

Youth Participation and Work Experience in India's Gig Economy: Evidence from Bengaluru

Ananya Sahoo^{1*}, Dr. Jennifer Fernandes²¹MA (3rd Semester) Economics, Jain (Deemed-to-be University), Bengaluru, India²Associate Professor, Department of Economics, JAIN (Deemed-to-be University), Bangalore, IndiaDOI: <https://doi.org/10.36347/sjebm.2026.v13i02.004>

| Received: 08.01.2026 | Accepted: 14.02.2026 | Published: 17.02.2026

*Corresponding author: Ananya Sahoo

MA (3rd Semester) Economics, Jain (Deemed-to-be University), Bengaluru, India

Abstract

Original Research Article

The gig economy has become a key factor in the transformation of India's urban labour market, changing not only how work is organised but also how it is accessed. The major contributors to this trend have been the rapid expansion of digital platforms, the use of mobile technology, and the increasing demand for on-call services. As a result, employment is progressively moving away from conventional long-term jobs and towards more short-term, task-based engagements. This change can be observed in metro centres like Bengaluru Urban, where the pace of technological progress and the fact that many people have embraced platform-based services have led to the gig economy growing at an extraordinary rate. Therefore, digital labour has become one of the most important parts of the present-day employment landscape of the city. To understand the scenario well, information concerning 200 gig workers through a structured questionnaire and personal discussions at the most attractive places for work, such as delivery hotspots, ride-hailing points, and residential service areas were gathered. Regression analysis was carried out with the assistance of the statistical software EViews. The results show that the main reason for young gig workers to have flexibility in their work is not the factor that most affects their overall work experience. Rather, income stability, job security, and day-to-day work challenges have a much stronger impact on the level of their job satisfaction. The study explicitly points out the temporary benefits of gig work, fast earning opportunities, but it does not provide long-term stability or career progression. Therefore, many young workers do not consider gig work as their future career. In short, the results highlight the need for the implementation of better work protections, social security support, more decent working conditions, and skill development programs to make gig work more reliable and sustainable for young people in the future.

Keywords: Gig Economy, Youth Employment, Work Experience, Job Security, Income Stability, Platform Work & Flexibility.

Copyright © 2026 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution **4.0 International License (CC BY-NC 4.0)** which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

INTRODUCTION

As digital platforms continually shape labour markets, the emergence of the gig economy has been an area of interest to the academic world. Research done so far has revealed the pros and cons of platform-based employment. As a result, a gig worker can enjoy the flexibility of the work, the relatively easy access to the job, and be a part of the young adult community that mostly prefers their kind of work; however, they can also face the problem of unsteady income, lack of job security, and poor social protection.

Various studies reflect that the development of digital labour in India is highly correlated with factors like the rise in unemployment rate, rapid urbanisation, and technological development. So, in this scenario,

Bengaluru is placed at the epicentre of this research due to its dense concentration of gig platforms and the high levels of youth participation as a technology leader. Young workers constitute most of the gig workforce, and many of them are enticed by the flexibility, autonomy, and instant earning opportunities that a gig worker gets in comparison with a regular job. Choosing working hours and having modest requirements for entry make this kind of work particularly attractive to students, recent graduates, and those who are just looking to supplement their income. But still, youth participation in gig employment is also shaped by the challenges that have been persistent over time, such as fluctuating incomes, insecurity of jobs, lack of health and social benefits, and dependence on platform algorithms. Even in a situation like that of an advanced urban setting, Bengaluru, the circumstances highlight the existing

contradictions between the promise of independence and the reality of precarity, which characterise a gig worker's life.

Background of the Study

Bengaluru, which is largely referred to as India's technology and startup capital, has basically become a platform-centric city. Its strong digital infrastructure, vibrant startup culture, and sizable service sector have collectively made the city a perfect place for gig jobs that include ride-hailing, food delivery, freelancing, and home services to grow exponentially. However, while the traditional job market in India is still fighting to create enough stable and formal jobs, the number of people, mostly the youth, who are choosing gig work as their career has increased tremendously. To them, the gig economy is an affordable way of making money, which they appreciate for its flexibility and being a segment that is easy to enter when there is a scarcity of regular jobs.

Relevance of the Study

Due to the COVID-19 pandemic, gig work has grown dramatically as many jobs were lost or cut back due to lockdowns. Many people turned to digital platforms as a source of income during the many job losses, and so at this time, there are many questions about whether working in this way will be beneficial to younger generations. If younger people turn to gig employment as a means of support, without the proper protections and safeguards as offered by traditional jobs, they may only be reproducing informal and risky working conditions within a digital platform setting.

Bengaluru provides a great city to observe these issues because it has shown the innovation potential, while also demonstrating the inherent inequalities that are arising within the gig economy. By assessing how young people are participating in the gig economy, we can get better insights into their motivations for working in this way, the experiences and challenges they face, and what their aspirations are.

We can apply the results of our study to inform policy discussions regarding the responsibilities of platforms, the accountability of platforms to their workers, and the need for sustainable employment opportunities for young people. This will allow for a better understanding of how technology and work are changing. By analysing young people participating in the gig economy, we can gain insights regarding their world, the motivations driving them to work in this way, their experiences, their challenges, and their aspirations.

REVIEW OF LITERATURE

Youth employment patterns in India have long been influenced by broader structural and demographic changes. Their study provides a comprehensive review of youth employment and unemployment trends from 1983 to 2007–08 using NSSO data and census reports.

