

# A Study on Factors Affecting Job Stress of Gig Economy Workers in Bangalore City

**Mr. Praveena Shetty**

Research Scholar

Department of Commerce, Mangalore University, Mangalagangothri.

**Prof. Ishwara P**

Professor, Department of Commerce, Mangalore University, Mangalagangothri.

**Abstract:** *The gig economy provides an avenue for underemployed individuals and marginalized communities to supplement their income and gain financial independence. Its rapid expansion has not only transformed the labor market landscape but also catalyzed socio-economic empowerment by democratizing access to employment opportunities and fostering entrepreneurship. The gig economy in Bengaluru City presents a unique set of challenges for workers, particularly concerning motivation and job satisfaction. Despite the allure of flexibility and autonomy inherent in gig work, gig workers in Bengaluru City often face precarious conditions, uncertain income streams, and a lack of social protection, which can significantly impact their motivation levels and overall well-being. The main objective of this research is to study factors affecting job stress of gig economy workers in Bangalore city. A structured questionnaire was used as a data collection tool. The gig economy workers, such as people working outside organizations, including Ola and Uber cab drivers, Swiggy, Zomato food delivery workers, were targeted to collect the data in Bangalore city. there were 485 respondents were targeted to collect the data. Convenient sampling techniques were used for the study purpose. and a structured questionnaire was used for the field survey as a data collection tool. Linear regression analysis was used to analyze the data. The research revealed that both gig workers' personal factors and organizational factors are significantly influencing the stress level of gig economy workers in Bangalore city. The research implications of the study will help the organizations to understand the level of stress undergone by the gig economy workers and formulate HR policies to enhance gig workers job satisfaction.*

**Key words:** *Personal, Organisational Factors, Job Stress, Gig Economy Workers.*

## 1. INTRODUCTION

The global workforce has undergone a significant transformation over the past few decades, with technological advancements, digital platforms, and shifting economic structures redefining employment patterns (Zhang, Z., & Zhang, Y. 2021). One of the most prominent developments in this transition is the rise of the gig economy, a labor market characterized by short-term, flexible jobs rather than traditional full-time employment (Gupta, N., & Jain, A. 2021). The gig economy has introduced a new work paradigm, enabling individuals to work on a freelance basis, take on project-based tasks, and leverage digital platforms to connect with clients and customers (Bassi, A., & Grigoryan, A. 2020). In India, where employment has traditionally been driven by agriculture, manufacturing, and the service sector, the gig economy has rapidly expanded, offering new opportunities, particularly for young and semi-skilled workers (Kumari, K., 2024). With the proliferation of digital platforms such as Uber, Ola, Swiggy, Zomato and Freelancer, gig employment is no longer limited to urban centers but has started permeating semi-urban and rural areas (De Stefano, V. 2016). North Karnataka, a region historically dependent on agriculture and small-scale industries, has witnessed a growing reliance on gig-based work due to economic shifts, increased smartphone penetration, and limited formal employment opportunities (Mokshagundam, S. S., & Hattikal, N. S. 2024). The gig workers are classified as freelancers who are not legally protected and do not have the same rights as the traditional employees. As the employers do not have any control over

these employees related to the time, place of work, and work quality, the relationship between the employee and employer gets disrupted (Shen, J., & Lyu, L. 2020). Gig workers often have short-term jobs, and their pay can go up and down a lot, making it hard to plan. Unlike regular jobs, gig work usually doesn't come with benefits like health insurance or retirement plans, and gig workers often don't have a strong support system like co-workers to help them out. Statistics on the Bangalore gig economy indicate approximately 2,00,000 platform-based gig workers operate in the city, with estimates for the entire state reaching up to 4,00,000. These workers are primarily engaged in sectors like ride-hailing, food and grocery delivery, logistics, and freelance IT services (Mathapati, C. M. 2025). While specific demographic breakdowns for Bangalore are limited, one study noted that ride-hailing drivers are predominantly male, with a significant portion aged 26-35 and many coming from outside the city center. Bengaluru platform workers: Around 2,00,000 workers operate on platforms such as Swiggy, Zomato, Uber, Ola, Amazon, and Flipkart etc. An estimate for the entire state's gig workers is approximately 4,00,000. The gig economy in Bangalore is not limited to delivery and ride-hailing; it includes a thriving IT freelance community (coders, cyber security experts) and creative professionals (content creators, designers). In one study of ride-hailing drivers, 100% of the 20 respondents were male, with the majority (60%) in the 26-35 age bracket. A significant number also came from smaller towns around Bangalore or from outside the city. Gig economy workers are facing ample problems leading to job stress in this sector, such as financial instability stemming from erratic income streams and a lack of financial planning measures, which undermines motivation and future planning (Staines, G. L., & Wildman, J. M., 2021). Job insecurity compounds anxieties, particularly with physical demands. Irregular work schedules disrupt the balance between professional and personal life, leading to stress and burnout. Blurred work-life

