

Assessing the Impact of Digital Platforms on Job Satisfaction among Gig Workers: Evidence from Bengaluru, Karnataka

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Abstract: The rapid expansion of digital platforms has transformed employment by creating flexible work opportunities within the gig economy. This study investigates the impact of digital platform characteristics on the job satisfaction of gig workers in Bengaluru, Karnataka. Specifically, the study examines the influence of platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility on workers' job satisfaction. A quantitative research design was adopted using a structured questionnaire, and data were collected from 390 gig workers. Descriptive statistics, Pearson correlation, and hierarchical multiple regression analyses were performed using R statistical software. The findings reveal that all five platform characteristics positively and significantly influence job satisfaction, with work flexibility and algorithmic fairness emerging as the strongest predictors. In contrast, demographic characteristics showed minimal influence on job satisfaction. The study highlights the importance of transparent algorithms, user-friendly platforms, responsive support systems, and flexible work arrangements in enhancing worker satisfaction. The findings provide valuable implications for platform companies, policymakers, and labour organizations seeking to develop fair, sustainable, and worker-centric digital employment ecosystems while contributing to the growing literature on platform-based work and the gig economy.

Keywords: Gig Economy, Digital Platforms, Job Satisfaction, Algorithmic Fairness, Work Flexibility

1. Introduction

The rapid expansion of the digital economy has transformed traditional employment relationships by creating new opportunities through platform-based work. Digital platforms such as Uber, Swiggy, Zomato, Amazon Flex, Urban Company, and Zepto have enabled millions of individuals to participate in the gig economy by providing flexible, technology-driven employment opportunities. India has emerged as one of the world's fastest-growing gig economies, with Bengaluru, Karnataka, serving as a major hub for platform-based workers due to its advanced technological infrastructure and high concentration of digital service providers (Chaudhuri et al., 2020; Upadhyay et al., 2021). Although gig work offers flexibility and income-generating opportunities, concerns regarding algorithmic management, payment transparency, platform support, and job security continue to influence workers' satisfaction and long-term engagement (Rani & Furrer, 2021; Dutta et al., 2023).

Digital platforms increasingly rely on algorithmic systems to allocate work, monitor performance, determine incentives, and evaluate worker productivity. While these technologies improve operational efficiency, they also shape workers' perceptions of fairness, autonomy, and trust, ultimately influencing their job satisfaction (Muralidhar et al., 2022; Bühler et al., 2023). Previous studies have demonstrated that platform usability, transparent payment systems, and organizational support significantly enhance employee satisfaction and retention in digital work environments



(Medappa, 2023; Masta & Kaushiva, 2024). Likewise, work flexibility has consistently been identified as one of the strongest motivations for participating in gig work, allowing workers to balance personal commitments with professional responsibilities (Cook & Rani, 2025; Bhore et al., 2025). However, despite the rapid expansion of India's platform economy, empirical evidence examining how multiple platform characteristics collectively influence job satisfaction remains relatively limited, particularly within the context of Bengaluru, Karnataka (Khalid, 2025; Chandrakala et al., 2025).

This study addresses this research gap by investigating the influence of platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility on the job satisfaction of gig workers in Bengaluru, Karnataka. Understanding these relationships is important for platform companies, policymakers, and labour organizations seeking to develop fair, transparent, and worker-centric digital ecosystems that promote sustainable employment outcomes (Neena & Dey, 2025; P. Sharma, 2025; Manjaly et al., 2026). The findings are expected to contribute to the growing literature on digital labour platforms while offering practical recommendations for improving worker satisfaction, engagement, and retention within India's evolving gig economy (Mathurin et al., 2026; Rabban & Singh, 2026; S. Sharma & Khadka, 2026; Muneer et al., 2022).

RQ1: How do digital platform characteristics influence the job satisfaction of gig workers in Bengaluru, Karnataka?

RQ2: Which platform-related factors have the strongest impact on the job satisfaction of gig workers in Bengaluru, Karnataka?

