

Determinants of Job Satisfaction of Gig Workers in the Food and Beverage Industry in Mumbai Metropolitan Region – A Regression Analysis of Socioeconomic, Organizational and Behavioral Factors

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Abstract –

Job satisfaction has been a matter of concern among workers across different sectors. It is a crucial issue in the growing gig economy, especially for temporary workers employed within the food and beverage industry. This study explores various factors that influence job satisfaction among gig workers in the food and beverage industry in the Mumbai Metropolitan Region (MMR). Gig workers, including cooks, cashiers, cleaners, and support staff, usually work on a temporary or part-time basis, and often lack the benefits of formal employment. With the gig economy rapidly expanding in India's urban areas, particularly in Mumbai, it becomes imperative to understand the factors that satisfy or dissatisfy gig workers in their jobs. Based on personal interviews conducted with 2,000 gig workers across the Western, Central, and Harbour regions of Mumbai, this study analyzed a variety of factors such as age, gender, income, work environment, employer support, access to health benefits, appointment letters, and opportunities for growth. The research found that workers who received formal appointment letters and, employer support during health emergencies, worked in a respectful and clean environment, and had cordial relationships with their co-workers reported higher job satisfaction. These conditions provided them with a sense of recognition, stability, and belonging. On the other hand, job dissatisfaction is linked to high stress levels, lack of job promotions, absence of performance-based incentives, and workplace issues. In addition, ownership of household items such as refrigerators was associated with higher satisfaction levels. The research suggests that job satisfaction among gig workers depends on wages, workplace conditions, employer treatment, and availability of social security benefits. To improve satisfaction, employers should provide formal job contracts, health-related support, and recognition of the work put in by the workers, while policymakers should design inclusive labour laws and welfare schemes that address the specific needs of gig workers. By improving working conditions and offering basic benefits, both businesses and the government can help to create a more motivated, stable, and productive gig workforce in the food and beverage sector.

Keywords - Job Satisfaction, Gig Workers, Food and Beverage Industry, Mumbai Metropolitan Region

Introduction –

The global labour market is undergoing a paradigm shift with the rapid expansion of the gig economy, which refers to a labour market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs. In India, the gig economy has seen unprecedented growth, driven by digitalization, consumer demand for convenience, and the proliferation of app-based platforms (FICCI & NITI Aayog, 2022). According to NITI Aayog, India had about 7.7 million gig workers in 2020–21, which is expected to reach 23.5 million by 2029–30 (NITI Aayog, 2022).

The food and beverage (F&B) industry plays an important role in this transformation. As one of India's fastest-growing service sectors, it employs a large number of temporary and gig workers, especially in urban centers such as the Mumbai Metropolitan Region (MMR). Mumbai's high population density, dynamic hospitality sector, and dining out culture make it a key hub for food service operations that rely heavily on a flexible, part-time workforce. These workers perform a wide range of essential functions, from food preparation to order processing, without the benefits and protection associated with formal employment.

The current state of the gig economy in India presents a dual picture. On one hand, it offers flexible income opportunities and accessibility to a wide labour pool, including youth and migrant workers. However, gig workers face several challenges including low job security, limited upward mobility, lack of access to social benefits, and often exploitative working conditions (Aneja & Sridhar, 2021; ILO, 2021). Studies by Choudhury et al. (2020) and Fairwork India (2021)

highlight that many gig workers, particularly in hospitality and food services, lack basic employment rights and are excluded from national labour codes.

Despite these issues, the future of India's gig economy remains promising. Policymakers are increasingly recognizing the importance of bringing gig work within the scope of labour laws. Recent proposals for social security codes and platform-based worker rights, if effectively implemented, could significantly enhance working conditions and satisfaction for gig workers (Ministry of Labour and Employment, 2020).

Understanding job satisfaction within this evolving employment landscape is essential for maintaining both worker well-being and organizational productivity. Job satisfaction influences not only individual performance, but also organizational outcomes, including customer satisfaction and employee retention. This study investigates the determinants of job satisfaction among gig workers in Mumbai's food and beverage sector, using regression analysis to examine the data. The findings shed light on the interaction of economic, demographic, and workplace-related factors in shaping job satisfaction, and offer policy recommendations aimed at enhancing the livelihoods of this important segment of the urban workforce.

