



## IMPACT OF SOCIO-ECONOMIC FACTORS ON PRIMARY REASON FOR USAGE OF GIG ECONOMY SERVICES IN UDUMALPET CITY

**Dr. S. Karthikeyan**

Ph.D. Research Scholar (FT), Department Of Commerce, Government Arts College, Udumalpet – 642 126.

**Mrs. K. Tamilselvi**

Assistant Professor Of Commerce (CA), Government Arts And Science College, Thondamuthur – 641 109.

**ABSTRACT** This study explores the impact of socio-economic factors on women consumers' primary reasons for utilizing gig economy services. income level, employment status, education, and urbanization influence, convenience, or income supplementation. Findings reveals that significant variation in usage patterns across demographic groups. The research highlights the role of socio-economic context in shaping gig economy engagement. The study carried out in Udumalpet town to know the 120 woman consumers socio economic factors impact on usage of gig services. The majority of the woman consumers level of usage of gig services were medium.

**KEYWORDS :** Gig economy Services, usage women consumers.

### INTRODUCTION

The rise of the gig economy has transformed traditional labour markets, offering flexible, on-demand work opportunities through digital platforms. This shift is deeply influenced by various socio-economic factors that shape individuals' reasons for engaging with gig services as workers or consumers. Factors such as income levels, employment instability, cost of living, education, and access to technology significantly impact why people turn to the gig economy. It provides a critical source of supplemental income or a means of survival in uncertain job markets, for others, it offers convenience and affordability in accessing services. Understanding these socio-economic influences is essential to unpacking the primary motivations behind gig economy usage and the broader implications for labour, equity, and policy.

### Review Of Literature

**Suryavanshi and Soni (2025)** in their article entitled “Drivers of Consumer Satisfaction in Online Food Delivery Platforms” found that the key factors of satisfaction were delivery speed, food quality, app usability, order accuracy, and customer service.

**Rahim and Mohd Yunus (2021)** in their article entitled “Consumers satisfaction towards e-Hailing food delivery services during Movement Control Order period”, revealed that Food quality, pricing, platform usability, and support services shaped the overall satisfaction of the consumers.

**Ali et al. (2022)** in their article entitled “Measuring Customers' Satisfaction and Preferences for Ride-Hailing Services in a Developing Country”, found that Comfort, convenience, privacy, safety, fare fairness, and social safeguards as core components of satisfaction.

**Md Rahim, N., and Mohd Yunus, N. F. A. (2021)** in their article entitled “Consumers satisfaction towards e-Hailing food delivery services during Movement Control Order period”, revealed that there is a strong correlation between satisfaction and service quality.

### Statement Of The Problem

The gig economy is growing rapidly the reasons behind its usage vary widely among women consumers. Socio-economic factors such as age, income, education, and job availability play a major role in shaping the reasons. Gig work is a necessary source of income due to unemployment or financial instability, for convenience, flexibility, or cost-saving purposes. However, there is limited research exploring how these socio-economic factors influence gig consumers.

### Objectives

- To assess the reason for usage of gig economy services.
- To identify the impact of socio-economic factors on usage of gig economy services.

### Methodology

The present study relies on the first hand data collected through questionnaire from 120 Woman consumers of Udumalpet town by

adopting convenience sampling technique. The gathered data were reformed in accordance of the study's specifications and then subjected to Independent sampling t-test and ANOVA.

### Significance Of The Study

The study highlights how socio-economic factors shape women consumers' primary motivations for engaging with gig economy services, informing services to enhance equitable access and labor protections.

### Limitations Of The Study

The study relies on self-reported data, which may be subject to bias or inaccuracies in respondents' answers. Additionally, limited geographic and demographic diversity in the sample may affect the generalizability of the findings.

### Impact Of Socio Economic Factors On Primary Reason For Usage Of Gig Economy Services

To test whether there exists any significant difference between / among the inner classification of select independent variables and level of awareness of women on reason for using the services, independent sample t-test and ANOVA is applied.