boundaries necessitate flexibility for better integration (Pata, A. M., & Becerra, M. 2020). Technological challenges exacerbate stress and dissatisfaction, with limited access to technology amplifying inequities (Pant, J. J., & Majumder, M. G. 2022). Addressing these stressors collectively is crucial for fostering a more inclusive and equitable gig economy landscape in India, prioritizing the well-being and livelihoods of gig workers (Preethi, M., & Anandan, C. 2022).

## 2. LITERATURE REVIEW

As discussed, many benefits encourage individuals to accept gig jobs, while some negatives discourage employees from entering the gig economy (Yu, S., et al., 2024). The so-called self-employed workers are away from the company benefits and legally less protected, resulting in less salary (Benoit, C., & Jansson, M. 2021). When employees are not legally protected, there are chances that employers will take advantage of the employees. These self-employed people are sometimes referred to as unemployed and are exploited by employers (Anderson, R. D., & Fitzpatrick, M. A. 2021). In some cases, employees are degraded as self-employed and provided unfair wages and misleading job contracts. The status 'unprotected employees' are often left with no welfare measures like pension, sick leave, insurance, and other benefits full-time employees enjoy (Dhanya, M., Parande, 2025). They fail to voice the exploitations like partial salary deduction, firing without valid reasons, and maintaining a false rule book (Dutta, D., et al., 2021). Apart from this discrimination, gig workers are under tremendous pressure to upskill themselves. There is continuous pressure for gig professionals to upgrade their knowledge and skills (Shetteppanavar, S. A., & Rudagi, S. C., 2025). There is a cost involved in upgrading themselves with the latest skills (Zaidi, Y., Hons. 2025). It is not easy to position themselves to remain competitive by upgrading their skills. The expensive courses and the limited availability of jobs create anxiety among gig professionals. Gig professionals must optimize their fees and display their

feedback records, achievements, and experience to remain in this market (Radhakrishnan, A., & Singha Roy, N. 2023). These uncertainties stress the workers to stay competitive in the gig economy. According to Ashford et al. (2018), gig professionals need to be organized, create their identity in the digital media, maintain good relationships with clients, and manage well while taking on projects in varied cultural arrangements (Francis, S. J., & Fonceca, C. M. 2023). A tremendous amount of effort is required to convince a new client of their capability, as they are not full-time workers, which builds enormous pressure on the gig workers (Medappa, K. 2025). Gig workers face employer exploitation and cannot gain justice due to inadequate legal support. There are cases where gig workers are made to work long hours but cannot escape from it due to the non-availability of alternate jobs (Huws, U., Korte, W. B., & Robinson, A. 2017). This causes stress, affecting their health. In order to overcome such cases, a proper legal mechanism is essential. Though flexibility is a positive aspect of gig jobs, there are instances where employers provide work assignments that require long hours and take away their time to complete the work (Prabhakar, K. M., & Fonceca, C. M. 2023). Hafeez, S., et al. (2022) stated that while the gig economy presents opportunities for women's workforce participation, persistent barriers and biases hinder their full integration. Addressing these issues, including gender discrimination and lack of social security provisions, is essential to ensuring women's equitable representation and safety in gig work (Rahman, M. S., & Iqbal, M. 2020). Legislation and platform improvements are necessary steps towards fostering inclusive growth in the evolving gig economy (Hofer, A., et al., 2025). Addressing issues, including gender discrimination and lack of social security provisions, is essential to ensuring women's equitable representation and safety in gig work. Legislation and platform improvements are necessary steps towards fostering inclusive growth in the evolving gig economy. (Nalini, M., & Munda, M. 2024) Their findings reveal that low income

