

Worklife Balance Among Women Gig Workers in Coimbatore City

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Abstract

The rapid expansion of the gig economy has created new employment opportunities by providing flexible and platform-based work for many individuals, particularly women. However, balancing work responsibilities with family and personal life has become a major challenge for women gig workers. Work-life balance refers to the ability of individuals to effectively manage professional commitments along with personal and family responsibilities. The purpose of this research study is to examine the work-life balance among women GIG workers in Coimbatore City. Descriptive research design was adopted for this research study. Women engaged in app-based and gig platform jobs in Coimbatore City constitute the universe of the study. Convenience sampling method was adopted to derive 150 samples from the population. A structured questionnaire was administered to collect primary data related to work schedules, income stability, family responsibilities, and satisfaction levels. The collected data was analysed using statistical tools such as Chi-square test and ANOVA to draw inferences for this research study. The results of the study indicate that while gig work provides flexibility for women to manage both professional and household responsibilities, they also face challenges such as irregular work schedules, income instability, and limited social security benefits. The findings highlight the need for improved support systems and welfare measures to enhance the work-life balance of women gig workers.

Keywords: Work-Life Balance, Gig Economy, Women Workers, Flexible Employment, Job Satisfaction.

1. INTRODUCTION

The flexible economy has significantly transformed work patterns and experiences, influencing work-life balance, job satisfaction, and job security. While workers enjoy independence and freedom, they often face uncertainty due to a lack of job security, making it challenging to manage commitments and secure new opportunities. Job satisfaction in this economy is shaped by factors such as autonomy, job diversity, stable income, and social interaction. However, constraints inherent in flexible work can impact satisfaction, reflecting workers' concerns about employment stability.

To enhance the well-being and satisfaction of flexible workers, policymakers, employers, and platform providers must collaborate to ensure legal protections, access to benefits, and social security measures. Such initiatives can create a supportive ecosystem that strengthens job satisfaction, addresses security concerns, and promotes skill and career development.

In India, where many individuals rely on the flexible economy for their livelihoods, it is essential to consider workers' perspectives when addressing employment challenges. Mental health plays a crucial role in employee performance, and flexible working hours and autonomy can improve both job satisfaction and overall well-being. However, certain factors may still negatively affect the work-life

REVIEW OF LITERATURE

1. **Shekhawat (2025)**, examining the Indian gig economy, highlights that women in app-based jobs employ **adaptive coping strategies** such as scheduling shifts strategically, grouping similar tasks, and coordinating with family members to manage competing responsibilities. However, because work demands are often irregular and dictated by platform algorithms, these adaptive measures tend to be **reactive rather than proactive**, which can result in sustained role strain and ongoing work-life tension.
2. **Sardana, Mangar, and Hanspal (2022)** offer a conceptual analysis of women engaged in the gig economy in India, highlighting that many are drawn to platform work for the **flexibility it affords in balancing domestic responsibilities with professional obligations**. While such flexibility enables women to coordinate household tasks alongside earning activities, the authors note that the absence of **adequate social support, safety nets, and policy protections** often limits the long-term effectiveness of these adaptive strategies. The study underscores the importance of **structural interventions and supportive frameworks** to strengthen women's capacity for sustainable work-life integration in app-based employment contexts. **Kuhn**
3. **Meijerink, and Keegan (2021)** examine the intersection of traditional human resource management (HRM) practices and the gig economy, focusing on the experiences of flexible employees. As digital labor platforms continue to expand, HR managers and organizational leaders must reconsider conventional approaches to workforce management. The study explores the **challenges and opportunities associated with HRM in outsourcing organizations, digital platform companies, and organizations that operate their own sub-platforms**. The gig economy presents unique implications for HRM theory and practice, as much of the existing academic and professional discourse has centered on employee experiences and outcomes. Kuhn et al. argue that HR policies and practices must be adapted to support collective work arrangements on digital platforms, especially given that managers and project leaders may lack formal HR training. This research provides a foundation for decision-makers to assess how HRM can effectively respond to the opportunities and challenges posed by the flexible economy and the growing prevalence of digital labor platforms.

