iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** V **Month of publication:** May 2024

DOI: https://doi.org/10.22214/ijraset.2024.61763

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue V May 2024- Available at www.ijraset.com

Understanding the Motivations of Gig Workers to Stay in an Organization

Dr. M. Nalini[1], Mridul Munda[2]
[1]*Assistant Professor, Faculty of Management studies, CMS - Business School, Jain (Deemed-to-be) University*
[2]*Student (MBA), CMS - Business School, Jain (Deemed-to-be) University*

Abstract: ***In the modern landscape of the gig economy, which is characterized by flexible work arrangements and temporary employment obligations, maintaining gig workers in the organizational framework has become a critical concern. The aim of this study is to in-depth explore the complex motivations that drive the decisions of gig workers to persist within organizations. Through a nuanced examination of the roles of work satisfaction, the benefits sought and the culture of the workplace, as well as the mediating influence of organizational structure, this research seeks to unravel the complexities of retention dynamics in the gig economy. This study takes a multidisciplinary approach, combining theoretical ideas from organizational behavior and human resource management to understand the variables impacting gig workers' retention decisions. By combining actual data and conceptual frameworks, this study contributes to a better understanding of the reasons that drive gig workers' loyalty to organizational entities.***

The study's findings have important implications for organizational management practices, labor regulations, and the larger discussion about the gig economy. This study provides significant insights for organizations looking to attract and retain talent in the changing work landscape by identifying major factors of gig worker retention and illuminating the processes via which organizational structures influence these connections. Finally, this research seeks to educate strategic decision-making and promote a more sustainable and fair working environment for gig workers in the modern day.

I. INTRODUCTION

The development of the gig economy has drastically changed the employment environment in recent years. This phenomenon, characterized by flexible working arrangements and temporary employment commitments, has changed traditional ideas about working relationships and employment. In this dynamic situation, both employers and governments have expressed concern about the retention of workers in organizational frameworks. The gig economy includes a wide range of sectors and professions, including ride sharing, food delivery, freelance writing, and consulting. People in this decentralized and fluid labor market often work in short-term contracts or independent work, providing project-by-project services instead of full-time employment. This trend towards job work has called into question traditional notions of job security and work duration, requiring a rethinking of the variables that influence workers' decisions to remain within organizational structures.

In this context, understanding the motives that influence gig workers' decisions to stay in organizations is critical. Although traditional employment models often prioritize criteria such as job stability and opportunities for professional progression, the gig economy presents a clear set of concerns that affect workers' retention decisions. Understanding the complexity of gig work and how it affects employees' motivation is essential for our investigation. Gig employment, in contrast to standard employment arrangements, gives people much freedom and versatility in terms of how, where and when they work. For gig workers who love the freedom to manage the balance between work and life and seek opportunities to complement their professional and personal objectives, autonomy to choose projects and set their own schedules can be an important retention factor.

However, in addition to the benefits of versatility, gig workers also have considerable risks and difficulties. Gig workers may choose to remain in organizational structures due to instability and uncertainty resulting from unstable employment, irregular sources of income and limited access to standard employment benefits such as medical insurance and pensions. In addition, problems with workplace culture and job satisfaction common to traditional employment environments still exist in the gig economy. Gig workers are still seeking opportunities for meaningful participation, community participation and personal fulfillment, although they may have more autonomy at work. The commitment and retention of Gig workers can be greatly influenced by the organization's ability to provide a sense of belonging, assistance and supplies and a favorable working environment.

©IJRASET: All Rights are Reserved

In addition to job satisfaction and company culture, employment workers' retention decisions are influenced by the rewards they seek. Gig workers often seek non-monetary benefits such as opportunities to learn new skills, network and career development, in addition to monetary wages. The long-term retention of talents is more likely for organizations that can provide these incentives and show that they are committed to helping gig workers achieve their personal and professional goals. However, individual preferences and intentions do not dictate all interaction between organizations and workers. The dynamics of retention in the gig economy are also strongly influenced by organizational structures and policies. Gig workers' opinions about organizational support and willingness to stay can be influenced by their employer's lack of clear expectations, open communication and fair treatment.

Recognizing the complexity of these elements and how they interact, this paper conducted an extensive study to unravel the complex incentives that affect the choices of gig workers to stay within organizational structures. The aim of this study is to illuminate the dynamics of retaining in the gig economy by studying the roles of workplace culture, benefits sought, work happiness and the mediator effect of organizational structure. This study aims to contribute to organizational management practices, labor regulations, and the wider discussion of the changing nature of modern work through empirical research and theoretical analysis.