Literature Review

The rapid growth of digital labour platforms has significantly transformed traditional employment by enabling flexible, technology-driven work arrangements. Digital platforms such as Uber, Swiggy, Zomato, Urban Company, Amazon Flex, and other app-based services connect independent workers with customers through sophisticated algorithmic systems that coordinate task allocation, pricing, performance monitoring, navigation, and payment processing. These platforms have expanded employment opportunities while improving labour market accessibility for millions of workers. However, they have also introduced concerns regarding algorithmic control, income uncertainty, transparency, fairness, and employee well-being, making job satisfaction an increasingly important indicator of sustainable platform-based employment (Rani & Furrer, 2021; Upadhyay et al., 2021). As India's leading technology hub, Bengaluru has witnessed remarkable growth in gig employment, creating a need to better understand the platform characteristics that influence workers' job satisfaction.

Platform usability refers to the ease with which workers can interact with digital applications to accept tasks, communicate with customers, monitor earnings, and manage work schedules. Platforms that provide intuitive interfaces, reliable navigation, and efficient operational systems reduce cognitive effort and improve workers' productivity. A well-designed platform minimizes operational errors and enhances the overall user experience, thereby increasing job satisfaction. Medappa (2023) reported that user-friendly digital platforms significantly improve employee engagement and operational efficiency, while Dutta et al. (2023) found that technological ease of use positively influences workers' commitment and perceived work quality. Consequently, platform usability is expected to positively affect job satisfaction among gig workers.

H1a: Platform usability has a positive and significant effect on job satisfaction among gig workers.

Algorithmic fairness has emerged as one of the most debated issues in the platform economy because automated systems increasingly determine work allocation, performance evaluation, customer ratings, and incentive distribution. Workers are more likely to develop trust in digital platforms when algorithmic decisions are transparent, unbiased, and consistently applied. Conversely, opaque algorithms may create perceptions of injustice, reducing employee motivation and satisfaction. Chandrakala et al. (2025) observed that perceived fairness in algorithmic decision-making strengthens workers' trust and organizational commitment, while Khalid (2025) demonstrated that transparent

algorithmic governance significantly improves satisfaction among platform workers. Therefore, algorithmic fairness is expected to positively influence job satisfaction.

H1b: Algorithmic fairness has a positive and significant effect on job satisfaction among gig workers.

Payment transparency represents another critical determinant of workers' perceptions of fairness within platform-mediated employment. Transparent payment systems enable workers to clearly understand earnings, commissions, incentives, bonuses, and deductions, thereby reducing uncertainty and increasing trust in the platform. Neena and Dey (2025) reported that transparent compensation mechanisms enhance perceptions of equity and strengthen organizational trust. Similarly, P. Sharma (2025) concluded that fair and understandable payment structures positively influence workers' motivation and retention. Accordingly, payment transparency is expected to improve job satisfaction among gig workers.

H1c: Payment transparency has a positive and significant effect on job satisfaction among gig workers.

Platform support encompasses technical assistance, grievance redressal, communication quality, training, and customer support provided by digital platforms. Effective support systems help workers resolve operational problems efficiently, reducing stress and strengthening organizational attachment. Cook and Rani (2025) found that responsive platform support significantly improves employee engagement and work satisfaction, while Bühler et al. (2023) emphasized that organizational support remains essential for sustaining long-term relationships between platforms and workers. Consequently, platform support is expected to positively influence job satisfaction.

H1d: Platform support has a positive and significant effect on job satisfaction among gig workers.

Work flexibility is widely recognized as one of the defining advantages of gig employment. The ability to choose working hours, accept preferred assignments, and balance professional and personal responsibilities provides workers with greater autonomy than conventional employment. Flexible work arrangements reduce occupational stress while increasing work-life balance and intrinsic motivation. Bhore et al. (2025) concluded that flexibility is one of the strongest determinants of gig workers' satisfaction, whereas Masta and Kaushiva (2024) demonstrated that scheduling autonomy significantly enhances workers' psychological well-being and productivity. Therefore, work flexibility is expected to exert a positive influence on job satisfaction.

