

# An Empirical Study of Socio-Demographic Differences in Sustainable Employment Opportunities among Gig Workers in Southern Rajasthan

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## Abstract:

The present study examines socio-demographic differences in sustainable employment opportunities among gig workers in Southern Rajasthan. The growth of gig-based work has created new income and livelihood possibilities, yet workers' experiences of sustainability may vary according to their demographic and work-related characteristics. The study focuses on sustainable employment opportunities as the main dependent variable and considers age group, educational qualification, monthly income level, type of gig work and work experience as grouping variables. A quantitative approach was followed, using a structured questionnaire consisting of 15 Likert-scale statements. The final analysis was based on responses from 372 gig workers. Reliability analysis confirmed good internal consistency, with Cronbach's alpha reported as 0.844. One-way ANOVA was used to examine group-wise differences. The results indicated significant differences in perceived sustainable employment opportunities across all selected socio-demographic variables. Higher perceptions were observed among respondents aged 26–35 years, workers with higher educational qualifications, higher income groups, freelance digital workers and those with greater work experience. The study highlights that gig workers should not be treated as a uniform category, as socio-demographic conditions shape their experience of employment sustainability.

**Keywords:** Gig Economy, Sustainable Employment, Socio-Demographic Differences, Gig Workers, Southern Rajasthan.

## SOCIO-DEMOGRAPHIC CONTEXT OF SUSTAINABLE GIG WORK

The gig economy has emerged as an important part of contemporary employment, particularly for workers seeking flexible earning opportunities outside conventional organisational structures. In regions such as Southern Rajasthan, gig work has become relevant for individuals engaged in app-based services, freelance digital assignments, home-based activities and other flexible forms of work. While such work

offers autonomy and access to income-generating opportunities, its long-term sustainability remains a significant area of academic and practical concern.

Sustainable employment in the gig economy cannot be understood only through the availability of work. It also involves regularity of employment, income stability, continuity of work, flexibility, job security, skill development and the possibility of future livelihood improvement. These dimensions are especially important because gig workers often operate outside traditional employment arrangements and may not receive the same level of institutional security, welfare support or predictable income as workers in formal employment.

The socio-demographic background of gig workers may influence how they experience and evaluate these employment opportunities. Age, education, income level, type of gig work and work experience can shape workers' ability to access suitable work, manage platform-based requirements, develop skills and sustain income over time. For example, workers with higher educational exposure may be better positioned to use digital platforms or freelance opportunities, while experienced workers may have a clearer understanding of work patterns, client expectations and income management. Similarly, the type of gig work undertaken may influence workers' perceptions of stability, growth and livelihood security.

The present study is positioned within this context and seeks to examine whether sustainable employment opportunities are perceived differently across selected socio-demographic categories of gig workers in Southern Rajasthan. By focusing on socio-demographic differences, the study attempts to provide a more nuanced understanding of gig work as a livelihood option. It also recognises that policies, platform practices and worker-support measures may need to be sensitive to the varied backgrounds and work experiences of gig workers rather than assuming a single, uniform gig workforce.

## REVIEW OF LITERATURE

(Wang et al., 2025) examined the impact of gig economy development on individual employment using data from the China General Social Survey from 2015 to 2021. The study employed a Probit model and found that gig economy development had a negative effect on employment among working-age individuals, although medium education and substantial work experience reduced this adverse effect. The study also observed that older workers may benefit differently from gig work because their accumulated work experience aligns with the flexible nature of the gig market. The study is relevant to the present research as it connects socio-demographic factors with employment outcomes in gig-based work.

(Kurian & Madhavi, 2024) explored the motivations, challenges, quality of life, stress and well-being of Gen Y and Gen Z gig workers. The study adopted a quantitative approach and collected data from 347 gig workers, using structured measures to understand how motivational and challenge-related factors shaped well-being. The findings indicated that motivational factors positively supported quality of life and well-being, whereas challenges increased stress and weakened well-being. This study is relevant because it connects gig work with quality of life, work-related challenges and worker sustainability, which are closely aligned with the present study's focus on sustainable employment opportunities.

(Guduru & Santhanam, 2024) investigated the influence of job characteristics on the performance of location-based gig workers in India. The study focused on job-related features such as flexibility, autonomy, person-job fit and work-life balance, and examined how these factors affected gig workers' performance. The findings suggested that supportive job characteristics and work-life balance are important for improving gig worker performance in platform-based work. The study is relevant to the

present research because flexibility, work-life balance and work continuity are important dimensions of sustainable employment opportunities among gig workers.