significantly impacts psychological well-being, with insufficient social support from parents and friends also emerging as a key predictor that creates stress (Saranya, A. T., et al., 2021). These results underscore the importance of addressing economic stability and social networks to enhance the psychological well-being of gig workers in Malaysia. It was found that unstable income and other benefits like health insurance or paid time off are major stress-generating issues (Harris, R. 2019). Riders often work long hours, facing physical fatigue due to the job's demands. Daily job assignments can vary based on customer demand and rider availability, impacting their work schedules and financial stability. This trend is likely to create a mismatch between labor supply and demand (Joseph, B., & Joseph, M. 2025). Therefore, it is crucial to develop education and job planning strategies that align with future needs. Additionally, there is a pressing need for skilling, re-skilling, and up-skilling initiatives to prepare the workforce for evolving job requirements (Kalleberg, A. L., & Dunn, M. 2019). State intervention is essential to implement effective social security policies that protect workers from the uncertainties brought by these changes in the labor market (Karunakaran, N. 2025). In India, gig workers face various stressors in their work environments. These challenges, ranging from financial instability to irregular work schedules, impact their well-being and job satisfaction. Understanding these stress factors is crucial for devising strategies to support gig workers and enhance their overall quality of life in the gig economy. Lakshmi, S., & Thiruchelvi, A. (2019) explore the consequences of financial instability troubling gig workers in India, attributing it to the erratic nature of income streams and a dearth of prudent financial planning measures. This leaves one with no motivation to do a job, especially when the worker is not afforded any support from his aggregators. Such a dynamic work schedule and payment schedule render it impossible for a worker to budget and plan. McGinnity, F., & McManus, A. (2021) reveal the harmful impact of job insecurity on the psychological well-

being of gig workers, expounding upon the anxieties stemming from uncertainties surrounding future employment prospects and income stability. The workers have a strong need for security, particularly because the job involves physical demands. Scrutinizes the repercussions of irregular work schedules on stress levels among gig workers, delineating the Herculean task of striking a harmonious balance between professional commitments and personal exigencies. Moen, P., & Yu, Y. (2019) examines the consequences of blurring lines between work and personal life for gig workers in India, identifying increased stress and burnout as simultaneous outcomes. Flexible working hours should be provided so that individuals can spend time with their families in addition to working, so achieving a work-life balance (Ghosh, S. 2020). The technological challenges faced by gig workers in India, including issues with internet connectivity and the unpredictability of platform algorithms, are significant sources of stress and dissatisfaction in their jobs. Despite the gig economy being open to anyone looking for work due to its wide range of job opportunities, limited access to internet services and digital technology can be a major obstacle, especially for those living in remote or rural areas (Dixit, R., & Yadav, S. 2020). Consequently, the gig economy is predominantly concentrated in urban areas, where individuals have better access to platforms requiring in-person services. This creates disparities in access to gig work opportunities between urban and rural regions, with urban dwellers and those willing to relocate or commute to cities having a competitive advantage (Almeida, S. 2025). Alongside its undeniable benefits, the gig economy also presents challenges such as job insecurity, income volatility, and lack of social protections, necessitating a nuanced approach to policy formulation and regulation to ensure the well-being and rights of gig workers (Alonso, F., & Fernández, M. 2020).

### **3. RESEARCH PROBLEM**

The gig economy in Bengaluru City presents a unique set of challenges for workers, particularly concerning motivation and job satisfaction. Despite the allure of flexibility and autonomy inherent in gig work, gig workers in Bengaluru City often face precarious conditions, uncertain income streams, and a lack of social protection, which can significantly impact their motivation levels and overall well-being. Traditional motivational approaches designed for conventional employment settings may not effectively resonate with the dynamic nature of gig work, leading to disengagement, burnout, and high turnover rates among gig workers. Furthermore, the reliance on technology-mediated platforms for work allocation and communication introduces additional complexities, such as algorithmic bias, opaque performance evaluation criteria, and limited opportunities for meaningful social interaction, which can further exacerbate feelings of isolation and disconnection among gig workers. Additionally, the lack of institutional support and regulatory frameworks tailored to the gig economy context in Bangalore city poses a significant barrier to the development and implementation of effective stress-releasing strategies. Without adequate safeguards and mechanisms in place to address the unique challenges faced by gig workers, such as income volatility, access to healthcare, and social security benefits, efforts to enhance motivation and job satisfaction may remain largely superficial and ineffective. Therefore, there is a pressing need to investigate and identify factors influencing the stress level of gig workers in Bangalore City.