### The Following Hypothesis Is Framed To Test The Data:

**H0:** There exists no significant difference between/among the inner classification of select Independent variable and level of awareness of women on reason for using the services

**H1:** There exists a significant difference between/among the inner classification of select Independent variable and level of awareness of women on Reason for using the services

**Table 1 Status Of Difference On Level Of Usage – Independent Sample T-test**

Variables		Total (N=120)	Mean (2.13)	Standard Deviation (0.629)	T	P-value	Status of Significance
Marital Status	Unmarried	27	2.30	1.068	-2.278	0.25	Not Significant
	Married	93	3.13	1.807			
Type of Family	Nuclear	61	2.77	1.465	- 1.122	0.264	Not Significant
	Joint	59	3.12	1.913			

Table 1 reveals that there doesn't exist any significant difference between the inner classification of both select independent variables (marital status and type of family) with regard to level of usage of (P > 0.05)

**Table 2 Status Of Difference In Usage On Gig Services – ANOVA**

variables		Total (N=120)	Mean (2.94)	Standard Deviation (1.702)	F	P-value	Status of Significance
Age	Upto 25	18	2.11	0.900	3.44	0.03	Signifi

	26 – 42	78	3.21	1.590	0	5	cant
	43 and Above	24	2.71	2.255			
Total members in the family (in Nos)	Upto 2	11	2.36	1.567	14.0	0.00	Significant
	3 to 5	89	2.64	1.524	55	0	
	Two	51	2.49	1.255			
	Three and above	31	4.13	2.078			
Earning members in the family	Up to 1	38	2.58	1.445	12.1	0.00	Significant
	2	51	2.49	1.255	10	0	
	3 and above	31	4.13	2.078			
Education qualification	No Formal education	28	2.39	1.066	7.92	0.00	Significant
	Up to HSC	21	2.86	0.793	3	0	
	Diploma	26	4.38	0.941			
	Under graduate	18	2.78	2.102			
	Post graduate	27	2.30	2.233			
Occupation	Daily earner	32	2.25	0.842	5.39	0.00	Significant
	Private employee	32	2.97	0.761	7	0	
	Government employee	13	2.15	0.000			
	Business	8	3.00	2.117			
	Agriculturist	20	4.50	1.519			
	Professional	4	2.00	0.000			
	House wife	11	3.27	2.611			
monthly income	Up to 2428	1	0.000	0.000	6.29	0.00	Significant
	2428 to 44671	111	3.09	1.682	8	3	
	44672 and above	8	1.00	0.000			
Family monthly income	Up to 2154	2	0.00	0.000	12.2	0.00	Significant
	2155 to 87711	8	1.00	0.000	11	1	
	87712 and above	112	2.04	1.677			
Savings per month	Up to 559	8	4.25	1.035	14.7	0.00	Significant
	560 to 9074	98	3.11	1.661	33	0	
	9075 and above	14	1.00	0.000			

Table 3 reveals that there exists a significant difference among the inner classification of variable namely with regard to reason for using the gig services ( $P < 0.05$ ). The nature of significant variable is stated below:

26 to 42 women respondents are with high level of usage (mean value 3.21) and Up to 25 are with low level of usage (mean value 2.11) on Reason for using the services. The calculated F value of 3.440 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

Above 6 women respondents are with high level of usage (mean value 4.60) and Up to 2 are with low level of using (mean value 2.36) on reason for using the services. The calculated F value of 14.055 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

More than 3 women respondents are with high level of uages (mean value 4.13) and 2 are with low level of usage (mean value 2.49) on Reason for using the services. The calculated F value of 12.110 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of education qualification with regard to reason for using the gig services.

Diploma holders women respondents are with high level of usage (mean value 4.38) and Post Graduate are with low level of usage (mean value 2.30) on Reason for using the services. The calculated F value of 7.923 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

Agriculturist women respondents are with high level of usage (mean value 4.50) and Professional are with low level of usage (mean value 2.00) on Reason for using the services. The calculated F value of 5.397 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and

concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

RS.2428 to Rs.44671 women respondents are with high level of usage (mean value 3.09) and 44672 are with low level of usage (mean value 1.00) on Reason for using the services. The calculated F value of 6.298 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

Rs.87712 women respondents are with high level of usage (mean value 3.08) and 2154 are with low level of usage (mean value 0.00) on Reason for using the services. The calculated F value of 12.211 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

Up to 559 women respondents are with high level of usage (mean value 4.25) and 9075 are with low level of usage (mean value 1.00) on Reason for using the services. The calculated F value of 14.733 is significant ( $P < 0.05$ ). Hence, the Null hypothesis is rejected and concluded that there exists a significant difference among the inner classification of with regard to reason for using the gig services.

### Suggestion

- Social media may be effectively used to educate the features of policies
- Special camping program may be organized in rural areas

### CONCLUSION

Gig services impressed its image among women consumers. The present study reveals that majority of the woman consumers were with medium level of usage on gig services, when the woman consumers level of usage will be enhance through information technology which leads to reach the woman consumers always.

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