

# A Study on How Online Reviews and Ratings Influence Buying Decisions in Mayiladuthurai

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**Abstract:** Rapid growth of digital platforms and technological development has drastically changed the employment structure of the modern economic environment. The concept of gig economy has been introduced which refers to a flexible form of employment where an individual is engaged in temporary or freelance type of occupations like food delivery, driving, freelancing and online activities. This paper aims to conduct a study on the working conditions, job satisfaction, income stability and various issues experienced by gig workers in the contemporary economic environment. This research will attempt to evaluate the influence of flexibility, work life balance, income and job security among gig workers. Primary data was gathered from 150 respondents through the method of survey using the technique of simple random sampling. Statistical techniques such as percentage, mean, correlation analysis and chi-square test were utilized in analyzing the data obtained with the use of SPSS tool. It can be found that gig work offers flexible job options and income sources to workers, particularly the youth. There are various challenges faced by gig workers including income instability, no social benefits, job instability and pressure at work. This study demonstrates that the gig economy contributes significantly to job creation and economic growth in the modern-day economy. While on this note, it must be stated that better labour policies, wages, and working conditions should be put in place to secure the welfare of gig economy participants.

**Keywords:** Gig Economy, Gig Workers, Digital Platforms, Job Satisfaction, Work Flexibility, Income Stability, Employment, Modern Day Economy, Job Security, SPSS Analysis.

## I. INTRODUCTION

The gig economy has emerged as a significant aspect of the contemporary economy owing to globalization and technological advancement. The gig economy consists of people who undertake short-term or temporary employment tasks using digital applications. The provision of services including food delivery, ride-sharing, and freelancing relies heavily on gig work.

Gig economy is one of the most dynamic areas that have emerged in the Indian economy due to technological advancements such as the rise of smartphones and internet access in India. However, gig workers face several difficulties such as job insecurity, unstable income, and lack of social security services among other issues. This paper aims to provide insights regarding the contribution of gig workers in the economy.

## II. NEED OF THE STUDY

- The study aids in comprehending the significance of gig workers within the present economy.
- The study aids in understanding the benefits and drawbacks of gig work.
- The study aids in examining the flexibility and earning opportunities involved in gig work.
- The study helps in knowing the difficulties faced by gig workers.
- The study aids in understanding the future of employment within the digital economy.

## III. RESEARCH GAP

The earlier researches done in regard to the concept of gig economy have focused more on employment opportunities, employment flexibility, and the development of digital platforms in metropolitan cities. Relatively fewer researchers have looked into the working conditions, security of jobs, income, and welfare aspects related

to gig workers in semi-urban areas. Previous literature also paid less importance to aspects like stress, social security issues, and work-life balance in relation to gig workers. The current research is an attempt to bridge the existing gap by looking into the role, opportunities, and challenges faced by gig workers in the modern economy.

## **VI. OBJECTIVES OF THE STUDY**

- To analyze the role of gig workers in the modern economy.
- To analyze the flexibility and income opportunities provided by gig work.
- To determine the level of job satisfaction among gig workers.
- To determine the challenges faced by gig workers.
- To propose solutions for improving the working conditions of gig workers.

## **V. SCOPE OF THE STUDY**

This study centers around evaluating the contribution of gig workers to the economy. It evaluates the views of the gig workers with respect to employment opportunities, flexibility, income security, work-life balance, job satisfaction, and other issues faced by gig workers.

This study will also evaluate the issue of job insecurity, stress, absence of employee benefits, and safety issues faced by gig workers. In addition, it will evaluate the potential growth of gig workers and the necessity of government support.

## **VI. REVIEW OF LITERATURE**

- Mulcahy (2016) explained that the gig economy provides flexible employment opportunities and helps individuals balance work and personal life.
- Prassl (2018) identified that gig workers often face challenges such as job insecurity, lack of social security, and unstable income.
- De Stefano (2016) studied the rise of on-demand work and concluded that labor protection is essential for gig workers in digital platforms.
- Wood et al. (2019) found that gig workers experience both autonomy and pressure due to algorithmic control and customer ratings.
- Vikram (2025) analyzed the financial insecurity and mental stress experienced by gig workers during economic uncertainty.
- Kalleberg and Dunn (2016) concluded that gig work creates employment opportunities but also increases concerns regarding job quality and worker welfare.