The findings highlight how India's demographic dividend presents both opportunities and challenges, examining labour force participation, work participation, education levels, and skill development to explain the underlying causes of persistent youth joblessness in the country. **(Dev & Venkata Narayana, 2011)**

Despite India's rapid economic growth, youth unemployment and underemployment remain persistent challenges, largely due to the dominance of the informal sector and the slow expansion of formal job opportunities. **(Mitra & Verick, 2013)**

India's growing gig economy continues to reflect deep-rooted gender inequalities, particularly affecting the participation of low-skilled women workers. The study provides a detailed analysis showing that although digital platforms such as UrbanClap, QuikrEasy, Helpr, and BookMyBai have expanded work opportunities, they still mirror traditional labour disparities, including wage gaps, gender-segregated roles, and limited access to social protection. **(Kasliwal, 2020)**

Women's participation in India's platform economy continues to raise important questions about equality and empowerment. The study provides a critical feminist analysis showing that although gig work is often portrayed as modern and flexible, it does not always improve women's labour conditions. Instead, the research highlights how digital platforms may reproduce existing gender inequalities in new forms, limiting the transformative potential of gig work for women. **(Varma, 2021)**

The growing visibility of India's gig economy has drawn attention to both its benefits and its shortcomings. The study provides a qualitative examination of the sector's evolution, the impact of the pandemic, and existing regulatory gaps. While the gig economy offers flexibility and new employment opportunities, the findings reveal that it also deepens labour market informality and expands inequality, raising concerns about long-term worker protection. **(Pal, 2021)**

India's shift toward the gig economy accelerated notably during the COVID-19 pandemic, leading to major changes in both labour markets and worker attitudes. The study provides a detailed analysis of how Industry 4.0 technologies, including the Internet of Things (IoT) and Artificial Intelligence (AI), supported this transition, showing that the pandemic acted as a catalyst for movement away from traditional employment and toward flexible, platform-based work arrangements. **(Kumar, 2022)**

Global research on the gig economy has expanded significantly in recent years, reflecting growing academic interest in its structure and

development. Their study provides a detailed bibliometric analysis using Scopus data from 2010 to 2021, showing major research trends, highly cited works, leading countries, and key thematic areas. The findings highlight how scholarly focus on the gig economy has grown alongside digitalisation and the wider restructuring of labour markets. (Joshi & Gupta, 2022)

India's gig economy offers both opportunities and limitations for young workers. The study provides a macro-level overview of how gig work spans across delivery services, ride-sharing, home services, and online freelancing, with youth forming the largest segment of the workforce. While the sector supports skill development and provides alternative income options, the research cautions that it remains highly informal and lacks clear pathways for career growth or long-term stability. (Sachdeva, 2022)

The psychological and economic pressures associated with gig work provide evidence of how algorithmic management, fluctuating earnings, and unpredictable workloads create stress and uncertainty for young workers. These findings show that digital platforms often blur the boundaries between freedom and dependence, resulting in new forms of precarity in urban labour markets. (Deshmukh, 2022)

India's gig economy has undergone notable structural and economic transformation in recent years. Their study provides an in-depth overview of the sector's growth between 2018 and 2023, linking its expansion to rising youth demographics, increasing smartphone use, and shifting consumer behaviour. Using surveys and secondary data from six major Indian cities, the research highlights both the opportunities and challenges associated with gig work, reflecting its central role in India's digital employment landscape. (Pandey, 2025)

Digital platforms have become powerful engines driving the evolution of India's gig economy. The study provides a detailed analysis of how technology, entrepreneurship, and digitalisation have shaped modern work systems, created new employment opportunities, while also increased precarity and inequality. The findings emphasise that platform algorithms, data analytics, and on-demand models are reshaping the structure of employment by controlling work allocation, monitoring performance, and influencing labour conditions. (Mundhe, 2025)

Research Gap

While several research works have been presented on the gig economy in India, the focus of the present study is on the nationwide trends and the dynamics of the platforms, and very few have been dedicated to the young gig workers' experiences in Bengaluru. The questions about the youth's involvement, the obstacles they might face, their viewpoints and how the pandemic has influenced their decision to take up gig

work are still largely uncovered. This research moves to fill those voids by offering a detailed comprehension of the gig economy participation of the youth in the urban areas of Bengaluru and evaluating the viability of this employment sector.

Research Questions:

- What are the key factors influencing the increasing participation of youth in Bengaluru's gig economy?
- What major challenges do young gig workers in Bengaluru face in managing flexibility, income stability, and job security?

Objectives of the Study:

- To identify the key factors contributing to the increasing participation of youth in Bengaluru's gig economy.
- To analyse the major challenges faced by young gig workers, particularly in managing flexibility, income stability, and job security.

RESEARCH METHODOLOGY

Primary data was obtained through face-to-face interviews of around 200 gig workers in Bengaluru Urban. These workers represented delivery services, ride-hailing platforms, home services, and freelancing sectors. The respondents were selected through random sampling. The data was gathered through a structured questionnaire and direct interaction with gig workers at delivery hotspots, cab stands, residential areas, and other public places where they work. After the survey, the data were also subjected to regression analysis using EViews software. This helped to test the study's hypotheses and understand how different factors, motivations, and challenges impact the experiences of young gig workers. The regression results strengthened the findings by indicating which factors were statistically significant.

Hypothesis of the Study:

Based on the objectives of the study, a set of hypotheses has been developed to examine the factors, motivations, and challenges influencing youth participation in Bengaluru's gig economy.

For the first objective,

- **H₀₁:** There is no significant relationship between factors influencing youth participation in the gig economy.
- **H₁₁:** There is a significant relationship between factors influencing youth participation in the gig economy.

For the second objective,

- **H₀₃:** Challenges do not significantly impact the overall work experience of youth gig workers.
- **H₁₃:** Challenges significantly impact the overall work experience of youth gig workers.