3.METHODOLOGY FRAMEWORK

3.1 OBJECTIVES OF THE STUDY

- To examine the work-life challenges faced by women in app-based jobs, including irregular schedules, income instability, and balancing professional and household responsibilities.
- To identify the strategies women use to manage work and personal life, such as time management, task prioritization, and seeking family support.
- To assess how structural and institutional factors, including platform policies, social protections, and safety measures, affect women's work-life balance.
- To study the psychological and emotional aspects of adaptation, including stress management, resilience, and coping with the demands of app-based work.

1.2 .Scope of the study

This study explores the adaptive work-life practices of women engaged in app-based employment, with a focus on how they balance professional responsibilities alongside household and caregiving duties within the digital gig economy. It examines the strategies women employ to manage time, income, and emotional labor across various platform-based jobs, including ride-sharing, online freelancing, delivery services, and digital content creation.

1.3 statement of the problem

1. The rapid growth of the digital gig economy has transformed work by offering flexibility, autonomy, and diverse income opportunities.

2. App-based jobs such as ride-sharing, online freelancing, delivery services, and digital content creation provide women with new avenues for income generation.
3. Despite temporal flexibility, these jobs often involve income volatility, unpredictable schedules, and algorithm-driven task allocation.

1.4 Research Design

The research design for the study titled “Work–Life Balance among Women Gig Workers in Coimbatore City” is based on a descriptive research design, which aims to analyze and understand the challenges faced by women gig workers in balancing their professional and personal lives. The study follows a quantitative research approach, and data is collected through a structured questionnaire. The research is carried out in Coimbatore, located in Tamil Nadu. The population of the study includes women engaged in gig-based work such as freelance services, delivery work, and online platform jobs. A convenience sampling technique is used to select 150 women gig workers as the sample for the study. The research is based on both primary data, collected from respondents through the questionnaire, and secondary data obtained from books, journals, and online sources. The collected data is analyzed using statistical tools such as Anova and chi-square test to examine the factors influencing work–life balance among women gig workers

1.5 LIMITATIONS OF THE STUDY

- The study is geographically limited to Coimbatore City, which may restrict the generalizability of findings to other regions with different socio-economic and cultural contexts.
- The sample size may be limited due to difficulties in identifying and accessing women gig workers, particularly those engaged in informal or platform-based work.
- The study relies primarily on self-reported data, which may be subject to response bias, recall bias, or social desirability bias.

2. ANALYSIS AN INTERPRETATION

Table 1.1

Association attributes between satisfaction and Age

Age	Mode of Satisfaction			Total	Chi Square Vale	Sig
	Good	Average	Bad			
Below 20 years	14 (33.33)	8 (19.04)	20 (47.61)	42 (100)	9.524	.146
21-30	7 (21.21)	16 (48.48)	10 (30.30)	33 (100)		
31-40	15 (40.54)	11 (29.72)	11 (29.72)	37 (100)		
Above 41	13 (46.42)	12 (42.85)	13 (46.42)	28 (100)		

Total	49 (32.66)	47 (31.33)	54 (36)	150 (100)		
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Source : Primary Data

Table 1.1 indicates that the age group between below 20 years (33.33)percent have good level of satisfaction,19.04 percent have the average level of satisfaction ,47.61 percent have the bad level of satisfaction

In the age group between 21-30 years, 21.21 percent have the high level of satisfaction, 48.48 percent have the medium level of satisfaction ,30.30 percent have the low level of satisfaction

In the age group between 31-40 years, 40.54 percent have the high level of satisfaction,29.72 percent have the medium level of satisfaction, ,29.72 percent have the low level of satisfaction

In the age group between above 41 years, 46.42 percent have the high level of satisfaction,42.85 percent have the medium level of satisfaction, 46.45 percent have the low level of satisfaction

Table 1.2 - Association attributes between significant and qualification

Qualification	Mode of Satisfaction			Total	Chi Square Vale	Sig
	Good	Average	Bad			
School	14 (34.14)	15 (36.58)	12 (29.26)	41 (100)	1.364	.968
UG	17 (43.58)	11 (28.20)	11 (28.20)	39 (100)		
PG	13 (35.13)	12 (32.43)	12 (32.43)	37 (100)		
Others	14 (42.42)	10 (30.30)	9 (27.27)	33 (100)		
Total	58 (38.66)	48 (32)	44 (29.33)	150 (100)		

Source Primary Data : Table 5.2 indicates that the School level qualification 34.14 percent reported good satisfaction, 36.58 percent reported average level of satisfaction, and 29.26 percent reported bad level of satisfaction.