### **4. RESEARCH OBJECTIVES**

1. To explore the influence of personal factors on the stress level of gig workers in Bangalore city.
2. To identify the impact of organizational factors on the stress level of gig workers in Bangalore city.

- To provide suitable suggestions for the improvement of job satisfaction by eliminating stress levels of gig workers in Bangalore.

## 5. HYPOTHESIS

H0: There is no significant influence of personal factors on stress level of gig worker's in Bangalore city.

H1: There is a significant influence of personal factors on stress level of gig worker's in Bangalore city.

H0: There is no significant impact of organisational factors on stress level of gig worker's in Bangalore city.

H2: There is a significant impact of organisational factors on stress level of gig worker's in Bangalore city.

## 6. RESEARCH METHODOLOGY

Descriptive analytical research has been followed in the present study. A structured questionnaire was prepared by following the Likert scale (5 points) format, and questionnaires were circulated among respondents via WhatsApp and email along with the field survey. A total of 485 respondents were collected, and the same was considered for the analysis and interpretation purpose. The collected responses were analyzed and interpreted with the help of statistical tools like linear regression analysis using SPSS software.

## 7. SAMPLES FOR THE STUDY

A structured survey questionnaire is developed to collect quantitative data from gig workers. The data is collected by convenient sampling among various gig workers using a structured questionnaire. Gig workers in Bangalore include workers, such as people working outside organizations, including Ola and Uber cab drivers, Swiggy, Zomato food delivery workers, were targeted to collect the data in Bangalore city were included for the survey purpose. The questionnaire will include various sections covering gig workers' personal factors and organizational factors leading to

their job stress. Gig workers were being invited to participate in the survey through online platforms, professional networks, and gig worker communities and also by collecting the data through fieldwork. The survey was conducted electronically and manually to maximize reach and access. Quantitative data collected through the survey will provide insights into the prevalence and distribution of various factors affecting the stress level of gig workers. There were 485 gig workers were selected as respondents. Convenient sampling method was followed in the present study as a sampling technique.

## 8. DATA COLLECTION

### Primary data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing these statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

### Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

## 9. DATA ANALYSIS

**H0: There is no significant influence of personal factors on stress level of gig worker's in Bangalore city.**

**H1: There is a significant influence of personal factors on stress level of gig worker's in Bangalore city.**

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.896 <sup>a</sup>	.802	.797	.62039		
ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	736.590	12	61.383	159.483	.000 <sup>a</sup>
	Residual	181.665	472	.385		
	Total	918.256	484			
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.108	.078		1.372	.171
	No Confidence on capability	-.064	.068	-.066	-.936	.350
	No Motivation to Gig workers	-.019	.100	-.019	-.188	.851
	Poverty level	.136	.110	.131	1.232	.219
	Education qualification	.338	.094	.340	3.582	.000
	Financial instability	.193	.076	.192	2.548	.011
	Insufficient social support from parents and friends	.084	.102	.083	.817	.414
	Uncertainties surrounding future	.528	.116	.532	4.544	.000
	Gig worker's Psychological status	-.240	.082	-.241	-2.925	.004
	Self-blame	.259	.087	.256	2.985	.003
	Feelings of isolation and disconnection	-.169	.071	-.173	-2.367	.018
	Lack of social protections	-.289	.082	-.288	-3.506	.000
No alternate job	.197	.032	.187	6.079	.000	

