The Role of Attitude, Subjective Norms, Perceived Behavioral Control in Shaping Gen Z's Behavioral Intentions Towards Gig Economy Participation

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Abstract. Although Malaysian gig economy has been developing rapidly in recent years with the continuous influx of Gen Z, there is little research on the factors that influence their willingness to join the Malaysian gig economy. Therefore, this study seeks to determine the influences of the independent variables, Readiness to engage (mediator), and Commitment (moderator) on the Gen Z's Willingness to engage in the gig economy in Malaysia. Besides, we used a higher order construct approach to classify our independent variables, such as Attitude toward gig economy (learning and development, and work-life balance), subjective norm (social media use), and Perceived behavioral control (leadership qualities, and technology and digitalization). Furthermore, we have used the questionnaire method to collect relevant data, followed by PLS-SEM and higher-order construct analysis using SMARTPLS4 software. The analysis results show that other than Leadership Qualities and Commitment (moderator), which did not significantly affect Gen Z's Willingness to engage in the gig economy in Malaysia, other independent variables show significant results. In addition, it is worth noting the mediation effect (Readiness) in our research, show three different situations in our model, which are complete mediation, partial mediation, and no mediation.

Keyword: Gig Economy, Generation Z, Willingness, Readiness, Commitment

1 Introduction

The introduction highlights the evolution of generational terminology, emphasizing the significance of Generation Z (born 1997-2012) in the current market [1]. Generation Z, born into the digital age, is characterized by a strong connection to technology. Understanding their work preferences is crucial for effective communication and creating a conducive work environment. Gen Z globally, including in Malaysia, values transparency, self-reliance, flexibility, and personal freedom in the workplace [2]. Notably, Malaysian Gen Z displays traits such as materialism, technological savvy, and a willingness to switch jobs for better work-life balance. Salary, benefits, and working conditions are pivotal factors influencing their job choices. Furthermore, the gig economy, fueled by digital platforms, is rapidly expanding in Malaysia, particularly after the COVID-19 outbreak. With Gen Z constituting a significant portion of the population, their preferences significantly impact the gig economy and the overall la-

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bor market in Malaysia, making it crucial to investigate the factors influencing Gen Z's engagement in the gig economy.

1.1 Problem Statement

The gig economy's rapid growth in Malaysia, especially among Generation Z, prompts concerns about the impact on stable employment and traditional labor values. Despite the appeal of flexibility, autonomy, and varied job opportunities, motivations driving Gen Z's shift toward gig work are unclear. This study aims to investigate the factors influencing this shift, addressing challenges and motivations to aid employers, policymakers, and the government in creating tailored working conditions, incentives, and training programs.

1.2 Significance of Study

This study fills research gaps, expanding knowledge about Malaysia's gig economy, with a specific focus on Gen Z. By exploring the motivations and challenges of Gen Z in the gig economy, the research offers insights for policymakers and employers to design effective policies accommodating Gen Z's preferences. Incorporating variables like social media use, technology, and leadership qualities, the study provides nuanced exploration. Beyond immediate implications, it serves as a guide for future researchers, offering valuable insights into Malaysia's economic and social landscape and contributing to the development of supportive policies for the gig economy.

2 Literature Review

2.1 Underlying Themes

The Self-Determination Theory (SDT) serves as a fundamental framework for understanding the motivations behind Generation Z's engagement in the gig economy. SDT explores how societal values and personality traits influence intrinsic and extrinsic motivation. The theory emphasizes three core psychological needs—autonomy, competence, and relatedness—which, when fulfilled, lead to efficient performance and well-being [3]. In the context of the gig economy, autonomy is fulfilled as Gen Z gains control over their schedules and work locations, fostering a sense of competence as they showcase their abilities. Relatedness is established through connections formed with customers and peers, contributing to the appeal of gig work [4]. SDT is instrumental in explaining how work-life balance and learning development impact Gen Z's readiness for gig employment. The theory suggests that the autonomy and flexibility offered by gig work align with Gen Z's desire for work-life balance [5]. Additionally, the competence aspect in SDT encourages learning and development in the gig economy by providing opportunities for skill enhancement and growth [3]. However, it's crucial to recognize that not all gig employment may equally fulfill these psychological needs, urging employers and policymakers to ensure the satisfaction of autonomy, competence, and relatedness for gig workers.