Literature Review -

The gig economy has transformed traditional labour market dynamics, offering increased flexibility while simultaneously raising concerns about uncertainty and lack of formal employment protections. De Stefano (2016) characterizes gig work as a new form of "non- standard" employment that exists on the margins of labour laws. Berg (2016) notes that digital platforms often misclassify workers as independent contractors, denying them access to benefits and protections.

In the Indian context, gig work has surged owing to a combination of technological innovation, urbanization, and unemployment pressures (NITI Aayog, 2022). Kesar and Bhattacharya (2020) argue that gig employment fills critical labour gaps but at the expense of job quality.

Standing (2011) introduced the concept of the "precariat," a growing class of workers who lack economic security and occupational identity. This conceptual framework is particularly relevant in the Indian gig economy, where temporary and part-time jobs dominate urban service sectors such as food and beverage (Khan, 2018).

The food and beverage (F&B) sector in the Mumbai Metropolitan Region (MMR) has become a major hub for gig employment due to the rise of quick-service restaurants, food delivery services, and café chains. The sector's reliance on part-time and flexible labour is driven by the need to manage unpredictable consumer demand and reduce operational costs (Mehta & Srivastava, 2021). A report by the All-India Food Industry Federation (2020) highlights that 38% of urban food outlets in Mumbai employ gig workers to manage kitchen operations, cleaning, order processing, and front-end service.

Sharma and Banerjee (2022) emphasize that the internal gig workforce—those who operate within food outlets rather than deliver food—is often overlooked in policy discussions. These workers face challenges such as inconsistent work hours, lack of job security, and minimal employer accountability. Moreover, workers in smaller establishments or independently owned outlets are more likely to face occupational hazards and receive delayed or partial wages.

Chatterjee and Jha (2022) found that the growth of QSRs and cloud kitchens in Mumbai has led to increased demand for flexible, low-cost labour. These work environments often lack formal contracts or structured human resource practices.

Job satisfaction in MMR's gig economy is shaped by a variety of local socio-economic and organizational factors. Bhattacharya and Dubey (2022) emphasize that Mumbai's high cost of living, long commute times, and rental pressure add to the stress of gig workers. Also, unorganized employment leaves workers with limited avenues for upward mobility or formal grievance redressal.

Saxena (2020) found that temporary workers in Mumbai's food outlets derive satisfaction from friendly co-worker relationships and autonomy in task execution but report dissatisfaction due to erratic work schedules, delayed wages, and lack of appreciation from employers. Kumar and D'Souza (2021) further argue that gig workers are often excluded from company-level performance incentives and team-building activities, further marginalizing them.

Naik and Raghavan (2022) found that despite the temporary nature of their employment, many gig workers report moderate levels of satisfaction due to factors like peer support, task variety, and relative autonomy. Deshmukh (2023) conducted

qualitative interviews with gig workers in fast food outlets across Mumbai and found that job satisfaction is higher in establishments that provide timely payments, flexible scheduling, and recognition for performance.

The provision of social security benefits to gig workers in MMR's F&B sector remains highly inconsistent and employer-dependent. The Indian government's Code on Social Security (2020) aims to bring gig workers under a common framework for benefits such as health insurance and retirement savings. However, implementation at the ground level has been slow and fragmented (Ramaswamy, 2022).

In the MMR, initiatives like the Maharashtra State Gig Worker Welfare Scheme have been introduced but are still in nascent stages. Singh and Talwar (2023) report that less than 10% of eligible gig workers in food outlets are aware of or enrolled in such schemes. Employers, especially in smaller setups, rarely contribute to social benefit programs, citing high costs and regulatory uncertainty.

According to a survey conducted by the Mumbai Centre for Labour Studies (2023), less than 15% of gig workers in the F&B sector reported receiving any form of health insurance or social security benefits. Workers engaged in branded chains (like McDonald's or Domino's) had marginally better access to employee health cards and accidental coverage, than those engaged in independent or local outlets.