a. Dependent Variable: Stress level of gig worker's in Bangalore city

The regression analysis shows that, the value of "R" indicates high degree of correlation co-efficient (.896) between gig work's personal factors and their Stress level in Bangalore city. R<sup>2</sup> measure the variation explained by the regression model is (.802) being high indicating model fits the data well. Significant of F change is less than 0.05 which indicates the gig work's personal factors have significant relationship with their Stress level. 12 variables of factors of gig work's personal factors were used to predict their stress level. Thus, answering the hypothesis H1: There is a significant influence of personal factors on stress level of gig worker's in Bangalore city, is accepted. The coefficient table shows the contribution of gig work's personal factors to the stress level. From the above table, the beta values demonstrate the unique contribution for the variables of gig work's personal factors such as No Confidence on-capability ( $\beta=-.064$ ) ( $p=.350$ ), Education qualification ( $\beta=.338$ ) ( $p=.000$ ), Financial instability ( $\beta=.193$ ) ( $p=.011$ ), Uncertainties surrounding future ( $\beta=.528$ ) ( $p=.000$ ), Gig worker's Psychological status ( $\beta=-.240$ ) ( $p=.004$ ), Self-blame ( $\beta=.259$ ) ( $p=.003$ ), Feelings of isolation and disconnection ( $\beta=-.169$ ) ( $p=.018$ ), Lack of social protections ( $\beta=-.289$ ) ( $p=.000$ ) and No alternate job ( $\beta=.197$ ) ( $p=.000$ ) were used to predict stress level of gig workers in Bangalore city.

Regression equation:

$$\text{gig workers Stress level} = \alpha + \beta_1(ncc) + \beta_2(eq) + \beta_3(fi) + \beta_4(usf) + \beta_5(gwps) + \beta_6(sb) + \beta_7(fid) + \beta_8(lsp) + \beta_9(naj) + \mu$$

**H0: There is no significant impact of organisational factors on stress level of gig worker's in Bangalore city.**

**H2: There is a significant impact of organisational factors on stress level of gig worker's in Bangalore city.**

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.908 <sup>a</sup>	.825	.821	.61371		
ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	839.696	12	69.975	185.784	.000 <sup>a</sup>
	Residual	177.776	472	.377		
	Total	1017.472	484			
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.009	.070		-.130	.897
	Employees are not legally protected	.661	.124	.619	5.345	.000
	Exploited by employers	-.058	.125	-.054	-.464	.643
	No welfare measures/ no extra benefits	-.406	.098	-.381	-4.119	.000
	Continuous pressure for upgrading knowledge and skills	.411	.114	.383	3.597	.000
	Gig workers are made to work long hours	.514	.093	.483	5.508	.000
	Lack of health and accident insurance programs	.108	.103	.104	1.051	.294
	Non-standard employment	-.299	.083	-.281	-3.607	.000
	Don't have a support system like co-workers to help	.003	.089	.003	.033	.974
	Job insecurity	.203	.070	.193	2.911	.004
	Income volatility	-.027	.086	-.026	-.320	.749
	Irregular work schedules	.185	.079	.175	2.337	.020
	Lack of institutional support and regulatory frameworks	-.316	.127	-.297	-2.488	.013

a. Dependent Variable: Stress level of gig worker's in Bangalore city

The regression analysis shows that, the value of "R" indicates high degree of correlation coefficient (.908) between organisational factors and gig worker's Stress level in Bangalore city. R<sup>2</sup> measure the variation explained by the regression model is (.821) being high indicating model fits the data well. Significant of F change is less than 0.05 which indicates the organisational factors have significant relationship with gig work's Stress level. 12 variables of organisational factors were used to predict gig workers stress level. Thus,

answering the hypothesis H2: There is a significant impact of organisational factors on stress level of gig worker's in Bangalore city, is accepted. The coefficient table shows the contribution of organisational factors to the stress level of gig workers. From the above table, the beta values demonstrate the unique contribution for the variables of organisational factors such as Employees are not legally protected ( $\beta=.661$ ) ( $p=.000$ ), No welfare measures/ no extra benefits ( $\beta=-.406$ ) ( $p=.000$ ), Continuous pressure for upgrading knowledge

and skills ( $\beta=.411$ ) ( $p=.000$ ), Gig workers are made to work long hours ( $\beta=.514$ ) ( $p=.000$ ), Non-standard employment ( $\beta=-.299$ ) ( $p=.000$ ), Job insecurity ( $\beta=.203$ ) ( $p=.004$ ), Irregular work schedules ( $\beta=.185$ ) ( $p=.020$ ), Lack of institutional support and regulatory frameworks ( $\beta=-.316$ ) ( $p=.013$ ) and were used to predict stress level of gig workers in Bangalore city.

