Attitude of Generation Z Towards Selecting Jobs in the Gig Economy: A Financial Perspective

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Abstract. This study explores how financial factors shape job preference in the gig economy. The brief expansion of technology-driven and flexible work opportunities has attracted many young Indians towards gig platforms as career preference to ensure financial independence and income. This paper aims at exploring the financial motivations which influence gig job decisions of Indian Generation Z, including their income and earning flexibility as well as financial security, financial incentives, and energy and financial literacy. Descriptive research design is employed and primary data is collected through questionnaires from respondents belonging to Generation Z of the age group between 18 to 28 years. The questionnaire item primarily answered by individuals includes their financial motivation, incomes and earning stability, flexible income, and their money management strategies. The results show that Generation Z favours several income streams, flexible working hours, and financial independence as the major benefits of gig work. They, however, are not too motivated by gig work due to the possibility of irregular earnings and the lack of both financial and social security. The overall data also reveal that individuals with advanced energy and financial knowledge can efficiently take advantage of their income and financial future.

Keywords: Generation Z, Gig Economy, Financial Motivation

1. Introduction

The gig economy has become an increasingly important part of today's employment landscape, offering flexible and independent work opportunities through digital platforms. This trend has strongly attracted Generation Z, a group known for its adaptability, digital skills, and desire for work-life balance. Unlike previous generations, Gen Z prioritizes flexibility and financial freedom over traditional job stability. From a finan-

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cial perspective, gig work provides opportunities for multiple income sources and earning flexibility, but it also brings challenges such as irregular income and lack of financial benefits. These factors influence how Generation Z perceives and chooses gig employment. This study aims to explore the financial factors affecting Generation Z's attitude toward selecting jobs in the gig economy. It focuses on four main areas: financial motivation, income stability, financial incentives, and financial literacy. The research seeks to understand how these financial aspects shape Gen Z's job preferences and overall outlook toward gig work.

2. Literature Review

Smith and Anderson (2022) provide useful insight into the employment preferences of Generation Z in the United States and indicates that this generation do not prefer to work under single employer and permanent job. This generation show greater desire to gain financial stability and retain freedom. Higher work autonomy over income generation, maintaining control over schedules affects their job preferences. Generation Z strongly prefer to have multiple sources of income and building adaptable future, which is supported by the rapid technological advancement.

Bhagavathi and Kumar (2022) highlight the Generation Z willing to participate in the gig economy due to the limited employment opportunities and over burden of financial responsibilities. This study revealed that, young population belong to the Gen Z prefer to work on temporary basis while searching for the stable and secure jobs. Flexibility, convenience and regular income to meet immediate financial requirement strongly motivates the youngster to take gig economy-based jobs, finial necessity acts as a major influencer on the job preference.
Patel (2023) revealed that continuous learning and willingness to acquire new skills and competencies paly a predominant role in shaping the preference towards job in the gig economy-based industry. The study found that Gen Z consider that acquiring new competencies will facilitate in securing higher paying assignment and diverse work opportunities. Results also confirmed that Gen Z show consistent ambition in achieving the stronger financial outcomes and financial security instead of fulfilling personal aspirations.
Deloitte (2024) reported that changing workplace expectation and technological advancements are changing the career aspirations of youngsters belong to the Generation Z. present generation do not intend to work under one employer and demand flexibility in work schedule and looking for the different source of income. This generation looking to diversify their earnings by focusing in the short-term career goals rather than

long term career goals. Financial uncertainty and flexibility coexist in their career path, that drives to prefer gig economy as convenient career destiny.

3. Objectives

1. To identify Generation Z's expectations regarding income stability and financial insecurity of gig economy jobs in relation to traditional jobs.
2. To investigate the influence of financial knowledge on Generation Z's preferences for gig economy jobs and its satisfaction with gig economy job selection.

4. Methodology

The present investigation adopted a descriptive research approach to examine the attitude, perception and experience as a factor determining the generation Z job preference. Population of the study comprising of Generation Z who born between the 1997-2012 and presently located in Bangalore and measure the interest and experience of generation Z who has the experience in the filed of gig market (food delivery, digital content creation and online earnings etc.). The study employed convenience sampling and sample size of 150. Responses were collected through the constructs of questionnaire administered for the period four week and through online survey and personal interaction. Further data wre analysed using the descriptive statistics and interpreted the common patterns relating to the financial expectations, income uncertainty etc.,

5. FINDINGS / RESULTS

Table No. 1: Multiple Regression Analysis of Factors Affecting Freelancer Earnings

Variable	B	Std. Error	Beta	t	Sig.
Constant	4155.23	918.12	—	4.52	.000
Hourly Rate	1.36	2.47	.022	0.55	.581
Job Success Rate	5.98	4.54	.053	1.32	.187
Client Rating	88.26	115.21	.031	0.77	.443

Variable	B	Std. Error	Beta	t	Sig.
Rehire Rate	-5.62	3.29	-.069	-1.71	.088
Marketing Spend	0.88	0.44	.081	1.98	.049*
Job Completed	-0.60	0.78	-.031	-0.77	.443
Intermediate Experience	312.08	161.24	.078	1.94	.054

Tab 1: The result of regression assessment depicts that financial success in the gig economy is influenced more by self-marketing and experience than by conventional performance measures, suggesting that Generation Z may be attracted to gig work because it offers an opportunities for income generation, personal branding, and financial independence.