In Undergraduate wise calculation 43.58 percent reported good level of satisfaction, while 28.20 reported each average and bad satisfaction.

In Postgraduate level wise calculation 35.13 percent reported good level of satisfaction, and 32.43 each reported average and bad level of satisfaction.

In Others 42.42 percent reported good level of satisfaction, 30.30% reported average satisfaction, and 27.27% reported bad level of satisfaction.

Overall, 38.66 percent of respondents reported good satisfaction, 32 percent reported average satisfaction, and 29.33 percent reported bad satisfaction.

Table 1.3 - Association attributes between satisfaction and income level

Income level	Mode of Satisfaction			Total	Chi Square Vale	Sig
	Good	Average	Bad			
Below 10000	19 (48.71)	11 (28.20)	9 (23.07)	39 (100)	7.098	.312
10000-20000	12 (34.38)	14 (40)	9 (25.71)	35 (100)		
20000-30000	11 (28.20)	15 (35.71)	16 (38.09)	42 (100)		
Above 30000	16 (47.05)	8 (23.52)	10 (29.41)	34 (100)		
Total	58 (38.66)	48 (32)	44 (29.33)	150 (100)		

Source Primary Data: Table 5.3 indicates that the income level satisfaction below 10,000, 48.71 percent expressed good satisfaction, 28.20 percent reported average satisfaction, and 23.07 percent reported bad satisfaction.

In the ₹10,000–₹20,000 income group, 34.38 percent have a good level of satisfaction, 40 percent have an average level of satisfaction, and 25.71 percent have a bad level of satisfaction.

Among the respondents earning 20,000–30,000, 28.20 percent have a good level of satisfaction, 35.71 percent have an average level of satisfaction, and 38.09 percent have a bad level of satisfaction.

In the above 30,000 income group, 47.05 percent have a good level of satisfaction, 23.52 percent have an average level of satisfaction, and 29.41 percent have a bad level of satisfaction.

Overall, 38.66 percent of the respondents have a good level of satisfaction, 32 percent have an average level of satisfaction, and 29.33 percent have a bad level of satisfaction.

3. FINDINGS

- Age is one of the demographic variables that influences the level of satisfaction among respondents.
- Respondents below 20 years mostly reported a bad level of satisfaction, while respondents above 41 years showed a higher level of good satisfaction.
- Undergraduate qualification is the key category among the educational qualifications where respondents reported a higher level of good satisfaction.
- Respondents with school-level qualification mostly reported an average level of satisfaction.
- Income level below ₹10,000 is the key category where respondents reported a higher level of good satisfaction.
- Respondents in the ₹20,000–₹30,000 income group showed a higher level of bad satisfaction compared to other income groups.
- Respondents earning above ₹30,000 reported a comparatively higher level of good satisfaction.
- Overall, good satisfaction is the dominant level among respondents compared to average and bad satisfaction.

9. The Chi-square test result indicates that age has no significant association with satisfaction level.
10. The Chi-square test results also indicate that qualification and income level have no significant association with satisfaction level.

4. SUGGESTIONS

1. Efforts should be made to improve the satisfaction level of younger respondents (below 20 years) by providing better opportunities, support, and guidance.
2. Organizations or authorities should focus on improving satisfaction among middle income groups (₹20,000–₹30,000) by enhancing benefits, incentives, and working conditions.
3. Proper awareness programs and training programs may be conducted to improve satisfaction among respondents with different educational qualifications.
4. Authorities should introduce better welfare measures and motivational programs to increase the overall satisfaction level of respondents.
5. Steps should be taken to maintain and improve the good satisfaction level among higher income groups, as they show comparatively better satisfaction.
6. Continuous monitoring and feedback systems should be implemented to understand the needs of respondents and improve their satisfaction levels.

CONCLUSION

The study on “Work–Life Balance among Women Gig Workers in Coimbatore City” shows that women choose gig work mainly because of the flexibility it offers to manage both work and family responsibilities. However, they also face challenges such as irregular work schedules, unstable income, and lack of social security. The study found that most respondents reported a good level of satisfaction, although younger workers showed comparatively lower satisfaction. The Chi-square analysis indicates that age, qualification, and income have no significant association with satisfaction levels. Overall, improving working conditions, welfare measures, and support systems can help enhance the work–life balance and well-being of women gig workers.

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