employer has authority over the tasks and methods of the employee. Conversely, an independent contractor also operates for employers, but in this case, the employer has authority just over the completed job, hence lacking control over the means of obtaining it. Therefore, it is crucial to acknowledge that the majority of gig platforms have taken care to categorise their drivers as 'partners' rather than 'workers', therefore placing them in the classification of 'independent contractors'. Gig workers are not included under the scope of labour regulations, companies are not required to offer social security benefits that are typically accessible to employees. Due to that the gig workers suffer from lack of social security.

II. Literature Review:

(Itohan et al., n.d.) As per the study research indicates that contract workers derive gratification from their work as a result of the flexibility and autonomy they have, but they also encounter obstacles in the form of unpredictable work hours, excessive responsibilities, and inadequate compensation. It emphasises the significance of digital platforms in the Gig Economy's efficacy. The study underscores the necessity of addressing the concerns of contract labourers and offering assistance. The author has also discussed why digital platforms are considered essential for efficiency of gig economy due to several reasons.

(Yang, 2023) This paper investigates the gig economy in Bangalore, India, specifically focussing on ride-hailing services such as Uber and Ola. An analysis of the incentives, benefits, and drawbacks of gig employment, as well as the obstacles encountered by gig workers. This paper examines the legal structure and absence of social security benefits for entrepreneurs engaged in gig employment in India. Research findings indicate that gig workers endure extended working hours and mental stress, underscoring the need for regulation and safeguards. While the gig economy provides flexibility and independence, it is devoid of social security protections and remains a subject of controversy around worker abuse. Possible solutions include the

establishment of benefit funds and the participation of platform users in social financial initiatives. According to the (Donovan et al., 2016) online platforms help the gig economy enables individuals to connect with customers for employment, with workers such as Uber drivers working under contracts with on-demand corporations. While offering flexible employment opportunities, it also gives rise to apprehensions around worker rights and categorisation. Accurately quantifying the workforce in the gig economy presents challenges that have implications for labour legislation. This paper examines the discrepancies in benefits between conventional employment and gig labour. Further in the study the author has discussed challenges associated with measuring the gig economy workforce.(Umair et al., n.d.-b) According to the author the focus of this study is to investigate the impact of technostress on job satisfaction in online labour market. The findings of the study show job characteristics and like autonomy and feedback influence stress level of workers and increased workload and job insecurity negatively affects job satisfaction. In this study author has used pilot study and data was interpreted by using statistical tool structural equation model.

III. Methodology:

The study used a mixed method approach includes both primary and secondary data. Primary data collection includes face to face and online survey methods. Google form was used for online survey. A described research strategy used. Systematic sampling methods was used to collect the sample. The study consists of structured questionnaire to collect responses from 200 platform gig workers such as ride-hailing drivers, food delivery riders, grocery delivery riders, and delhivery riders. The structured questionnaire comprises the respondents' demographic information, such as age, educational attainment, place of origin, duration of their affiliation, and enquiries on their prior employment and experiences that influenced their decision to enter the gig industry. In India, the gig economy is predominantly comprised of platforms that provide ride-hailing and food delivery services. As a result of time constraints, the study exclusively concentrates on app-based workers. The interviews sought to ascertain the socio-economic context, advantages, and obstacles linked to this endeavour. This approach was used to acquire further perspectives from professionals in the field on the operation and prospective developments of gig labour.

IV. Aims & Objectives:

- The objective of the Survey of Platform Workers was to gather data in order to address knowledge deficits regarding rights and compensation for the benefit of platform workers.
- To explore the concept of worker satisfaction in the gig economy, with a focus on workers, work, and platform perspectives.
- To examine the impact of gig economy platforms on worker satisfaction.
- To investigate the differences in worker satisfaction between gig economy workers and traditional employees.
- To design and administer a survey questionnaire to gig economy workers to collect data on their work satisfaction levels.
- To develop a framework for improving worker satisfaction in the gig economy.