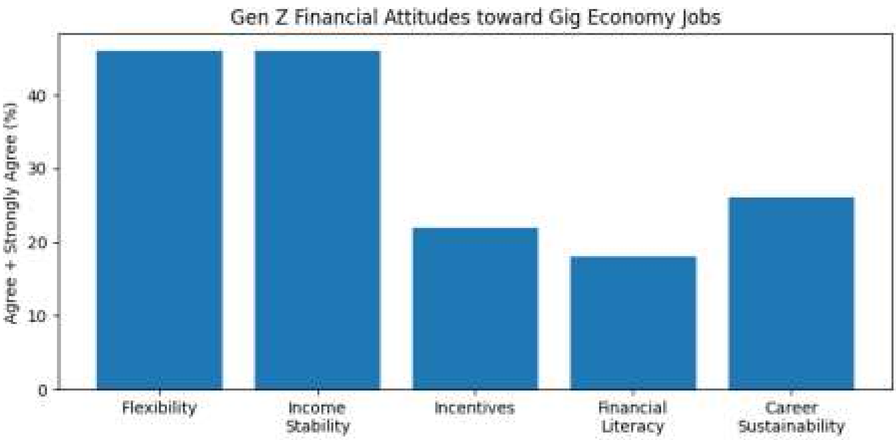

Fig 1 The findings presented in Figure 1 highlight the financial factors that influence Generation Z's attitude toward selecting jobs in the gig economy. Among the factors examined, Flexibility and Income Stability received the highest level of agreement, with 46% of respondents strongly agreeing that these factors play an pivotal role in their job selection decisions. 6.

6. Discussion

The result of the regression analysis confirmed the contribution of financial related factors on the employment preference of Generation Zs. Regression model showed modest explanation power but offers valuable insights in to the realities of earning income through freelance work. A notable relationship is found between the income expenditure; better financial outcome is achieved when individuals devoted the higher online presence and visibility. Technical competence is found to be the core requirement to attract the clients and effective communication consistent self-promotion maximises the market reach earning opportunities. Accumulated work experience positively improves the service quality and confidence to handle diverse clients' requirements. Suuceessive progression reinforces the professional development of gig workers and will demonstrate the performance and earnings. Hence, it is confirmed that, performance of the gig employees not only measure with the displayed platform metrics but it depends on ability to attract the new clients. This finding also clarifies that, opportunity to build independent career for gig workers may depends on the flexibility to manage the work schedules and develop personal identity. Gig economy my offer multipl income opportunities seeking financial growth and career autonomy. Therefore, the gig economy can be viewed as an appealing employment option for Generation Z, particularly for those seeking autonomy and alternative ways of achieving financial success.

1. **Flexibility (46%)** and **Income Stability (46%)** are the strongest determinants of Gen Z's job preferences.
2. **Career Sustainability (26%)** indicates concern for long-term growth and future employability.
3. **Incentives (22%)** are less influential than stable income and flexibility.
4. **Financial Literacy (18%)** has the least influence on job selection decisions.
5. Gen Z appears to prefer **financial security combined with autonomy**, which explains the growing attraction toward gig economy employment.

7. Conclusion and Recommendations

This study examined the attitude of Generation Z towards selecting jobs in the gig economy, with a focus on financial factors. The findings show that financial motivation, flexibility, and skill investment are the key drivers influencing their participation in gig work. The rapid rise of gig work in the United States has had a profound impact on Maslow's hierarchy of needs for the new generation of workers. While Generation Z workers place a high value on not only the opportunity to browse online for gigs and earn at the will of their own schedule but also, the ability to earn additional income, this existing need to have gig workers alleviate fears associated with income instability and lack of financial security. This study investigated the drivers behind the start-up of gig work in the United States for the first time, specifically for the new Millennial workers, Generation Z. While the results emphasize the high value Generation Z requires stable income and financial security but also highlight financial literacy and skill development as a newfound attraction and not a secondary-sided benefit for gig work. The recommendations can be made based on findings. The findings offer a important implications for the digital labour platforms and policymakers to improve the working conditions for Gen Z gig workers. Work flexibility is the major strongest attraction and opportunities for multiple income; reasonable financial security is pointing motivation to be the part of gig economy. Timely payment and transparent compensation policies are engaging the gig workers. Affordable insurance and savings scheme improves the financial stability and confidence in pursuing gig employment.

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