(Pilatti et al., 2024) conducted a systematic literature review on power dynamics, worker autonomy and the role of social networks in the digital platform economy. The study reviewed 59 scholarly articles and used bibliometric and content analysis to examine how algorithmic management shapes worker agency and collective action. The review indicated that platform control may create power imbalances, but gig workers often use social networks to share information, negotiate conditions and strengthen collective agency. This study is useful for the present research because it shows that autonomy and sustainability in gig work are shaped not only by individual effort, but also by platform structures and worker support systems.

(Kim et al., 2023) examined gig workers' quality of life and psychological well-being in service delivery platforms. The study used an online survey of 447 gig workers, confirmatory factor analysis and structural equation modelling to test relationships among work-life balance, quality of life and psychological well-being. The results showed that economic and emotional factors had stronger effects on overall quality of life than some work-related components, while quality of life further influenced psychological well-being. This study is directly relevant because it links gig work with work-life balance, economic conditions and well-being, all of which are important for understanding whether gig work can provide sustainable employment opportunities.

(Gussek et al., 2023) analysed the challenges faced by IT freelancers on digital labour platforms through a topic modelling approach. The study focused specifically on freelancers because their work is often skill-based, collaborative and dependent on digital platform structures. It identified multiple challenges faced by freelancers, including issues connected with task access, platform dependence, communication, competition and long-term career development. The relevance of this study lies in its focus on freelance digital work, which is one of the gig work categories considered in the present study, and it supports the view that type of gig work may influence workers' perception of employment sustainability.

(Batmunkh et al., 2022) presented a bibliometric analysis of gig economy research and mapped the intellectual development of the field. The study identified major research directions related to platform work, sharing economy, digital labour and changing employment arrangements. The analysis showed that gig economy research had grown significantly and required further attention to income equality, entrepreneurship and labour-related policy concerns. This study is relevant because it positions gig work as a developing research area and supports the need for more focused empirical studies on worker-level employment sustainability.

(Mahato et al., 2021) re-examined the gig economy in the context of the conventional workforce after COVID-19 and proposed a blended approach for maintaining fairness in emerging work arrangements. The study was conceptual in design and discussed how gig work and conventional employment could be aligned to support flexibility while protecting workers' interests. It emphasised the need to balance organisational flexibility with fair treatment, security and employee well-being. This study is relevant because the present research also recognises that flexibility alone is not sufficient for sustainable employment unless it is supported by income stability, work continuity and security.

### Research Gap

The reviewed literature shows that recent studies have examined gig work from the perspectives of employment impact, worker motivation, job characteristics, work-life balance, platform control, freelancer challenges and broader research trends. However, most available studies focus either on general gig economy development, psychological well-being, platform power relations or specific forms of digital labour. Limited attention has been given to examining sustainable employment opportunities among gig workers through socio-demographic differences such as age group, educational qualification, monthly income level, type of gig work and work experience. The present study addresses this gap by empirically examining whether perceptions of sustainable employment opportunities differ across selected socio-demographic categories of gig workers in Southern Rajasthan.

### RESEARCH OBJECTIVE

To examine socio-demographic differences in sustainable employment opportunities among gig workers in Southern Rajasthan.

### ANALYSIS OF LIKERT-SCALE STATEMENTS

The following fifteen Likert statements were developed to measure sustainable employment opportunities among gig workers.

**Table 1.1: Analysis of Likert-Scale Statements**

Statement Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
St1	Gig work provides me with a regular source of employment.	8	88	171	87	18	3.05	0.87
St2	I receive sufficient work opportunities through gig-based work.	9	66	164	113	20	3.19	0.87
St3	Gig work helps me maintain a stable source of income.	15	66	179	100	12	3.08	0.86
St4	My earnings from gig work are adequate to meet my regular household needs.	10	80	172	92	18	3.08	0.87
St5	Gig work provides better earning opportunities compared to other available employment options.	8	61	169	105	29	3.23	0.89