Human Capital Theory posits that investments in education, training, and personal development can enhance individuals' productivity and income-earning capabilities,

contributing to economic growth and development [6]. It views individuals as assets that can be developed to promote social and economic progress, emphasizing equal access to education and training to reduce income inequality [7]. In the context of the gig economy, the theory suggests that individuals with higher human capital, defined by knowledge, skills, and abilities, are more likely to engage in gig work [8]. Social media networks, acting as a platform for exposure to new ideas and opportunities, moderate the effect of human capital on the decision to participate in the gig economy [9]. The theory indicates that individuals, influenced by subjective norms and perceived behavioral control, are more inclined to invest in education and training, enhancing their human capital. This, in turn, increases their readiness to participate in the gig economy, as individuals with strong technological and digital skills are better positioned to leverage opportunities in the evolving job market [10, 11]. While empirical research on human capital theory's specific application to subjective norms and perceived behavioral control in the gig economy is limited, the theoretical framework suggests a positive relationship, indicating that these factors contribute to individuals' readiness to participate in the gig economy.

The Theory of Planned Behavior (TPB) provides a systematic framework to understand individuals' rational thought processes regarding a specific intention, encompassing attitude, subjective norm, perceived behavioral control, and behavioral intention [12]. It has proven effective in predicting factors influencing intentions and behavior in various contexts, including technology adoption, online shopping, and career choices [13, 14]. TPB has been extensively used in career choice studies, focusing on attitudes, subjective norms, and perceived behavioral control [15]. While TPB is commonly applied to purchasing decisions, its principles can be extended to career choices, indicating that Gen Z's willingness to participate in the gig economy depends on their attitudes, subjective norms, and perceived behavioral control [16]. Attitudes toward gig work, shaped by perceptions of work-life balance and learning and development opportunities, significantly influence Gen Z's behavioral intentions to engage in the gig economy [17-19]. Subjective norms, influenced by family, friends, and societal opinions, also play a crucial role in behavioral intentions [20, 21]. Additionally, perceived behavioral control, influenced by technology and digitization, impacts Gen Z's willingness to join the gig economy [22, 23]. The report's independent variables, including work-life balance, learning and development, social media use, technology, and digitalization, align with the TPB framework, illustrating their interconnected roles in shaping Gen Z's readiness to participate in the gig economy.

2.2 Theoretical Framework / Research Framework (Integrate hypotheses development with the study framework)

This study conceptualizes the research framework by employing TPB theory in the context of the gig economy. According to Tegova [15], the TPB is a popular method for examining how individuals form intentions and behave when making career-related decisions. Although the complete TPB framework is explained to people's actual usage. But there are also many scholars or researchers who use the TPB framework to only explain people's behavioral intentions and ignore people's actual usage, such as the research of Ha and Nguyen [24] on people's online shopping intentions and the research of Patre [20] on people who intend to join gig jobs. Because people's

actual actions are difficult to measure. Therefore, the TPB framework is a theory that can well explain Gen Z's willingness to join the gig economy in this study. This approach considers attitudes, subjective norms, and perceived behavioral control as key factors that influence one's intention. In short, in this study, we try to explain the factors that affect Gen Z's participation in the gig economy through Figure 1.

In this study, Attitude will be encompassing Work-Life Balance and Learning and Development [22, 25]. According to the Theory of Self-Determination in the study of Wu and Zhou [5] and the empirical study of Behera and Gaur [26], they stated that work-life balance is a significant factor of the readiness to engage in gig economy. Besides, empirical studies of Lehdonvirta [27] stated that since the gig economy allows people to achieve a better work-life balance, and based on Maloni et al. [28], Baum [29] and Smola and Sutton [30], they concluded that Gen Z has the attitude of wanting work-life balance, so they are "ready" to join the gig economy. On the other hand, Learning and Development is also considered as an attitude toward gig economy in this study. According to the Theory of Self-Determination in the study of Deci and Ryan [3], and the empirical study of Behera and Gaur [26], they stated that learning and development has a positive relationship in the readiness to engage in gig economy. Based on Dachner et al. [31], they found that one of the characteristics of Gen Z is to like to learn and develop. And gig economy just has a very good learning and development environment, this is due to the gig economy has a low barrier to entry, gig workers can easily switch different jobs and learn or develop different skills in different gig jobs [32-34]. In a result, we can conclude that Gen Z has the attitude of wanting learning and development, they are "ready" to join the gig economy. Finally, we assume the hypotheses of this study as follows:

H1: There is a significant relationship between attitude toward gig economy and Gen Z's readiness to engage in the gig economy.

