

An Analysis of Gig Economy in Kerala

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Abstract

Digital labour platforms, also known as gig economies, have revolutionised the world of work over the past decade. Digital platforms facilitate the coordination of labour market activities in the gig economy. There are a variety of gig jobs, such as consultants, web designers, content writers, and specialists, for online retailing platforms such as Amazon, Flipkart, Ola, Uber, Zomato, Swiggy, etc. Due to the lack of better alternatives, Kerala's online economy taps into labour pools from which transient jobs can be taken, thereby reducing unemployment to a great extent. This study aims to understand the nature and profile of the gig economy in Kerala. Along with that, factors motivating gig work and ensuring a minimum wage are also addressed here. We used a survey-based questionnaire to collect data from 218 delivery gig workers in Kerala, India. Statistical Package for Social Sciences (SPSS) software was used for data analysis. Structural Equation Modelling was used to identify the underlying correlations among data. Secondary data were used to analyse the need for regulatory requirements and minimum wage guarantees for gig workers. The major findings of the study are: In order to face the challenge of unemployment in Kerala, the online gig economy taps into a labour pool willing to take up transient jobs due to lack of better opportunities. Even though gig workers' organisations continue to struggle to achieve legally enforceable protection, their inclusion in UEG programmes could be a step towards short-term measures safeguarding rights. The motivation to gig work is forecasted by flexibility, level of job demands and financial rewards, which significantly affect motivation to gig work. Thus, this study throws light on the overall structure and need for the development of gig workers in Kerala.

Keywords: *Digital labour platforms, Gig economy, Kerala, Online economy*

1. Introduction to Gig Economy

One of the most prominent transformations in the world of work during the past decade is the emergence of digital labour

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platforms, widely known as Gig economy (Wood et al., 2019). The gig economy refers to labour market activities that are coordinated via digital platforms. There is no single, agreed definition of the gig economy (Koutsimpogiorgos et al., 2020). The term gig economy is defined by the Bureau of Labour Statistics, US, as a means to earn an income through single projects or tasks for which an individual is hired on a temporary basis to perform (Torpey & Hogan, 2016). The recent rise of the “gig economy” has created a number of opportunities for workers to be hired on demand to complete short-term projects known as “gigs” (Voss and Rego, 2019). As a result, gig economy companies always classify workers as independent contractors rather than full-time employees, even though they take on specific 'gigs' without guarantee of further employment (Duggan et al., 2020).

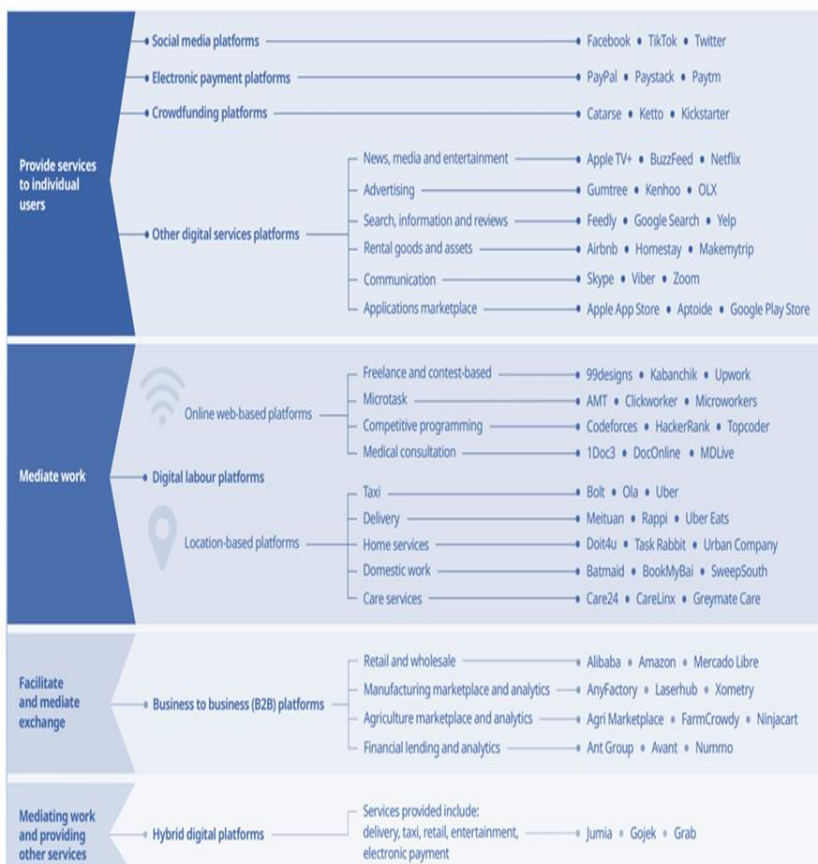
The new digital labour markets claim to be flexible, lean, and cost-efficient, for both their clients and their independent contractors. And cloud work, crowd work and gig work do indeed offer more and more people an attractive alternative to conventional full-time employment, a self-determined way of working – when, where, how, for whom and on whatever they want (Schmidt, 2017). However, this new flexibility often goes hand in hand with precarious working conditions and undermines hard-won legal and social standards of good work.