H1e: Work flexibility has a positive and significant effect on job satisfaction among gig workers.

Although previous studies have independently examined platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility, limited research has investigated these determinants simultaneously within a comprehensive framework, particularly in the Indian context. Furthermore, empirical evidence focusing specifically on gig workers in Bengaluru, Karnataka, remains scarce despite the city's rapid expansion as a major digital economy hub. Addressing this research gap, the present study examines the collective influence of platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility on job satisfaction among gig workers. By integrating these key platform characteristics into a single empirical model, the study contributes to the growing literature on digital labour platforms and provides practical insights for platform companies, managers, and policymakers seeking to create transparent, equitable, and worker-centric gig ecosystems (Manjaly et al., 2026; Mathurin et al., 2026; Rabban & Singh, 2026; S. Sharma & Khadka, 2026; Muneer et al., 2022).

2. Research Methodology

This study adopted a quantitative, cross-sectional research design to examine the influence of digital platform characteristics on the job satisfaction of gig workers in Bengaluru, Karnataka. Primary data were collected through a structured questionnaire administered to platform-based workers employed across food delivery, ride-hailing, logistics, and other app-based services. A total of 390 valid responses were used for the final analysis. The questionnaire consisted of two sections: demographic information (gender, age, education, work experience, and monthly income) and measurement items assessing platform usability (PU), algorithmic fairness (AF), payment transparency (PT), platform support (PS), work flexibility (WF), and job satisfaction (JS). Responses were recorded

using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Similar quantitative approaches have been widely adopted in gig economy and platform employment studies (Rani & Furrer, 2021; Upadhyay et al., 2021; Dutta et al., 2023).

The study pursued two objectives: (i) to examine the effect of digital platform characteristics on the job satisfaction of gig workers in Bengaluru, Karnataka, and (ii) to identify the platform-related factors that exert the strongest influence on job satisfaction. Data analysis was performed using R statistical software. Descriptive statistics and Pearson correlation analysis were employed to summarize the data and examine the relationships among the study variables. Hierarchical multiple regression analysis was subsequently conducted to estimate the influence of platform characteristics while controlling for demographic variables, following the recommendations of Medappa (2023) and Muralidhar et al. (2022). The regression models were specified as follows:

Model 1:

$$JS = \beta_0 + \beta_1 \text{Gender} + \beta_2 \text{Age} + \beta_3 \text{Education} + \beta_4 \text{Experience} + \beta_5 \text{Monthly Income} + \varepsilon$$

Model 2:

$$JS = \beta_0 + \beta_1 \text{PU} + \beta_2 \text{AF} + \beta_3 \text{PT} + \beta_4 \text{PS} + \beta_5 \text{WF} + \varepsilon$$

Model 3:

$$JS = \beta_0 + \beta_1 \text{Gender} + \beta_2 \text{Age} + \beta_3 \text{Education} + \beta_4 \text{Experience} + \beta_5 \text{Monthly Income} + \beta_6 \text{PU} + \beta_7 \text{AF} + \beta_8 \text{PT} + \beta_9 \text{PS} + \beta_{10} \text{WF} + \varepsilon$$

Additionally, diagnostic tests including the Variance Inflation Factor (VIF), Shapiro–Wilk test, Breusch–Pagan test, and Durbin–Watson test were conducted to verify the assumptions of multiple regression. These procedures ensured that the estimated regression models were statistically reliable and appropriate for hypothesis testing, consistent with previous empirical studies on digital labour platforms (Bhore et al., 2025; Bühler et al., 2023; Chandrakala et al., 2025; Khalid, 2025).