Data analysis

This section presents the analysis of the data collected from 200 gig workers in Bengaluru urban through the Random Sampling method. Various charts and graphs have been used to interpret the responses

clearly. The findings from this data help explain how different factors influence youth participation in the gig economy and support the testing of the study's hypotheses.

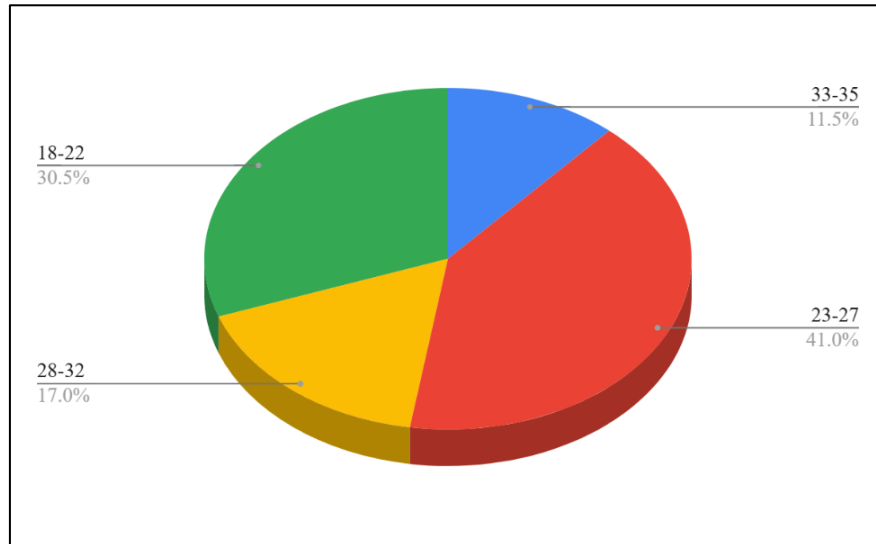


Figure 1: No. of people doing Gig work (age distribution)

Source: Primary Data

The chart shows that the largest proportion of respondents, 41 per cent, belongs to the 23–27 age group, indicating that gig work is most common among young adults who are early in their careers. The second-largest segment comprises workers aged 18–22, accounting for 30.5 per cent, suggesting that many students and recent graduates also choose gig work due to its flexibility and

easy entry. The 28–32 age category contributes 17 percent of the respondents, while the 33–35 age group forms the smallest share at 11.5 per cent. Overall, this figure portrays that gig work is predominantly taken up by youth, with the 18–27 age range making up most participants.

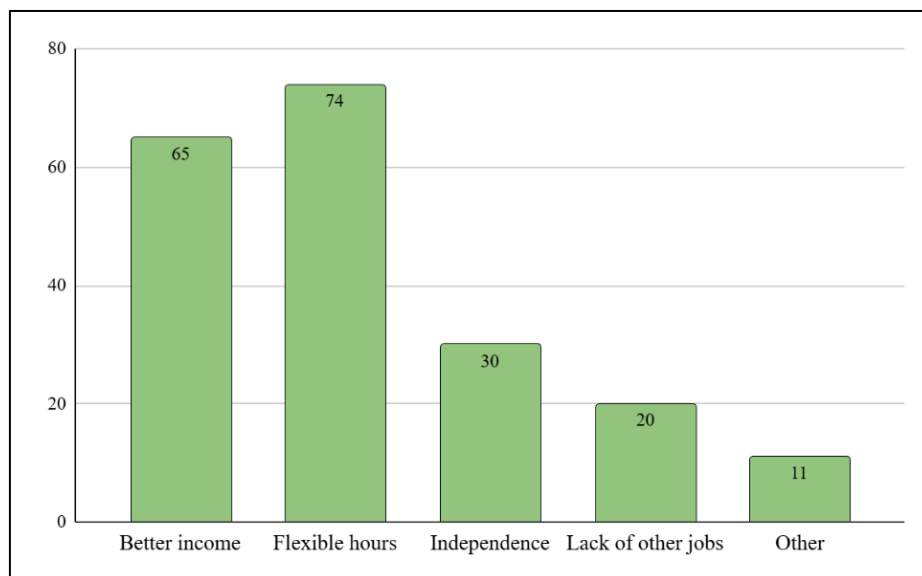


Figure 2: Reason for choosing Gig work (In Numbers)

Source: Primary Data

The highest number of respondents, 37 per cent, selected flexible hours as their primary motivation, indicating that the ability to choose one's own working

schedule is the most influential factor for youth. This is followed by 32.5 per cent of respondents who preferred gig work for better income, showing that many perceive

gig platforms as offering higher or more immediate earning opportunities. A total of 15 per cent of respondents chose independence, while 10 per cent of respondents reported a lack of other jobs as their reason,

reflecting the role of limited traditional employment opportunities in pushing individuals toward gig work. Lastly, 5.5 per cent of respondents selected other reasons.