A. Rationale for the Study and Motivation

The study is based on the increasing importance of the gig economy in contemporary employment landscapes and the related challenges relating to the maintenance of gig workers in organizational structures. Research is driven by several key factors:

1) The evolution of the work: the growing gig economy fundamentally transformed traditional employment concepts and introduced new dynamics and challenges. Since gig work is increasingly common in various sectors, understanding the motivations behind the retention of gig workers in organizational frameworks is essential to adapt to this changing landscape.

2) The importance of retention: Maintaining employees at work within the organization is essential for stability, continuity and productivity. High turnover rates of gig workers can disrupt organization operations and incur costs related to recruitment, training and knowledge transfer. Therefore, it is essential to identify factors that contribute to gig workers' decisions to remain within the organizational framework in order to promote sustainable employment relationships.

3) Complexity of motivation: Motivations that promote retention of employees within organizations are multifaceted and nuanced. While factors such as job satisfaction, benefits and working culture play an important role, the interaction between individual preferences, organizational dynamics and systemic influences adds layers of complexity to the retention equation. Therefore, a comprehensive understanding of these motivations is vital to the development of effective retention strategies.

4) Methodological rigor: This study uses special purpose sampling to ensure the methodological rigor and depth of the analysis. Objective sampling allows a targeted selection of participants with specific characteristics or attributes related to research objectives, thus increasing the richness and relevance of research results. This methodological precision is crucial to capture the different perspectives and experiences of gig workers in the gig economy.

B. Statement of the Research Problem

The research problem covered in this study is based on understanding the motivations behind the decision-making of gig workers to remain in the organizational framework of the gig economy. The gig economy is characterized by flexible working arrangements and temporary employment commitments, with individuals often working as independent contractors or freelancers on different organizations or platforms. Despite the prevalence of gig work, factors influencing the retention of gig workers must be studied within the organization's framework. Although gig work offers flexibility and autonomy, gig workers also face challenges such as job instability, a lack of benefits and limited opportunities for career progress. Understanding what motivates e-learning workers to remain in organizational contexts is essential for employers and policy makers to effectively engage and maintain this growing segment of the workforce.

The aim of this study is to uncover these motivations by investigating various factors that influence the decision-making of gig workers. This includes examining aspects such as employee satisfaction, benefits, perceptions of working culture and organizational structures. By investigating these factors, the aim of the study is to gain insight into the unique dynamics of gig work and how organizations can create environments that promote the participation and commitment of gig workers. In addition, the research problem recognizes the complex relationship between individual preferences, organizational practices and systemic factors in the gig economy. Through the exploration of these complexities, the study aims to contribute to a deeper understanding of the motivations behind the decisions of the millennial workers to remain within the organizational framework, ultimately forming organizational management practices, labor policies and industrial strategies in the evolving work landscape.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

II. REVIEW OF LITERATURE

The impact of the gig economy on employment and labor law is examined in detail in "The Gig Economy and the Future of Employment and Labour Law" by Sachs, B. (2018), who also offers insights into the potential and challenges brought about by the development of gig work. Sachs starts off by giving a thorough introduction to the gig economy and outlining how it came to be a noticeable aspect of the modern labor market. He addresses the salient features of gig work, such as digital platforms, flexible work schedules, and short-term job engagements, laying the groundwork for a detailed examination of its consequences for labor and employment laws.