## **VII. RESEARCH METHODOLOGY**

### **A. Research Design**

The study adopts a descriptive research design to examine the role of gig workers in the modern economy and analyze their working conditions, opportunities, and challenges.

### **B. Data Collection**

The study is based on primary data collected through a structured questionnaire from respondents. Secondary data were collected from books, journals, websites, and research articles related to the gig economy.

### **C. Sampling Technique**

A sample of 150 respondents was selected using the simple random sampling method. Respondents from different age groups, educational qualifications, occupations, and income levels were included in the study.

### **D. Tools Used for Analysis**

The collected data were analyzed using SPSS software with the help of statistical tools such as:

- Percentage Analysis
- Chi-Square Analysis
- Correlation Analysis
- Mean Score Analysis

## VIII. DATA ANALYSIS AND INTERPRETATION

### A. Percentage Analysis

**Table 1: Age Group of the Respondents**

		Age of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-181	4	2.7	2.7	2.7
	19-21	25	16.7	16.7	19.3
	22-24	65	43.3	43.3	62.7
	25above	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

Source: Primary Data

#### INTERPRETAION:

Most of the respondents (43.3%) belong to the age group of 22–24 years, followed by 37.3% who are above 25 years. This shows that young adults form the major portion of gig workers.

**Table 2: Educational Qualification of the Respondents**

		Educational qualification of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	higher secondary	12	8.0	8.0	8.0
	diploma	35	23.3	23.3	31.3
	Ug	93	62.0	62.0	93.3
	Pg	10	6.7	6.7	100
	total	150	100.0	100.0	

Source : Primary Data

#### INTERPRETAION:

Most respondents (62%) are undergraduates, followed by diploma holders (23.3%). This shows that educated youth are highly involved in gig work. Statistics analysis.

**Table 3: Occupation of the Respondents**

		occupation of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	14	9.3	9.3	9.3
	private employee	96	64.0	64.0	73.3
	self employee	22	14.7	14.7	88.0
	others	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

Source : Primary Data

#### INTERPRETAION:

Majority of the respondents (64%) are private employees. This indicates that many individuals use gig work as an additional source of income along with regular employment.

**Table 4: Area of residence of the respondent**

		Area of residence of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rural	18	12.0	12.0	12.0
	semi-urban	132	88.0	88.0	100.0
	Total	150	100.0	100.0	

Source : Primary Data

#### INTERPRETAION:

A majority of respondents (88%) belong to semi-urban areas, showing that gig work is more common in semi-urban regions. Statistics analysis.

**B. Chi-Square Analysis**

**HYPOTHESIS:**

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between the age of the respondents and satisfaction with gig work.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between the age of the respondents and satisfaction with gig work.

**Table 5: Cross-Tabulation of Age of Respondents and Satisfaction with Gig Work**

Age of the respondent * I am satisfied with gig work Crosstabulation						
Count						
		I am satisfied with gig work				Total
		sda	da	a	sa	
age of the respondent	16-181	0	1	2	1	4
	19-21	1	4	9	11	25
	22-24	3	11	32	19	65
	25above	2	10	33	11	56
Total		6	26	76	42	150

**Table 6: Chi-Square Test Results for the Association between Age of Respondents and Satisfaction with Gig Work**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.997 <sup>a</sup>	9	.740
Likelihood Ratio	6.044	9	.735
Linear-by-Linear Association	1.287	1	.257
N of Valid Cases	150		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .16.

**INTERPRETATION:**

The significance value of the Chi-Square test is 0.740, which is greater than 0.05. Therefore, the null hypothesis (H<sub>0</sub>) is accepted and the alternative hypothesis (H<sub>1</sub>) is rejected.

**C. Co - Efficient Of Correlation**

**HYPOTHESIS:**

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between the educational qualification of respondents and whether gig workers feel their work is valued and respected.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between the educational qualification of respondents and whether gig workers feel their work is valued and respected.