Statement Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
St6	I am able to continue working in the gig sector for a longer period.	10	69	156	113	24	3.19	0.91
St7	Gig work gives me flexibility in choosing my working hours.	1	26	161	138	46	3.54	0.81
St8	Gig work allows me to balance work responsibilities with personal responsibilities.	4	43	158	132	35	3.41	0.85
St9	The nature of gig work supports long-term livelihood security.	10	102	152	96	12	2.99	0.88
St10	Gig work provides me with opportunities for improving my skills and work experience.	4	54	165	113	36	3.33	0.88
St11	I feel that gig work offers reasonable job security.	23	91	153	86	19	2.97	0.96
St12	Gig work provides fair opportunities for workers from different socio-demographic backgrounds.	3	68	162	115	24	3.24	0.85
St13	The income received from gig work is consistent across different months.	14	93	158	93	14	3.01	0.9
St14	Gig work provides opportunities for career growth and future livelihood improvement.	3	66	156	113	34	3.29	0.89
St15	Gig work provides sustainable employment opportunities.	7	68	157	117	23	3.22	0.88

The Likert-scale analysis indicates a moderate to favourable perception of sustainable employment opportunities among gig workers. Higher agreement was observed for flexibility in working hours, work-life balance, skill improvement and future livelihood prospects, while relatively lower mean scores appeared for job security and long-term livelihood security. This suggests that gig work is perceived as flexible and opportunity-oriented, but concerns remain regarding stability and security.

### HYPOTHESIS TESTING

**H<sub>01</sub>: There is no significant difference in sustainable employment opportunities among gig workers with respect to age group.**

A one-way ANOVA was applied to examine whether sustainable employment opportunities differed across age groups of gig workers.

**Table 1.2: Descriptive Statistics for Age group**

	n	Mean	Std. Deviation
18–25 years	79	2.96	0.50
26–35 years	130	3.35	0.44
36–45 years	108	3.19	0.49
Above 45 years	55	3.12	0.47
Total	372	3.19	0.49

**Table 1.3: ANOVA Results for Age group**

	Sum of Squares	df	Mean Square	F	p
Age Group	7.79	3	2.60	11.63	<.001
Residual	82.24	368	0.22		
Total	90.03	371			

The results showed a statistically significant difference among the age groups,  $F(3, 368) = 11.63, p < .001$ . The group-wise mean scores indicated that respondents aged 26–35 years reported the highest perception of sustainable employment opportunities ( $M = 3.35, SD = 0.44$ ), followed by respondents aged 36–45 years ( $M = 3.19, SD = 0.49$ ), above 45 years ( $M = 3.12, SD = 0.47$ ) and 18–25 years ( $M = 2.96, SD = 0.50$ ). This pattern indicates that perceptions of sustainable employment opportunities varied across age categories, with relatively stronger perceptions among respondents in the 26–35 years age group.

### Finding

Gig workers in different age groups did not perceive sustainable employment opportunities in the same manner. The result suggests that age-based differences may be relevant in understanding how gig workers assess employment sustainability in Southern Rajasthan.

### Hypothesis Conclusion

Since the null hypothesis is rejected, the researcher concludes that there is a significant difference in sustainable employment opportunities among gig workers with respect to age group.

**H<sub>02</sub>: There is no significant difference in sustainable employment opportunities among gig workers with respect to educational qualification.**

A one-way ANOVA was conducted to assess whether sustainable employment opportunities differed according to educational qualification.

**Table 1.4: Descriptive Statistics for Educational Qualification**

	n	Mean	Std. Deviation
Up to Secondary	55	2.96	0.48
Senior Secondary	108	3.10	0.50
Graduate	151	3.29	0.44
Postgraduate and Above	58	3.29	0.52
Total	372	3.19	0.49

**Table 1.5: ANOVA Results for Educational Qualification**

	Sum of Squares	df	Mean Square	F	p
Educational Qualification	6.06	3	2.02	8.85	<.001
Residual	83.98	368	0.23		
Total	90.03	371			

The results revealed a statistically significant difference across educational groups,  $F(3, 368) = 8.85, p < .001$ . The mean scores showed that graduate respondents ( $M = 3.29, SD = 0.44$ ) and postgraduate and above respondents ( $M = 3.29, SD = 0.52$ ) reported comparatively higher perceptions of sustainable employment opportunities. Respondents with senior secondary education reported a moderate mean score ( $M = 3.10, SD = 0.50$ ), while those educated up to secondary level recorded the lowest mean score ( $M = 2.96, SD = 0.48$ ). These results indicate that perception of sustainable employment opportunities improved with higher educational attainment.