1) Chui, Manyika, and Miremadi's (2016) book "Understanding the Gig Economy: The On-Demand Workforce in the Modern Economy" offers a thorough analysis of the gig economy and its effects on the contemporary workforce. Published by the McKinsey Global Institute, this groundbreaking analysis provides insightful information about the origins and development of the gig economy, the traits of gig workers, and the effects of gig work on labor markets and enterprises.
2) Empirical statistics on the gig economy's size and growth are presented by Chui, Manyika, and Miremadi, who show the gig economy's recent rapid expansion. They cite data showing that millions of people engage in gig work across a wide range of industries and regions, making up a sizable and increasing portion of the worldwide workforce.
3) Chui, Manyika, and Miremadi provide perspectives on how the gig economy will develop going forward and what it can mean for companies, employees, and society as a whole. They stress the significance of encouraging workforce development, inclusive growth, and helping gig workers make the move to secure and satisfying employment.
4) The study "Work Preferences, Life Values, and Personal Views of Top Math/Science Graduate Students and the Professors Who Mentor Them" (Xie and Killewald, 2012) examines the graduate students' preferences for work, as well as their views on life and the scholars who guide them. A thorough examination of the study's main conclusions and contributions will be provided, along with an analysis of the literature's implications for our knowledge of career paths and mentoring relationships in STEM areas.
5) By looking at the viewpoints of graduate students and their mentors, the study by Xie and Killewald (2012) expands on previous studies on STEM education, career development, and mentorship. In order to better understand the attitudes of top graduate students in math and science towards their work, as well as their career objectives and values, the authors conducted in-depth interviews with 20 mentor professors and 60 of these students.
6) A groundbreaking study that provides a thorough examination of the gig economy and the expanding trend of independent labor is "The Independent Worker in the Gig Economy" by McKinsey Global Institute (2016). In order to provide light on the ramifications for people, businesses, and policymakers, the research examines the traits, drives, and difficulties encountered by independent workers.
7) The research offers a precise description of the gig economy, which includes a broad spectrum of freelance employment arrangements in which people participate in task-based, flexible, and short-term assignments made possible by digital platforms. It draws attention to the variety of industries that gig workers work in, including ridesharing, home-sharing, professional services, transportation, and task-based platforms like freelance markets.
8) According to McKinsey's analysis, 20–30% of working-age people in the US and Europe are expected to be independent workers, indicating the size and rapid expansion of the gig economy. The paper highlights various causes that are propelling the expansion of the gig economy, such as advancements in technology, evolving consumer expectations, and workers' need for flexibility and autonomy.
9) The paper "The Shifting Landscape of Work and Skills" by Brynjolfsson et al. (2018) offers a thorough examination of the revolutionary changes brought about by improvements in technology and changes in the economy in the field of labor and skills. The study of the literature explores a number of aspects of this changing environment, such as the advent of automation, the rise of gig economies, and the changing skill needs in the labor market.
10) Furthermore, Brynjolfsson et al. investigate the function of organizational tactics and legislative interventions in addressing the difficulties brought about by the constantly changing nature of work and skill sets. They examine different legislative efforts meant to encourage workforce development and lessen the adverse effects of technological displacement.
11) "Understanding Employee Motivation to Stay: A Comparative Study of Managers and Non-Managers in Malaysian Service Organisations" is the title of a comparative study done in 2014 by Sulaiman, A. B., Abdullah, M. Y., and Rajab, A. Examining the motives of managers and non-managers in particular, this study compares the elements that influence employees' desire to remain in service organizations in Malaysia.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

12) The study "The Dynamics of Collective Leadership and Its Implications for Management of Public Organisations" by Sørensen and Torfing (2016) examines the implications of collective leadership for management practices and examines the idea in the context of public organizations. Control and responsibility for decisions are shared among several people or groups rather than being concentrated in the hands of a single leader in collective leadership, which is a collaborative approach to leadership. This literature study offers a thorough examination of the conceptual underpinnings, empirical data, and real-world applications of collaborative leadership in public sector contexts.

13) Ngo and Loi's (2008) key paper "The Effects of High Performance Work Practices on Job Satisfaction: Evidence from the Australian Public Sector" examines the connection between high-performance work practices (HPWPs) and satisfaction with employment in the Australian public sector environment.

14) Murillo, C. E., and Loewe, P. (2006) investigate the reasoning behind high-tech firms providing perks to their employees in their paper "Why Do High-Tech Firms Offer Perks at Work?" The authors dive into the incentives that drive these companies to offer non-monetary bonuses and perks such as flexible schedules, complimentary meals, recreational facilities, and wellness programmes.

15) Oshagbemi (2000)'s key work "Understanding Job Satisfaction, Loyalty, and Commitment Among Health Care Professionals" investigates the factors that influence job satisfaction, loyalty, and commitment among healthcare professionals. Oshagbemi's research adds significantly to our understanding of the mindsets and behaviors of workers in the healthcare industry, which is crucial given healthcare personnel' pivotal role in providing quality patient care.

16) Lin, H. F. (2007) conducts an empirical study to investigate the influence of intrinsic motivation in organizations' pursuit of knowledge management (KM). The study investigates how intrinsic motivation affects employees' engagement in knowledge-sharing behaviors, which are critical for effective KM programmes within organizations.

17) Salleh, S. H., & Thurasamy, R. (2014) investigate the influence of Enterprise Resource Planning (ERP) system implementation on job characteristics and job satisfaction among employees in their study "Job Characteristics and Job Satisfaction: Understanding the Role of Enterprise Resource Planning System Implementation". This literature review will look at the study's main findings and contributions, as well as contextualize them within the larger body of research on work features, job satisfaction, and ERP systems in general.

18) The research is based on Hackman and Oldham's Job Characteristics Theory (JCT), which asserts that job design can influence employees' state of mind, job satisfaction, and job-related outcomes. According to JCT, five essential job qualities - skill variety, task identity, task significance, autonomy, and feedback - can influence employee motivation, satisfaction, and performance.

