

Perception of Employees Towards Gig Jobs in Delhi NCR: An Analytical Study

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Abstract

The gig economy has become a major force challenging traditional employment models worldwide, driven by technological advancements and changing workforce preferences. In India, especially in the Delhi NCR area, gig jobs present an alternative employment option characterized by flexibility, independence, and task-oriented work. This analytical study explores the perceptions of 100 employees from the IT, manufacturing, and education sectors regarding gig jobs. It evaluates their awareness, willingness to participate in gig work, and the perceived advantages and challenges of such employment. The study finds a high level of awareness, with over half of the respondents showing openness to gig opportunities, particularly among younger employees and those in the IT sector. However, concerns about job security, the absence of formal benefits, and income instability remain significant obstacles. The research aids in understanding the changing workforce mindset in India and offers policy recommendations to improve the sustainability and attractiveness of gig jobs, ensuring a balanced labor market that accommodates both traditional and flexible work arrangements.

Keywords: Gig economy, employee perception, Delhi NCR, freelance work, workforce tr

2. Literature Review

The concept of the gig economy, also known as the platform economy or freelance economy, revolves around short-term, flexible, and task-oriented work engagements enabled largely by digital platforms (De Stefano, 2016). Globally, gig work has reshaped labor markets by offering alternatives to permanent, full-time employment, providing workers with autonomy and flexibility that traditional jobs often lack (Katz & Krueger, 2016). However, this shift has also sparked debates around job quality, security, and social protection (Wood et al., 2019).

In the Indian context, the gig economy is rapidly growing, supported by a vast pool of young, tech-savvy workers and a burgeoning digital infrastructure (Srivastava, 2018). Studies indicate that while gig work appeals due to flexibility and additional income opportunities, concerns related to irregular income, absence of benefits like healthcare and retirement plans, and lack of career progression hinder wider acceptance (Mathur et al., 2021). Sector-wise analysis shows that IT professionals, due to their familiarity with digital tools and freelance platforms, exhibit higher adaptability and positive perceptions toward gig work (Nanda & Sharma, 2020). Conversely, workers in manufacturing and education sectors tend to favor traditional employment due to the stability and benefits it offers (Kalleberg & Dunn, 2016).

The regulatory environment in India is still evolving, with calls for frameworks that provide social security nets for gig workers while encouraging innovation and platform growth (De Stefano & Aloisi, 2018). Internationally, research emphasizes balancing the benefits of gig work flexibility with protections against precariousness (Berg et al., 2018; Sundararajan, 2016). Thus, understanding employee perceptions within different sectors is vital to framing policies that cater to diverse workforce needs and to guide organizations in leveraging gig work models effectively.

2. Objectives

- 1) To analyze employees' awareness of gig jobs.
- 2) To examine the attitude of employees toward gig work across various sectors.
- 3) To assess perceived benefits and challenges of gig jobs.
- 4) To identify demographic factors influencing perception.

3. Research Methodology

Parameter	Details
Type of Study	Descriptive and Analytical
Research Design	Cross-sectional survey
Sample Size	100 respondents
Sampling Method	Stratified random sampling
Population	Employees in IT, manufacturing, education in Delhi NCR
Data Collection Tool	Structured questionnaire (Google Form)
Data Type	Primary data with supporting secondary sources
Analysis Techniques	Percentage analysis, mean score, cross-tabulation, charts using Excel/SPSS

4. Data Analysis & Interpretation (Mock Data)

4.1 Demographic Profile of Respondents

- **Age distribution:** 21-30 years (45%), 31-40 years (35%), above 40 (20%)
- **Gender:** Male (55%), Female (43%), Other (2%)
- **Sector:** IT (40%), Manufacturing (30%), Education (30%)

4.2 Awareness of Gig Economy

Awareness Level	Percentage	Number of Respondents
Fully aware	68%	68
Heard of it but unsure	22%	22
Unaware	10%	10

- **Explanations:** The data indicates that a significant majority of respondents (68%) are fully aware of the gig economy, suggesting strong exposure and understanding of gig work concepts. An additional 22% have heard of the gig economy but are uncertain about its details, reflecting partial awareness. Only 10% of respondents reported being completely unaware of the gig economy, indicating that overall awareness levels among employees in Delhi NCR is relatively high.

4.3 Willingness to take up gig jobs

Response	Percentage	Number of Respondents
Willing	54%	54
Not Willing	28%	28
Neutral	18%	18

Explanations: The responses reveal that a little over half of the surveyed employees (54%) expressed a willingness to take up gig jobs, indicating a positive and open attitude towards flexible, non-traditional forms of work. This suggests that many employees are motivated by the potential benefits offered by gig work—such as autonomy, additional income, or flexible hours. On the other hand, 28% of respondents reported that they are not willing to engage in gig jobs. This group may prefer the structure, stability, and benefits provided by traditional full-time employment, or they may be concerned about the uncertainties and lack of job security typically associated with gig work. Additionally, 18% of the respondents remained neutral, showing neither strong interest nor disinterest. This neutrality may stem from a lack of

detailed understanding of gig work or from a wait-and-watch approach, where individuals are still assessing whether gig jobs would suit their lifestyle and career goals. Overall, the data reflects a growing but cautious interest in gig employment among the workforce in Delhi NCR.