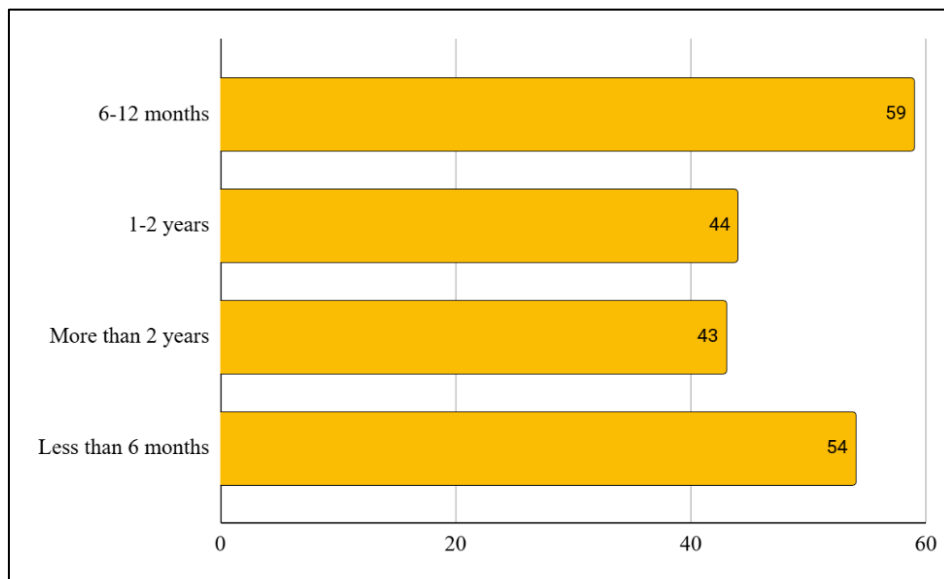


Figure 3: Duration of work (In Numbers)

Source: Primary Data

This figure portrays that the largest group, consisting of 29.5 per cent of respondents, has been engaged in gig work for 6–12 months, indicating that many workers have entered the sector recently and are still in the early stages of their gig careers. This is followed by 27 per cent of respondents who reported

working for less than 6 months, while 22 per cent of respondents have been involved for 1–2 years, and 21.5 per cent of respondents have worked for more than 2 years. These two categories represent more experienced gig workers who have continued in this form of employment over a longer period.

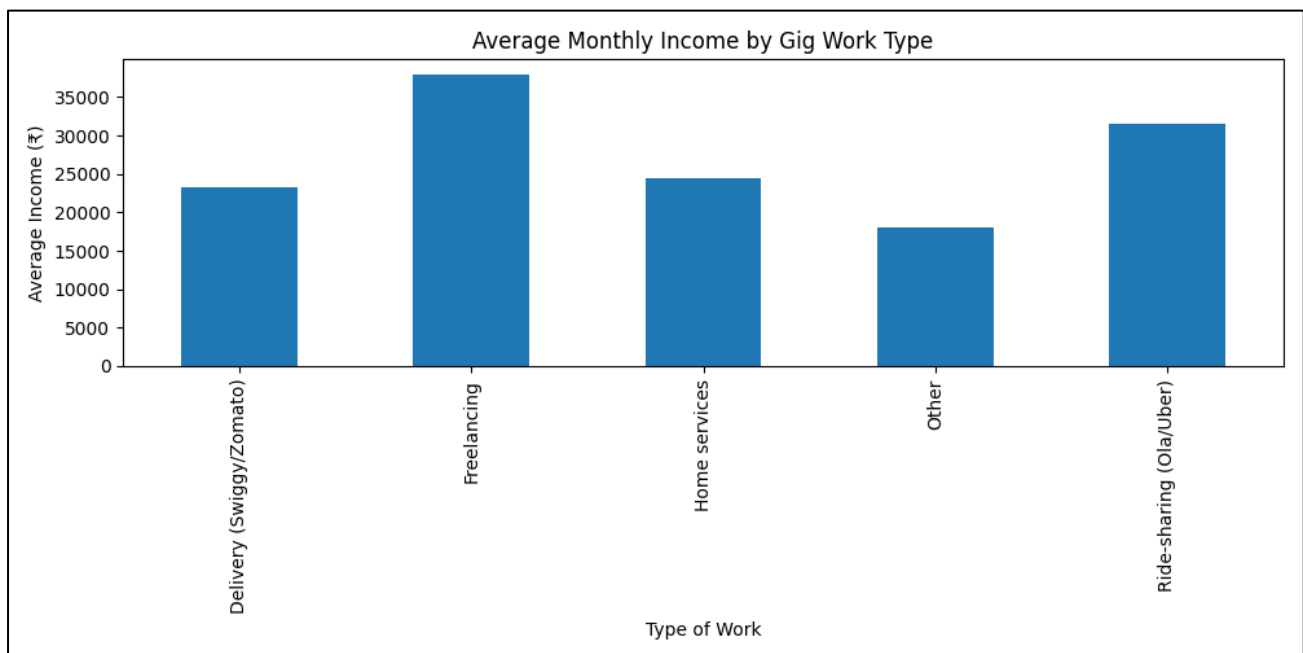


Figure 4: Avg. Monthly income earned by gig workers (In Numbers)

Source: Primary Data

This bar chart shows the average monthly income of people working in different types of gig jobs. Freelancers earn the most, with an average income of about ₹38,000 per month. Their earnings are higher because they work on projects, and skilled freelancers can take up more work and charge better rates. Ride-sharing workers (Ola/Uber) earn the second-highest income, around ₹31,000 per month. They usually work long hours and also receive incentives, which increases

their monthly earnings. Home-service workers, such as those providing beauty services, repairs, or cleaning, earn about ₹25,000 per month. Their income depends on how many daily bookings they get. Delivery workers (Swiggy/Zomato) earn around ₹23,000 per month. Their earnings are affected by order availability, competition, and incentives. Workers in the “Other” category earn the least, about ₹18,000 per month, as these jobs are less regular and often involve smaller tasks.