Rao and Fernandes (2022) highlight the role of NGOs and labour unions in creating awareness of social protection rights. Some establishments, especially franchises of multinational brands, offer basic benefits such as accident insurance and health check-ups. However, these are typically non-transferable and conditional on long-term service, making them inaccessible to many gig workers.

A 2023 report by the Mumbai Urban Labour Collective found that access to even minimal health coverage increased job satisfaction by over 40% among the surveyed gig workers. The report recommended making health and accident insurance mandatory for all F&B employers hiring temporary or part-time staff.

Sen and Roy (2021) found that access to even minimal benefits—such as paid leave, accident insurance, and Provident Fund contributions—significantly improves worker morale and productivity.

Objectives –

The primary objective of the study is to analyze the key determinants of job satisfaction among gig workers in food and beverage outlets in the Mumbai Metropolitan Region (MMR). The secondary objectives are to examine the socio-economic and demographic characteristics (e.g., age, gender, marital status, income level) of gig workers in the food and beverage industry in MMR; evaluate the impact of workplace conditions, including workload, overtime, and recognition, on job satisfaction levels and assess the role of provision of social security benefits (such as health support during emergencies, appointment letters, and incentives) in shaping job satisfaction and identifying the extent to which non-wage factors like mutual employee support, a healthy work environment, and employer-provided opportunities for personal development contribute to job satisfaction.

Research Methodology – Research Design

This study adopts a quantitative, cross-sectional, and explanatory research design aimed at identifying and analyzing the factors influencing job satisfaction among gig workers temporarily employed within food outlets (e.g., fast food chains, cafes, and restaurants) in the Mumbai Metropolitan Region (MMR). The research employs binary logistic regression analysis to explore the relationship between job satisfaction (dependent variable) and a range of socio-demographic, occupational, and workplace-related variables (independent variables), including access to social security benefits.

Data Collection

We collected primary data from gig workers in the food and beverage sector through personal interviews. The workers were selected using random sampling methods within different units. These units and workers are classified into different suburbs. We interviewed workers from the Western region (1067), Central (610) and Harbour regions (323). Personal interviews with open and close-ended questions were asked to 2000 workers in the regions. We analysed the primary data using SPSS@25.

Tools for Analysis

- Statistical Software: SPSS (Statistical Package for the Social Sciences) Version 25 was used for data entry and analysis.
- Analytical Method: Binary Logistic Regression was employed to estimate the likelihood of job satisfaction based on the independent predictors. The model's coefficients (B), standard errors, Wald statistics, significance levels (p-values), and Exp(B) (odds ratios) were interpreted to understand the strength and direction of the relationships.

Variables

- Dependent Variable: Job Satisfaction (Yes/No)
- Independent Variables: Age, Gender, Marital Status, Per Capita Income, Ownership of appliances (Radio, Television, Oven, Refrigerator), Appointment letter receipt, Work beyond duty hours, Incentives, Chronic workplace issues, Employer support during health emergencies, Job promotions, Work environment, Stress level, and others.

Theoretical Framework

A gig worker's utility or overall job satisfaction is assumed to be a function of both monetary compensation (e.g., wages, incentives) and non-monetary job attributes (e.g., working conditions, benefits, recognition, job stress, and flexibility).

Let:

$$U_i = f(W_i, B_i, C_i, S_i, H_i, E_i)$$

Where:

- U_i = Utility (Job satisfaction) of worker i
- W_i = Wage or income level
- B_i = Access to social security benefits (health support, leave, insurance)
- C_i = Working conditions (hours, environment, safety)
- S_i = Supervisor and peer support
- H_i = Job stress or workload
- E_i = Employer-provided development opportunities (training, promotions)

Socioeconomic and Demographic Characteristics of Gig Workers – Table 1 – Age Group of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
Age group (Years)	M	F	T	M	F	T	M	F	T
18-26	50.38	55.31	51.64	33.59	31.84	33.14	16.03	12.85	15.22
27-35	54.41	50.00	53.34	29.64	35.24	30.99	15.96	14.76	15.67
36-44	53.85	47.06	53.47	27.97	23.53	27.72	18.18	29.41	18.81
45-55	62.71	62.50	62.70	20.34	0.00	19.05	16.95	37.50	18.25
Total	53.59	52.42	53.35	29.95	32.61	30.50	16.46	14.98	16.15