**Table 7: Correlation Analysis between Educational Qualification and Perception of Work Being Valued and Respected**

Correlations			
		educational qualification of the respondent	My work is valued and respected
educational qualification of the respondent	Pearson Correlation	1	0.045
	Sig. (2-tailed)		.587
	N	150	150
My work is valued and respected	Pearson Correlation	0.045	1
	Sig. (2-tailed)	.587	
	N	150	150

**Table 8: Confidence Interval Analysis for the Correlation between Educational Qualification and Perception of Work Being Valued and Respected**

Confidence Intervals				
	Pearson Correlation	Sig. (2-tailed)	95% Confidence Intervals (2-tailed) <sup>a</sup>	
			Lower	Upper
Educational qualification of the respondent - My work is valued and respected	-.045	.587	-.204	.116

a. Estimation is based on Fisher's r-to-z transformation.

**Interpretation**

The Pearson correlation analysis between educational qualification and the statement "My work is valued and respected" shows a correlation value of -0.045 with a significance value of 0.587. This indicates a very weak negative relationship between the two variables, and the relationship is statistically insignificant since the significance value is greater than 0.05. Therefore, educational qualification does not significantly influence whether gig workers feel valued and respected in their work.

**D. Mean Score Analysis****Table 9: Descriptive Statistics of Respondents' Perceptions towards Gig Work**

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
Gig work serves as a significant source of employment in the modern economy	150	1	4	3.02	.700	
Gig workers contribute meaningfully to economic growth	150	1	4	3.17	.702	
Gig work provides greater flexibility than traditional jobs	150	1	4	3.09	.851	
I have autonomy over my working hours	150	1	4	3.17	.683	
I am satisfied with gig work	150	1	4	3.03	.785	
I maintain a good work-life balance	150	1	4	2.92	.710	
I experience job insecurity in gig work	150	1	4	3.01	.737	
The benefits provided to gig workers are inadequate	150	1	4	2.99	.777	
Gig work can be a long-term career	150	1	4	2.54	.931	
I prefer gig work over full-time jobs	150	1	4	2.51	.925	
Valid N (listwise)	150					

**Interpretation**

The mean analysis shows that the statement "Gig workers contribute meaningfully to economic growth" has a mean score of 3.17 with a standard deviation of 0.702. This indicates that the respondents generally agree that gig workers make a positive contribution to economic growth. The low standard deviation also shows that the responses are relatively consistent among the respondents.

**IX. FINDINGS**

- Most of the participants hold an undergraduate degree.
- Private sector employees are mostly the respondents who have taken up gigging as their part-time source of income.
- Respondents think that gigging is a source of employment and helps contribute to economic development.
- Flexibility and independence are some key benefits of gigging.
- The majority of the respondents have reported being satisfied with gigging.
- Unemployment and non-availability of employee benefits are major problems associated with gigging.
- Respondents think that gigging is stressful and risky.
- Many workers are reluctant to be gig workers compared to permanent jobs.
- Respondents expect that the gig industry will grow in the near future.
- Welfare activities of the government are important for gig workers.

## **X. SUGGESTIONS**

1. Gig platforms need to ensure that jobs are secure and have fair payment mechanisms.
2. Health insurance and other benefits must be provided to gig workers.
3. Regular training programs should be organized for gig workers.
4. The government needs to make appropriate laws for gig workers.
5. Proper policies on payment and incentives must be maintained by digital platforms.
6. The contribution made by gig workers must be recognized and appreciated.

## **XI. CONCLUSION**

Gig work is considered an important component of the current economy, which provides flexibility of services and works as a facilitator for digital business platforms. Gig work can be considered as employment and a source of extra money for people.

Nonetheless, there are some problems connected with gig work that include issues with employment stability, instability of salary, lack of employee benefits, stress, and issues with safety, among others. Nevertheless, the future of gig work is promising because of increasing digitalization and growing needs for flexibility of work. Hence, government intervention and support, as well as proper organizational policy and social security issues, are needed in order to make gig work more beneficial for workers.

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