Subject norms are often seen as influenced by perceptions of family, friends, etc. In this study, we considered social media as subjective norms. Based on the theory of human capital Latifah et al. [9] and the empirical study of Vallas and Schor [35], the social media use and readiness to engage in gig economy has a positive relationship. This is because Gen Z was born in the age of online information and is good at using social media and because they spend a lot of time on average every day using social media, they are easily influenced by things or information on social media [36]. Finally, we assume the hypotheses of this study as follows:

H2: There is a significant relationship between subjective norm and Gen Z's readiness to engage in the gig economy.

Perceived behavioral control is an individual's belief and perception of their ability to perform a specific behavior, and having the resources to do so increases the likelihood of performing that behavior [12]. In this study, perceived behavioral control will be encompassing technology and digitization as well as the leadership qualities. First, based on the theory of human capital studied by Sulaiman et al. [11], technology and digitization as well as leadership are important factors in preparing to participate in the gig economy. This is because according to Nambiar [37], Gen Z is tech-savvy and

possesses good technical skills. This along with the technology and digitalization have changed the working environment, now we need technology to work in the gig economy, so, having basic technical and digital skills, they are considered ready to participate in the gig economy [38, 39] .Second, according to Behera and Gaur [26], in addition to being visionary and familiar with the goals, strategy, culture and operations of the organization, gig workers also need certain leadership qualities such as a strong sense of responsibility. Besides, based on the empirical study of Behera and Gaur [26], they concluded that with good leadership qualities, you are ready to join the gig economy. Finally, we assume the hypotheses of this study as follows:

H3: There is a significant relationship between perceived behavioral control and Gen Z's readiness to engage in the gig economy.

The readiness to participate is related to being adequately equipped, whereas the willingness to participate is related to having the motivation or enthusiasm to partake in an undertaking. In addition to readiness, we also studied the relationship between attitude, subject norms and perceived behavioral control and willingness to engage in the gig economy. According to the empirical studies of Abdul Rahim et al. [40] and Lehdonvirta [27], work-life balance is identified as an important motivation for individuals choosing to work in the gig economy. But there is another study that demonstrates the opposite, Warren [41] highlights that gig employees frequently confront extended and erratic work hours, resulting in challenges in balancing their personal and professional lives. On the other hand, according to the empirical studies of Myhill et al. [33], Pogorevici and Serobe [25] and Ashford et al. [42], the learning and development is significant with the willingness to engage in gig economy. This is because most of these studies pointed out that Gen Zers are likely to see the gig economy as an opportunity for continuous learning, skill building and personal development. However, the research of Duggan et al. [43] pointed out that because the jobs in the gig economy are short-lived and informal, many companies will not provide professional training and career development opportunities for gig workers, thus limiting the learning and development of gig workers. Finally, according to the theory of planned behavior studied by Tegova [15], Yasa et al. [16], Soon et al. [17], Devi [18], and Hatane et al. [19], we assume the hypotheses of this study as follows:

H4: There is a significant relationship between attitude toward gig economy and Gen Z's willingness to engage in the gig economy.

Besides, Haider [44] and Johnson [45] have illustrated that there is a positive relationship between social media use and willingness to engage in the gig economy. Moreover, based on the theory of the planned behavior studied by Tegova [15], Yasa et al. [16], and Patre [20], the subjective norm is a significant factor of the willingness to engage in gig economy. Because, today, social media platforms serve as powerful mediums through which users can communicate and internalize trends, opportunities, and norms. As such, it may influence the minds of social media users. Finally, we assume the hypotheses of this study as follows:

H5: There is a significant relationship between subjective norms and Gen Z's willing-

ness to engage in the gig economy.

