

A Study on Work-Life Balance among Gig Workers in the Online E-Tail Sector in Mysore City

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Abstract

Work-life balance is one of the biggest confront issues being opposed in current scenario in the country. Work life balance entails attaining equilibrium between professional work and other activities, so that the gig workers maintained balance between official and domestic life. The researcher mainly aims to analyze the demographic and economic characteristics of gig workers, including factors such as age, gender, educational background, income levels, and work experience. Understanding these aspects will provide a comprehensive view of the gig workforce and seeks to evaluate gig workers' perceptions and experiences regarding work-life balance within their roles. It will explore factors such as flexibility, job satisfaction, stress levels, and the effectiveness of support systems in place. By assessing these insights, the study aims to highlight the challenges and opportunities for improving work-life balance among gig workers. Lastly this study identifies the robust feedback mechanisms is essential for allowing gig workers to voice their concerns and offer suggestions regarding work-life balance policies. Actively utilizing this feedback can lead to continuous improvements in organizational practices, fostering a more supportive work environment to achieve successful in work life balance among gig workers in Mysore City.

Keywords: Work Pressure, Emotional Balance, Gig Workers, Professional Life's etc.

Introduction

The work life balance is achieved when an individual's right to a fulfilled life inside and outside paid work is accepted and respected as the norm, to the mutual benefit of the individual, business and society. Based on the above, there are three major aspects of work life balance such as, time balance, involvement balance and satisfaction balance. Therefore work-life balance programs and practices can benefit an organization's bottom line while at the same time providing other indirect benefits to both employees and employers. In India, it is taken for granted that males have privilege exclusively for economic activities while females have privilege for domestic work, child bearing and child rearing in our family system. Historically, Indian women have not enjoyed a good status in workplace settings whether they are in managerial or operative positions. Since times

immemorial, women, all through their lives, have been burdened with work of all sorts. Despite women are involved in various burdensome activities from reproduction to all household chores and their role as worker is significant and unique, they are discriminated and exploited all over. Now female workers carry not only the load of domestic works but also carry a significant part of the loads of economic activity. The various investigations are proved that there is innumerable work life balance benefits for both individuals and organizations as follows:

Benefits of Work Life Balance

View Point of Individuals	View Point of Organization
Clear and optimistic approach	Staff turnover rates is reduced
More clarity in Performance	Less reduction in knowledge workers
On time completing work	Reduction in the absenteeism rate
Lower level of Intra individual conflicts between work and family roles.	Cost effective with performance
High morale	Good Health and Safety work environment
Good in self-management	Greater employees" loyalty
Healthy family environment	More commitment towards the job
Improved quality of work-life	Reduction in the rate of sick leave
More work satisfaction	High rate of return on investment in training.
More satisfaction in personal life	Corporate image is improved.

Literature Survey

Warren (2021), conducted a comprehensive study on the work-life balance of gig workers, emphasizing that traditional work-life balance models fail to fully capture their experiences. He advocates for a more expansive and inclusive approach that integrates both gender and class considerations. This new framework aims to address the unique challenges faced by gig workers, such as job instability and blurred work-life boundaries, and to promote gender equality and improved working conditions in this evolving sector.

Martínez (2020), analyzed how flexibility in work schedules and a collaborative approach among various stakeholders can improve work-life balance for workers. It reveals that while gender inequities and structural challenges persist, efforts to provide flexible workarrangements and benefits are essential for better work-life integration. The study advocates for a future-focused approach that includes technological advancements and supportive policies to address the work-life balance needs of gig workers and other employees.

Myhill (2021), found a study indicate that many gig workers possess limited knowledge about collective action and the role of labor unions, which significantly impacts their ability to advocate for their rights. As a result, few gig workers are union members, leaving them largely unprotected by collective bargaining agreements. This lack of representation strips them of essential avenues for voicing their concerns and negotiating better working conditions, wages, and benefits.