In addition to cost efficiency, gig economies can also reduce headaches for companies, as they save on administrative and compliance costs. Additionally, they enjoy greater flexibility when it comes to hiring. The current uncertain market scenario has caused a lot of companies to hire freelancers to do specific tasks (Blair, 2003). There is expected to be an increase in gig workers as more companies become technology-driven to reduce costs (Vertesi, 2020). Workers with gigs offer services tailored to the needs of the company. There are a variety of gig

jobs, such as consultants, web designers, content writers, specialists, for online retailing platforms such as Amazon, Flipkart, Ola, Uber, Zomato, Swiggy, etc. (Hazarika, 2019).

Platform infrastructure such as 4G connectivity, cloud computing, GPS networks, etc. are key factors in shaping gig economies. Gig workers may have difficulty cultivating loyalty and commitment that can be necessary for certain jobs, such qualities may be difficult to impart to these workers (Brewer, 2008). People looking for work can use these platforms to connect directly with employers. The gig economy sometimes relates to a particular clearing house for providing food, goods, or electric services (Dillahun and Malone, 2015). International consumers can also benefit from this form of work by using computers (Graham, Hjorth and Lehdonvirta, 2017).

Millions of people, either by circumstance or by choice, are now part of the gig economy (Gotley, 2019). Unfortunately, the discourse on platform-based digital labour often suffers from inconsistencies in the use of terminology and confusion in the categorisation of different platform types (Schmidt, 2017). The gig economy definition encompasses many different types of gig workers, spanning virtually every industry (Vanamali, 2022). Some popular gig economy jobs are relatively new, and others have been around since the dawn of commerce (Law, 2022). Gig workers are active in all industries—including B2B, retail and education—not just in the traditional freelance strongholds of mobility, delivery, IT, and data processing (Wallenstein et al., 2019).

Figure 1. Different Types of Gig Workers

Source: ILO, 2021

The number of digital labour platforms, both online web-based and location-based, has grown rapidly over the past decade. Focusing on online web-based platforms and location-based platforms in the taxi and delivery sector, globally, there were at least 777 active platforms operating in January 2021 (ILO, 2021). The number of platforms in the delivery sector is the highest (383), followed by online web-based platforms (283),

taxi sector (106) and there are five hybrid platforms which provide varied types of services such as taxi, delivery and e-commerce services. Among the online web-based platforms, the majority are freelance platforms (181), with a lower number of microtask (46), contest-based (37) and competitive programming (19) platforms (Rani et al., 2021).

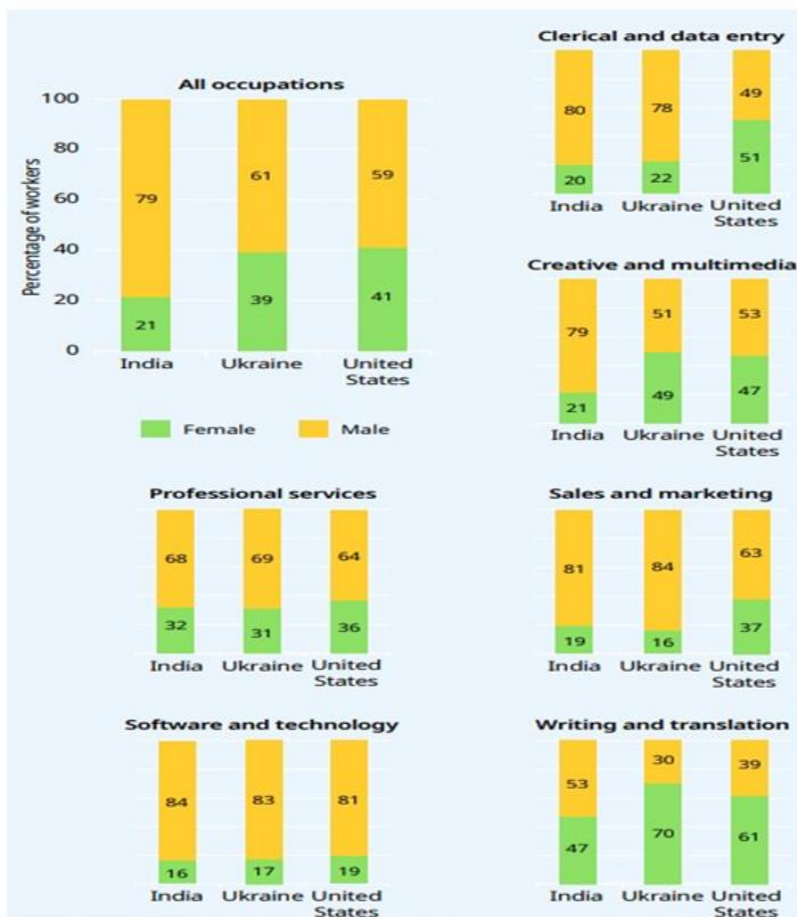
Past research has argued that theory and research surrounding the gig economy may need to distinguish between “serious” vs “part-time” gig workers (Brawley, 2017). Moreover, the part-time/full-time distinction is an objective categorisation, whereas how seriously individuals take their work may be more subjective (Keith, 2019). Finally, the two categories are not mutually exclusive, as part-time gig workers may also consider their work in the gig economy as serious (Keith, Harms and Tay, 2019). Legally, most gig workers are likely to be part-time rather than full-time because such workers are not working more than 35 hours per week for a single employer (ILO, 2021).