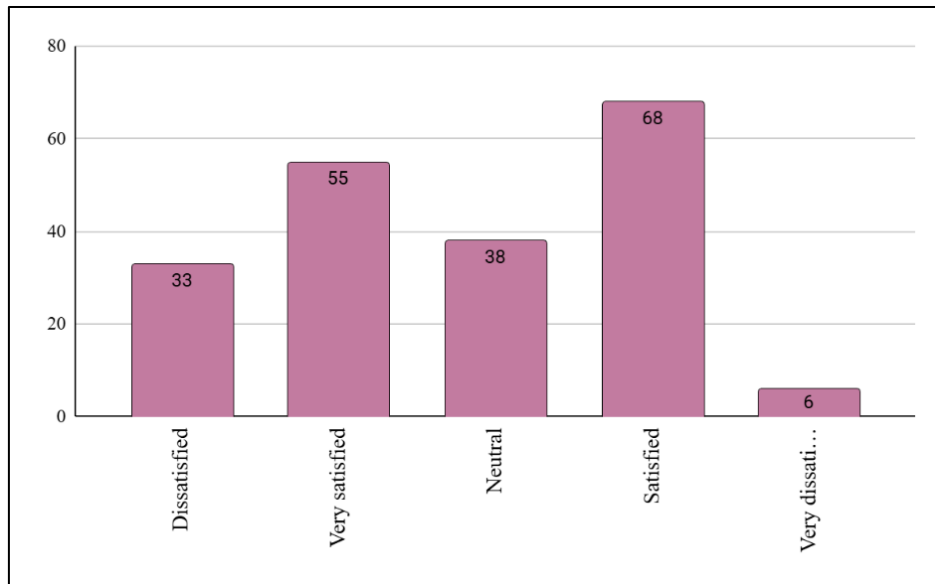


Figure 5: Satisfaction with Flexibility of Work (In Numbers)

Source: Primary Data

This figure portrays the level of satisfaction among gig workers, where the highest number of respondents, 34 per cent, reported being satisfied, showing that most gig workers appreciate the ability to choose their working hours. This is followed by 27.5 per cent of respondents who stated they are very satisfied, indicating that flexibility is a major advantage for many workers in the gig economy. Meanwhile, 19 per cent of

respondents expressed a neutral opinion, suggesting it may not be a strong motivating factor for them. On the other hand, 16.5 per cent of respondents reported being dissatisfied, and a smaller group of 3 per cent of respondents stated they are very dissatisfied, highlighting that not everyone experiences the promised flexibility positively.

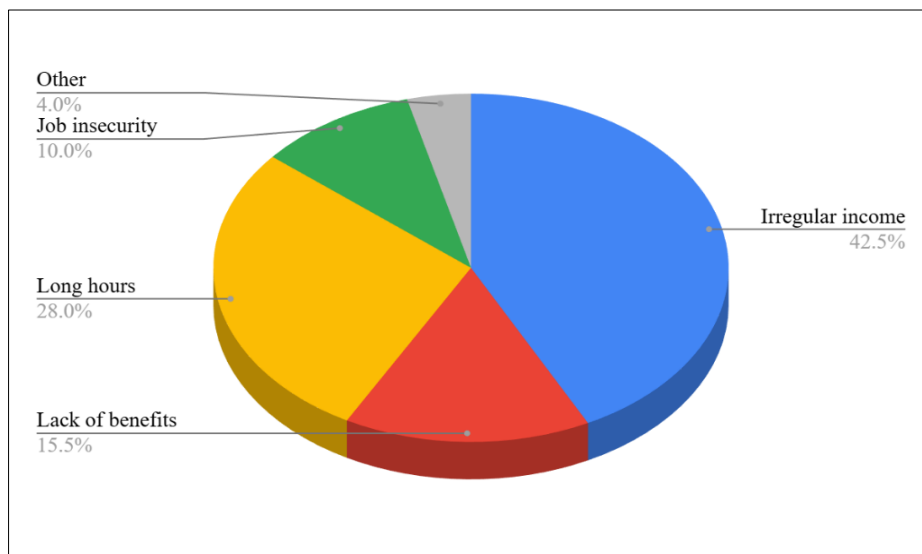
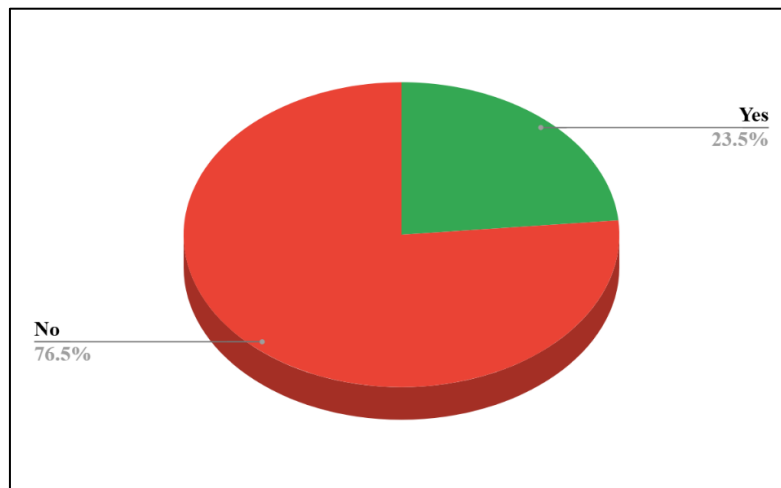


Figure 6: Challenges faced by Gig workers (In percentage)

Source: Primary Data

The largest portion of respondents, 42.5 per cent, reported irregular income as their biggest challenge, showing that unpredictable earnings are the most common problem in gig work. This is followed by long hours, experienced by 28 per cent of respondents, indicating that many workers must work extended shifts to meet their earning goals. 15.5 per cent of the