19) Cable and DeRue's (2002) book "Explaining the Desire for Workplace Change: Understanding Motivations to Change Jobs" explores into the factors that drive employees to shift employment. The authors present an extensive framework that combines several theoretical viewpoints to better explain the intricacies of job transition motivations.

20) Nordin, N. H., and Wägnerud, M. (2012) conducted a study called "Employee Motivation in Public Sector: A Study of the Perceived Characteristics of Public and Private Organisations" to investigate the factors impacting motivation among workers in the public sector, with a focus on how perceived characteristics of public and private organizations affect motivation levels.

21) The study "Influences of Job Characteristics on Nurses' Job Satisfaction: A Structural Equation Model" by Lu, H., Barriball, K. L., Zhang, X., & While, A. E. (2012) investigates the relationships between job characteristics and nurses' job satisfaction using a structural equation modeling (SEM) approach. This review summarizes the study's primary results and contributions, as well as their significance for nursing research and practice.

22) Nursing is a tough career with significant levels of stress, strain, and emotional labor. Job satisfaction is critical for the well-being of nurses, their continuation, and the standard of patient care. Previous study has found several employment variables that may impact nurses' job satisfaction, such as workload, freedom of choice, social support, and professional growth opportunities. However, the correlations between these work traits and job satisfaction have yet to be fully understood, necessitating more research.

23) Lu et al. (2012) used a comprehensive structural equation model to investigate how work factors affect nurses' job satisfaction. The study analyzed data from a large sample of Chinese nurses to determine the direct and indirect impacts of work features on job satisfaction.

24) Somasundaram and Premaratne's (2018) study looks at the relationship between work satisfaction and desire to leave among Sri Lankan software engineers. Here's a detailed assessment of the literature covered in their study:

25) The authors present an outline of the significance of work satisfaction and desire to leave in software engineering. They emphasize the importance of work satisfaction in motivation, involvement, and stay, as well as the negative impact of turnover intention on organizational productivity and performance.

A. *Identification of Research Gaps*

Despite the abundance of literature on the motivations and retention of gig workers within organizational frameworks, there is still a significant research gap regarding the nuanced interaction between organizational structure and gig workers' retention motivations. Although existing studies have examined factors such as job satisfaction, benefits sought and work culture, few studies have explicitly explored how organizational structures mediate the relationship between these factors and gig workers' decision to remain within the organization. The identified research gap suggests the need for empirical research into the role of organizational structure as a mediator in understanding the motivations of gig workers. Organizational structure includes hierarchical arrangements, communication channels, governance mechanisms, and decision-making processes within organizations.

However, its specific influence on the retention motivations of freelancers is still not well explored. Understanding how organizational structures shape the experiences and perceptions of gig workers can provide valuable insights into the mechanisms underlying the retention dynamics. For example, hierarchical structures can affect the sense of autonomy and decision-making power of gig workers, while communication channels can affect their access to information and support. Furthermore, governance mechanisms and decision-making processes may affect the perceptions of gig workers of fairness, transparency and organizational commitment. By addressing this research gap, future research can contribute to a more comprehensive understanding of factors influencing the retention of gig workers within organizational frameworks. In particular, the study of the mediation role of organizational structures can improve our ability to design effective retention strategies, adapt organizational policies and promote supportive work environments that meet the unique needs and preferences of gig workers.

B. *Theoretical Underpinnings*

Several theoretical frameworks can play an essential role in better understanding the motivations of gig workers to remain in organizations within the gig economy:

1) Motivation theory: Motivation theories, such as Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory and Self-Determination Theory, provide insight into factors that drive individuals' behaviors and decisions in the workplace. These theories can help explain the internal and external motivations that influence workers' decisions to stay in organizational frameworks, including factors such as job satisfaction, meeting needs, and pursuing autonomy and competence.
2) Agency theory: Agency theory explores the relationship between principals (e.g. organizations) and agents (e.g. workers) in situations characterized by information asymmetries and divergent interests. This theory, applied to gig work, can help clarify how gig workers operate as independent contractors within organizational frameworks, balancing autonomy and agency with organizational goals and expectations.
3) Social Exchange Theory: Social exchange theory claims that individuals engage in relationships and behaviors based on a rational calculation of costs and benefits. Applying this theory to the context of gig work, it can help explain how gig workers weigh the perceived benefits of staying within organizational frameworks such as financial rewards, skills development opportunities and social connections, as well as the costs associated with job uncertainty, lack of benefits and limited career opportunities.
4) Organizational behavior theory: Organizational behavior theory provides a framework for understanding how individual, group and organizational factors affect behavior in work environments. This theory can help to clarify the role of organizational culture, leadership styles, communication patterns and decision-making processes in shaping the experiences and motivations of gig workers in organizational frameworks.
5) Psychological Contract Theory: Psychological Contract Theory examines implicit expectations and obligations between employees and organizations. In the context of gig work, understanding the psychological contract can help to explain the perception of gig workers of the reciprocal relationship between them and the organizations for which they work, including factors such as trust, fairness and perceived obligations.