2. India's Gig Economy

The term gig worker is a newly introduced concept in India (Gupta and Srivastava, 2021). It has been established for as long as the formal economy, but the gig economy's influence on India's labour market has increased enormously within the last few years (ILO, 2021). India constitutes about 40% of the freelance jobs offered globally, with 15 million skilled professionals fuelling the ever-increasing demand of contract-based jobs or the freelance industry, compared to this America has 53 million such workers. In the service sector, 50 to 76 percent of the workforce comprises gig workers (Mehta, 2020). The gig economy can serve up to 90 million jobs in the non-farm sectors in India with a potential to add 1.25% to the GDP over the "long term", a report by consultancy firm BCG said (PTI, 2021). In India, the share of women across all occupations is lower than in other countries, even in occupations such as

writing and translation, which are female dominated in the other two countries (Rani et al., 2022).

Figure 2. Proportion of Male and Female Workers in Gig Sector

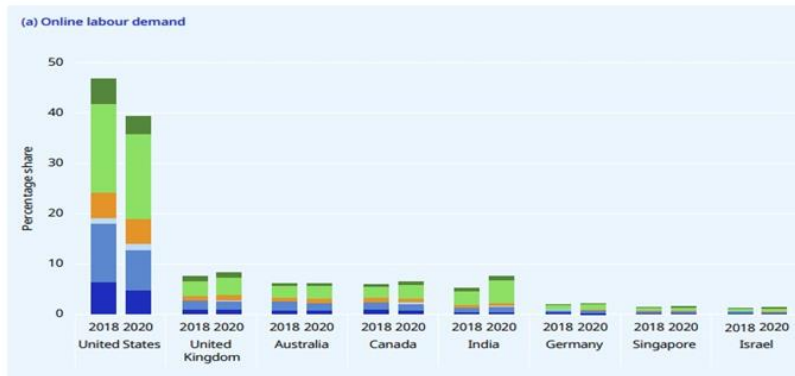


Source: ILO, 2022

However, it is much harder to estimate the exact number of gig workers since they do a wide variety of job assignments from one-time gigs to perform a specific job quite often, and they're mostly not organized like regular employees (Bhat, 2021).

According to a 2019 report by the India Staffing Federation, India is the fifth largest in flexi-staffing globally, after the US, UK, Australia and Canada.

Figure 3. India Staffing Federation Report 2019



Source: ILO, 2022

According to a report by ASSOCHAM (Associated Chambers of Commerce and Industry in India), the size of the gig sector in India is expected to increase to \$455 billion at a CAGR of 17 percent by 2024. The revenue model of ride share and food delivery platforms for the year 2019-20 are given below:

Table 1. Revenue Model of Ride Share and Food Delivery 2019-20

	Revenue Model of Ride Share Platforms in India, 2019-20					
	Clients			Workers		
	Maintenance Fee	Transaction Fee	Commission Fee	Maintenance Fee	Transaction Fee	
Uber	✓	✓	20% (15–44)	✓	✓	
Ola	✓	✓	20% (15–40)	✓	✓	

Source: ILO, 2022

In India delivery platforms may have workers on a full-time (working 10 to 12 hours a day) or part-time basis (working 4 hours a day), temporary shifts (2 or 3 days of work per week) or a per delivery basis (Behera, 2019). On Swiggy and Zomato, a substantial proportion of respondents were working on a full-

time basis (74 and 96 per cent respectively) and these full-time workers have a “minimum income guarantee”, which means that they receive a guaranteed income if they complete a minimum number of hours and orders. They may also have higher bonus rates compared to part-time workers on these platforms. The revenue model of food delivery platforms for the year 2019-20 are given below:

