A Study on Impact of Gig Economy on Work Life Balance of Gen Z Employees

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Abstract: The gig economy has soon become a dominant form of work, particularly alluring to Generation Z because it offers flexible and independent work patterns. This research examines the far-reaching effect of the gig economy on the work-life balance of Gen Z workers. Particularly, it seeks to quantify their current work-life balance, determine what challenges they are experiencing, and examine the interconnection between job satisfaction and mental health in gig work culture. The research also examines Gen Z's view of gig work as a sustainable long-term career path and assesses how the flexibility that comes with gig jobs impacts their personal and professional balance. Through a standardized questionnaire administered to Gen Z gig workers in different industries, quantitative information was gathered and examined. The findings indicate that flexibility and autonomy are significant benefits, yet concerns like job insecurity, irregular income, and blurred personal boundaries have significant impacts on mental health and long-term satisfaction.

Keywords: *Gig Economy, Gen Z Employees, Flexible Work, Digital Platforms***.**

I. INTRODUCTION

The gig economy has greatly transformed the world's labour market by providing flexible and independent employment options besides regular full-time jobs. Driven by online platforms like Uber, Upwork, Fiverr, and Swiggy, gig work offers convenience and independence with workers having the freedom to select their own schedules and places of work. Nevertheless, this also brings concerns about job security, personal finances, and work-life balance. Gen Z (born between 1997 and 2012) is the first generation to enter the workforce completely surrounded by digital technology, and thus naturally predisposed to gig work. With a preference for flexibility, autonomy, and digital interaction, many Gen Z workers see gig work as an attractive alternative to traditional jobs. Yet, the long-term consequences of this non-traditional work arrangement on their well-being, job satisfaction, and work-life balance are still key areas for investigation.

II. REVIEW OF LITERATURE

- **De Stefano (2016)** pointed out that the gig economy provides workers with flexibility and autonomy but at the expense of employment security and social protection. The change has transformed work into more fluid and decentralized form, altering conventional understandings of work and employment boundaries between work and life.

- **Twenge (2017)** investigated Gen Z traits, which he found to be tech-literate, mission-driven, and further inclined towards online and freelance opportunities. Yet they also have higher stress levels through constant digital exposure and absence of formal work places.

- **Bajwa et al. (2018)** considered health and wellbeing among gig workers, observing that irregular schedules, absence of benefits, and loneliness lead to mental health issues, indirectly impacting their work-life balance.

- **Kaine & Josserand (2019)** argued that although gig platforms allow Gen Z to make money with flexibility, they are required to manage their own schedules and workloads—abilities not all young workers have yet developed, which can result in burnout.

- **Choudhury, Foroughi, & Larson (2020)** investigated gig economy remote work and discovered that location flexibility tended to create enhanced job satisfaction but not always enhanced work-life balance because of the tendency to work excessively without boundaries.

III. METHODOLOGY

➢ *Instrument Measures*

Likert scale has been used. Likert scale is developed by utilizing the item analysis approach where in a particular item is evaluated on the basis of how well it discriminates between those individuals whose hard and fast score is high and those whose is low. Those statements or items that best meet this sort of discrimination test are included in the final settlement. The structured questionnaire was used to collect the data from the respondents who uses the various gig workers platforms close ended question were used to collect data.

➢ *Reliability Analysis*

Reliability check was done to check to check the reliability of the questionnaire.

Cronbach's alpha value is 0.78 which means questionnaire is highly reliable.

Table 3 Reliability Check

Cronbach's Alpha	No of Items
0.78	30

➢ *Reliability Statistics*

A sample of 30 was taken to test the validity and reliability of the questionnaire

➢ *Data Analysis*

The population for this study is Infinite. Due to time constraints, data collected from 166 samples. Data have been collected from Gig workers Economy on Gen Z employees in Trichy Demographic analysis: with the gender of the respondents are female 26% and 140% are male.

IV. RESULTS AND DISCUSSION

➢ *Chi-Square Analysis*

• *Age and Digital Tool use Among Gen Z Employees on Gig Economy*

✓ *H0:*

There is no significant relationship between age and digital tool use among Gen Z employees on Gig Economy.

✓ *H1:*

There is a significant relationship between age and digital tool use among Gen Z employees on Gig Economy.

Table No 4 Age and Digital Tool use Among Gen Z Employees on Gig Economy

Chi-Square Tests	Value	df	Asymptotic. Sig. (2-tailed)
Pearson Chi-Square	10.82	16	.820
Likelihood Ratio	14.27	16	.579
Linear-by-Linear Association	.55	1	.458
N of Valid Cases	166		

Chi-square value= 10.82 **Degree of freedom**= 16 **Significant level** = 0.820

Critical Value at 5% level (df=16) = 26.296

• *Interpretation*

Thus, the calculated value =10.82 and critical value =26.296 where calculated value is greater than the critical value, we accept the hypothesis hence H0 is accepted and H1 is rejected then there is no significant relationship between Age and Digital Tool use Among Gen Z employees on Gig Economy.

➢ *Gender and Work Environment Among Gen Z Employees on Gig Economy*

• *H0:*

There is no significant relationship between gender and work environment among Gen Z employees on Gig Economy.

• *H1:*

There is a significant relationship between gender and work environment among Gen Z employees on Gig Economy.