Based on these theoretical foundations, researchers can develop a more nuanced understanding of the motivations behind the decision-making of gig workers to remain within the organizational frameworks of the gig economy. These theories provide frameworks for the analysis of the complex interaction between individual preferences, organizational dynamics, and systemic influences, providing valuable insights into organizational management practices, labor policies, and the broader debate on contemporary employment dynamics.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

III. SCOPE OF THE STUDY

The scope of this study is multifaceted and includes a variety of dimensions:

1) Demographics of gig workers: The study may include studying the demographics of gig workers, including age, gender, level of education and employment status, to understand how these factors influence retention motivations. In addition, examining differences between the gig sectors and geographical regions can provide insights into the various experiences of gig workers.
2) Motivational factors: The aim of the study is to identify and analyze key motivational factors that make working professionals stay within organizational frameworks. This includes factors such as job satisfaction, benefits desired, intrinsic motivation (e.g. autonomy, mastery, purpose), external rewards (e.g. financial rewards, career advancement opportunities), and psychological and social factors (e.g. organizational culture, social connections)
3) Organizational structures and practices: The study can examine how organizational structures, policies and practices affect the motivations of gig workers. This includes the assessment of the role of hierarchical arrangements, communication channels, decision-making processes, performance management systems and support mechanisms in the development of gig workers' experiences within organizations.
4) Mediating factors: An important aspect of the study is to study the mediator role of organizational structures in the relationship between motivation factors and employment decision-making decisions. This includes examining how organizational structures minimize the impact of job satisfaction, benefits and work culture on retention outcomes and how they shape the perception of worker employee organizational support and commitment.
5) Comparative Analysis: The study may include comparative analysis to examine differences in retention motivations across various auxiliary sectors, employment arrangements (e.g., independent contractors, freelancers, platform workers) and organizational contexts. This comparative approach can provide valuable insights into the nuances of gig work and organizational affiliation.
6) Practical implications: This study aims to produce practical insights into organizational management practices, labor policies and industry stakeholders. This includes identifying strategies to improve the satisfaction of employees, optimizing benefits packages, fostering supportive work cultures and designing organizational structures that promote retention and commitment.
7) Limitations and future research directions: Finally, the research should recognise its limitations and suggest ways of research. This includes the solution of methodological constraints, such as sample size and research design, and the recommendation of further research areas such as longitudinal studies, cross-cultural comparisons and interventions to improve the retention of gig workers within the organizational framework.

IV. RESEARCH OBJECTIVES

The research objectives to understand the motivation of gig workers to remain in organizations within the gig economy can be as follows:

1) Identifying Key Motivational Factors: Determine the main motivational factors that influence gig workers' decisions to remain in organizational frameworks, including employment satisfaction, benefits sought, intrinsic motivations and psychosocial factors.
2) To investigate organizational structures and practices: - To investigate the impact of organizational structures, policies and practices on the motivations of gig workers, including hierarchical arrangements, communication channels, decision-making processes and support mechanisms.
3) To understand the mediator role of organizational structures: To examine the mediator role of organizational structures in the relationship between motivation factors and the retention decisions of laborers, to explain how organizational structures moderate the impact of employment satisfaction, benefits sought and work culture on retention outcomes.
4) Conduct comparative analysis: Conduct comparative analysis to examine differences in retention motivations across the gig sectors, employment arrangements and organizational contexts, providing insights into the nuanced dynamics of gig work and organizational affiliation.
5) To generate practical implications: To generate actionable insights into organizational management practices, labor policies and industry stakeholders, including strategies to increase job satisfaction of gig workers, to optimize benefit packages, to promote supportive work cultures and to design organizational structures that facilitate retention and engagement.
6) Recognize the limitations and propose directions for future research: Recognize the limitations of the study and propose pathways for future research, address methodological limitations and propose areas for further research, such as longitudinal studies, cross-cultural comparisons and interventions to improve the retention of gig workers within organizational frameworks.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue V May 2024- Available at www.ijraset.com

V. FRAMING OF RESEARCH HYPOTHESES

Research hypotheses that can be formulated for studies on understanding the motivations of gig workers to remain in gig economy organizations:

A. Hypothesis 1

- null hypothesis (H0): There is no significant relationship between job satisfaction and the retention of workers in organizational frameworks.
- Alternative hypothesis (H1): The organizational framework provides for a significant positive relationship between workplace satisfaction and the retention of job workers.

