

# Family Dynamics and work life balance of the Gig workers

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## Abstract

The study examines the impact of gig work on the work–life balance of gig workers, with particular focus on family dynamics and motivating factors. Using primary data collected through a questionnaire and supported by secondary sources, the study analyses time management, family interaction, and perceived rewards of gig work. The study also compares the work life balance of male and female gig workers.

**Keywords:** Gig Workers, Work–life Balance, Family Dynamics, Gender Differences, Gig Economy

## 1. Introduction

The rapid expansion of the gig economy has significantly transformed the nature of employment across the world. Gig work refers to short-term, task-based, or contract employment facilitated through digital platforms such as ride-sharing services, food delivery applications, and online freelancing platforms. This form of employment offers flexibility, autonomy, and access to income opportunities; however, it also presents substantial challenges related to job security, income stability, and work–life balance. Among these challenges, the impact of gig work on family dynamics and personal life has become an increasingly important area of research.

Unlike traditional employment, gig work is characterized by irregular working hours, unpredictable earnings, and continuous availability, which often blur the boundaries between work and family life. Gig workers frequently modify their schedules based on platform demand, incentives, and customer ratings, resulting in extended working hours and heightened work pressure. These conditions make it difficult for workers to allocate sufficient time for family interactions, leisure, and personal responsibilities, thereby affecting their overall work–life balance.

Family dynamics play a crucial role in influencing the well-being and work engagement of gig workers. Emotional and social support from family members can act as a buffer against work-related stress, financial uncertainty, and feelings of isolation commonly experienced in gig work. Research has shown that family emotional support enhances work engagement and improves performance by reducing stress and increasing motivation among gig workers. Conversely, excessive work demands and stress may weaken family relationships and reduce the quality of time spent with loved ones.

Several studies have highlighted that while flexibility is often promoted as a key advantage of gig work, it does not necessarily lead to improved work–life balance. Gig workers frequently face challenges such

as lack of social security benefits, absence of paid leave, job insecurity, and mental health concerns. Women gig workers, in particular, encounter additional difficulties related to gender bias and unequal access to opportunities, further intensifying work–life conflict. When work demands intrude into family life, gig workers are more likely to experience stress, burnout, and reduced psychological well-being.

Despite the growing body of literature on the gig economy, limited research has focused specifically on the relationship between family dynamics and work–life balance among gig workers, especially in the context of developing economies. Therefore, the present study seeks to examine the family dynamics and work–life balance of gig workers by analyzing their working patterns, family interactions, stress levels, and perceived rewards of gig employment. By exploring the lived experiences of gig workers across various sectors, this research aims to contribute to existing literature and provide valuable insights for policymakers, platform organizations, and gig workers to promote healthier work–life integration and family well-being.

## 2. Review of Literature

**Shanshan Zhao, Zima Jin, and Jiahui Li (2025)** examined multidimensional social support and its influence on gig workers' performance. The study found that platform support, customer reviews, and family emotional support indirectly enhance performance by improving work engagement. Family support was identified as a key factor in reducing stress and feelings of isolation among gig workers.

**Shehawat and Saxena (2025)** analysed work stress and gender issues in the gig economy using secondary data. The study revealed gender bias, lack of social security, financial instability, and irregular work schedules as major challenges faced by gig workers. It concluded that although gig work offers flexibility, it significantly increases stress and work–life imbalance.

**Kim (2023)** studied the relationship between work–life balance and psychological well-being of gig workers. The findings showed that poor work–life balance negatively affects mental health and quality of life. Conversely, a healthy balance improves well-being, job performance, and competitive ability among gig workers.

## 3. Research objectives

1. To study the impact of gig work on work-life balance.
2. To understand motivating factors of gig work.
3. To compare the work life balance of male and female gig workers.

## 4. Research Methodology

Both primary data and secondary data was used for the study. The primary data was collected by sending questionnaire through google form and secondary data was obtained by referring to journals and relevant websites.

### Research Hypothesis

**Null Hypothesis H<sub>0</sub>:** There is no significant impact of gig work on the work–life balance of male and female gig workers

**Alternative Hypothesis H1:** Gig work has a significant impact on the work–life balance of male and female gig workers.