V. Data Analysis and Interpretation

Table 5: Details of the Survey Respondents

<i>Company</i>	<i>Respondents</i>	<i>Percentage</i>
Swiggy	43	21.5
Zomato	40	20
Ola Cabs	42	21
Uber Cabs	30	15
Rapido	45	22.5
Total	200	100
<i>Education</i>	<i>Respondents</i>	<i>Percentage</i>
Primary	45	22.5
Secondary	58	29
Higher Education	60	30
Diploma or UG	39	19.5
Total	200	100
<i>Years of Experience</i>	<i>Respondents</i>	<i>Percentage</i>

1-6 Months	55	27.5
1-2 Years	70	35
2-3 Years	45	22.5
Over 3 years	30	15
Total	200	100
<i>Working Hours per Day</i>	<i>Respondents</i>	<i>Percentage</i>
>16 hours/day	62	31
14-16 hours/day	50	25
10-14 hours/day	52	26
9 hours/day	36	18
Total	200	100
<i>Age</i>	<i>Respondents</i>	<i>Percentage</i>
25-30	52	26
30-35	65	32.5
35-40	48	24
40-45	35	17.5
Total	200	100

Above table summarizes the demographic details of the respondents. Altogether, 200 observers were chosen and differentiated based on their employment in different firms. Out of a total of 200 employees, 31% work a maximum of 16 hours per day, while 26% work 10-14 hours per day. Swiggy, Ola cabs, and Rapido ride drivers employed the greatest number of gig labourers during the survey. It was interesting to observe that the majority of respondents indicated that this activity is inclusive of individuals of all ages. while investigation, they stated that this profession provides them the flexibility, autonomy, and opportunity to generate additional income from other sources, despite the fact that they do not have access to social security.

Table 5.1 list of Questionnaires

S. No	Sample Questionnaire	Y/N	%	Y/N	%
1	Did the company provide any training on how to manage risks on the road?	N	90	Y	10
2	Did the company provide any safety equipment	N	67.5	Y	32.5
3	Have you provided any of your own safety equipment?	N	77.5	Y	22.5
4	Has the time pressure of gig work made you travel over the speed limit	Y	90	N	10
5	Has your vehicle ever been damaged due to harsh/rush driving	Y	67.5	N	32.5
6	Do they quickly response if you have contacted the company with an issue	Y	60	N	40
7	Do you currently work for any other companies outside the gig economy	N	77.5	Y	22.5
8	Has ever does the company checked your license	Y	91.5	N	8.5
9	Does the company provide you rest breaks	Y	66.5	N	33.5
10	Do you have access to any employee benefits as a gig worker?	N	85	Y	15
11	Are you satisfied with the income you earn as a gig worker?	N	77.5	Y	22.5
12	Do you feel financially secure as a gig worker?	N	72.5	Y	27.5
13	Do you have a long-term career plan as a gig worker	N	71	Y	29
14	Do you suggest the job in gig work compared to traditional employment?	N	65	Y	35
15	Do you have access to healthcare benefits as a gig worker	N	94	Y	6
16	Do you as gig workers in India get any protections?	N	55	Y	45

Autonomy and flexibility are two of the main traits of gig workers. Gig workers have the freedom to select the kind of work they want to do, the hours and locations they work, how much work they want to do, and how they finish projects. Because gig employment is flexible, employers typically do not pay their employees a set wage. They receive payment for each "gig" they complete as independent contractors. Despite the fact that there are

many advantages to having a high degree of autonomy and flexibility. One of the most contentious characteristics of gig labour, in contrast to regular employment, is that employers do not offer social security benefits to gig workers. One of the biggest worries for gig workers is the absence of security and predictability in their finances.

Table 5.1 states some of the miscellaneous questionnaire asked gig workers to filled during online survey. The positive aspect of the gig work is they get more flexibility and autonomy to choose the hours of work. One further deduction made from the interviews was the conflicting nature of the 'freedom' offered by gig workers. More than half of the respondents reported working maximum hours or more every day, including breaks, indicating the typical lifestyle of gig workers. Most of them work exceptionally long shifts in order to cover their expenses. The advocates of gig workers seem to have neglected the psychological stress associated with operating under such intense circumstances. Multiple respondents expressed that this type of employment cannot be regarded as a viable long-term career option due to the inherent unpredictability.

Most of them work exceptionally long shifts in order to cover their expenses. It seems that the advocates of gig workers have failed to consider the psychological burden of working in such harsh setting. Multiple respondents expressed that this type of employment cannot be regarded as a viable long-term career option due to the inherent unpredictability. In addition to enabling freelancers to have formal autonomy over their work location and techniques, digital platforms also provide challenges for these workers in terms of job security and prospects for professional progression. Effective regulation of the gig economy has become a highly contested topic within academic circles. An absence of regulation may result in the possible exploitation of gig workers. It is significant that organisations should first deploy a training system for gig economy workers to enhance their chances of success, rather than allowing individuals to blindly engage in specific work. Secondly, organisations should develop an enterprise cognition system and implement alternative learning activities so that gig workers can gain proficiency through daily observations.