B. Hypothesis 2

- Null hypothesis (H0): There is no significant relationship between the benefits sought and the retention of gig workers within the organizational framework.
- Alternative Hypothesis (H1): There is a significant positive relationship between the benefits sought and the retention of contract workers within the organizational framework.

C. Hypothesis 3

- Null Hypothesis (H0): There is no significant relationship between organizational culture and the retention of laborers within the organizational framework.
- Alternative Hypothesis (H1): There is a significant positive relationship between organizational culture and the retention of gig workers in the organizational framework.

VI. RESEARCH DESIGN

The following research design might be used for the study on comprehending gig workers' motives to stay in organizations within the context of the gig economy in order to thoroughly examine the study's objectives and hypotheses. This method uses quantitative techniques to give a comprehensive picture of the phenomena being studied.

A. Quantitative Phase: Survey Questionnaire

- Sampling: Purposive sampling is used to choose a representative sample of gig workers from a variety of industries, job types, and organizational settings.
- Data Collection: Survey participants should be given a structured questionnaire to gather quantitative information on their demographics, job satisfaction, desired benefits, perceptions of the work culture, organizational structures, and retention plans.
- Measurement Tools: To gauge concepts like work satisfaction, organizational culture, and retention intentions, apply approved measures. Create customized items to gauge desired advantages and attitudes towards organizational structures.
- Data Analysis: To investigate the associations between variables and evaluate the study hypotheses, use statistical techniques such regression analysis, mediation analysis, and correlation analysis.

B. Ethical Considerations

- Get participants' informed consent before collecting any data.
- Guarantee participant anonymity and confidentiality of their answers.
- Comply with ethical standards and procedures while performing research on human beings.

Through the use of the aforementioned research methodology, the study may take advantage of the quantitative approach to offer a comprehensive and sophisticated knowledge of the reasons why gig workers choose to stay with companies in the gig economy.

VII. METHODS FOR DATA COLLECTION

A. Survey Questionnaire

- A structured survey questionnaire is developed to collect quantitative data from gig workers. The questionnaire will include various sections covering demographic information, job satisfaction, shopper benefits, workplace culture perception, organizational structures and retention intentions.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue V May 2024- Available at www.ijraset.com

- Gig workers will be invited to participate in the survey through online platforms, professional networks and gig worker communities. The survey will be conducted electronically to maximize reach and access.
- Quantitative data collected through the survey will provide insights into the prevalence and distribution of various factors affecting the motivations and retention intentions of gig workers.

B. Document Analysis

- Organizational documents, policies and communications will be reviewed to gain an overview of the formal structures, practices and cultures within the organizations or platforms in which gig workers operate.
- Analysis of documents will provide contextual information about the organizational environment, including policies related to compensation, benefits, communication channels and decision-making processes.
- Through the triangulation of document analysis with survey and interview data, an extensive understanding of the organizational context and its impact on the motivations of gig workers can be obtained.

C. Participant Observation

- Engage in participant observation by immersing themselves in the ecosystem of the gig economy and observing interactions, dynamics and practices in organizational contexts.
- Participant observations can provide first-hand insights into the informal norms, behaviors and challenges encountered by gig workers in their daily work.
- Observations made during participant observation can complement survey and interview data, provide rich contextual information and improve the depth of understanding of gig workers' experiences.

VIII. VARIABLES OF THE STUDY

1) Independent Variables

- Job satisfaction: This variable represents the overall satisfaction of gig workers with various aspects of their work, including task autonomy, social interactions and intrinsic satisfaction.
- Benefits sought: This refers to tangible and intangible benefits that work workers seek from their working arrangements, such as financial compensation, flexibility, health benefits and opportunities for professional development.
- Organizational culture perceptions: This variable captures the perceptions of gig workers of norms, values and practices in organizational contexts.

2) Mediating Variable

- Organizational Structure: This variable represents formal systems, processes, and hierarchies within organizations or platforms that can mediate relationships between independent variables (e.g. job satisfaction, benefits, workplace culture perceptions) and employment intentions. Organizational structures including factors such as collaboration, support, innovation and hierarchy.