Furthermore, according to the empirical studies of Ma and Yang [22], Roy and Shrivastava [46], and Lehdonvirta [27], technology and digitalization is one of factors on the willingness to engage in the gig economy. This is because using a technology (smartphone or laptop) to find and perform gig work is more convenient and accessible than traditional forms of employment. On the other hand, based on the studies of Alif et al. [47] and Gandhi et al. [48], we found that leadership qualities, and personal competencies, including self-motivation and self-discipline, are key drivers of willingness to engage into the gig economy. They also pointed out that individuals who possess leadership skills are more likely to embrace gig work due to their capacity to manage tasks and uncertainties in the gig jobs. Finally, according to the theory of planned behavior studied by Tucker et al. [23], Tegova [15] and Yasa et al. [16], we assume the hypotheses of this study as follows:

H6: There is a significant relationship between perceived behavioral control and Gen Z's willingness to engage in the gig economy.

As the Figure 1 stated, commitment in this study is a moderator. According to Sun and Bunchapattanasakda [49], Hadden et al. [50], and Lee and Jeong [51], it can play a role as a moderator between readiness to engage and willingness to engage in the gig economy. According to Extremera et al. [52], this is due to commitment influences the level of effort and dedication an individual puts into gig work if one has the necessary resources and skills to participate in the gig economy. Finally, we assume the hypotheses of this study as follows:

H7: The relationship between readiness to engage in the gig economy and willingness to engage in the gig economy is significantly moderated by commitment.

Lastly, we wish to examine the relationship between the readiness and willingness for one to engage in gig economy, provided the person has the necessary skills and abilities to be a gig worker, as the readiness is a mediator in our study. As mentioned in Errida and Lotfi [53], readiness for change represents the willingness to adapt to change. Besides, according to Chen and Silverthorne [54], there is a positive relationship between employees' ability and their willingness. In other words, if a person has the ability to participate in the gig economy, then he is more likely to have the will to participate in the gig economy. Finally, we assume the hypotheses of this study as follows:

H8: There is a significant relationship between Gen Z's readiness to engage in the gig economy and Gen Z's willingness to engage in the gig economy.

H9: The relationship between attitude toward gig economy and Gen Z's willingness to engage in the gig economy will be mediated by Gen Z's readiness to engage in the gig economy.

H10: The relationship between subjective norm and Gen Z's willingness to engage in

the gig economy will be mediated by Gen Z's readiness to engage in the gig economy.

H11: The relationship between perceived behavioral control and Gen Z's willingness to engage in the gig economy will be mediated by Gen Z's readiness to engage in the gig economy.

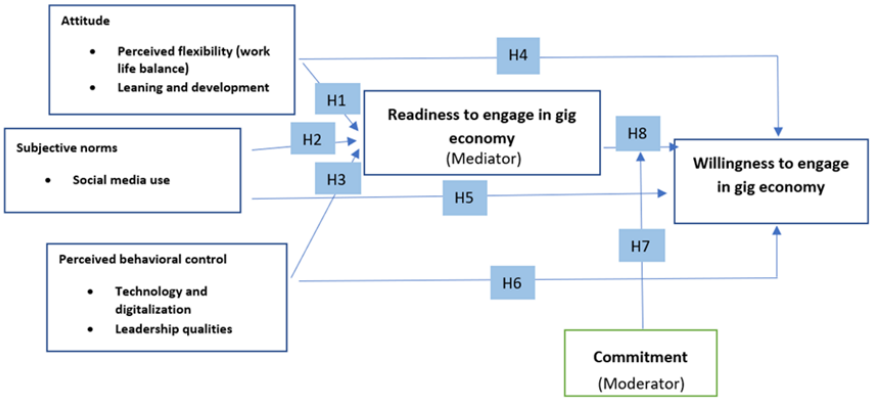

Fig 1. Theoretical Framework

3 Research Methodology

3.1 Sampling Design

The objective of this study is to investigate the relationship between the Generation Z in Malaysia and their willingness to engage in the gig economy. Therefore, this study focuses on the Gen Z population in Malaysia between the ages of 17 and 26, including both students and workers. This is due to the fact that gig work does not require one to be of legal age [55]. As reported by Knoema [56], Malaysia's population aged between 15 and 24 (as their age now is 18 to 27) was 5.5328 million in 2020. Therefore, this study aims to target the country's 5.53 million Gen Z population. We will select sampling locations where Gen Z is frequently present, such as universities and various workplaces. Moreover, a group of young Malaysians aged between 17 to 26 from a variety of schools, work fields and backgrounds will be investigated. Besides that, the selected respondents for this study are also different in terms of genders, ethnicities, and education level.