The table shows the distribution of percentages of males (M), females (F), and the total (T) across three districts—Western, Central, and Harbour—by four age groups (18–26, 27–35, 36–44, and 45–55). In the Western area, 62.71% males and 62.50% females in the age group of 45–55 years are working in the food and beverage sector, showing the population is skewed in this age bracket. In the Central district, maximum male workers (33.59%) are in the age group of 18–26 years while maximum female workers (35.24%) are in the age group of 27–35 years. No female worker representation is seen in the 45–55-year age group. The Harbour district consistently shows the lowest figures, particularly among younger age groups, with totals never exceeding 18.81%, suggesting lower engagement or population concentration in this area. Overall, the Western district consistently reports the highest participation across all age groups, indicating a dominant representation in all categories, while the Central district follows with moderate percentages and the Harbour area with the least representation of workers.

Table 2 – Per Capita Income of Gig Workers in Mumbai Metropolitan Region

Per Capita Income	Western			Harbour			Central		
	M	F	T	M	F	T	M	F	T
2501-7500	52.28	37.04	49.00	24.87	35.19	27.09	22.84	27.78	23.90
7501-12500	53.37	55.12	53.75	30.40	32.86	30.93	16.23	12.01	15.31
12501-17500	53.53	54.55	53.70	32.37	27.27	31.48	14.10	18.18	14.81
17501-22500	61.70	45.45	58.62	25.53	45.45	29.31	12.77	9.09	12.07
22501-27500	83.33	0.00	83.33	16.67	0.00	16.67	0.00	0.00	0.00
27501-32500	0.00	0.00	0.00	100.00	0.00	100.00	0.00	0.00	0.00
TOTAL	53.59	52.42	53.35	29.95	32.61	30.50	16.46	14.98	16.15

The table shows data of per capita income of male and female gig workers in the Western, Central and Harbour regions. The most economically active bracket for both the genders is the (Rs.7501-Rs.12500) range where the total participation remains the highest in the Western region. The highest income bracket (Rs.27,501–Rs.32,500) shows 0% presence for all groups, suggesting no representation or data. Gender inequality is evident in the data.

Similarly, in the Central region, female gig workers are underrepresented in the highest income brackets. In total, male gig workers (29.95%) and female workers (32.61%) suggest relatively higher female economic activity than in Western district, but gender gaps remain at higher earnings. However, the Harbour district shows slightly better female participation (18.18%) in the (Rs.12501-Rs.17500) range. Overall, the data reveals that most people, particularly females, are concentrated in lower income groups, and income inequality persists along gender lines.

Table 3 – Ownership of Household Assets by Gig Workers in Mumbai Metropolitan Region

Household Assets		Western			Central			Harbour	
	M	F	T	M	F	T	M	F	T
Cooking Gas	53.59	52.42	53.35	29.95	32.61	30.50	16.46	14.98	16.15
Radio	58.79	55.36	57.98	29.67	33.93	30.67	11.54	10.71	11.34
Television	53.03	51.31	52.68	29.81	32.36	30.33	17.15	16.33	16.98
Oven	51.73	50.46	51.45	30.13	33.03	30.79	18.13	16.51	17.77
Bike	55.17	42.86	54.97	28.89	50.00	29.24	15.93	7.14	15.79
Cycle	56.58	53.79	56.01	29.47	34.09	30.42	13.95	12.12	13.57
Car	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Washing Machine	50.47	51.81	50.75	30.41	37.35	31.84	19.12	10.84	17.41
Other (Cooler)	53.95	53.23	53.81	29.49	31.29	29.86	16.56	15.48	16.34
Other (Fridge)	53.96	54.72	54.12	29.47	31.54	29.90	16.57	13.75	15.97

The table shows the data on household assets across the Western, Central, and Harbour regions. The Western region reports the highest ownership percentages across nearly all categories for both males and females. In contrast, the Central region shows moderate ownership levels, while the Harbour region consistently ranks lowest, with many asset categories—especially durable goods like washing machines, ovens, and fridges—showing ownership below 20%, highlighting a significant gap in household amenities. There is higher bike ownership among males in the Western and Harbour regions. Notably, no respondent across any region reports car ownership, suggesting a shared limitation in access to high-value transport assets. Overall, the data suggests a strong correlation between region and asset possession thereby reflecting broader economic inequalities.