3) Dependent Variable

- Retention intentions: This variable reflects gig workers' intentions to continue working for the organizations or platforms they are currently associated with in the gig economy. It captures the commitment and likelihood of working in an organization, based on their level of satisfaction, their preferred benefits, the perception of the work culture, and their interactions with organizational structures, over time within the organizational framework.

A. Techniques for Data Analysis

- Descriptive statistics: Calculate the frequencies, and percentages to describe the demographic characteristics of professional workers and summarize key variables such as job satisfaction, desired benefits, perception of work culture, and retention intentions.
- Correlation Analysis: Assess the strength and direction of the relationships between variables by examining the relationships between employment satisfaction, benefits sought, workplace culture, organizational structures, and retention intentions using correlation coefficients (e.g. Pearson's correlation).
- Regression Analysis: With regression models (e.g. linear regression, logistic regression), determine the predictive power of independent variables (e.g. benefits sought, organizational culture) to dependent variables (e.g. retention intentions).

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

B. Hypothesis Testing and Methods

1) Hypothesis 1

- null hypothesis (H0): There is no significant relationship between job satisfaction and the retention of workers in organizational frameworks.
- Alternative hypothesis (H1): The organizational framework provides for a significant positive relationship between workplace satisfaction and the retention of job workers.

2) Hypothesis 2:

- Null hypothesis (H0): There is no significant relationship between the benefits sought and the retention of gig workers within the organizational framework.
- Alternative Hypothesis (H1): There is a significant relationship between the benefits sought and the retention of contract workers within the organizational framework.

3) Hypothesis 3:

- Null Hypothesis (H0): There is no significant relationship between working culture and the retention of laborers within the organizational framework.
- Alternative Hypothesis (H1): There is a significant positive relationship between work culture and the retention of gig workers in the organizational framework.

C. Methods

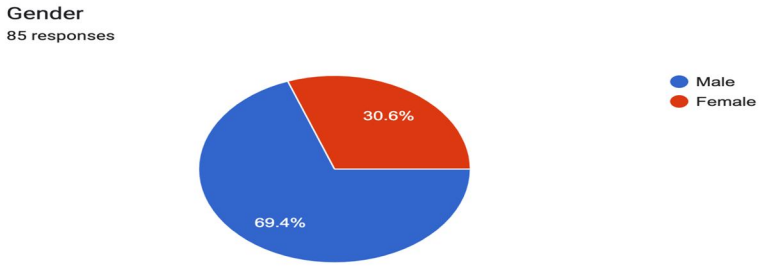
For hypotheses 1: Correlation analysis will be incorporated to investigate the relationship between variables. The calculation of correlation coefficients such as Pearson correlation enables researchers to evaluate the strength and direction of the relationships between variables such as job satisfaction, benefits desired, perception of work culture, organizational structures and retention intentions.

For hypotheses 2 and 3: Regression analysis will be used to assess the predictive power of independent variables on dependent variables. By adjusting regression models such as linear regression or logistic regression, researchers can determine how variables such as desired benefits, and perception of work culture affect retention intentions.

IX. DATA INTERPRETATION

A. Gender

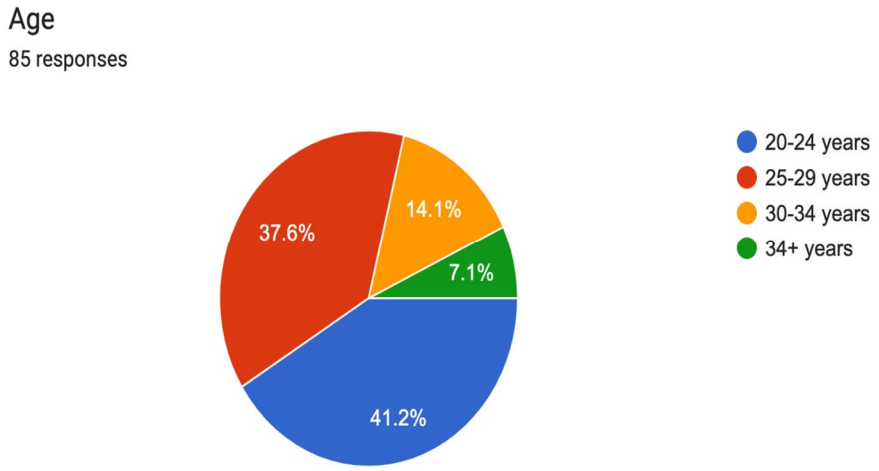
Categories	Number of respondents	Percentage
Male	59	69.4%
Female	26	30.6%
Total	85	100%



From the above chart we can interpret that the majority of the respondents for this study are male and the rest of the respondents are female.