In this study, we implemented 'convenience sampling' and 'snowball sampling' as our techniques of sampling. Convenience sampling, which is also known as accidental or opportunity sampling, refers to the situation when the respondent is easily accessible or near to the researcher [57]. In this study, we aim to collect 384 of respondents with the requirement of Malaysian Gen Z aged 17 to 26. Since we are Gen Z as well, we apply the convenience sampling by sharing the questionnaires to people around us

through LinkedIn, Facebook, Instagram story, and group chats of coursemates. To ensure all gathered respondents are useful to our study, we will ask whether they are interested in joining the gig economy, or they are already engaged in the gig economy, or they are not interested in joining the gig economy at all, before answering the questionnaire. The questionnaire will automatically end if they tick at "not interested in gig economy at all". Then, we apply snowball sampling by asking our respondents to share out the questionnaire to people around them.

3.2 Research Instrument

We opted to utilize a questionnaire survey as our research instrument due to its numerous advantages. Questionnaires are cost-effective and affordable, making them a practical choice for gathering quantitative data. Additionally, online and mobile surveys allow for easy access to a large number of participants, making data collection more efficient and widespread.

Table 1. The origins of constructs of measurement in the research

Questions	Sources	Number of items
Demographic Characteristic	Developed by the researchers.	3
Work life balance	[25, 58]	5
Learning and Development	[59, 60]	5
Social Media Use	[11, 60, 61]	5
Technology and digitalization	[62, 63]	5
Leadership qualities	[64]	5
Commitment	[65, 66]	5
Readiness to engage in gig economy	[67]	5
Willingness to engage in gig economy	[61, 68]	5

After collecting questionnaires from the respondents, we proceed to the data processing for this study. Data processing is a way of converting primary data into usable information, which involves four steps: data checking, editing and fixing, data coding, and data transcribing. To ensure the validity and reliability of the data that will be utilized in data analysis, noteworthy attention and carefulness are required throughout data processing to avoid inaccuracies. Data processing may be accomplished using computer software like SMARTPLS4, which is used in the study.

3.3 Partial Least Square Structural Equation Modeling (PLS-SEM) Analysis

The utilization of Partial Least Squares Structural Equation Modeling (PLS-SEM) has become a widely accepted method for analyzing complex associations between observable and latent variables. PLS-SEM is favored by researchers for its many advantages, including the ability to estimate complex models and its flexibility in terms

of data requirements and measurement specifications [69]. Therefore, in this study, PLS-SEM was chosen as the main method due to the complexity of the relationships among the variables studied, such as mediator and moderator.

PLS-SEM analysis involves two main stages: the measurement model and the structural model [70]. In the measurement model, the relationships between latent variables and their indicators are examined. This involves assessing the reliability and validity of the indicators, and determining the factor loadings, which measure the strength of the relationship between the latent variable and its indicators. In this study, the latent variables are attitude, subjective norms, and perceived behavior control, and their indicators are work-life balance, learning and development, social media, technology and digitalization, and leadership qualities.

In the structural model, the relationships between the latent variables are examined. This involves assessing the significance and direction of the relationships between the latent variables, and determining the effect size, which measures the strength of the relationship between the latent variables. In this study, the relationship between attitudes, subjective norms, and perceived behavioral control and Generation Z's readiness and willingness to participate in the gig economy are examined.

3.4 Measurement Model Evaluation

According to Hair et al. [69], it is crucial to thoroughly evaluate the validity and reliability of reflective measurement models. In this study, composite reliability (CR) and Cronbach's coefficient alpha were used to determine the reliability of each construct, with a recommended threshold of 0.60 for CR as suggested by Bagozzi and Yi [71]. Also, as suggested by Nunnally and Bernstein [72], Cronbach's alpha coefficients range from 0 to 1, and an acceptable alpha threshold of more than 0.70 is ideal.

PLS-SEM is generally more favorable when the structural model is more complex and there is smaller sample size [73]. The coefficient of determination, R-squared, the level and significance of path coefficient were being measured in the structural model as the main objective of prediction-oriented PLS-SEM is to provide explanation on the variance of target endogenous variables. The judgment of R-squared acceptable level depends on the research context. However, according to Hair et al. [69], the rule of thumb for R-squared value depicts 0.75 to be substantial, 0.50 to be moderate and 0.25 to be weak. The individual path coefficients for each indicator were measured and interpreted as the standardized beta coefficient. With the measures of path coefficients, t-statistics and p-value, it allows the determination of whether the developed hypotheses are significant. The significance level of the study was set at $\alpha = 0.1$.