### **Finding**

Gig workers with higher educational qualifications reported comparatively stronger perceptions of sustainable employment opportunities. This suggests that education may help workers access, understand or benefit from gig-based work opportunities more effectively within the study context.

### **Hypothesis Conclusion**

Since the null hypothesis is rejected, the researcher concludes that there is a significant difference in sustainable employment opportunities among gig workers with respect to educational qualification.

**H<sub>03</sub>: There is no significant difference in sustainable employment opportunities among gig workers with respect to monthly income level.**

A one-way ANOVA was used to examine differences in sustainable employment opportunities across monthly income groups.

**Table 1.6: Descriptive Statistics for Monthly Income Level**

	n	Mean	Std. Deviation
Below ₹15,000	79	2.97	0.46
₹15,001–₹25,000	147	3.11	0.46
₹25,001–₹35,000	105	3.35	0.48
Above ₹35,000	41	3.47	0.45
Total	372	3.19	0.49

**Table 1.7: ANOVA Results for Monthly Income Level**

	Sum of Squares	df	Mean Square	F	p
Monthly Income Level	10.65	3	3.55	16.45	<.001
Residual	79.39	368	0.22		
Total	90.03	371			

The results indicated a statistically significant difference among income categories,  $F(3, 368) = 16.45, p < .001$ . The group-wise mean values showed a clear upward pattern, with respondents earning above ₹35,000 reporting the highest mean score ( $M = 3.47, SD = 0.45$ ), followed by those earning ₹25,001–₹35,000 ( $M = 3.35, SD = 0.48$ ), ₹15,001–₹25,000 ( $M = 3.11, SD = 0.46$ ) and below ₹15,000 ( $M = 2.97, SD = 0.46$ ). This indicates that respondents with higher monthly income levels perceived gig work as offering relatively stronger sustainable employment opportunities.

**Finding**

Perceptions of sustainable employment opportunities increased with higher monthly income levels. This suggests that income position may shape how gig workers evaluate the stability, continuity and livelihood value of gig-based employment.

**Hypothesis Conclusion**

Since the null hypothesis is rejected, the researcher concludes that there is a significant difference in sustainable employment opportunities among gig workers with respect to monthly income level.

**H<sub>04</sub>: There is no significant difference in sustainable employment opportunities among gig workers with respect to type of gig work.**

A one-way ANOVA was applied to determine whether sustainable employment opportunities differed across different types of gig work.

**Table 1.8: Descriptive Statistics for Type of Gig Work**

	n	Mean	Std. Deviation
App-based delivery/ride work	162	3.13	0.46
Freelance digital work	93	3.41	0.46

	n	Mean	Std. Deviation
Home-based gig work	67	3.12	0.50
Other gig work	50	3.04	0.52
Total	372	3.19	0.49

**Table 1.9: ANOVA Results for Type of Gig Work**

	Sum of Squares	df	Mean Square	F	p
Type of Gig Work	6.71	3	2.24	9.87	<.001
Residual	83.33	368	0.23		
Total	90.03	371			

The results showed a statistically significant difference among the categories of gig work,  $F(3, 368) = 9.87, p < .001$ . The mean scores indicated that freelance digital workers reported the highest perception of sustainable employment opportunities ( $M = 3.41, SD = 0.46$ ). App-based delivery or ride workers reported a moderate mean score ( $M = 3.13, SD = 0.46$ ), followed closely by home-based gig workers ( $M = 3.12, SD = 0.50$ ). Respondents engaged in other gig work reported the lowest mean score ( $M = 3.04, SD = 0.52$ ). These results suggest that the nature of gig work is associated with differences in perceived employment sustainability.

**Finding**

Different types of gig work were associated with different levels of perceived sustainable employment opportunities. The result suggests that freelance digital work may be perceived more favourably in terms of employment sustainability than other forms of gig work included in the study.

**Hypothesis Conclusion**

Since the null hypothesis is rejected, the researcher concludes that there is a significant difference in sustainable employment opportunities among gig workers with respect to type of gig work.

**H<sub>05</sub>: There is no significant difference in sustainable employment opportunities among gig workers with respect to work experience.**

A one-way ANOVA was conducted to examine whether sustainable employment opportunities differed across work experience groups.