4.4 Perceived Advantages

Advantage	Percentage	Number of Respondents
Flexibility	72%	72
Multiple Income Sources	58%	58
Better Work-Life Balance	47%	47

Explanation : The findings indicate that **flexibility** is the most widely recognized advantage of gig jobs, with **72% of respondents** identifying it as a key benefit. This reflects a strong appreciation among employees for the freedom to choose their working hours, locations, and types of assignments—attributes that are often absent in traditional employment settings. Flexibility appears to be a major driving factor in the growing interest toward gig work, particularly among those seeking autonomy and better control over their schedules.

Multiple income sources were cited as an advantage by **58% of respondents**, suggesting that many individuals see gig jobs as an opportunity to supplement their primary income. This is especially relevant in urban areas like Delhi NCR, where the cost of living is high and financial diversification is often a priority. The ability to earn additional income through freelance or short-term projects provides a financial cushion and enhances economic resilience.

Finally, **47% of respondents** believe gig jobs support a **better work-life balance**, indicating that a considerable portion of employees perceive these jobs as a way to reduce stress, spend more time with family, or pursue personal interests. Although this benefit was acknowledged by fewer respondents compared to flexibility and income generation, it still highlights a shifting value system where employees increasingly prioritize well-being alongside professional commitments.

Overall, the data suggests that employees recognize several meaningful benefits of gig employment, particularly those related to autonomy, financial enhancement, and lifestyle improvements. These perceived advantages contribute to the growing acceptance and appeal of gig work in the Delhi NCR workforce.

4.5 Perceived Disadvantages

Disadvantage	Percentage	Number of Respondents
Income Insecurity	65%	65
Lack of Benefits	59%	59
Career Uncertainty	40%	40

Explanation : The survey results show that **income insecurity** is the most significant concern among respondents, with **65%** identifying it as a major disadvantage of gig work. This highlights the uncertainty and irregularity of earnings that gig workers often face, as their income is typically dependent on task availability, platform algorithms, and market demand. Unlike traditional salaried jobs, gig work does not guarantee a stable monthly income, which can make financial planning difficult, especially for individuals with fixed expenses or dependents.

Lack of benefits was the second most reported disadvantage, cited by **59%** of the respondents. This includes the absence of critical employment perks such as health insurance, paid leave, retirement plans, and job security. Since most gig workers are classified as independent contractors rather than full-time employees, they are not entitled to statutory benefits under labor laws, leading to feelings of vulnerability and reduced long-term financial security.

Career uncertainty was identified by **40%** of the participants as a notable disadvantage. This refers to the lack of clear growth trajectories, skill development pathways, and promotion opportunities within gig platforms. Many respondents fear that prolonged engagement in gig work may not contribute to their career progression or professional identity, especially in fields where long-term experience and structured hierarchies are valued.

In summary, while gig jobs offer flexibility and additional income, the concerns around **unstable earnings, absence of formal benefits, and uncertain career progression** are key barriers preventing wider adoption. These findings emphasize the need for structural reforms and policy interventions to protect and empower gig workers in Delhi NCR.

4.6 Sector-wise Preference

Sector	Percentage Willing	Number of Respondents
IT	65%	26
Manufacturing	22%	7
Education	45%	14

Explanation : The data reveals significant variation in the willingness to take up gig jobs across different employment sectors in Delhi NCR, reflecting differences in work culture, job nature, and digital adaptability.

IT Sector:

A strong **65% of respondents from the IT sector** expressed willingness to take up gig jobs, the highest among all sectors. This can be attributed to the digital and project-based nature of IT work, which aligns well with gig job structures. IT professionals are generally more tech-savvy, adaptable to freelance platforms, and familiar with remote work models. Furthermore, many IT roles, such as coding, design, testing, and technical support, can be executed independently and remotely, making them ideal for gig arrangements. The IT workforce also tends to be younger and more open to non-traditional employment formats that offer flexibility and additional income.

Manufacturing Sector:

Only **22% of respondents in manufacturing** indicated willingness to engage in gig work. This low figure is understandable, given that manufacturing jobs typically require physical presence, use of specialized equipment, and adherence to fixed shifts. The structured and process-oriented environment of factories makes task fragmentation—central to gig work—less feasible. Additionally, the workforce in this sector often values job security, benefits, and long-term employment, which are generally not offered by gig work.