Regression equation:

$$\text{Gig workers Stress level} = \alpha + \beta_1(enlp) + \beta_2(mwm) + \beta_3(cpuk) + \beta_4(lhrs) + \beta_5(nse) + \beta_6(ji) + \beta_7(iws) + \beta_8(lisrf) + \mu$$

## 10. RESEARCH FINDINGS

The unique contribution for the variables of gig worker's factors such as No Confidence on capability, Education qualification, Financial instability, Uncertainties surrounding future, Gig worker's Psychological status, Self-blame, Feelings of isolation and disconnection, Lack of social protections, no alternate job were used to predict stress level of gig workers in Bangalore city. It is also found that the, the unique contribution for the variables of organisational factors such as Employees are not legally protected, no welfare measures/ no extra benefits, Continuous pressure for upgrading knowledge and skills, Gig workers are made to work long hours, Non-standard employment, Job insecurity, Irregular work schedules and Lack of institutional support and regulatory frameworks were used to predict stress level of gig workers in Bangalore city. Job stress in the gig economy is shaped by a combination of personal, social, and structural challenges. Lack of confidence in one's own capability heightens anxiety when workers must constantly meet performance ratings or compete for tasks. When workers feel under qualified due to limited educational qualifications, they may experience additional fear of failure, leading to stress during job selection or execution. Financial instability is a major stress driver because gig income is usually unpredictable, making it difficult to budget or meet basic needs. This instability is made worse by uncertainties surrounding the future, as gig work rarely offers long-term guarantees or

career paths. A worker's psychological status such as pre-existing anxiety, low self-esteem, or burnout can amplify stress responses to daily challenges. Many workers internalize negative outcomes, leading to self-blame when earnings drop or ratings fall, even if external factors like platform algorithms are responsible. Because gig work is done independently and often remotely, feelings of isolation and disconnection are common, depriving workers of social support from peers or supervisors, which further elevates stress levels. The structural conditions of gig work also play a major role. Lack of social protections, such as paid leave, medical insurance, or retirement benefits, creates a constant sense of vulnerability. This is intensified when workers have no alternate job opportunities, trapping them in a cycle of pressure and insecurity. Since gig workers are not legally protected as employees in many regions, they lack mechanisms to challenge unfair treatment, arbitrary termination, or exploitation. The absence of welfare measures or extra benefits such as sick leave, skill-training subsidies, or childcare adds to their burden. Platform expectations create additional stress. The continuous pressure to upgrade skills to remain competitive in a rapidly evolving digital environment forces workers into ongoing, often unpaid learning. Many platforms encourage or indirectly enforce long working hours, especially when earnings are low or tasks are scarce. The inherently non-standard nature of gig employment, which lacks routine and stability, increases emotional fatigue. Persistent job insecurity—fear of losing access to the platform or customer base keeps workers in a state of psychological tension. Moreover, irregular work schedules, dictated by customer demand or algorithmic assignments, disrupt sleep, family life, and health routines. The absence of institutional support and clear regulatory frameworks leaves gig workers with little recourse when they face unfair pay, delayed payments, or workplace harassment. Collectively, these factors create an environment where gig workers experience heightened stress due to insecurity, lack of

protections, and relentless performance pressures, ultimately threatening their mental well-being and long-term work sustainability.

## 11. SUGGESTIONS

At the organizational level, gig platforms can enhance worker engagement by recognizing contributions, creating peer support networks, and ensuring greater voice in decision-making processes. Additionally, providing up skilling opportunities, financial planning resources, and career transition pathways would not only improve workers' competencies but also enhance their long-term job satisfaction. Communication is a key area for improvement, as some contractors find the incentive structure unclear. Clear, transparent communication about incentives is crucial to ensure that contractors understand the rewards available to them. Engagement strategies should also be created to make challenges more meaningful, providing opportunities for skill development and growth. To address the diverse motivational factors within the contractor workforce, a balanced approach is essential, incorporating both financial incentives and non-financial rewards and recognition.

