



A Study on Gig Culture in Bangalore

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Abstract – The gig economy has rapidly transformed the employment landscape in urban India, particularly in Bangalore, known as the country’s tech hub. This study explores the rise of gig culture, its impact on workers, and the opportunities and challenges it presents. Gig work, characterized by short-term contracts and freelance assignments, has gained popularity due to flexibility, digital platforms, and evolving workforce preferences. However, it also raises concerns related to job security, income stability, and lack of social benefits. This research analyzes the working conditions, satisfaction levels, and economic implications for gig workers in Bangalore. Data collected from 150 respondents reveals a mixed perception—while flexibility and autonomy are appreciated, issues like inconsistent income and lack of legal protection persist. The study concludes by suggesting policy interventions and organizational improvements to make gig work more sustainable and equitable.

Keywords – Gig Economy, Freelancing, Platform Work, Bangalore, Employment Trends, Job Flexibility.

I. INTRODUCTION

The nature of employment has undergone a significant transformation in recent years, driven by technological advancements, digital platforms, and changing workforce preferences. One of the most notable developments is the rise of the gig economy, where individuals engage in short-term, flexible jobs rather than traditional full-time employment. Bangalore, often referred to as the Silicon Valley of India, has emerged as a major hub for gig work due to its thriving startup ecosystem and technological infrastructure.

Gig culture includes a wide range of jobs such as ride-sharing, food delivery, freelance writing, software development, and consulting. Platforms like ride-hailing and freelance marketplaces have enabled individuals to connect directly with clients and employers, reducing dependency on traditional job structures. This shift has provided opportunities for income generation, especially for students, part-time workers, and those seeking flexible schedules.

However, the gig economy also presents several challenges. Gig workers often lack job security, health benefits, and retirement plans. Income instability and irregular working hours can also lead to financial stress. Additionally, the absence of formal employer-employee relationships raises concerns about labor rights and legal protection.

1 III B.Com International Business, 2 III B.Com International Business, 3 Assistant Professor, Department of Commerce. Rathinam College of Arts and Science understanding these aspects, the research contributes to a broader discussion on the sustainability and inclusiveness of gig culture in modern urban economies.

II. REVIEW OF LITERATURE

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Problem Statement

The rapid growth of gig culture in Bangalore has created new employment opportunities but also introduced significant challenges. Gig workers often face income instability, lack of social security benefits, and absence of legal protections. Despite contributing to the economy, their working conditions remain largely unregulated. There is limited understanding of their job satisfaction, financial security, and overall well-being. This study aims to address these gaps by analyzing the experiences of gig workers in Bangalore, identifying key issues, and evaluating whether gig work provides sustainable livelihood opportunities in the long run.

Research Questionnaires

1. What is your primary source of income from gig work?
2. How satisfied are you with the flexibility offered by gig jobs?
3. Do you face income instability in gig work?
4. Are you provided with any social security benefits (insurance, PF, etc.)?
5. What are the major challenges you face as a gig worker?

Objectives of the Study

- To analyze the working conditions of gig workers in Bangalore



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- To evaluate the level of job satisfaction among gig workers
- To identify key challenges and opportunities in gig employment

Need for the Study

The gig economy is growing rapidly, yet there is limited structured research on its impact in Indian cities like Bangalore. Understanding gig workers' experiences helps policymakers and businesses design better frameworks. The study is essential to ensure fair working conditions and sustainable employment opportunities.

Scope of the Study

This study focuses on gig workers operating within Bangalore city across various sectors such as delivery, ride-sharing, and freelancing. It examines their income patterns, job satisfaction, and challenges. The findings are limited to the selected sample and may not represent all gig workers in India.

III. RESEARCH METHODOLOGY

Data Collection

- **Primary Data:** Collected through questionnaires from gig workers ,Sample size 50
- **Secondary Data:** Journals, articles, websites, and reports

Data Interpretation And Analysis

Q1. Primary Source of Income from Gig Work

Option	No.of Respondents	Percentage (%)
Ride-sharing	40	26.7%
Food delivery	35	23.3%
Freelancing	30	20.0%
Home services	25	16.7%
Others	20	13.3%

Analysis:

Most respondents (26.7%) depend on ride-sharing as their primary income source, followed by food delivery (23.3%). This shows platform-based driving and delivery dominate the gig economy.

Q2. Satisfaction with Flexibility

Option No. of Respondents Percentage (%)

Option	No. of Respondents	Percentage (%)
Very satisfied	45	30.0%
Satisfied	50	33.3%
Neutral	25	16.7%
Dissatisfied	20	13.3%
Very dissatisfied	10	6.7%
Total	150	100%

Analysis:

A majority (63.3%) are satisfied with flexibility, showing that freedom of work timing is a key advantage in gig jobs.

Q3. Income Instability

Option	No. of Respondents	Percentage (%)
Always	30	20.0%
Often	40	26.7%
Sometimes	35	23.3%
Rarely	25	16.7%
Never	20	13.3%
Total	150	100%

Analysis:

Around 46.7% respondents experience frequent income instability (always/often), indicating financial uncertainty is a major concern in gig work.

Q4. Social Security Benefits

Option	No. of Respondents	Percentage (%)
Yes	35	23.3%
No	90	60.0%
Not sure	25	16.7%
Total	150	100%

Analysis:

A significant 60% of respondents reported not receiving any social security benefits, highlighting lack of protection in gig employment.

Q5. Challenges Faced (Multiple Response)

Challenges	No. of Responses	Percentage (%)
Income uncertainty	85	56.7%
Lack of job security	75	50.0%
No social benefits	90	60.0%
Long working hours	70	46.7%
Platform dependency	65	43.3%
Customer issues	55	36.7%

Analysis:

The biggest challenge is lack of social benefits (60%), followed by income uncertainty (56.7%) and job insecurity (50%), indicating structural issues in gig work conditions.



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Sampling Technique

- Convenience Sampling

Statistical Tools

- Percentage Analysis
- Bar Graphs

Limitations of the Study

- Limited to 150 respondents
- Based only on Bangalore city
- Responses may be subjective
- Time constraints in data collection

Findings

- Most respondents (28%) depend on ride-sharing as their primary source of income.
- A majority (64%) are satisfied with the flexibility offered by gig jobs.
- Nearly 46% of respondents frequently face income instability in gig work.
- Most respondents (60%) do not receive any social security benefits.
- The major challenge faced is lack of social benefits (60%), followed by income uncertainty. Income instability is a major concern

Suggestions

- Government should introduce policies for gig worker protection
- Platforms should provide insurance and basic benefits
- Awareness programs about financial planning should be conducted
- Standardized payment systems should be implemented

IV. CONCLUSION

The gig economy in Bangalore presents both opportunities and challenges. While it offers flexibility and income generation, issues such as job insecurity and lack of benefits cannot be ignored. A balanced approach involving government intervention and platform responsibility is necessary to ensure sustainable growth. Strengthening regulations and improving worker welfare will help make gig culture a viable long-term employment model.

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