Sanoj(2022), conducted study in Kerala highlights the significant challenges faced by online food delivery executives, a workforce primarily composed of youth with limited professional experience. These workers endure substandard working conditions, often exposed to safety hazards and long hours without adequate support. Coupled with low wages that fail to meet basic living standards, many struggle with financial instability. Moreover, the notable lack of labor protection such as, health insurance, paid leave, and job security exacerbates their vulnerabilities

Kim Johns. (2023), discussion on the work-life balance of gig workers reveals significant challenges stemming from employment insecurity and poor working conditions. These issues create an environment where many gig workers struggle to maintain a healthy balance between their personal and professional lives. The lack of stable income and unpredictable hours contribute to stress and anxiety, further complicating their ability to manage daily responsibilities etc.

Kalailakshmi (2024) conducted a study on the challenges faced by Indian online food delivery workers. The study reveals that gig workers encounter various challenges, including unclear payment structures, lack of safety training, and unfair rating systems. It argues that addressing these issues demands cooperation among platforms, policymakers, and stakeholders and highlights the need for ongoing research into innovative solutions and the long-term impacts of gig work.

Research Methodology

In this study purely focused on empirical analysis the data has been collected by issuing of questioner and randomly selected 100 gig workers in Mysore City. The method of sampling used systemic random sampling. The secondary data was collected from research publications in books, journals and periodicals, dailies, dissertation work and conference proceeding on work life balance. The analysis of data using SPSS 21.0 Version applying descriptive statistics, Chi square Test, Independent Sample T-test and one sample T-test etc.

Objectives of the Study

1. To examine the socio-economic profile of the gig workers in Mysore City.
2. To assess the gig workers insight towards work life balance practiced in selected study area.

Hypotheses for the Study:

- H0: There is no significant relationship between socio-economic profile of the gig workers in Mysore City
- H1: There is a significant relationship between socio-economic profile of the gig workers in Mysore City
- H0: There is no significant relationship between gig workers insight towards work life balance practiced in selected study area.
- H2: There is a significant relationship between gig workers insight towards work life balance practiced in selected study area.

Results and Outcome

Socio-Economic Profile of the GIG workers in Mysore City

The below table shows that socio-economic variables of gig workers in selected study area. The overall respondents were numbering 100 respondents considered for data analysis out of that around 80% of the gig workers are male and 40% of the gig workers are female working in selected study area. Majority 40% and 45% of the employees are belongs to the age group of above 30-40 years and they are working hasswiggzy/zomoto workers and flipkart/amazon delivery workers in selected study area. Further the work experience and annual income of the respondents, around 40% and 40%, this indicates that majority of the gig workers they had 10 years to 15 years of work experience and their annual income of 2.5 lakh to 5 Lakh. At the end age pattern, gender, occupation and annual income positively correlated towards work life balance (WLB) practices among the gig workers in Mysore City. This analysis suggests that while gig work provides flexible opportunities, socio-economic factors significantly influence the work-life balance of individuals in this sector.

Table No.1 Shows the Socio-Economic Variables of the GIG Workers

Particulars	Percentage	Chi-Square Hypothesis (H0)
1.Age Pattern:		
a) Less than 30 years	20%	2.117 P=0.000 H0 Rejected
b) Between 30-40 years	40%	
c) Above 40 years	40%	
2. Gender		
a) Male	80%	3.451 P=0.000 H0 Rejected
b) Female	20%	
3. Occupation		
a) Swiggy/Zomoto/Uber eats workers	35%	3.444 P=0.000 H0 Rejected
b) Flipkart/Amazon Delivery workers	45%	
c) Freelancer workers	20%	
6. Annual Income Level		
a) Less than 2.5 Lakh	40%	2.121 P=0.666 H0 Accepted
b) Between 2.5 Lakh to 5 Lakh	35%	
c) Above 5 Lakh	25%	
7. Work Experience Status		
a) 5 years to 10 years	30%	3.332 P=0.001 H0 Rejected
b) 10 years to 15 years	40%	
c) Above 15 years	30%	

Source: Field Survey.