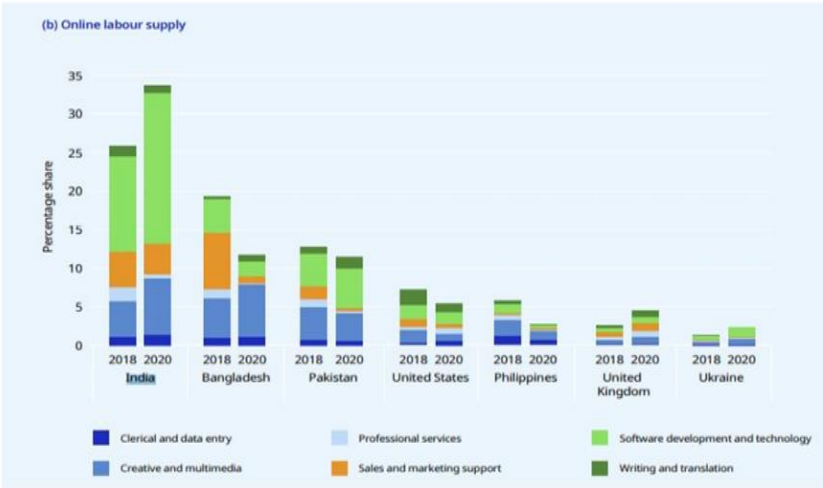
Table 2. Revenue Model of Food Delivery platforms 2019-20

Revenue Model of Selected Delivery Platforms in Selected Countries, 2019-20			
	Clients		Customers
	Commission Fee (%)	Commission Fee per Order (US\$)	Delivery Fee per Order (US\$)
Swiggy	22–24	-	-
Zomato	12–25	-	-

Source: ILO, 2022

Workers from India are the largest suppliers of global labour; India’s share of total supply rose by about 8 percentage points between 2018 and 2020 (Rani et al., 2022).

Figure 4. Global Labour Supply



Source: ILO, 2022

To protect the interests of such workers, the government released a new code of social security in 2020. Despite many limitations, platform workers were first recognized as eligible for social security benefits by the Code on Social Security 2020. As defined in Section 2(35) of the Code on Social Security, a gig worker is a person engaged in doing work or participating in a work arrangement outside the traditional employer-employee relationship. These individuals may need to register at the government portal to receive benefits. Gig workers are responsible for their own tax and social security obligations. But these workers are not recognized as employees, and several criteria are introduced that exclude them from benefiting from social security. As the Code envisions different social security schemes for each of these categories of workers, there is a lack of clarity about what scheme will apply to whom, potentially leading to challenges at the stage of implementation (Namrata, 2022). Other labour codes, as already implemented, do not mention platform work/workers, thereby precluding their rights to minimum wage, occupational safety, and decent work (Sekharan, 2022).

Today's gig economy sprung from the last recession, and these gig work platforms — which offered a job to anyone who wanted one — emerged as a lifeline for many facing financial instability and this trend is likely to be even more pronounced as the current crisis is pushing many people to search specifically for non-traditional forms of employment that can be done from home (Rosenblat, 2020). Although it is unquestionable that consumer attitudes and preferences towards gig economy have shifted, and there was a 17 % increase prior to the lockdown (IBEF, 2021). According to Boston consultancy group, there will be a surge in gig jobs in the coming years. These jobs will both migrate to gig platforms and be replaced with new jobs as a result of improved market transparency,

increased efficiency in delivery, and growing demand (Nanda, 2021).

3. Significance of the Study

The rise in online gig work is driven by technological and economic factors, with the Covid-19 pandemic in the last two years exacerbating the trends. It is not restricted to a domestic market, but increasingly occurs across borders and is as such part of a broader trend towards increasing global services trade that is characterising a new phase of globalisation (Korreck, 2021). According to estimates, there are currently 15 million freelance workers in India engaged in gig-economy projects (IBEF, 2021). In Kerala, the online economy taps into a labour pool willing to take up transient jobs due to lack of better options and thereby reduced unemployment to a great extent (Nidheesh, 2019). This study aims to understand the nature and profile of gig economy in Kerala. Along with that, the need for ensuring minimum wage and factors motivating to gig work are also addressed here.

4. Objectives

- To identify the nature and profile of gig economy in Kerala.
- To identify the factors of attraction to gig economy