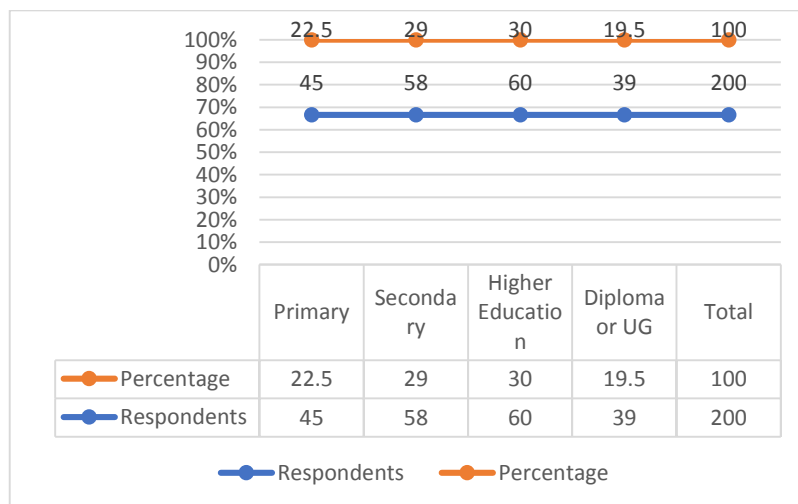


Fig 5.1

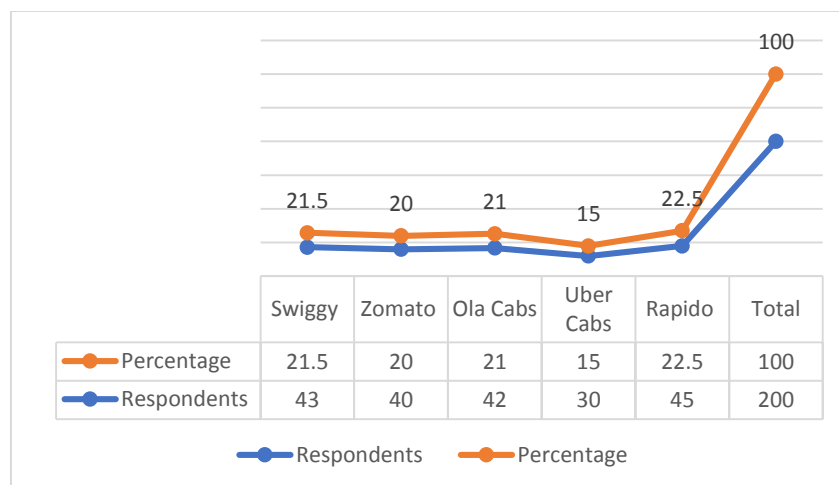


Fig 5.2

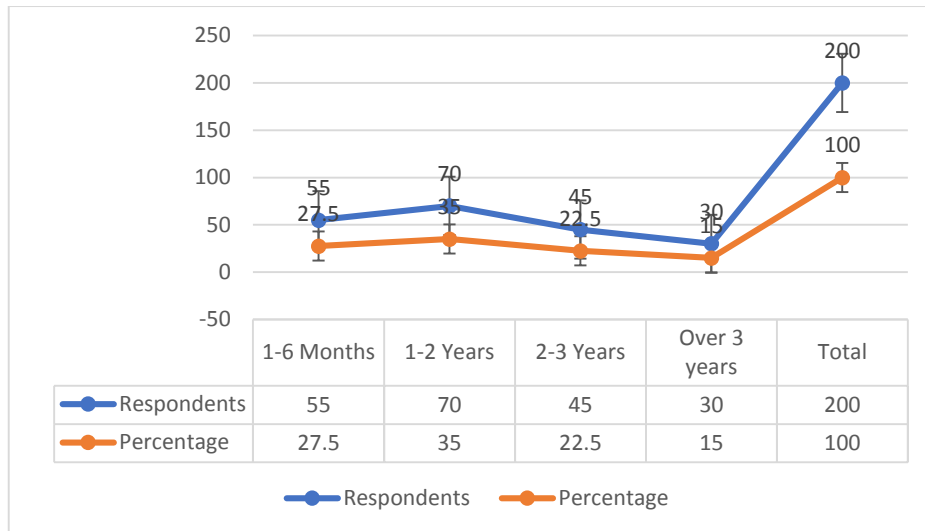


Fig 5.3

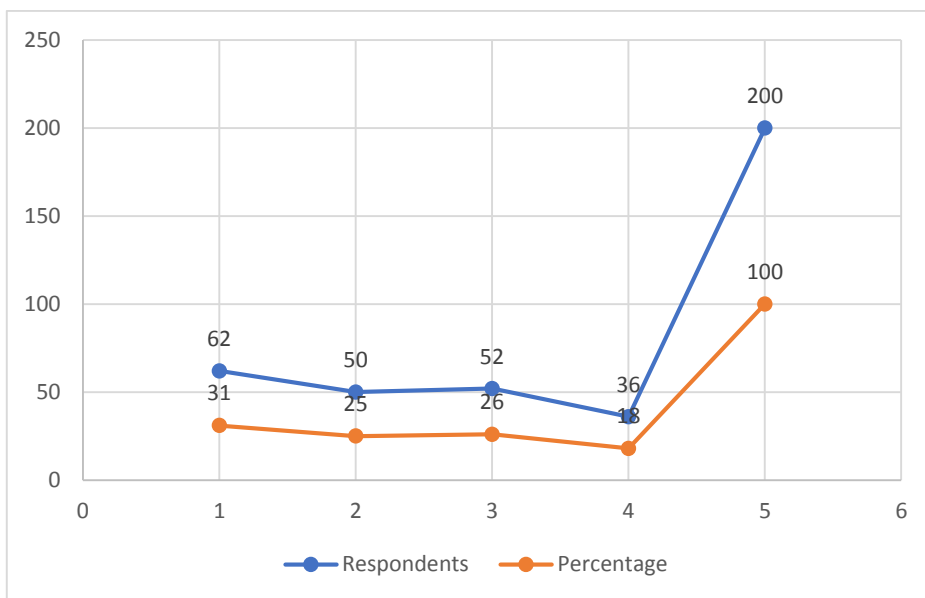


Fig 5.4

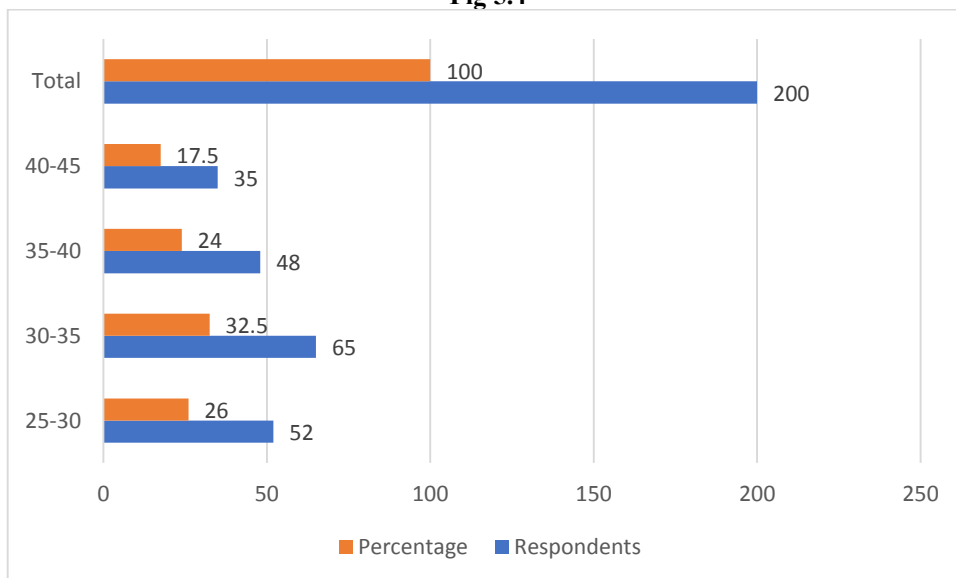


Fig 5.5

VI. Conclusion

The gig economy is an inexorably expanding phenomena. The advent of micro-entrepreneurship has significantly transformed employment trends on a global scale, as a growing proportion of individuals opt to abandon conventional forms of employment and pursue micro-entrepreneurship. This phenomenon profoundly influences the lives of numerous individuals and has extensive ramifications on the national economy. Hence, it is imperative for the government to implement targeted measures to provide suitable conditions.

The gig economy has transformed the nature of work, offering flexibility and autonomy to millions of workers worldwide. However, research reveals a complex relationship between gig work and job satisfaction. While gig workers value flexibility and independence, they also face significant challenges, including unpredictable income, lack of benefits, and limited job security. This sector lacks job security and safety among workers. It is important for government to explore AI and automation in gig work. Develop more nuanced measures of gig worker satisfaction and well-being.

Authors Declaration:

The author disclosed no potential conflicts of interest.