The above chi-square test for data of gender profile, age pattern, occupation pattern and work experience, these variables, the P value (Sig 2-tailed) which is less than the Alpha value of 0.05. Therefore the results indicate that the stated null hypothesis to be rejected and alternative hypothesis is accepted. Further the data of annual income of the respondents, the P value (Sig 2-tailed), which is more than the Alpha value of 0.05. Therefore the results indicate that the stated null hypothesis to be accepted and alternative hypothesis is rejected.

Gig workers insight towards work life balance practiced in selected study area

The below table shows that Gig workers insight towards work life balance practiced in selected study area. The overall the mean scores are strongly agree range to strongly disagree (≥ 5). The descriptive statistics for gig workers reveal several insights into their experiences and perceptions. High average mean scores indicate strong satisfaction with aspects like incentive structures (4.75), long-term credit facilities (4.77), and bonuses and fringe benefits (4.74), suggesting that these factors are highly valued. Additionally, the Employee Assistance Program (4.51) and ongoing training opportunities (4.25) contribute positively to their work environment. However, there are notable areas for improvement; for instance, the mean score for additional wages for overtime work is relatively low at 3.26, and health and wellness initiatives also scored only 3.33, indicating that these are critical areas where gig workers feel enhancements are necessary. The standard deviations suggest some variability in responses, reflecting differing opinions among workers, particularly regarding overtime compensation and health support. Overall, the data highlights strengths in the gig economy while also pointing to specific aspects that require further attention to improve worker satisfaction and well-being in selected study area.

**Table No.2 Gig Workers Insight towards
Work Life Balance Practiced in Selected Study Area**

SI No.	Statements	Descriptive Statistics			
		No	Standard Deviation	Skewness	Kurtosis
X1	Flexi-timings hours or working hours	4.15	1.549	0.486	-1.362
X2	Career breaks/sabbaticals	4.21	1.377	0.823	-0.709
X3	Delivery workers during shifts can sustain high levels of alertness	4.31	1.493	0.342	-1.366
X4	Incentive structures that reward decided on attendance and performance of the gig workers	4.75	1.479	0.837	-0.787
X5	Provided insurance facilities for gig workers	3.86	1.334	0.931	-0.336
X6	Employee Assistance Program	4.51	1.593	0.363	-1.536
X7	Ongoing training and development opportunities	4.25	1.318	1.385	0.760
X8	Additional wages provided for OT work	3.26	0.501	0.121	-2.020
X9	Bonus and fringe benefits etc.	4.74	1.345	1.252	0.183
X10	Fostering a supportive work environment for gig workers.	4.01	1.544	0.259	-1.437
X11	Social support and good responses	3.78	1.032	1.795	2.977
X12	Long term credit/loan facilitates.	4.77	1.535	0.447	-1.375
X13	Health and wellness initiatives,	3.33	1.585	0.000	-1.651
X14	Provide leisure time to the gig workers	3.87	1.362	1.295	0.219
X15	Rigid WLB policy and practices	4.40	1.5004	-0.346	-1.397

Source: Field Survey

The below table presents the Independent Sample T-Test, Gig workers insight towards work life balance practiced in selected study area. Except the variables of ongoing training and development opportunities and additional wages provided for OT work, bonus and fringe benefits, fostering a supportive work environment for gig workers and rigid WLB policy and practices, these variables are did not show significant differences. In contrast, the remaining below mentions independent variables results the P value (Sig 2-tailed) which is less than the Alpha value of 0.05, it was found to be significant. Therefore the results indicate that the stated null hypothesis to be rejected and alternative hypothesis is accepted. Therefore this study suggesting that there are significant differences in the opinions of gig workers regarding their ability to manage work and life conflicts. Consequently, it highlights the challenges faced by gig workers in achieving a satisfactory balance between their professional responsibilities and personal lives in Mysore City.