### 5. Data Analysis and Interpretation

Table 1: Table representing effective management of time between work and personal life among Gig workers

Effective management of time between Work and Personal Life among Gig workers	RESPONDENTS	PERCENTAGES
Very effectively	10	17%
Effectively	24	39%
Neutral	24	39%
Ineffectively	2	3%
Very ineffectively	1	2%
<b>TOTAL</b>	<b>61</b>	<b>100%</b>

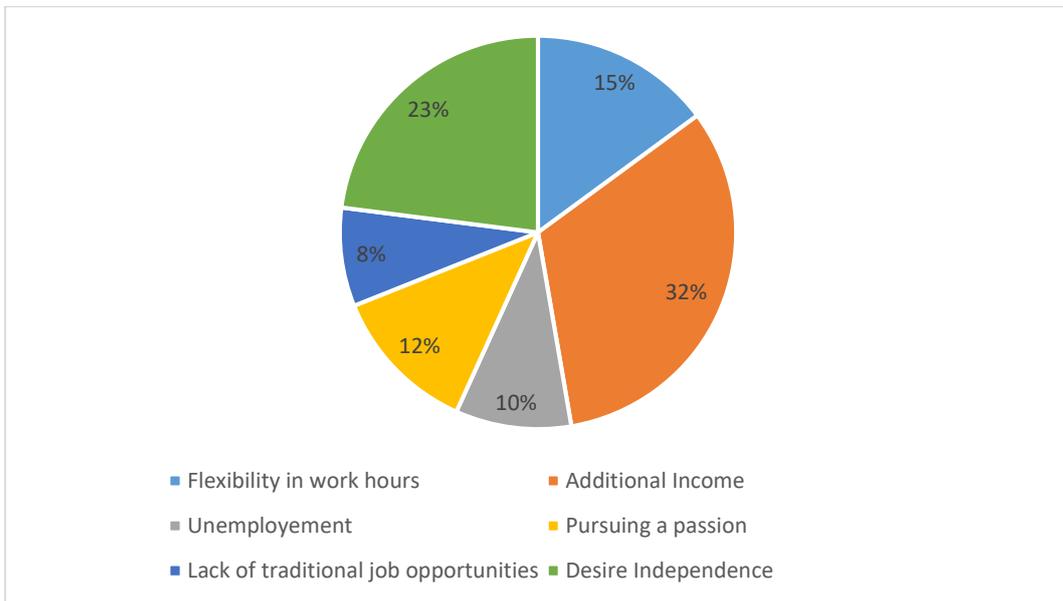
**Interpretation:** The table shows that 56% of gig workers manage their work and personal life either effectively or very effectively. However, 39% remain neutral, indicating uncertainty and inconsistency due to irregular work schedules.

Table 2: Table representing quality time spent by Gig workers with family and loved ones on a weekly basis

Quality time spent by Gig workers with family or loved ones on a weekly basis	RESPONDENTS	PERCENTAGES
Less than 1 hour	17	28%
1 – 5 hours	30	49%
5 – 10 hours	12	20%
10 – 15 hours	0	0%
More than 15 hours	2	3%
<b>TOTAL</b>	<b>61</b>	<b>100%</b>

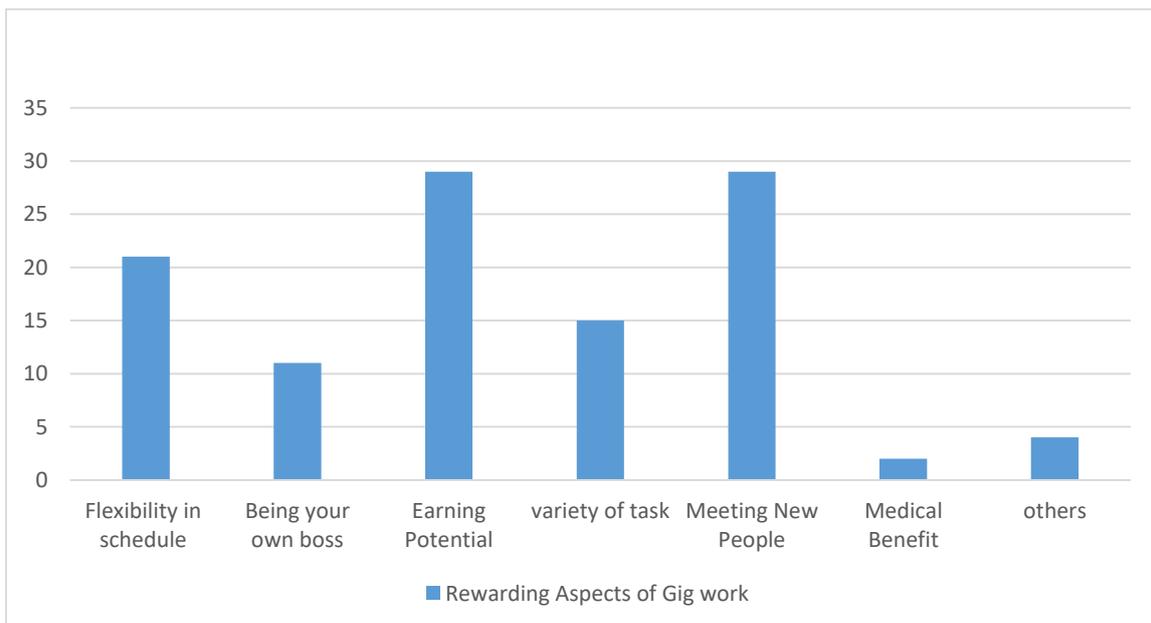
**Interpretation:** The data shows that a majority of gig workers spend limited quality time with their family, with 49% spending only 1–5 hours and 28% spending less than 1 hour per week. Only 20% of respondents spend more than 5 hours weekly with family, indicating constrained family interaction.