3.3 Higher Order Construct Approach

Higher-order constructs, often recognised as “hierarchical component models" in PLS-SEM model, provide researchers with a structured framework to model a concept based on a more abstract dimension, called as higher-order component, and its more concrete subdimensions, called as lower-order components [74]. Rather than laying out the relationships between numerous independent and dependent variables in a framework, researchers can summarize the independent variables into higher-order constructs and diminish the relationships between the lower-order components to the dependent variable in the model. There are four types of higher order con-

structs: reflective-reflective, reflective-formative, formative-reflective, and formative-formative. In this research, we applied HOC Approach by categorizing the variables of *work life balance (LOC)*, and *learning and development (LOC)* into 'Attitude' (HOC),and the variables of *technology and digitalization (LOC)*, and *leadership qualities (LOC)* into 'Perceived Behavioural Control' (HOC), and link it to the mediator of the readiness of Gen Z to engage in gig economy, and finally the dependent variable of the willingness of Gen Z to engage in gig economy in Malaysia. As the arrows are pointing from the independent variables (LOC) to the factors (HOC), linking them to the mediator, then to the dependent variable, so it is a reflective-formative type of higher order construct.

4 Data Analysis

Figure 2 and Table 2 show the result of hypothesis testing and path coefficients after conducting the bootstrapping test. H1 shows that there is a significant relationship between attitude and readiness (t-value = 2.542, value above 1.65). H2 shows that there is a significant relationship between social media and readiness (t-value = 3.308, value above 1.65). H3 indicates that there is a significant relationship between perceived behavioral control and readiness (t-value = 10.136, value above 1.65). H4 indicates there is a significant relationship between attitude and willingness (t-value = 2.637, value above 1.65). H5 shows that there is a significant relationship between social media and willingness (t-value = 4.964, value above 1.65). H6 shows that there is no significant relationship between perceived behavioral control and willingness (t-value = 0.322, value below 1.65). H7 shows that there is no significant relationship of the moderator between readiness to willingness (t-value = 0.030, value below 1.65). H8 indicates there is a significant relationship between readiness and willingness (t-value = 3.352, value above 1.65). To conclude, only H6 and H7 were tested and not significant, while others have significant relationships.