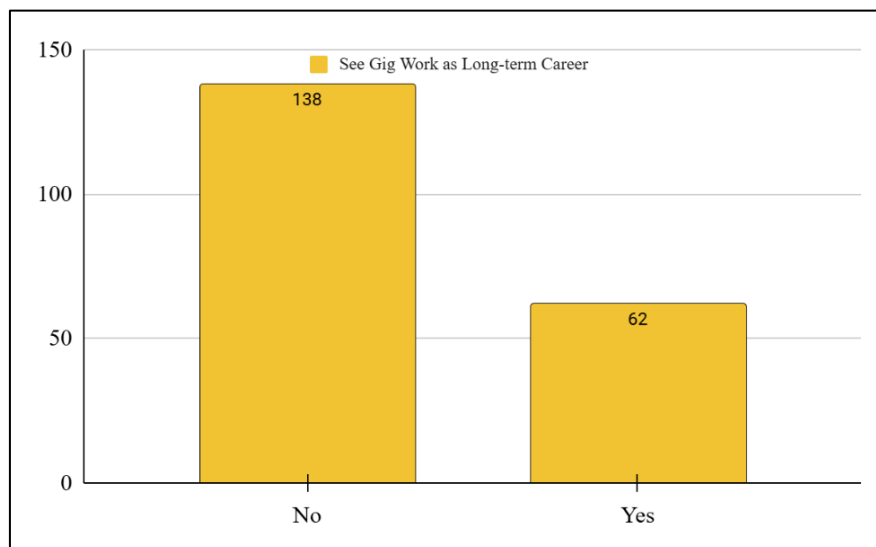
respondents identified a lack of benefits, such as insurance or paid leave, as a significant issue. Job insecurity was reported by 10 per cent of respondents. Lastly, 4 per cent mentioned other challenges, which may include rising fuel costs, platform penalties, or safety concerns.

**Figure 7: Awareness of Welfare Schemes (In percentage)**

Source: Primary Data

Most respondents (76.5 per cent) stated they were not aware of government or platform welfare schemes. Lack of awareness or insufficient

communication from platforms prevents workers from accessing available support measures

**Figure 8: Seeing Gig Work as a long-term career (In Numbers)**

Source: Primary Data

This chart portrays that a significant number of gig workers (69 per cent) do not view gig work as a long-term career option. Only a small portion (31 per cent) considered staying in gig work permanently. Workers see gig work mainly as a temporary income source due

to instability, the absence of growth opportunities, and inadequate social security.

This figure portrays the reasons why some respondents do not prefer gig work as a long-term career option. The highest number of respondents, 26 per cent,

cited independence as their reason, which indicated that they do not see gig work as a stable or structured career path. This is followed by 23.5 per cent of respondents who mentioned a lack of alternatives, showing that many workers are involved in gig work out of compulsion rather than choice. 19 per cent of respondents reported that their income is not stable, highlighting financial

uncertainty as a major drawback of gig employment. 17 per cent of respondents selected job insecurity, reflecting concerns about the absence of long-term stability or protection in gig work. Lastly, 14.5 per cent of respondents said they prefer flexibility, which suggests that while flexibility is appreciated, it may not be enough to sustain gig work as a long-term career decision.

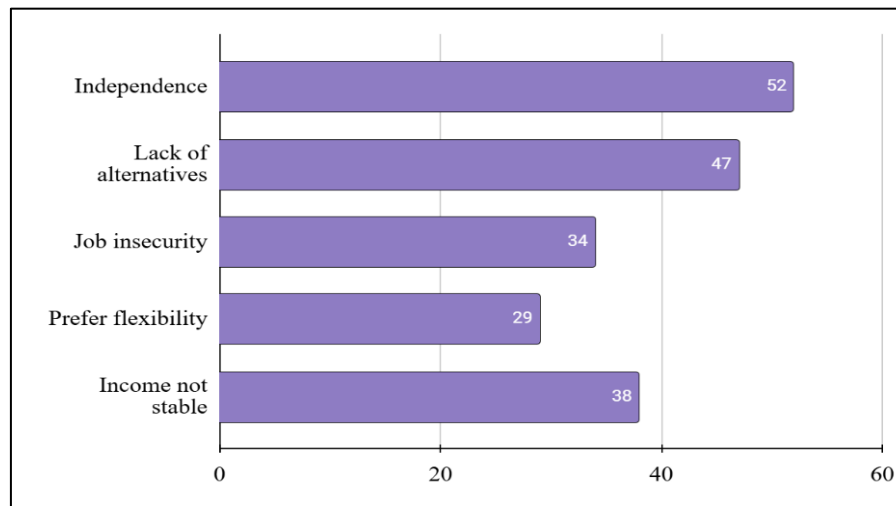


Figure 9: Reasons for not choosing Gig work as a career choice (In Numbers)

Source: Primary Data

The data analysis shows that gig work is mainly chosen by young workers for flexibility, better income, and independence. However, many face challenges such as irregular income, long working hours, lack of benefits, and job insecurity. While most respondents are satisfied with flexibility, unstable earnings and limited long-term prospects reduce overall job satisfaction.

Regression Analysis and Findings:

To empirically test the hypotheses formulated in the study, regression analysis was carried out using EViews software. This section discusses the estimated results and interprets the impact of key factors and challenges on youth participation and work experience in Bengaluru's gig economy.