5. Methodology

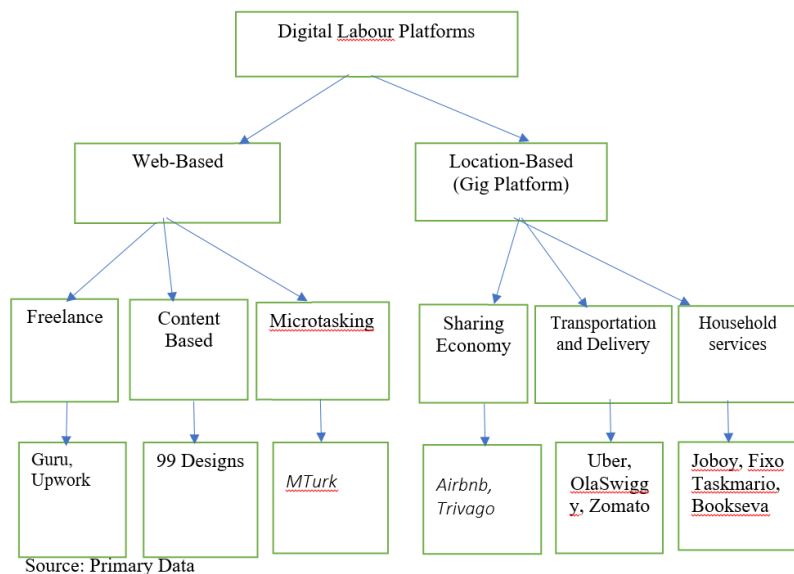
This research adopted a cross-sectional, descriptive, correlational study design that seeks to identify current status of gig economy in Kerala along with the factors that motivate workers to this sector. We used a survey-based questionnaire to collect data from respondents. The survey tools are based on pre-recognized scales from previous studies. A total of respondents was selected using random sampling methods. All these respondents constitute the delivery gig workers in Kerala,

India. We reached 250 gig workers and received 208 valid responses indicating 83.20% response rate. Statistical Package for Social Sciences (SPSS) software was used for data analysis. Structural Equation Modelling was used to identify the underlying correlations among data. Secondary data were used to analyse the need for regulatory requirements and minimum wage guarantee for gig workers.

6. Results and Discussions

6.1 Gig Economy in Kerala

Kerala, a state on India's tropical Malabar Coast, has nearly 600km of Arabian Sea shoreline (Edward and George, 2008). It's known for its palm-lined beaches and backwaters, a network of canals. Inland are the Western Ghats, mountains whose slopes support tea, coffee and spice plantations as well as wildlife (Thimm, 2017). In Kerala, the youth account for around 23% of the state's population. The unemployment rate in Kerala was 14.1% among males and 21.2% among females in rural areas, while the rates were 15.3% among males and 20.4% among females in urban areas and this may be due to the lack of adequate skills and work experience in emerging areas (Economic Review, 2021). In order to face the challenge, the online economy taps into a labour pool willing to take up transient jobs due to lack of better opportunities. In other words, they are all searching for a dream job. There are countless different types of gig economy jobs (Law, 2022). There are various digital labour platforms that currently exist in, and they can be broadly classified into two: location-based platforms that mediate tasks carried out in person at specified locations and web-based platforms that mediate tasks performed online, either by a crowd or selected individuals.

Figure 5. Basic Structure of Digital Labour Platforms in Kerala

6.1.1 Web Based Platforms

Platforms for the mediation of paid services (digital labour) that are web-based (cloud work) make their profit mainly from the labour of their independent contractors even though the workers still have to pay for their computers and access to the internet as means of production; but location-based tasks and services (gig work) – especially in the sectors of accommodation and transportation – integrate not only the labour of their independent contractors into their own value chain, but also their capital in the form of cars and homes (Schmidt, 2017). This is partly the reason why investments in gig work platforms, as well as the valuations of these companies, are so much higher than in the crowd work sector (Heeks et al., 2021). The entry barriers for cloud work, crowd work and gig work are extremely low, so that even marginalised groups can potentially find work immediately; the only prerequisites are that they accept the

terms of service and have a fast and stable internet connection (Durward, Blohm and Leimeister, 2016). This is a huge opportunity for people outside conventional career paths, without certain qualifications, with little education or work experience (Schmidt, 2017).

There are essentially three basic types of commercial, paid crowd work: freelancing, micro tasking crowd work and contest-based creative crowd work. Freelance marketplaces sometimes also referred to as online outsourcing, outsourcing marketplaces or the online staffing industry transfer the principle of outsourcing from the level of companies to that of individuals (Schmidt, 2017). Clients can find independent contractors abroad via these platforms and the latter can in turn bid for the advertised jobs. Popular freelancing platforms are Guru and Upwork.

Microtask platforms are a type of web-based labour platform that provide businesses and other clients with access to a large, flexible workforce (a “crowd”) for the completion of small, mostly clerical tasks, that can be completed remotely using a computer and Internet connection (ILO, 2021). These tasks are diverse, including image identification, transcription and annotation; content moderation; data collection and processing; audio and video transcription; and translation (Reffell, 2021). Clients use the platforms to post bulk tasks that need completion; workers select the tasks and are paid for each individual task or piece of work completed and the platforms pay the workers the price indicated by the client minus their fee (ILO, 2021). Amazon MTurk is the most popular web-based platform.