3. Analysis

Among the 390 respondents, 51.03% were male and 48.97% were female, indicating a balanced gender distribution. Most respondents (50.26%) held a graduate degree, followed by postgraduate (20.77%), diploma (20.00%), and high school qualifications (8.97%). The largest proportion of participants (36.67%) had more than 10 years of gig work experience, while one-third (33.33%) reported 6–10 years of experience. Regarding monthly income, the largest groups earned ₹25,001–40,000 (24.87%) and ₹40,001–55,000 (24.10%), suggesting a relatively even distribution across income categories. The age profile was also well distributed, with respondents ranging from 20 to 50 years.

Table 1. Descriptive Statistics of Study Variables (N = 390)

Variable	Mean	SD	Min	Max
Age	34.99	8.74	20	50
Experience (Years)	8.26	4.20	0.50	15
Monthly Income (₹)	47,636.80	18,968.08	15,066	79,838
Platform Usability (PU)	2.97	1.44	1	5
Algorithmic Fairness (AF)	3.11	1.41	1	5
Payment Transparency (PT)	3.13	1.41	1	5
Platform Support (PS)	3.01	1.45	1	5
Work Flexibility (WF)	3.07	1.47	1	5

Job Satisfaction (JS)	3.04	0.82	1	5
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The descriptive statistics provide an overview of the characteristics of the study variables among 390 gig workers in Bengaluru, Karnataka. The average age of respondents was 34.99 years (SD = 8.74), indicating participation from both early- and mid-career workers. Respondents reported an average of 8.26 years of work experience (SD = 4.20) and an average monthly income of ₹47,636.80, reflecting the economic diversity within the gig workforce. The mean scores for the platform-related variables ranged from 2.97 to 3.13, suggesting moderate perceptions of platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility. Among these, payment transparency (M = 3.13) recorded the highest mean, whereas platform usability (M = 2.97) reported the lowest. The average job satisfaction score was 3.04 (SD = 0.82), indicating a moderate level of satisfaction among respondents. Overall, the descriptive findings suggest balanced responses across all constructs and provide a sound basis for subsequent inferential analyses examining the determinants of job satisfaction in the gig economy (Chaudhuri et al., 2020; Dutta et al., 2023; Medappa, 2023; Upadhyay et al., 2021; Rani & Furrer, 2021).

Table 2. Pearson Correlation Matrix

Variables	PU	AF	PT	PS	WF	JS
PU	1.000					
AF	0.090	1.000				
PT	0.085	-0.022	1.000			
PS	-0.009	-0.048	-0.020	1.000		
WF	-0.005	-0.052	0.006	-0.087	1.000	
JS	0.386	0.342	0.297	0.272	0.313	1.000

The Pearson correlation analysis examined the relationships between digital platform characteristics and job satisfaction. The findings indicate that all platform-related variables exhibit positive correlations with job satisfaction, supporting the expectation that better platform experiences contribute to higher levels of worker satisfaction. Platform usability demonstrated the strongest correlation with job satisfaction ($r = 0.386$), followed by algorithmic fairness ($r = 0.342$), work flexibility ($r = 0.313$), payment transparency ($r = 0.297$), and platform support ($r = 0.272$). The relatively low correlations among the independent variables indicate the absence of strong interrelationships, suggesting that each construct measures a distinct dimension of the digital platform environment. These results imply that gig workers perceive usability, fairness, transparency, support, and flexibility as complementary factors that collectively improve their work experience. The observed relationships are consistent with previous studies highlighting that transparent platform governance, flexible work arrangements, and equitable algorithmic systems play significant roles in enhancing worker satisfaction and engagement in platform-based employment (Bhore et al., 2025; Cook & Rani, 2025; Khalid, 2025; Muralidhar et al., 2022; P. Sharma, 2025; Neena & Dey, 2025)

Table 3. Hierarchical Multiple Regression Results

Dependent variable:

JS

(1)

(2)

(3)

GenderMale	-0.040	0.002
	(0.083)	(0.057)