Model I: To examine the factors contributing to youth participation in Bengaluru's gig economy, a multiple linear regression model is estimated.

$$Y_1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

- Y_1 = Youth participation in the gig economy
- X_1 = Income stability
- X_2 = Flexibility of work
- X_3 = Job security
- β_0 = Intercept
- $\beta_1, \beta_2, \beta_3$ = Regression coefficients
- ε = Error term

Table 1: Regression Results for Youth Participation in the Gig Economy (Model I)

Dependent Variable: C				
Method: Least Squares				
Date: 12/16/25 Time: 12:40				
Sample: 1 200				
Included observations: 200				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
SATISFACTION_WITH_FLEXIB	0.104453	0.009507	10.98738	0
INCOME_STABILITY	0.144885	0.014965	9.681559	0
JOB_SECURITY	0.149368	0.014655	10.19216	0
Mean dependent var	1	S.D. dependent var		0
S.E. of regression	0.193285	Akaike info criterion		-0.43442
Sum squared resid	7.359741	Schwarz criterion		-0.38494
Log likelihood	46.44155	Hannan-Quinn criter.		-0.41439
Durbin-Watson stat	2.052826			

Source: EViews

Dependent Variable: Overall Work Experience**Method:** Least Squares Sample Size: 200 observations

With a high t-statistic of 10.98 and a p-value of 0.000, the coefficient for satisfaction with flexibility is 0.104. This demonstrates that young gig workers' work experiences are strongly and significantly improved by flexibility.

Likewise, income stability has a t-statistic of 9.68, a p-value of 0.000, and a coefficient value of 0.145. This suggests that young people's work experiences are greatly enhanced by income stability.

With a t-statistic of 10.19, a p-value of 0.000, and a coefficient of job security of 0.149, it is evident that youth work experience is positively and significantly impacted by job security.

The Durbin–Watson statistic is 2.05, which is near the optimal value of 2, suggesting that the model has no autocorrelation issues and that the regression results are trustworthy. The model appears to fit the data well, based on the low standard error of regression (0.193).

Hypothesis Testing:

- Since the p-values for all independent variables are less than 0.01, the null hypothesis is rejected.
- The results confirm that flexibility, income stability, and job security significantly influence the work experience of youth gig workers.

Model II: To analyse the impact of challenges on the overall work experience of young gig workers in Bengaluru, a second regression model is estimated.

$$Y_2 = \alpha_0 + \alpha_1 Z_1 + \alpha_2 Z_2 + \alpha_3 Z_3 + \mu$$

Where:

- Y_2 = Overall work experience of youth gig workers
- Z_1 = Income instability
- Z_2 = Lack of job security
- Z_3 = Absence of social benefits
- α_0 = Intercept
- $\alpha_1, \alpha_2, \alpha_3$ = Regression coefficients
- μ = Error term

Table 2: Regression Results for the challenges faced by the youth in the Gig Economy (Model II)

Dependent Variable: C				
Method: Least Squares				
Date: 12/16/25 Time: 19:26				
Sample: 1 200				
Included observations: 200				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
INCOME_STABILITY	0.150125	0.013846	10.84278	0
JOB_SECURITY	0.143589	0.014072	10.20413	0
BIGGEST_CHALLENGES	0.101106	0.008305	12.17349	0
Mean dependent var	1	S.D. dependent var		0
S.E. of regression	0.185435	Akaike info criterion		-0.51734
Sum squared resid	6.774033	Schwarz criterion		-0.46787
Log likelihood	54.73436	Hannan-Quinn criter.		-0.49732
Durbin-Watson stat	2.094511			

Source: EViews

Dependent Variable: Overall Work Experience**Method:** Least Squares**Sample Size:** 200 observations

Income stability has a strong and significant positive impact on youth work experience, as evidenced by the coefficient of income stability of 0.150, t-statistic of 10.84, and p-value of 0.000. Likewise, job security has a p-value of 0.000, a t-statistic of 10.20, and a coefficient value of 0.144. This finding indicates that young people's

positive work experiences in the gig economy are significantly influenced by job security.

A statistically significant relationship is indicated by the variable's greatest difficulties, which have a coefficient of 0.101, a high t-statistic of 12.17, and a p-value of 0.000. This suggests that young gig workers' overall work experience is greatly impacted by how obstacles are handled. There is no autocorrelation issue in the model, as indicated by the Durbin–Watson statistic of 2.09, which is near the optimal value of 2. The model

appears to fit the data well based on the low standard error of regression (0.185).

Hypothesis Testing:

- Since the p-values for all independent variables are less than 0.01, the null hypothesis is rejected.
- The results confirm that income stability, job security, and major challenges significantly impact the overall work experience of youth gig workers.

Regression analysis reveals that in Bengaluru's gig economy, factors like work flexibility, income stability, job security, and major challenges significantly influence youth participation and overall work experience. Young workers are drawn to flexible work arrangements, but job security and steady income have a significant impact on their job satisfaction, underscoring the need for stronger protections in gig work.

Findings:

The results of this study indicate that most gig workers in Bengaluru Urban are young, and the age group of 18-27 years is predominantly represented. This is simply because gig work is more popular among students, fresh graduates, and teenage youth who are looking for quick money and flexible working hours. The flexibility of working hours, a better place to make money, freedom, and, for some, simply the lack of other job opportunities, are the reasons why people resort to gig work.

Further, the results of this study indicate that in terms of employment, most of the respondents have been gig workers for less than a year, thus suggesting that there is a frequent transition between this kind of work for people. Although most of the respondents showed their satisfaction with the flexibility of gig work, a few were indifferent, and some even showed their dissatisfaction, thus suggesting that flexibility in this case cannot be considered as the sole factor contributing to a good work experience.

The issues that gig workers have raised as their major concerns include irregular income, long working hours, absence of benefits, and job insecurity. Irregular income emerged as the most prominent source of concern for gig workers, suggesting that quite a few of them experience difficulties with irregular income. The regression test firmly confirms the relationship between these variables and the job satisfaction of gig workers, which includes income stability, job security, and work challenges.