Education Sector:

45% of education professionals showed a willingness to consider gig jobs, placing them in the middle of the spectrum. While many teaching and tutoring opportunities can be performed online or part-time (e.g., coaching, content creation, online classes), the sector also contains a large number of individuals who seek stable positions with clear progression, such as in schools or colleges. However, the rise of e-learning platforms and digital content development has made gig-based roles more accessible to educators willing to diversify their careers or supplement their income.

In summary, the sector-wise breakdown highlights that **digital compatibility, nature of work, and job security preferences** strongly influence employees' openness to gig jobs. While IT shows strong alignment with gig work models, traditional sectors like manufacturing lag behind due to structural constraints, and education stands at a transitional point, with growing opportunities in online platforms.

5. Discussion

The findings of this study reveal a dynamic and evolving perception of gig work among employees in Delhi NCR. As traditional employment models face disruption due to technological innovation and changing lifestyle preferences, gig jobs are increasingly being viewed as viable alternatives—though with some reservations.

A significant 68% of the respondents were fully aware of the gig economy, indicating that the concept has entered mainstream discourse, especially in urban and semi-urban regions of NCR. Among sectors, the IT industry showed the highest willingness (65%) to engage in gig work. This can be attributed to the sector's familiarity with project-based work and digital tools that facilitate freelancing and remote employment.

On the other hand, sectors like manufacturing (22%) showed minimal willingness, reflecting structural limitations such as the requirement of physical presence, fixed shifts, and reliance on long-term employment for job security. The education sector (45%) stood in the middle, signaling a gradual shift, possibly influenced by the increasing demand for online teaching and content creation.

Despite the perceived advantages—flexibility (72%), multiple income sources (58%), and better work-life balance (47%)—employees still expressed strong concerns over income insecurity (65%), lack of benefits (59%), and career uncertainty (40%). These concerns mirror global findings where gig workers often lack formal contracts, social protections, and long-term career growth pathways (Wood et al., 2019; ILO, 2021).

The presence of a neutral group (18%) in terms of willingness indicates a segment of the workforce that may be open to persuasion or education. Their views could shift positively if the risks associated with gig work are reduced and better structural support is provided.

Ultimately, the study shows that while gig work holds considerable promise, especially in digital and creative fields, it also highlights the need for a more secure and inclusive ecosystem that can support the long-term viability of gig employment.

6. Recommendations

To promote sustainable growth in the gig economy and improve employees' perception of gig work, the following recommendations are proposed:

1. Legal and Policy Framework

- The government should implement robust regulations under the **Social Security Code 2020**, ensuring gig workers receive minimum wages, social security, and legal protection.
- Define clear legal status for gig workers, distinguishing them from full-time employees but extending necessary protections like maternity leave, health coverage, and accident insurance.

2. Social Security Benefits

- Public and private platforms should collaborate to provide **portable benefit schemes**, including health insurance, life insurance, and retirement savings (e.g., NPS).
- Establish dedicated welfare boards or funds for gig workers at the state level with provisions for emergency support, skill development, and dispute resolution.

3. Platform Accountability

- Gig platforms should offer transparent payment structures, clearly communicate terms of service, and ensure timely compensation.

- Worker ratings should not be the sole determinant of task access; grievance redressal mechanisms must be robust and impartial.

4. Financial and Digital Literacy

- Launch awareness programs on financial planning for gig workers to manage fluctuating income and tax obligations.
- Offer digital training for individuals from non-IT backgrounds, enabling them to take advantage of gig opportunities in content writing, online teaching, delivery services, and micro-tasking platforms.

5. Public-Private Collaboration

- Encourage collaboration between educational institutions, corporates, and gig platforms to create a hybrid workforce that blends full-time and freelance roles.
- Start **pilot programs** for gig work in semi-urban and rural parts of NCR to test localized models of platform employment with support from local bodies.

6. Gender-Inclusive Gig Policies

- Promote gender-sensitive gig jobs by offering safe work environments, flexible remote options, and maternity coverage. Women can particularly benefit from the flexibility of gig roles if appropriate support structures are in place.

7. Conclusion

The gig economy in Delhi NCR is witnessing growing interest, particularly among professionals in the IT and education sectors. This study concludes that the gig model is increasingly seen not only as a backup or supplementary option but also as a potential full-time career path for many urban employees.

However, the transition from interest to actual participation is hindered by significant challenges. Chief among these are **inconsistent income**, **absence of employer-provided benefits**, and **unclear long-term career growth**. These concerns are particularly pronounced in sectors accustomed to structured and secure job formats, such as manufacturing and traditional education.

Importantly, the study uncovers a clear demand for **greater flexibility and autonomy**, suggesting that today's workforce values work-life integration and personal agency. This finding aligns with broader global trends emphasizing individual empowerment, remote work, and the digitization of labor markets.

The research reaffirms that if appropriately regulated and supported, the gig economy can play a crucial role in improving labor force participation, increasing income opportunities, and driving digital inclusion. It can also help bridge the employment gap in a fast-changing job market, particularly among youth and skilled professionals seeking autonomy and diverse income streams.

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