Reference

- [1]. Donovan, S. A., Bradley, D. H., & Shimabukuro, J. O. (2016). What Does the Gig Economy Mean for Workers? www.crs.gov
- [2]. Gussek, L., & Wiesche, M. (n.d.). Association for Information Systems Association for Information Systems AIS Electronic Library (AISeL) AIS Electronic Library (AISeL). <https://aisel.aisnet.org/wi2022>
- [3]. Itohan, I., Henry, O., & Olumuyiwa, A. (n.d.). JOB SATISFACTION, JOB SECURITY, AND CAREER ADVANCEMENT IN THE GIG ECONOMY (A STUDY OF UBER DRIVERS IN LAGOS, NIGERIA). <https://doi.org/10.36713/epra1013/SJIF>
- [4]. Umair, A., Galway, N., & Whelan, E. (n.d.-a). Association for Information Systems AIS Electronic Library (AISeL) UNDERSTANDING THE INFLUENCE OF TECHNOSTRESS ON WORKERS' JOB SATISFACTION IN GIG-ECONOMY: AN EXPLORATORY INVESTIGATION Kieran Conboy. https://aisel.aisnet.org/ecis2019_rip/34
- [5]. Umair, A., Galway, N., & Whelan, E. (n.d.-b). Association for Information Systems AIS Electronic Library (AISeL) UNDERSTANDING THE INFLUENCE OF TECHNOSTRESS ON WORKERS' JOB SATISFACTION IN GIG-ECONOMY: AN EXPLORATORY INVESTIGATION Kieran Conboy. https://aisel.aisnet.org/ecis2019_rip/34
- [6]. Yang, C. (2023). The Impact of Gig Economy Workers' Job Engagement on Job Satisfaction: A Study Based on the Mediating Effect of Job Burnout (Vol. 5).
- [7]. Bajwa, U., Gastaldo, D., Di Ruggiero, E., & Knorr, L. (2018). The health of workers in the global gig economy. *Globalization and health*, 14, 1-4.
- [8]. Gussek, L., & Wiesche, M. (2022). The gig economy: Workers, work and platform perspective.
- [9]. Donovan, S. A., Bradley, D. H., & Shimabukuro, J. O. (2016). What does the gig economy mean for workers?.
- [10]. Hyers, D., & Kovacova, M. (2018). The economics of the online gig economy: Algorithmic hiring practices, digital labor-market intermediation, and rights for platform workers. *Psychosociological Issues in Human Resource Management*, 6(1), 160-165.
- [11]. Vallas, S., & Schor, J. B. (2020). What do platforms do? Understanding the gig economy. *Annual review of sociology*, 46(1), 273-294.
- [12]. Behl, A., Rajagopal, K., Sheorey, P., & Mahendra, A. (2022). Barriers to entry of gig workers in the gig platforms: exploring the dark side of the gig economy. *Aslib Journal of Information Management*, 74(5), 818-839.
- [13]. Webster, J. (2016, September). Microworkers of the gig economy: Separate and precarious. In *New labor forum* (Vol. 25, No. 3, pp. 56-64). Sage CA: Los Angeles, CA: SAGE Publications.
- [14]. Williams, P., McDonald, P., & Mayes, R. (2022). The Growing "Gig Economy" Implications for the Health and Safety of Digital Platform Workers. In *Handbook on Management and Employment Practices* (pp. 769-785). Cham: Springer International Publishing.
- [15]. Stewart, A., & Stanford, J. (2017). Regulating work in the gig economy: What are the options? *The Economic and Labour Relations Review*, 28(3), 420-437.
- [16]. Lao, M. (2017). Workers in the gig economy: The case for extending the antitrust labor exemption. *UCDL Rev.*, 51, 1543.
- [17]. Tan, Z. M., Aggarwal, N., Cows, J., Morley, J., Taddeo, M., & Floridi, L. (2021). The ethical debate about the gig economy: A review and critical analysis. *Technology in Society*, 65, 101594.
- [18]. James, A. (2022). Women in the gig economy: feminising 'digital labour'. *Work in the Global Economy*, 2(1), 2-26.
- [19]. Kuhn, K. M., & Galloway, T. L. (2019). Expanding perspectives on gig work and gig workers. *Journal of Managerial Psychology*, 34(4), 186-191.
- [20]. Lehdonvirta, V. (2018). Flexibility in the gig economy: managing time on three online piecework platforms. *New Technology, Work and Employment*, 33(1), 13-29.
- [21]. De Stefano, V. M. (2016). The rise of the 'just-in-time workforce': on-demand work, crowd work and labour protection in the 'gig-economy'. *Comparative labor law and policy journal*, 37(3), 471-504.
- [22]. Altenried, M. (2024). Mobile workers, contingent labour: Migration, the gig economy and the multiplication of labour. *Environment and Planning A: Economy and Space*, 56(4), 1113-1128.