Figure 1: Graph representing motivating factors for entering Gig work



**Interpretation:** The pie chart indicates that additional income (32%) is the primary motivation for starting gig work. This is followed by desire for independence (23%) and flexibility in work hours (15%), highlighting the importance of autonomy and flexible schedules. Pursuing a passion (12%) and unemployment (10%) are moderate motivators, while lack of traditional job opportunities (8%) is the least cited reason. Overall, financial need and independence emerge as the key drivers for entering gig work.

Figure 2: Graph representing most rewarding aspects of Gig work



**Interpretation:** The chart shows that earning potential and meeting new people are the most rewarding aspects of gig work, each receiving the highest number of responses. This indicates that financial opportunities and social interaction are key motivators for gig workers.

Flexibility in schedule also ranks high, highlighting the importance of work–life balance in gig employment. Variety of tasks and being your own boss received a moderate number of responses, suggesting that autonomy and task diversity are valued but are secondary to income and social exposure.

**Null Hypothesis H0:** There is no significant impact of gig work on the work–life balance of male and female gig workers

	Gender	N	Mean	Std. Deviation
How effectively do you manage your time between work and personal life	male	33	3.58	.969
	female	27	3.78	.698

$$t(58) = -0.91, p=0.37$$

An independent samples t-test was conducted to compare work–life balance between male and female gig workers. There was no statistically significant difference between males (M = 3.58, SD = 0.85) and females (M = 3.78, SD = 0.70),  $t(58) = -0.91, p = .37$ .

## 6. Suggestions

- Gig workers should be encouraged to adopt effective time management practices, such as setting fixed working hours and allocating dedicated time for family and personal activities
- Financial planning and budgeting training should be provided to help gig workers manage irregular income and improve financial stability.
- Digital platform organizations should introduce supportive measures such as predictable work schedules, minimum income assurance, and access to mental health resources.
- Mental health and well-being programs, including counselling services, peer support groups, and stress management workshops, should be made accessible to gig workers.
- Policymakers should consider extending social security benefits such as health insurance, paid leave, and retirement schemes to gig workers to ensure long-term security.

## 7. Conclusion

The present study examined the impact of gig work on the work–life balance of gig workers, with special reference to family dynamics, motivating factors, and gender differences. The findings clearly indicate that while gig work offers flexibility, independence, and income opportunities, it also presents significant challenges that affect the personal and family lives of workers.

The data reveals that only a small proportion of respondents manage their work and personal life very effectively, while a large percentage fall under the “effective” and “neutral” categories. This suggests that although gig workers attempt to balance their responsibilities, irregular working hours and unpredictable income often limit their ability to achieve a satisfactory work–life balance. Furthermore, a

considerable number of respondents spend only 1–5 hours per week with their family or loved ones, highlighting the strain gig work places on family interactions and emotional well-being.

The study concludes that gig work has a noticeable impact on the work–life balance of gig workers. While flexibility is a key advantage. Family support, emotional stability, and structured work practices play a crucial role in helping gig workers cope with the demands of gig employment.

## References

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