Table 4 Gender and Work Environment among Gen Z employees on Gig Economy

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.24	4	.002
Likelihood Ratio	12.99	4	.011
Linear-by-Linear Association	31	1	.578
N of Valid Cases	166		

Chi-square value= 17.24

Degree of freedom=4 **Significant level** = 002

Critical Value at 5% level (df=4) = 9.488

- *Interpretation*

  Thus, the calculated value =17.24 and critical value =9.488where calculated value is lesser than the critical value, we rejected the hypothesis hence H0 is rejected and H1 is accepted then there is no significant relationship between gender and work environment among Gen Z employees on Gig Economy.

V. CORRELATION TEST ANALYSIS

➤ *Age and Digital Platform Use for Communication and Work*

- *H0:*

  There is no significant relationship between age and digital platform use among Gen Z employees on Gig Economy.

- *H1:*

  There is a significant relationship between age and digital platform use among Gen Z employees on Gig Economy.

Table 4 Age and Digital Platform Use among Gen Z Employees on Gig Economy

		Age	Digital Platform Use
Age	**Pearson Correlation**	1.000	0.404
	Sig. (.(2-tailed)	-	0.000
	N	166	166
Digital Platform			
	Pearson Correlation	0.404	1.000
	Sig.(2-tailed)	0.000	-
	N	166	166

R=0.404

Positive Linear Relationship Alternative hypothesis (H1) accepted.

- *Interpretation:*

  Since the correlation coefficient (r) = 0.404 and p-value = 0.000 < 0.05, we reject H0.There is a significant positive correlation between age and digital platform use for communication and work use among Gen Z employees on Gig Economy.

➤ *Education and Job Satisfaction of Gen Z employees on Gig Economy*

- *H0:*

  There is no significant relationship between education and job satisfaction among Gen Z employees on Gig Economy.

- *H1:*

  There is a significant relationship between education and job satisfaction among Gen Z employees on Gig Economy.

Table 5 Education and Job Satisfaction among Gen Z Employees on Gig Economy.

		Education	Job Satisfaction
Education	**Pearson Correlation**	1.000	0.039
	Sig. (.(2-tailed)	-	0.620
	N	166	166
Job Satisfaction	**Pearson Correlation**	0.039	1.000
	Sig.(2-tailed)	0.620	-
	N	166	166

R=0.039

Positive Linear Relationship Alternative hypothesis (H0) accepted

- *Interpretation:*

  Since the correlation coefficient (r) = 0.039 and p-value = 0.620 > 0.05, we accept H0.There is no significant relationship between education and job satisfaction among gig employees.

VI. FINDINGS

➤ No Significant Relationship between Age and Digital Tool Use the Chi-square test showed that age does not significantly influence the usage of digital tools among Gen Z gig workers. This implies that across different age groups within Gen Z, digital proficiency and tool adoption remain consistent.

➤ Significant Relationship between Gender and Work Environment ,There is a statistically ijily significant relationship between gender and perception of the work environment. This suggests that male and female gig

workers may experience or evaluate their work settings differently.

➢ Positive Correlation between Age and Digital Platform Use for Work the correlation analysis revealed a moderate positive relationship between age and the use of digital platforms for communication and work. This means older individuals within Gen Z may use digital platforms slightly more frequently or effectively than their younger peers.

➢ No Significant Relationship between Education and Job Satisfaction the correlation analysis showed no significant relationship between education level and job satisfaction. This indicates that education does not strongly influence how satisfied gig workers are with their jobs.

VII. SUGGESTION

➢ Digital Training Can Be Standardized Across Gen Z .Since age does not significantly affect digital tool usage, digital training programs can be uniformly designed and implemented across the Gen Z demographic.

➢ Create Inclusive Work Environment as gender influences work environment perception, gig platforms and employers should design policies that are gender-inclusive addressing different needs and experiences to improve job satisfaction and productivity.

➢ Encourage Use of Digital Platforms through User Experience Improvements with a moderate correlation between age and digital platform usage, efforts should be made to continuously enhance the user-friendliness of platforms so they remain engaging across the Gen Z spectrum.

➢ Focus on Factors Other Than Education to Improve Job Satisfaction. Since education is not a key factor influencing satisfaction, gig companies should focus on aspects like flexibility, incentives, work-life balance, and fair treatment to improve satisfaction levels among gig workers.

➢ Gender-Specific Policies and Feedback Mechanisms Consider implementing regular feedback loops segmented by gender to identify and resolve workplace environment issues, ensuring equity and fairness.

VIII. CONCLUSION

This study explored how participation in the gig economy affects the work-life balance of Gen Z employees. As a generation that is digitally native, flexible, and values autonomy, Gen Z is increasingly drawn to gig work for its promise of independence and control over working hours. However, the findings of this research reveal a nuanced reality. Gen Z gig workers benefit from the flexibility and autonomy that gig roles offer allowing them to better manage personal commitments these advantages are often offset by challenges such as irregular income, lack of job security, and blurred boundaries between personal and professional life. The absence of fixed schedules and employer-provided support structures can, at times, hinder rather than help their work-life balance. Statistical analyses further indicate that gender plays a role in how the work environment is perceived, suggesting that male and female gig workers may experience

the balance of work and life differently. The age and education levels were not found to have a significant impact on key work-life factors such as digital tool usage or job satisfaction the gig economy presents both opportunities and limitations for Gen Z employees seeking balance in their professional and personal lives. For many, the gig model aligns with their lifestyle expectations but only when supported by appropriate platforms, income stability, and digital infrastructure.

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