Table 4 – Social Security Benefits to Gig Workers in Mumbai Metropolitan Region

Social Security Benefits		Western			Central			Harbour	
	M	F	T	M	F	T	M	F	T
Provident Fund	0	0	0	0	0	0	0	0	0
Regular Salary Hike	60.71	56.25	60	27.38	28.12	27.5	11.90476	62.5	12.5
Dearness Allowance	0	0	0	0	0	0	0	0	0

Sick Leaves	53.64	53.55	53.62	29.88	31.97	30.31	16.47	14.46	16.06
Casual Leaves	54.04	53.07	53.85	29.69	32.82	30.33	16.26	14.10	15.81
Health Insurance	0	0	0	0	0	0	0	0	0
Maternity/	0	0	0	0	0	0	0	0	0
Paternity Leave	0	0	0	0	0	0	0	0	0
Accident Insurance	0	0	0	0	0	0	0	0	0
Disability Benefit	0	0	0	0	0	0	0	0	0
Overseas Trips	0	0	0	0	0	0	0	0	0
Paid Leaves	0	0	0	0	0	0	0	0	0

The data on social security benefits reveals a lack of several social security benefits to the gig workers across the Western, Central and Harbour regions, with only three types of benefits— regular salary hikes, sick leaves, and casual leaves—being provided and the rest being completely absent. The Western region shows the highest access to available benefits, particularly in regular salary hikes (60%) and leave entitlements (around 53.6% for both sick and casual leaves), indicating relatively better employment conditions. Central region participation is significantly lower, with only around 27.5% receiving salary hikes and about 30% having leave benefits. The Harbour region presents the most inconsistent data; overall figures remain low—only 16% for both sick and casual leaves. The complete absence of critical social protections across all regions reflects a major gap in labour rights and workplace security, pointing to systemic issues in policy implementation and employer responsibility in both public and private sectors.

Table 5 – Level of Job Satisfaction of Gig Workers in Mumbai Metropolitan Region

Job Satisfaction		Western			Central			Harbour		
	M	F	T	M	F	T	M	F	T	
Satisfied with job	56.73	55.56	56.41	24.89	30.86	26.48	18.39	13.58	17.11	
Content with skills acquired for the job	53.89	59.34	55.72	28.33	29.67	28.78	17.78	10.99	15.50	
Plan to upgrade skills	56.41	64.91	59.20	30.77	19.30	27.01	12.82	15.79	13.79	
Happy with terms of contract	56.81	57.14	56.92	29.11	28.57	28.93	14.08	14.29	14.15	
Work-life Balance	54.58	60.76	56.11	29.17	27.85	28.84	16.25	11.39	15.05	
Adequate support from employer	60.34	53.33	58.16	26.29	33.33	28.49	13.36	13.33	13.35	
Employer grant leave when needed	53.78	55.37	54.12	29.30	30.54	29.56	16.92	14.09	16.33	

Closely observed by your supervisor	53.75	52.31	53.45	29.80	32.85	30.43	16.45	14.84	16.12
Relations with employer/management	64.95	59.09	63.87	21.65	31.82	23.53	13.40	9.09	12.61
	51.53	55.19	52.36	29.95	33.88	30.85	18.52	10.93	16.79
	56.04	53.03	55.44	30.94	28.79	30.51	13.02	18.18	14.05
Recognition from supervisor for a job well done	54.33	53.68	54.20	29.24	30.88	29.56	16.44	15.44	16.24
Free to make decisions and act on them	56.22	50.70	55.00	27.71	33.80	29.06	16.06	15.49	15.94
	51.58	54.00	52.08	33.16	32.00	32.92	15.26	14.00	15.00
Participation	56.22	50.70	55.00	27.71	33.80	29.06	16.06	15.49	15.94
	54.55	47.62	53.33	32.32	33.33	32.50	13.13	19.05	14.17
Satisfaction with how the department stands	53.08	54.97	53.47	29.70	33.11	30.42	17.22	11.92	16.11
	54.40	49.02	53.38	30.29	30.72	30.38	15.30	20.26	16.25