**Table 1.10: Descriptive Statistics for Work Experience**

	n	Mean	Std. Deviation
Less than 1 year	78	2.93	0.48
1–3 years	150	3.17	0.45
3–5 years	97	3.30	0.49
Above 5 years	47	3.43	0.48

	<b>n</b>	<b>Mean</b>	<b>Std. Deviation</b>
Total	372	3.19	0.49

**Table 1.11: ANOVA Results for Work Experience**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>p</b>
Work Experience	9.18	3	3.06	13.92	<.001
Residual	80.86	368	0.22		
Total	90.03	371			

The results revealed a statistically significant difference among the groups,  $F(3, 368) = 13.92, p < .001$ . The mean scores showed that respondents with more than five years of experience reported the highest perception of sustainable employment opportunities ( $M = 3.43, SD = 0.48$ ), followed by those with 3–5 years of experience ( $M = 3.30, SD = 0.49$ ), 1–3 years of experience ( $M = 3.17, SD = 0.45$ ) and less than one year of experience ( $M = 2.93, SD = 0.48$ ). The pattern indicates that perceptions of sustainable employment opportunities became stronger as work experience increased.

**Finding**

Gig workers with higher work experience reported more favourable perceptions of sustainable employment opportunities. This suggests that experienced workers may be better positioned to understand, access or sustain gig-based employment opportunities within the study area.

**Hypothesis Conclusion**

Since the null hypothesis is rejected, the researcher concludes that there is a significant difference in sustainable employment opportunities among gig workers with respect to work experience.

**RESEARCH METHODOLOGY**

**Research Design**

The study adopted a descriptive and comparative research design. The descriptive component was used to examine gig workers’ perceptions regarding sustainable employment opportunities, while the comparative component was used to assess whether these opportunities differed across selected socio-demographic groups. This design was appropriate because the study focused on age group, educational qualification, monthly income level, type of gig work and work experience as grouping variables for comparing the mean scores of sustainable employment opportunities among gig workers in Southern Rajasthan.

**Research Approach**

The study followed a quantitative research approach. This approach was suitable because the responses were collected through structured Likert-scale statements and analysed using numerical techniques such as mean scores, standard deviation, reliability analysis and one-way ANOVA. The quantitative approach enabled objective comparison of sustainable employment opportunities across different socio-demographic categories of gig workers.

## Population and Sample

The target population of the study comprised gig workers in Southern Rajasthan. The final sample consisted of 372 respondents. The study used stratified random sampling, as the respondents were classified across relevant socio-demographic groups, including age group, educational qualification, monthly income level, type of gig work and work experience. This technique was suitable because the study aimed to compare differences in sustainable employment opportunities across different categories of gig workers. The sample size of 372 was considered adequate for conducting group-wise descriptive analysis and one-way ANOVA across the selected socio-demographic variables.

## Research Variables

The dependent variable of the study was sustainable employment opportunities. It refers to the extent to which gig work provides regular employment, income stability, sufficient work opportunities, flexibility, job security, livelihood support and future work prospects. The independent or grouping variables were age group, educational qualification, monthly income level, type of gig work and work experience. These variables were used to examine whether respondents' perceptions of sustainable employment opportunities differed significantly across socio-demographic categories.

The construct mean score for sustainable employment opportunities was calculated by taking the average score of all 15 Likert-scale statements. Item-level mean scores were also calculated to understand the response pattern for each statement separately. The overall construct mean score represented the respondents' combined perception of sustainable employment opportunities in gig work.

## Instrument Development and Measurement

A structured questionnaire was used for data collection. The instrument included 15 Likert-scale statements developed to measure sustainable employment opportunities among gig workers. These statements covered aspects such as regularity of employment, availability of work, income stability, adequacy of earnings, continuity of work, flexibility, livelihood security, job security, skill improvement and future career prospects. Each statement was measured on a five-point Likert scale, where 1 represented Strongly Disagree, 2 represented Disagree, 3 represented Neutral, 4 represented Agree and 5 represented Strongly Agree.

## Data Collection Procedure

Data were collected from gig workers in Southern Rajasthan through a structured questionnaire. The responses were obtained from workers belonging to different socio-demographic categories so that the study could compare sustainable employment opportunities across age group, educational qualification, monthly income level, type of gig work and work experience. The data collection procedure was kept aligned with the objective of examining socio-demographic differences in sustainable employment opportunities among gig workers.