Age	-0.004 (0.005)		-0.002 (0.003)
EducationGraduate	0.105 (0.109)		0.137* (0.075)
EducationHighSchool	0.330* (0.169)		0.095 (0.117)
EducationPostgraduate	0.084 (0.135)		0.094 (0.093)
Experience_Years	0.004 (0.010)		-0.0003 (0.007)
Monthly_Income	-0.00000 (0.00000)		0.00000 (0.00000)
PU		0.191*** (0.020)	0.192*** (0.020)
AF		0.204*** (0.020)	0.206*** (0.021)
PT		0.162*** (0.020)	0.162*** (0.020)
PS		0.186*** (0.020)	0.186*** (0.020)
WF		0.200*** (0.019)	0.201*** (0.020)
Constant	3.125*** (0.237)	0.154 (0.141)	0.058 (0.221)
Observations	390	390	390
R2	0.014	0.536	0.541
Adjusted R2	-0.005	0.530	0.526
Residual Std. Error	0.819 (df = 382)	0.560 (df = 384)	0.562 (df = 377)
F Statistic	0.747 (df = 7; 382)	88.671*** (df = 5; 384)	36.965*** (df = 12; 377)

Note: *p<0.1; **p<0.05; ***p<0.01

The hierarchical regression analysis revealed that digital platform characteristics play a substantially greater role in explaining job satisfaction than demographic characteristics among gig workers in Bengaluru, Karnataka. Model 1, which included only demographic variables, explained just 1.4% of the variance in job satisfaction ($R^2 = 0.014$) and was statistically insignificant, indicating that factors such as gender, age, education, work experience, and

monthly income have only a limited influence on workers' satisfaction. However, the inclusion of platform-related variables in Model 2 significantly improved the explanatory power of the model ($R^2 = 0.536$, $p < 0.01$), demonstrating that platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility are the principal determinants of job satisfaction. Model 3, which combined demographic and platform variables, marginally increased the explained variance to 54.1% ($R^2 = 0.541$), confirming that platform characteristics account for nearly all of the predictive capability of the model. These findings are consistent with the observations of Bühler et al. (2023), Chandrakala et al. (2025), and Rabban and Singh (2026), who reported that platform governance and technology-driven work environments significantly shape employee satisfaction within the gig economy. Similarly, Manjaly et al. (2026), Mathurin et al. (2026), S. Sharma and Khadka (2026), Masta and Kaushiva (2024), and Muneer et al. (2022) emphasized that transparent digital ecosystems improve worker engagement and overall employment experiences.

The diagnostic analysis further confirmed that the regression model satisfied the key assumptions required for reliable estimation. The Variance Inflation Factor (VIF) values ranged from 1.008 to 1.017, remaining well below the accepted threshold, thereby indicating the absence of multicollinearity among the independent variables. Likewise, the Breusch–Pagan test confirmed homoscedasticity, while the Durbin–Watson statistic indicated that residuals were independent. Although the Shapiro–Wilk test suggested a slight deviation from normality, the large sample size ensured the robustness of the regression estimates, which is consistent with recommendations by Upadhyay et al. (2021), Muralidhar et al. (2022), Bhore et al. (2025), and Cook and Rani (2025).

The standardized beta coefficients demonstrated that work flexibility ($\beta = 0.361$) was the strongest predictor of job satisfaction, followed by algorithmic fairness ($\beta = 0.356$), platform usability ($\beta = 0.337$), platform support ($\beta = 0.330$), and payment transparency ($\beta = 0.280$). These findings indicate that gig workers place greater importance on flexible work arrangements, transparent algorithmic decisions, accessible platform interfaces, responsive organizational support, and fair compensation systems than on demographic characteristics. Similar conclusions were reported by Rani and Furrer (2021), who identified flexibility and autonomy as central drivers of satisfaction in platform work. Likewise, Khalid (2025) and Chandrakala et al. (2025) highlighted the importance of algorithmic fairness in strengthening worker trust, while Dutta et al. (2023) and Medappa (2023) emphasized the positive influence of platform usability and support services. Furthermore, Neena and Dey (2025) and P. Sharma (2025) demonstrated that transparent payment mechanisms enhance workers' confidence and organizational commitment. Overall, the findings confirm that improving digital platform governance, transparency, and worker-centric features is essential for enhancing job satisfaction and promoting sustainable employment in the rapidly expanding gig economy.