In response to the high value placed on technical training, the organization should invest in a variety of training programs to meet the diverse skill levels and specializations of contractors. It is suggested that interventions should be particularly targeted toward this segment of the workforce through initiatives such as minimum income guarantees, health insurance, and transparent algorithmic governance. It is suggested that the government revamp the labor laws to protect the interest of the gig workers. Gig opportunities are very beneficial for the employee; hence, organizations should develop HR policies and practices to manage permanent and gig workers. It's essential to promote diversity and inclusion initiatives to address the gender imbalance among contractors. This can be achieved through targeted recruitment and retention efforts to ensure a more balanced representation. Policymakers should integrate

these findings into regulatory frameworks by designing tailored protections and benefits that respond to the unique needs of gig workers while also establishing monitoring mechanisms to evaluate the impact of reforms. Recognition programs should be developed and implemented to acknowledge exceptional performance, enhancing motivation and overall job satisfaction. A strategy to be created to make gig workers feel wanted for the task/project is critical, and showing them the benefit of participating in the growth of the company in the future may lead to future regular employment in case HR finds them suitable. The organization should continue to align the incentive structure for gig workers with personal and professional growth. The organization should establish a monthly review process for the incentive structure to keep it agile and responsive to changing gig worker needs and expectations. The study, therefore, would suggest the regulation of wages in the platform sector through the notification of a base wage per trip, to be adjusted each year for inflation. Training to be provided to HR professionals to identify gig workers for various positions in different industries. General HR skills are not sufficient to hire gig workers. Work-life balance is a noted area of dissatisfaction, and the organization should introduce policies and flexible work arrangements to address this concern. By implementing these suggestions, the organization can create a more inclusive, motivated, and engaged gig worker, ultimately leading to higher satisfaction and productivity, while positively impacting the overall performance and success of the organization.

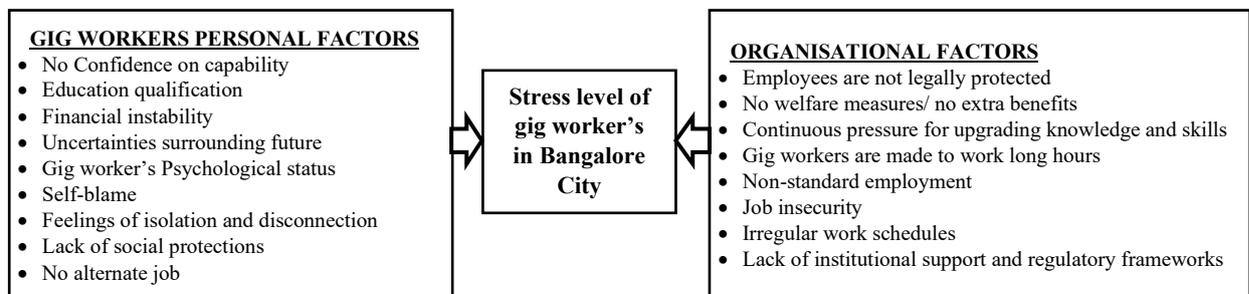
Reducing job stress in the gig economy requires interventions at the individual, organizational, and policy levels. At the individual level, gig workers benefit from skill-development programs that strengthen confidence and reduce anxiety about task performance. Access to affordable online training, mentorship networks, and peer-support groups can help workers upgrade their capabilities while decreasing feelings of isolation. Encouraging

workers to adopt time-management practices maintain healthier work–life boundaries, and use digital tools for schedule and income tracking can also reduce stress caused by irregular hours and income volatility. Providing workers with information about financial planning, budgeting, and savings options can cushion the impact of uncertain earnings. Platform companies play a crucial role as well. They can introduce fair and transparent algorithms, ensuring predictable work allocation and reducing fear of sudden deactivation. Platforms should offer well-defined grievance redressal mechanisms, enabling workers to contest unfair ratings or payment disputes. Introducing micro-insurance schemes, subsidized health coverage, or partnership-based welfare programs could provide essential social protection.