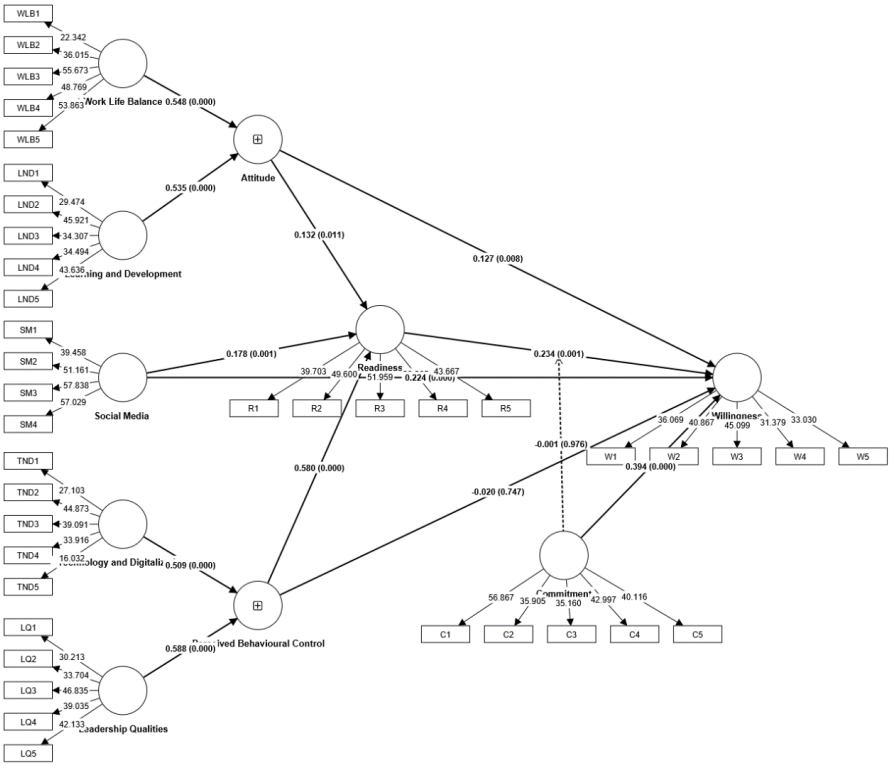

Fig 2. Result of Bootstrapping and Path Coefficients

Table 2. Results of Path Coefficients and Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P	Original sample (O)
Attitude → Readiness (H1)	0.132	0.132	0.052	2.542	0.011	Support
Social Media → Readiness (H2)	0.178	0.180	0.054	3.308	0.001	Support
Perceived Behavioural Control → Readiness (H3)	0.580	0.579	0.057	10.136	0.000	Support
Attitude → Willingness (H4)	0.127	0.127	0.048	2.637	0.008	Support
Social Media → Willingness (H5)	0.224	0.224	0.045	4.964	0.000	Support
Perceived Behavioural Control → Willingness (H6)	-0.020	-0.017	0.062	0.322	0.747	Reject
Commitment x Readiness → Willingness (H7)	-0.001	-0.002	0.028	0.030	0.976	Reject

Readiness → Willingness (H8)	0.234	0.231	0.070	3.352	0.001	Support

Table 3 shows the results of Variance Accounted For (VAF). VAF calculates the ratio of indirect effects to total effects, determining the extent to which mediating processes explain the variance of the dependent variable [75]. It can be seen from Table 3 that the VAF of attitude toward gig economy is 20%, so readiness is defined as a partial mediation effect in this process. Besides that, because the VAF of the subjective norm is less than 20% (15.79%), readiness is defined as no mediation effect in this process. Then, since the VAF of the perceived behavioral control is as high as 100%, it means that readiness is defined as a full mediation effect in this process.

Table 3. Variance Accounted For (VAF)

	VAF (Specific Indirect Effect / Total Indirect Effect)	Decision
Attitude	0.0319 / 0.158 = 20%	Partial Mediation
Subjective Norms	0.042 / 0.226 = 15.79%	No Mediation
Perceived Behavioural Control	0.136 / 0.116 = 100%	Full Mediation

5 Conclusion and Discussion

This study examines the factors influencing Gen Z's engagement in Malaysia's emerging gig economy, providing insights for local entities and policymakers. While past research emphasized work-life balance and learning and development, this study introduces contemporary variables like social media impact, technology and digitalization, and leadership qualities. Using a quantitative approach with 405 Gen Z participants, key findings include the significance of attitudes, subjective norms, and perceived behavioral control in Gen Z's willingness for the gig economy. However, leadership qualities and commitment did not show significant influence. The study offers a holistic view for future exploration and highlights the importance of factors like work-life balance and technology in shaping Gen Z's inclination towards the gig economy in Malaysia.

This research acknowledges three main limitations. Firstly, it recognizes the omission of certain variables in the study, particularly regarding the influence of social media as a subjective norm on Generation Z's entry into the workforce, while acknowledging broader influencing factors from family and peers. Despite this, the research contextualizes social media use within the tech-centric behavior of Generation Z. The second limitation lies in the use of cross-sectional data, providing a singular snapshot that hinders the exploration of temporal depth and the understanding of evolving attitudes and behaviors within Generation Z over time. Lastly, the subjectivity inherent in measuring Gen Z's readiness and willingness to join the gig economy using a Likert scale is acknowledged. However, the study emphasizes the focus on discerning patterns and trends at a collective level rather than exact individual comparisons, ensuring reliability across large sample sizes.

To enhance the understanding of Generation Z's behavioral intentions toward gig economy participation, future research should address the acknowledged limitations by adopting a more comprehensive perspective. Recommendations include conducting a longitudinal study to explore the evolving influences on Gen Z's job selection behaviors as they progress through different life stages. This approach would offer insights into the dynamic shifts between digital and traditional influencers. Additionally, overcoming constraints associated with relying on cross-sectional data is crucial, and future research should employ more fluid and encompassing methodologies, such as longitudinal designs, to capture nuanced behaviors and trends. To address the variability in interpreting Likert scale responses regarding readiness and willingness, a more integrative approach that combines quantitative measures with qualitative methods, such as in-depth interviews and focus group discussions, is suggested. This comprehensive strategy aims to provide a richer and more holistic understanding of Generation Z's attitudes and behaviors in the context of the gig economy.

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