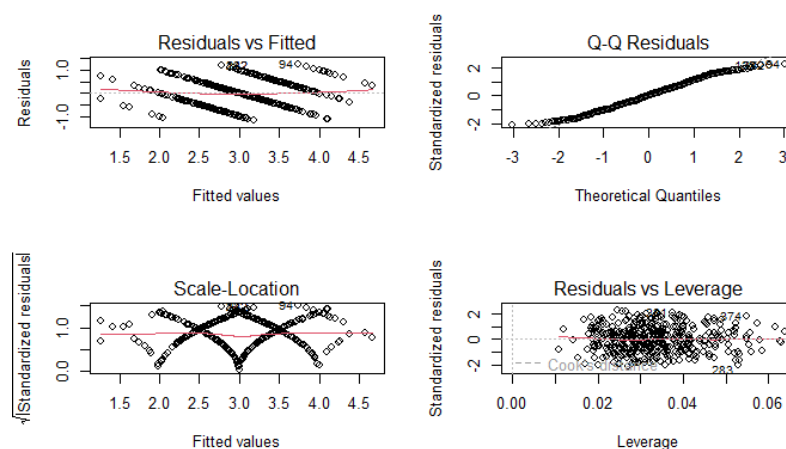


Figure 1. Regression Diagnostic Plots for the Multiple Regression Model

Figure 1 presents the regression diagnostic plots used to evaluate the assumptions of the multiple regression model. The Residuals vs Fitted plot indicates a random distribution of residuals, supporting the assumption of linearity.

The Q–Q plot shows that the residuals closely follow the theoretical normal distribution, with only slight deviations at the tails that are acceptable given the sample size ($N = 390$). The Scale–Location plot suggests constant error variance, confirming homoscedasticity, while the Residuals vs Leverage plot indicates the absence of influential outliers. Overall, the diagnostic plots support the validity, reliability, and suitability of the regression model for hypothesis testing.

Discussion

The findings of this study demonstrate that digital platform characteristics play a significant role in determining the job satisfaction of gig workers in Bengaluru, Karnataka. The hierarchical regression analysis revealed that platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility all exerted positive and statistically significant effects on job satisfaction, whereas demographic variables contributed minimally to explaining workers' satisfaction. These results suggest that gig workers evaluate their employment experiences primarily based on the quality of the digital platform rather than their personal characteristics. This finding is consistent with the work of Rani and Furrer (2021), who argued that platform governance and flexible work arrangements are fundamental determinants of worker satisfaction in the gig economy.

Among the platform characteristics, work flexibility and algorithmic fairness emerged as the strongest predictors of job satisfaction. Flexible scheduling allows workers to balance professional and personal commitments, thereby enhancing autonomy and reducing work-related stress, a finding that supports the conclusions of Bhore et al. (2025) and Cook and Rani (2025). Similarly, the positive influence of algorithmic fairness indicates that transparent and unbiased decision-making systems strengthen workers' trust in digital platforms, corroborating the findings of Chandrakala et al. (2025) and Khalid (2025). Platform usability and platform support also significantly improved job satisfaction, suggesting that intuitive interfaces, efficient communication, and timely assistance enhance workers' overall experiences, as previously reported by Dutta et al. (2023) and Medappa (2023). Furthermore, payment transparency positively influenced job satisfaction, indicating that fair and clearly communicated compensation systems promote confidence and organizational commitment, which is consistent with the observations of Neena and Dey (2025) and P. Sharma (2025).