The table shows data on job satisfaction derived by gig workers in the Western, Central and Harbour areas of Mumbai Metropolitan Region. The Western region shows highest level of job satisfaction among gig workers with over (56%) employees reporting positive experiences in job satisfaction, employer support and skill development. However, the Central region shows issues with low motivation for skill upgrades (27.01%), limited participation in decision making and poor relationships with employer, suggesting a lack of growth opportunities and leadership engagement. The situation is utmost critical in the Harbour region with less than (18%) employees showing job satisfaction. Work satisfaction for female workers is very low and trust in employer support and recognition is minimal. Overall, while the Western region performs well, the Central and Harbour regions show deficiencies in job satisfaction and professional development.

Regression Analysis –

$Y_i = \beta_1 + \beta_2 X_{1i} + \beta_3 X_{2i} + \dots + \beta_k X_{ki} + \epsilon_i$ Where:

- Y_i : The dependent variable — in this case, job satisfaction for the i th individual or observation.
- β_1 : The intercept — represents the expected value of job satisfaction when all independent variables are equal to zero.
- β_3, \dots, β_k : The regression coefficients (slopes) — each β_j represents the change in job satisfaction associated with a one-unit change in the corresponding independent variable X_j , holding all other variables constant.
- $X_{1i}, X_{2i}, \dots, X_{ki}$: The independent variables (predictors) for the i th individual — these could include factors such as income, work environment, job role, hours worked, etc.
- ϵ_i : The error term — captures the influence of all other factors affecting job satisfaction that are not included in the model.

Table 6 – Regression Analysis

Variables	B	S.E.	Wald	Sig.	Exp(B)
Age (years)	.077*	.022	12.340	.000	1.080
Gender	.830*	.252	10.884	.001	2.293
Marital Status	-1.128*	.364	9.575	.002	.324
Per Capita Income	.000***	.000	3.824	.051	1.000
Radio	-2.128*	.552	14.848	.000	.119
Television	-1.980*	.448	19.503	.000	.138
Oven	-1.219*	.348	12.264	.000	.296
Other (Fridge)	6.846*	1.031	44.094	.000	939.827
Received appointment letter for the job?	1.578*	.320	24.319	.000	4.846
Work beyond duty hours?	.690*	.230	8.972	.003	1.993
Incentives for good work	-1.780*	.355	25.112	.000	.169
Any chronic issues at workplace?	-1.777*	.495	12.884	.000	.169
Benefits from employer during health emergency?	2.728*	.435	39.386	.000	15.297
Delay in food order preparation	-.436***	.227	3.675	.055	.647
Employer contribution towards personnel development?	.586***	.318	3.395	.065	1.796
Job promotions	-2.689*	.448	35.961	.000	.068
Employer expectation to perform tasks beyond assigned duties	.911*	.289	9.941	.002	2.488
How often do you work overtime?	.327**	.152	4.643	.031	1.387
Preparing bill orders on time	-.576***	.302	3.642	.056	.562

Addressing connectivity issues	1.369*	.378	13.115	.000	3.930
Ensuring data security	1.767*	.625	7.984	.005	5.854
Healthy work environment at workplace	1.777*	.284	39.240	.000	5.913
Help other employees and vice-versa	2.958*	1.076	7.554	.006	19.269
Stressful job	-1.516*	.390	15.081	.000	.220
Constant	-11.414*	1.839	38.511	.000	.000