Contest-based creative crowd work is understood here as a subcategory of cloud work and crowd work, and as part of the value chain in commercial product development (Howcroft and Bergvall-Kåreborn, 2019). This excludes creativity contests

conducted to support and award creative talent for its own sake and also contests conducted merely for marketing purposes (Schmidt, 2017). In contest-based creative crowd work the participants have to hand in finished designs; therefore, this form of labour is sometimes also referred to as speculative or spec work (ILO, 2021). ‘99 designs’ is one of such popular content-based web platforms.

6.1.2 Location Based Platforms (GIG)

Location based platform workers are commonly called as gig workers. Usually, they don’t have proper working time, rather they have to work for long hours in polluted environment and are liable to ensure full time availability in their area (Schmidt, 2017). However, they are not able to work simultaneously on more than one similar platform like ride share gig workers. These workers are required to log into an ‘app’ on their smartphone and to wait nearby orders until they are notified that an order has been placed and needs to be delivered. They are guided by google maps, to their destinations. However, gig economy workers are considered as independent contractors, they do not enjoy health insurance benefits and workers’ compensation coverage for work-related accidents (Tran and Sokas, 2017).

The smartphones play an important role, not only for allocating jobs and people in space, but also for choosing a particular independent contractor or client, respectively, based on a profile with a real name and a set of ratings and reviews derived from previous transactions (ILO, 2021). Compared with cloud work, gig work demands more commitment from the workers. The platforms are more personal, people know much better who they are dealing with and they meet each other in person and the qualities of good service personnel, such as friendliness, punctuality, cultivated behaviour, well-groomed appearance and so on influence how users rate each other (Schmidt,

2017). Because gig work takes place in the physical world, there are a lot more personal risks involved than in cloud work, where occupational accidents, traffic accidents, theft and damage to property are of no real concern (Rohrbeck, 2016).

Location based gig sector is mainly concentrated on accommodation services, transportation and delivery services. Airbnb, founded in 2008 and based in Silicon Valley, is the best-known platform for the listing of accommodation by private individuals, and with about two million listed properties in 34,000 cities all over the world, it is also the largest (Schmidt, 2017). According to how Airbnb portrays itself, the service primarily revolves around organising short-term, intermediate lodging in spare rooms or in entire flats, while the owners, who usually live there, are away (Dolnicar, 2021). Airbnb emphasises the private, non-commercial atmosphere of other people's homes, which is reflected in the company's name, a portmanteau of "air mattress" and "bed and breakfast" (Reinhold and Dolnicar, 2021). But over the years, a professional market has emerged, in which commercial hosts hold several flats especially for the purpose of renting them out via Airbnb (Cocola-Gant et al., 2021). The major competitor of Airbnb in Kerala is Trivago.

The conventional mode of food and goods delivery wherein customers order online through the websites of restaurants, or shops have now been replaced with the concept of 'aggregator business model' (Li et al., 2020). Here the business player provides a 'single window system' enabling the customers to order food online from a wide variety of food providers registered on the portal and they charge a fixed margin of the order from the provider and in turn, handles the delivery of the item at the doorstep of the consumer. (Thamaraiselvan, Jayadevan, and Chandrasekar, 2019). Swiggy and Zomato in

food delivery and Amazon and Flipkart in courier delivery are captured a vast majority of online delivery market.

The final category of the gig economy, house hold services, involves services that are provided by independent contractors in the homes of their clients. Because they are set in private environments, the factors of trust, quality and continuity play a much greater role than is the case with delivery services (Schmidt, 2017). Again, there are as yet no academic studies about this area of gig work, only newspaper reports and interviews with platform providers and independent contractors (Heeks, 2021). It is quite possible that this category will have to be further subdivided in the future. Currently, in Kerala, the most well-known platforms in this area are Joboy.

Among these services transportation and accommodation services are commonly called as sharing economy as they share their unoccupied property or vehicle is sharing for income. Even though sharing economy are considered as part of gig economy, there exist certain differences between sharing economy and gig economy. Sharing economy refers to an economy based on the sharing, acquiring and providing goods and services through the facilitation of an online platform with an aim of bridging the gap between unutilized asset owners and consumers (Hagi and Wright, 2019). It bridges the gap between unutilized asset owners and consumers and it include the utilization of idle assets for asset owners' hence extra income and the availability of these assets to the consumers at a lower rate, while also offering convenience (Wirtz et al.,2019).