Table No.2 (a) Results shows that Independent Sample T-Test

Independent	Levene's Test for Equality of Variances		Std. Error	T-test for Equality of Means		Sig. (2-tailed)
	Variables	Sig.		t	df	
Flexi-timings hours or working hours	2.070	0.000	1.6119	1.682	99	0.000 (Ho=Rejected)
Career breaks/sabbaticals	3.125	0.001	1.4560	1.574	99	0.000 (Ho=Rejected)
Delivery workers during shifts can sustain high levels of alertness	4.150	0.117	1.5294	1.570	99	0.001 (Ho=Rejected)
Incentive structures that reward decided on attendance and performance of the gig workers	2.874	0.222	1.5660	1.568	99	0.000 (Ho=Rejected)
Provided insurance facilities for gig workers	3.850	0.858	1.3918	.0638	99	0.000 (Ho=Rejected)
Employee Assistance Program	3.600	0.730	1.4665	0.988	99	0.000 (Ho=Rejected)
Ongoing training and development opportunities (Ho= Accepted)	3.850	0.858	1.3918	0.638	99	0.712
Additional wages provided for OT work (Ho=Accepted)	3.600	0.512	1.2838	1.105	99	0.615
Bonus and fringe benefits etc. (Ho=Accepted)	3.800	0.809	1.3487	0.745	99	0.511
Fostering a supportive work environment for gig workers. (Ho= Accepted)	3.450	.0477	1.4691	1.249	99	0.744
Social support and good responses	3.425	0.356	1.5185	1.421	99	0.000 (Ho=Rejected)
Long term credit/loan facilitates. (Ho= Rejected)	2.147	0.221	1.3211	1.112	99	0.000
Health and wellness initiatives,	1.223	0.000	1.224	1.321	99	0.000 (Ho=Rejected)
Provide leisure time to the gig workers	1.857	0.011	1.345	1.110	99	0.000 (Ho=Rejected)
Rigid WLB policy and practices	1.521	0.021	1.234	1.234	99	0.512 (Ho=Accepted)

Source: Field Survey.

Recommendations of the Study

The study's recommendations are crucial for improving the work-life balance and productivity of gig workers. Implementing flexible working hours can help address the challenges of balancing personal and professional responsibilities, potentially reducing stress and burnout while enhancing job satisfaction. Additionally, providing adequate rest breaks for delivery personnel during shifts is essential to maintaining high levels of alertness and efficiency throughout their workdays. Furthermore, health and wellness initiatives, such as stress management workshops and fitness programs are vital for promoting the overall well-being of gig workers. These initiatives not only support physical health but also contribute to mental resilience, ultimately leading to improved productivity and job satisfaction. By adopting these strategies, organizations can create a more supportive work environment that benefits both gig workers and the overall productivity of the work. Additionally, implementing incentive structures that reward productivity while also supporting employee well-being can serve as effective motivational tools for gig workers. For instance, bonuses linked to performance and attendance can encourage workers to manage their work-life balance more effectively.

These incentives can create a culture of accountability while also recognizing the importance of personal well-being. Moreover, ongoing training and development opportunities are crucial. Providing modules on time management and personal well-being can equip gig workers with the skills they need to balance their professional and personal lives effectively. By investing in the development of these skills, organizations not only enhance individual performance but also foster a healthier, more productive workforce. Overall, these strategies can lead to a more engaged and motivated gig workforce, benefiting both employees and employers.

Conclusion

By shedding light on the work-life balance challenges faced by gig workers, the study emphasizes the importance of implementing supportive policies and practices. These insights can guide organizations in creating more effective strategies that enhance worker well-being and productivity. As the gig economy continues to grow, understanding these dynamics will be crucial for ensuring that it meets the diverse needs of its workforce, ultimately fostering a more sustainable and supportive environment for gig workers. In conclusion, this study contributes significantly to the academic discourse on work-life balance within the gig economy and provides actionable recommendations for enhancing the well-being and productivity of gig workers, particularly in online food delivery platforms. Future research should further investigate these recommendations and their effectiveness across various sectors of the gig economy. This exploration will deepen the understanding of gig workers' needs and support them in diverse work environments, ultimately leading to better outcomes for both workers and organizations.

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