Overall, the findings reinforce the growing body of literature emphasizing that technology-enabled workplace practices are central to employee satisfaction within the gig economy. The results further extend previous research by demonstrating that multiple platform characteristics collectively influence job satisfaction among gig workers in Bengaluru, thereby providing empirical evidence from one of India's largest digital labour markets. These findings are also aligned with the broader conclusions reported by Bühler et al. (2023), Manjaly et al. (2026), Mathurin et al. (2026), Rabban and Singh (2026), S. Sharma and Khadka (2026), Masta and Kaushiva (2024), Muneer et al. (2022), and Upadhyay et al. (2021), who highlighted the importance of transparent, supportive, and worker-centric platform ecosystems for promoting sustainable employment outcomes.

4. Conclusion

This study examined the influence of digital platform characteristics on the job satisfaction of gig workers in Bengaluru, Karnataka. The findings demonstrate that platform usability, algorithmic fairness, payment transparency, platform support, and work flexibility significantly enhance job satisfaction, while demographic characteristics exert comparatively little influence. Among the identified predictors, work flexibility and algorithmic fairness emerged as the most influential factors, emphasizing that workers increasingly value autonomy, transparent decision-making, and equitable treatment within digital labour platforms. These findings support the growing body of evidence suggesting that the sustainability of the gig economy depends not only on employment opportunities but also on the quality of platform governance and worker experiences (Rani & Furrer, 2021; Dutta et al., 2023; Bühler et al., 2023).

The study offers several practical implications for platform companies, managers, and policymakers. Platform operators should invest in user-friendly applications, transparent payment systems, responsive customer support, and fair algorithmic mechanisms to strengthen worker satisfaction and long-term engagement. Improving communication

regarding task allocation, incentive structures, and performance evaluation can enhance workers' trust and reduce perceptions of uncertainty. Policymakers should also consider developing regulatory frameworks that encourage transparency, accountability, and worker protection while preserving the flexibility that characterizes gig employment. Such initiatives can contribute to more sustainable and inclusive digital labour markets (Medappa, 2023; Chandrakala et al., 2025; Khalid, 2025).

From a global perspective, the findings are relevant beyond India because digital labour platforms are expanding rapidly across both developed and developing economies. As countries increasingly rely on platform-mediated employment, understanding the factors that enhance worker satisfaction becomes essential for improving productivity, reducing turnover, and supporting sustainable economic development. Organizations operating internationally can use these findings to design worker-centric digital platforms that balance technological efficiency with employee well-being. The results therefore contribute to the broader discourse on the future of work and the responsible management of platform economies worldwide (Cook & Rani, 2025; Mathurin et al., 2026; Rabban & Singh, 2026).

Despite its contributions, this study has certain limitations. First, the research was confined to gig workers in Bengaluru, Karnataka, which may limit the generalizability of the findings to other geographical regions and platform contexts. Second, the cross-sectional research design captures workers' perceptions at a single point in time and does not account for changes in satisfaction over time. Third, the study focused exclusively on selected platform characteristics and did not consider other potentially important determinants such as job security, mental well-being, organizational commitment, digital literacy, or employment benefits. Additionally, the reliance on self-reported responses may introduce common method bias despite the use of appropriate statistical procedures.

Future research can address these limitations by conducting longitudinal studies that examine how workers' perceptions evolve as platform technologies and labour regulations change. Comparative studies across different Indian states and international markets would improve the external validity of the findings. Future scholars may also investigate mediating and moderating mechanisms involving trust, organizational commitment, psychological well-being, perceived organizational support, digital skills, and work-life balance. Advanced analytical approaches such as structural equation modelling, multigroup analysis, machine learning techniques, and longitudinal panel models may further enrich understanding of platform-based employment. Such research will contribute to the development of more equitable, transparent, and sustainable gig ecosystems capable of supporting both organizational performance and worker well-being in the evolving global digital economy (Bhore et al., 2025; Masta & Kaushiva, 2024; Muneer et al., 2022; Muralidhar et al., 2022; Neena & Dey, 2025; P. Sharma, 2025; S. Sharma & Khadka, 2026; Upadhyay et al., 2021).

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