6.2 Factors Motivating Workers to Gig Sector

Table 3. Demographic Profile of Respondents

Respondents		Frequency	Percent	Cumulative Percentage
Gender	Male	164	75.23	75.23
	Female	54	24.77	100.00
Age	<21	28	12.84	12.84
	22-30	57	26.15	38.99
	31-40	83	38.07	77.06
	41-50	41	18.81	95.87
	>51	9	4.13	100.00
	Up to 12 th	43	19.72	19.72
Educational Qualification	Undergraduate	56	25.69	45.41
	Graduate	68	31.19	76.61
	Postgraduate and above	51	23.39	100.00
Years of Experience	Less than 1 year	39	17.89	17.89
	1-3 years	79	36.24	54.13
	3-5 years	51	23.39	77.52
	More than 5 years	49	22.48	100.00

Source: Primary Data

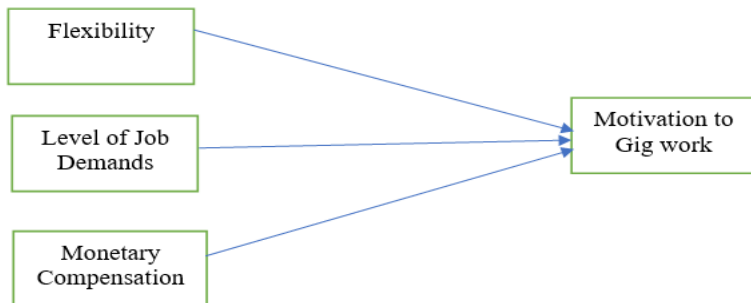
Here a total of 75.23% respondents were male and 77.06% respondents belonged to below 40 years. 41.28 % of respondents have an educational qualification of graduation and above. We also found that the 77.5% of respondents have an experience upto 5 years. As a result, the study sample is widely distributed and, samples represent a larger population.

6.2.1 Factors of Attraction to Gig Work: Structural Model

There has been only a limited amount of research into the reasons why people become gig workers, and what motivates them especially how the personality of the individual gig worker relates to their motivations, though there is some agreement that a degree of freedom and control over one's work is one element. The proposed research model to identify the factors of attraction to gig economy is depicted Figure 6. The scales were suggested by previous research of Teodoro et al., (2014), but refined on the

basis of the data collected. The final scales, with their constituent questions, were shown in Appendix 1.

Figure 6. Factors of Attraction to Gig Economy



The research model was tested using AMOS 26.0. Confirmatory factor analysis (CFA) is conducted to analyse the model (Anderson and Gerbing, 1988). The selected model estimation method is maximum likelihood approach. The validity of the model was measured by investigating convergent validity and discriminant validity. The hypothesis drawn from the above model are:

- H1: Flexibility and motivation to gig work are positively related
- H2: Level of job demands and motivation to gig work are positively related
- H3: Financial rewards and motivation to gig work are positively related

6.2.2 Discriminant Validity

Discriminant validity represents the extent to which the measure is not a mirroring of other variables (Lee, 2007). The shared variances between factors are compared with the AVE of the individual factors to assess the discriminant validity. Table 4

shows the inter-construct correlations and the square roots of the AVE values. The square roots of the AVE values are higher than their shared variances, representing good discriminant validity.

Table 4. Correlation

	Flexibility	Level of Job Demands	Monetary Compensation	Motivating to Gig Work
Flexibility	0.859			
Level of job demands	0.534**	0.889		
Monetary Compensation	0.338**	0.381**	0.942	
Motivating to Gig Work	0.559**	0.576**	0.448**	0.876

**Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

6.2.3 Convergent Validity

Convergent validity measures the extent to which the items of a scale that are theoretically related should correlate highly (Yuan et al., 2016). According to Alarcón, Sánchez and De Olavide (2015), the two most common indices for convergent validity of measures are composite reliability (CR) and average variance extracted (AVE). Composite reliability of 0.70 or above and average variance extracted of 0.50 or above is considered as an acceptable value (Fornell and Larcker, 1981). The factor loading values of each item in table 5 is greater than 0.63 (0.828-0.943) and significant at the 0.001 level. The values of CR range from 0.906 to 0.964 and the AVE range from 0.720 to 0.869. All these show a satisfactory convergent validity.

Table 5. Mean, Standard Deviation, Factor Loadings, Cronbach's Alpha, Composite Reliability and Average Variance Extracted

Constructs	Items	Mean Values	Standard Deviation	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Flexibility	F1	4.11	0.772	0.788	0.953	0.929	0.726
	F2	4.00	0.744	0.857			
	F3	4.06	0.766	0.873			
	F4	3.99	0.750	0.892			
	F5	4.02	0.762	0.848			
Level of Job Demands	JD1	4.17	0.637	0.858	0.972	0.937	0.749
	JD2	4.18	0.644	0.887			
	JD3	4.17	0.637	0.895			
	JD4	4.16	0.642	0.875			
	JD5	4.12	0.613	0.811			
Financial Rewards	FR1	4.06	0.623	0.925	0.976	0.959	0.855
	FR2	4.07	0.637	0.936			
	FR3	4.07	0.629	0.933			
	FR4	4.09	0.634	0.905			
Motivating to Gig Wok	M1	4.04	0.733	0.849	0.990	0.888	0.725
	M2	4.04	0.724	0.858			
	M3	4.02	0.715	0.849			

Source: Primary Data

6.2.4 Measurement Model

We examined the measurement model in terms of nine different indices such as the ratio between Chi-square and degrees of freedom, SRMR (standard root means square residual), RMSEA (root mean square error of approximation), GFI (goodness of fit index), AGFI (adjusted goodness of fit index), NFI (normed fit index), CFI (comparative fit index), TLI (Tucker-Lewis's index) and RFI (Relative Fit Index).