From the above graphs, freelancing and ride-sharing gigs earn the most money, while delivery and other small gigs earn the least. This suggests that the gig economy depends on skill levels, the nature of gigs, and the number of hours people can work.

From the findings, young people cannot depend on gig jobs as a secure source of employment because gig jobs, although providing short-term advantages such as flexibility and easy money, do not provide any long-term guarantees of stability and career growth opportunities.

Recommendations:

After analysing the results of the research, gig workers need some extra support so that they can improve the working conditions of their experiences. Properly, the first place where enterprises should focus is on ensuring that employees' income is not too volatile, for instance, by offering only incentives and establishing clear payment rules, so that employees will not have to worry about sudden drops in their income. Moreover, gig workers must be provided with some basic benefits, such as health insurance and accident insurance, through which they can feel secure in their respective jobs. Since most of the workers are working for a long period of time, it is recommended that the platforms take up the responsibility of properly organising the workload of the workers so that they do not get exhausted or stressed.

In this regard, a basic skill, such as digital skills, communication skills, or money management skills, may be one of the ways to help the workers. If this skill is taught to them, then they will be able to earn more money and get promoted. Many workers are not aware of the welfare schemes; therefore, it is the responsibility of the platforms to ensure that this is taught to them most effectively. The importance of companies being transparent about rules, penalties, and rewards so that workers are aware of how the system works cannot be emphasised enough. Feedback from workers will help the management to understand their problems better.

In fact, the platforms should think of ways and means to open the future in terms of long-term career opportunities so that gig workers not only see a bright future but also do not feel as if they are stuck in a temporary job. The above suggestions will help in the protection, comfort, and purpose of the gig work for young workers.

CONCLUSION

The current study shows that youth select this type of job in the first place because of the flexible working hours, fast money, and autonomy. The number of young workers who choose to work on a gig platform to finance their studies, earn some extra cash, or simply because they cannot find a regular job is impressive. Although this research has successfully uncovered the new youth workers who are caught up in any problem, in the gig economy, the condition of these workers is terrible, to say the least. The most difficult problem of irregular income was what most workers pointed out, which made it difficult for them to organise their budget. Many even work for a longer period and do not receive

the benefits, like health insurance or vacation time. The insecurity of the job was one of the biggest concerns, as there was no long-term security in the gig industry.

The regression analysis was mainly the reason why the researchers thought that income stability, job security, and the challenges faced by workers have a great influence on their overall feelings. One of the greatest benefits of gig work is freedom and good short-term earning opportunities; therefore, many young people do not think of it as a long-term career. Finally, the study has a concluding message that gig work would be a great solution for those in need of short-term income and flexibility; however, there is still a need for reforms to become a more reliable and sustainable form of employment for the youth in Bengaluru.

REFERENCES

- Chandrasekhar, C. P. (2001). ICT in a developing country context: An Indian case study. *New York: United Nations Development Programme*.
<https://hdr.undp.org/system/files/documents/chandrasekhar-1.pdf>
- Dev, S. M., & Venkatanarayana, M. (2011). Youth employment and unemployment in India. *Mumbai: Indira Gandhi Institute of Development Research*.
<https://www.academia.edu/download/91438583/WP-2011-009.pdf>
- Mitra, A., & Verick, S. (2013). *Youth employment and unemployment: an Indian perspective*. New Delhi: ILO.
https://researchrepository.ilo.org/esploro/fulltext/en/cyclopediaEntry/Youth-employmentandunemployment/995328517602676?repId=12118504180002676&mId=13118605320002676&institution=41ILO_INST
- Kasliwal, R. (2020). Gender and the gig economy: A qualitative study of gig platforms for women workers. *ORF issue brief*, 359, 1-14.
<https://www.orfonline.org/public/uploads/posts/pdf/20230524165631.pdf>
- Pal, B. (2021). Rising Popularity of Gig Economy: A Case Study from India. *International Journal of Religious and Cultural Studies*, 3(2).
<https://journals.oneresearch.id/index.php/ijracs/article/view/33>
- Kumar, V. (2022). How has COVID-19 Transformed the Gig Economy in India? *IMPACT AND POLICY RESEARCH*.
<https://iprr.impriindia.com/wp-content/uploads/2023/01/IPRR-V1I1-Full-Issue-IMPRI-2022.pdf#page=14>
- Pant, J. J., & Majumder, M. G. (2022). Themes and narratives of gig economy: An Indian HR perspective. *NHRD Network Journal*, 15(1), 83-99.
<https://journals.sagepub.com/doi/abs/10.1177/26314541211064751>
- Thomas, P. N. (2024). *The Gig Economy in India: Start-Ups, Infrastructure and Resistance*. Routledge.
<https://www.taylorfrancis.com/books/mono/10.4324/9781003491705/gig-economy-india-pradip-ninan-thomas>
- Verma, M. K. (2025). Gender and Work: Women in India's Gig Economy. *IJSAT-International Journal on Science and Technology*, 16(4).
<https://www.ijstat.org/research-paper.php?id=9211>
- Gupta, N., Agarwal, A. K., & Tiwari, M. K. (2025). A Bibliometric Analysis of Three Decades of Research on Gig Workers. *Organizational Sociology in the Digital Age*, 283-318.
<https://www.igi-global.com/chapter/a-bibliometric-analysis-of-three-decades-of-research-on-gig-workers/374951>
- Raj, A., & Yadav, P. (2026). Deciphering the attrition of women in the gig economy in a developing economy. *International Journal of Organizational Analysis*, 1-24.
<https://www.emerald.com/ijoa/article/doi/10.1108/IJOA-05-2025-5548/1333069>