*Significant at 1% , **Significant at 5%, ***Significant at 10%

This regression analysis explores how various personal and workplace factors relate to job satisfaction. Age shows a positive correlation, meaning older employees are more likely to be satisfied. Gender also has a positive link, with one gender likely male show job satisfaction. Being married is negatively related to satisfaction, while higher per capita income has a weak, effect. Ownership of appliances like a radio, television, and oven is negatively linked to satisfaction, while owning a fridge shows a positive effect, indicating better living standards. Receiving a job appointment letter, working beyond duty hours, having employer support in health emergencies, and being expected to do extra tasks all positively relate to satisfaction, suggesting that employees may feel more valued or trusted. On the other hand, the absence of incentives, having chronic issues at work, and facing a stressful job are linked to lower satisfaction. Interestingly, job promotions have a negative correlation, possibly due to unmet expectations or added pressure. Working overtime and solving connectivity issues, as well as ensuring data security, also positively influence satisfaction, likely reflecting a sense of responsibility or recognition. A healthy work environment and mutual support among colleagues strongly boost satisfaction. However, delays in food preparation, lack of development support, and struggles with billing show weak effects. Overall, supportive work conditions, recognition, and teamwork are key positive drivers of job satisfaction, while stress, lack of incentives, and unresolved workplace problems lead to job dissatisfaction.

Discussion -

The results align with previous research showing that job satisfaction is multidimensional, with personal, economic, and organizational factors playing roles (Judge et al., 2001; Bakotic, 2016). The strong positive effect of employer support during health emergencies highlights the importance of organizational care during crises.

Some variables like per capita income showed borderline significance, suggesting that economic status alone might be less predictive than specific benefits or job conditions.

Policy Implications

The findings of this study point to several important policy implications that are essential to improving job satisfaction among gig workers in the food and beverage sector. One of the most critical areas is the need to formally recognize gig workers, particularly those employed directly within food establishments. These workers are not entitled to the protections provided to full-time or permanent employees. Including gig workers under national and state labour codes would promote equitable access to essential protections such as fair compensation, standard working hours and work safety.

Social security is a key factor which influences job satisfaction. The research highlights that access to health benefits and employer support during health emergencies significantly improves workers' well-being and gives them motivation to work productively. Therefore, policymakers should design and authorize social security benefits, including health insurance, maternity benefits, provident fund contributions, and accident coverage, specifically for gig workers in the service industry.

Another way of improving work satisfaction among gig workers is to offer full-time permanent employment. The study finds that workers who receive formal appointment letters report higher job satisfaction, indicating secure employment. The implementation of written contracts for even temporary workers will bring some accountability between employers and employees. Similarly, policies encouraging work-based incentives and promotions to the labour would further motivate them and enhance their job satisfaction.

Workplace is another major factor which affects job satisfaction. A good workplace can help workers perform better through supportive and cordial peer relationships which also helps in managing work stress, thereby improving employee morale. Policies should be framed to provide a healthy and inclusive work environment to the gig workers.

The government authorities framing policies for gig workers should establish a framework which works in the favour of the workers, mainly addressing their workplace grievances and provision of a redressal forum will help maintain their confidence in the policies framed for their benefit. Establishment and enactment of labour codes is the need of the hour.

Conclusion

The gig economy in India, especially in big cities like Mumbai, has changed the way people work in many industries. This study looks at gig workers in the food and beverage industry. These workers perform important jobs like cooking, cleaning, managing the front desk, and billing. Even though they are a key part of daily business, they often do not get the same rights and recognition as full-time employees.

The study uses data analysis to find out what affects job satisfaction for these workers. Things that make workers more satisfied include having a formal job letter, support during emergencies, a safe and respectful workplace, help from coworkers, and clear job duties. On the other hand, low satisfaction is linked to few chances for promotion, no rewards or bonuses, high stress, and unclear instructions from employers.

The results show that improving job satisfaction needs more than just better pay. Changes in both policies and workplace practices are needed to protect the rights and well-being of gig workers. For employers, supporting these workers can lead to better work, lower staff turnover, and higher customer satisfaction. For the government, it's a chance to create fairer job rules that match the new ways people work.

In short, helping gig workers feel satisfied and respected at work is a social need. As the food and beverage industry grows in Mumbai and other cities, making sure these workers are treated fairly will help build a stronger and fairer job market in urban India.

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