The acceptable levels of all goodness of fit indices are chi-square/degrees of freedom is ≤ 5 (Marsh and Hocevar, 1985); GFI = ≥ 0.90 (Joreskog and Sorbom, 1984); AGFI = ≥ 0.80 (Tanaka and Huba, 1985); NFI = ≥ 0.95 (Bollen, 1985); CFI = ≥ 0.95 (Bentler, 1990); SRMR = ≤ 0.05 (Miles and Shevlin, 2007); TLI ≥ 0.95 (Bentler and Bonett, 1980); RMSEA ≥ 0.60 (Browne and Cudeck, 1993) and RFI ≥ 0.90 (Bollen, 1985).

We analysed the structural model to test the proposed hypothesis. The goodness of fit indices: χ^2/df 2.931; SRMR-0.016; RMSEA-0.065; GFI-0.914; AGFI-0.892; NFI-0.953; CFI-0.979; TLI-0.972 and RFI-0.953 are acceptable as per the recommended standard.

6.2.5 Hypothesis Testing

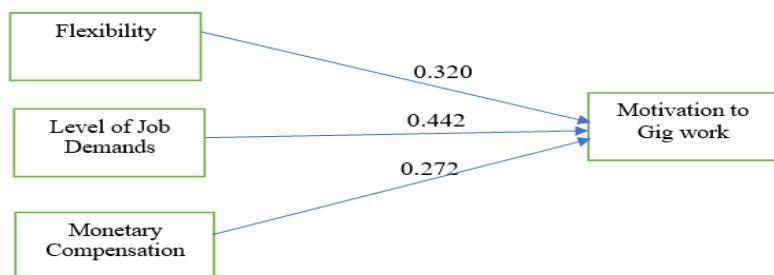
Table 6 and Figure 7 shows that the motivation to gig work is forecasted by flexibility ($p < 0.01$), level of job demands ($p < 0.001$) and Monetary Compensation ($p < 0.001$), have significant effects on motivation to gig work.

Table 6. Summary of Hypothesis Testing

Hypotheses	Relations	Estimate	S.E.	T Value	p	Decisions
H1	F $\rightarrow$ M	0.320	0.067	4.767	***	Supported
H2	JD $\rightarrow$ M	0.442	0.074	5.942	***	Supported
H3	MC $\rightarrow$ M	0.272	0.064	4.227	***	Supported

Source: Primary Data

The motivation to gig work is forecasted by flexibility ($p < 0.01$), level of job demands ($p < 0.001$) and financial rewards ($p < 0.001$), have significant effects on motivation to gig work.

Figure 7. Motivation Factors to Gig Work

7. Conclusion

The gig economy complements the traditional brick and-mortar economy by creating markets to exploit spaces that have remained inaccessible (Banik and Padalkar, 2021). The paper explores the nature and profile of gig economy in Kerala, the need for regulatory requirements and minimum wage guarantee for gig workers and to identify the factors of attraction to gig economy. The findings of this study reveals that there are various digital labour platforms that currently exist in, and are broadly classified into location-based platforms and web-based platforms. Gig workers are increasingly providing crucial services across urban areas as delivering food, groceries, medicines, and other essentials. The Code on Social Security 2020, for the first time, recognised platform workers as eligible for social security benefits. But it fails to recognise these workers as employees. The major factors of attraction to gig work are flexibility, level of job demands and monetary compensation, as these factors have significant effects on motivation to gig work. A right environment with a conducive environment and government policies can lead to many more unemployed to get employed in future.

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Annexure 1

Constructs	Reference
Flexibility	F1- I can choose when I work F2- I can choose the way in which I work F3- The job fits in with my lifestyle F4- Gig work allows me to have freedom and autonomy F5- I enjoy the flexibility that I get from gig work
Level of job demands	JD1- My job interferes with my private life JD2- I find this job stressful JD3- I have to be available 24/7 JD4- In this job I need to work in the evenings or at weekends JD5- I have to be flexible in this job Teodoro et al., (2014)
Monetary Compensation	MC1- My job pays well MC2- The money I earn helps me to live well MC3- I am paid more than if I was a regular employee MC4- I am able to cope with financial shocks
Motivation to gig work	EM1- I enjoy the work that I do EM2- I'm optimistic about my future in this job EM3- The work helps me to achieve my career goals