Companies can also create wellness initiatives, such as counseling access, awareness workshops, and digital communities to reduce isolation. Limiting excessive working hours through guidelines or alerts, and offering

optional training modules without penalizing workers who cannot constantly upskill, can help reduce pressure. At the policy level, governments should establish clear regulatory frameworks recognizing gig workers and defining minimum protections such as accident insurance, sick leave options, and safety standards. Implementing portable benefit systems, where workers accumulate protections regardless of platform, can stabilize their livelihood. Policies supporting minimum earnings guarantees, predictable payment cycles, and dispute-resolution bodies will increase worker security. Public institutions can also collaborate with NGOs and private firms to set up community resource centers that provide legal support, counseling services, training programs, and digital literacy workshops. Collectively, these interventions can significantly reduce job stress by ensuring more security, stronger social protections, better working conditions, and greater psychological support for gig workers, enabling them to thrive in a rapidly evolving digital labor landscape.

### INTEGRATED RESEARCH MODEL



### 11. LIMITATIONS OF THE STUDY

1. While this study aims to provide valuable insights into the factors influencing the stress level of gig workers in Bangalore City, there are several limitations that should be acknowledged:
2. This research was restricted only to areas covering the gig economy.
3. Lack of knowledge and awareness towards the gig economy by respondents.

4. Sample Size and Generalizability: The study's findings may be limited to the specific geographic area or platforms included in the research, potentially limiting their generalizability to a broader context.
5. Self-Reporting Bias: Data collected through surveys and interviews may be subject to self-reporting bias, where participants may provide socially desirable responses or may not accurately recall their experiences.

6. Time Constraints: The study's timeframe may restrict the depth of analysis, preventing a comprehensive examination of the factors affecting the stress level of gig workers and potential changes over time.
7. Limited Access: Some gig worker's platforms or workers may be inaccessible for participation, leading to potential underrepresentation of certain perspectives.
8. Despite these limitations, the study aims to offer valuable insights into factors affecting job stress among gig workers and provide practical recommendations for improving the working conditions and well-being of gig economy workers.

## 12. DIRECTIONS FOR FUTURE RESEARCH

The future study can be done based on the impact of motivating and discouraging factors on the level of job satisfaction of gig workers in Karnataka State. A more significant sample with expectations regarding the regulation is another area to be concentrated on. The interest of female workers in this economy is yet another relevant study. Focusing on those factors will give a better understanding of the perception regarding gig jobs. Group-wise comparative analysis can be done to measure the stress level of gig workers in Bangalore. A larger sample size in future research would also be helpful in identifying key characteristics of gig workers that may make individuals more vulnerable to psychological stress (i.e., characteristics beyond the number of employers each individual has) and what aspects of gig work are likely to result in increased stress specifically. The future study should include empirical evidence to suggest the policymakers develop suitable HR practices for nurturing present employees and capturing the skills and knowledge of gig workers for the betterment of the company and country performance.

## 13. CONCLUSION

The gig economy in Bangalore city presents both opportunities and challenges for gig workers, with stress emerging as a significant

concern. The gig economy in India presents challenges like gender biases, income instability, long hours, and skill mismatches, impacting workers' well-being and integration. Addressing these issues is crucial for a more equitable and sustainable gig economy. Financial instability, job insecurity, irregular work schedules, blurred work-life boundaries, and technological challenges shape the experiences of gig workers, amplifying stress levels and impeding well-being. Gig employees often struggle with maintaining work-life balance due to irregular schedules and the pressure to accept as many gigs as possible to earn a living. Safety measures vary widely depending on the platform and industry, but concerns around physical safety, financial security, and access to benefits like healthcare remain prevalent. Balancing flexibility with adequate protection for gig workers is an ongoing challenge for companies initiating the policy making. In summary, the research identifies pressing issues among gig workers in Bangalore city, including their personal and organizational factors. Evidence indicates that the majority of the gig workers lack adequate awareness and resources to best manage these factors of their existence. Thus, employers need to develop focused interventions catering to solving the loopholes, i.e., introducing financial literacy workshops, encouraging flexible work hours, offering mental and physical health benefits, and nurturing social connections. Regular feedback tools and technology may also enable gig workers to schedule and take care of themselves in a more efficient manner. By addressing these sectors, the employers can promote job satisfaction, stress reduction, and overall improvement of the standard of living among the gig workers, which indirectly helps the gig workers and also the companies for which they work.

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