## Reliability of the Instrument

The reliability of the instrument was examined using Cronbach's alpha. The scale measuring sustainable employment opportunities consisted of 15 items and produced a Cronbach's alpha value of 0.844. This value indicates good internal consistency and suggests that the statements used in the instrument were reliable for measuring the broad construct of sustainable employment opportunities.

## Statistical Tools and Techniques

Descriptive statistics were used to summarise the responses obtained from the respondents. Mean and standard deviation were calculated to examine the overall direction and variation in perceptions regarding

sustainable employment opportunities. Reliability analysis was applied through Cronbach's alpha to assess the internal consistency of the 15 Likert-scale statements.

One-way ANOVA was used for hypothesis testing. This test was appropriate because the study examined whether the mean score of sustainable employment opportunities differed significantly across more than two categories of each socio-demographic grouping variable. One-way ANOVA was applied separately for age group, educational qualification, monthly income level, type of gig work and work experience.

## OVERALL CONCLUSION

The study examined socio-demographic differences in sustainable employment opportunities among gig workers in Southern Rajasthan. The findings indicate that respondents' perceptions of sustainable employment opportunities differed significantly across age group, educational qualification, monthly income level, type of gig work and work experience. One-way ANOVA results showed significant differences for age group,  $F(3, 368) = 11.63, p < .001$ ; educational qualification,  $F(3, 368) = 8.85, p < .001$ ; monthly income level,  $F(3, 368) = 16.45, p < .001$ ; type of gig work,  $F(3, 368) = 9.87, p < .001$ ; and work experience,  $F(3, 368) = 13.92, p < .001$ . Therefore, all five null hypotheses were rejected.

Overall, the results suggest that sustainable employment opportunities in gig work are not perceived uniformly by all respondents. Workers aged 26–35 years, those with higher educational qualifications, respondents with higher income levels, freelance digital workers and more experienced gig workers reported comparatively stronger perceptions of sustainability in gig-based employment. The study offers an empirical understanding of how selected socio-demographic characteristics are associated with gig workers' perceptions of employment sustainability in Southern Rajasthan.

## SUGGESTIONS BASED ON FINDINGS

1. Gig platforms should strengthen income stability mechanisms for workers, as statements related to consistent income and long-term livelihood security received comparatively moderate responses.
2. Platform operators should provide clearer work allocation systems so that workers can access more regular and predictable employment opportunities.
3. Since flexibility received the highest level of agreement, gig platforms should preserve flexible working arrangements while also improving employment continuity.
4. Measures should be introduced to improve job security perceptions among gig workers, particularly because the statement on reasonable job security recorded a relatively lower mean score.
5. Skill development programmes should be expanded for gig workers, as respondents showed favourable perception towards gig work as a source of skill and work experience improvement.
6. Younger gig workers, especially those in the 18–25 years age group, may require orientation, mentoring and platform guidance to improve their understanding of sustainable gig work opportunities.
7. Workers with lower educational qualifications should be supported through simple training modules, digital literacy support and platform-use guidance to improve their participation in gig-based employment.
8. Gig platforms should design support systems for workers in lower income groups, as their perception of sustainable employment opportunities was comparatively weaker than higher income groups.

9. Income-linked incentives and fair payment structures should be considered to improve workers' confidence in gig work as a sustainable livelihood option.
10. App-based delivery and ride workers should be provided with stronger welfare support, as freelance digital workers reported comparatively higher perceptions of sustainable employment opportunities.
11. Home-based and other gig workers should be given better access to market linkage, client networks and platform visibility to improve their employment sustainability.
12. New entrants with less than one year of work experience should be offered structured onboarding support, as this group reported the lowest perception of sustainable employment opportunities.
13. Experienced gig workers may be encouraged to act as peer mentors for new workers, helping them understand work continuity, income management and platform practices.
14. Policymakers should recognise socio-demographic differences among gig workers while framing support measures for the gig economy, rather than treating gig workers as a single uniform group.
15. Local employment agencies and training institutions in Southern Rajasthan should collaborate with gig platforms to improve skill-building, financial awareness and long-term livelihood readiness among gig workers.
16. Welfare measures such as accident support, grievance redressal, transparent payment rules and basic social security should be encouraged to address concerns related to job security and livelihood stability.
17. Future platform policies should focus not only on creating work opportunities, but also on improving the sustainability of gig work in terms of income adequacy, continuity, security and growth prospects.

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