B. Age

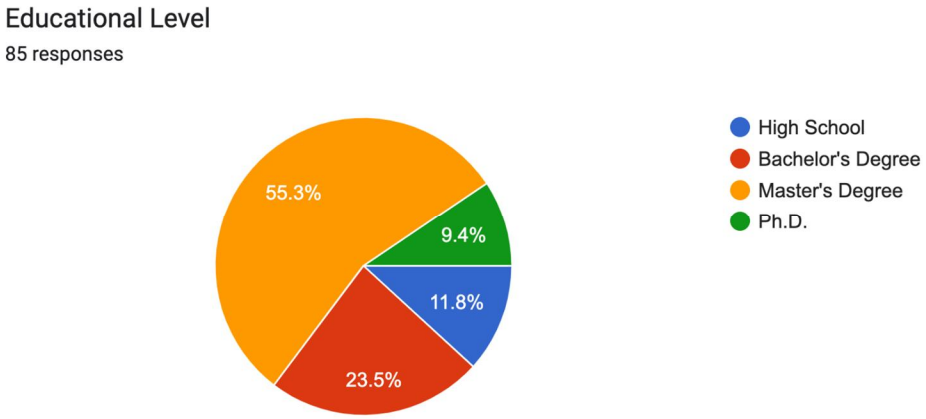
Categories	Number of respondents	Percentage
20-24 years	35	41.2%
25-29 years	32	37.6%
30-34 years	12	14.1%
35 + years	6	7.1%
Total	85	100%



From the above table we can interpret that a major chunk of the respondents are the youth, aging between 20-24 years and least represented by respondents aging above 34 years.

C. Education Level

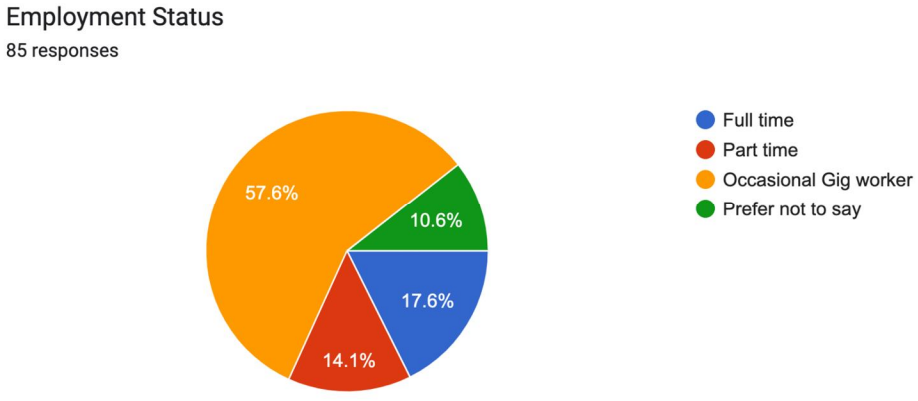
Categories	Number of Respondents	Percentage
High School	10	11.8%
Bachelor's Degree	20	23.5%
Master's Degree	47	55.3%
Ph.D.	8	9.4%
Total	85	100%



From the above chart we can interpret that most of the respondents have completed their master's degree and the least number of respondents have pursued Ph. D.

D. Employment Status

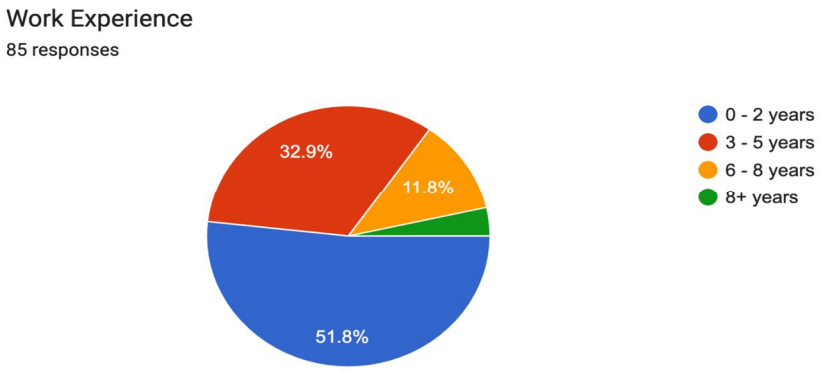
Categories	Number of respondents	Percentage
Full Time	15	17.6%
Part Time	12	14.1%
Occasional Gig Worker	49	57.6%
Prefer not to say	9	10.6%
Total	85	100%



From the above chart we can interpret that most of the respondents are Occasional Gig workers and very few respondents preferred not to say.

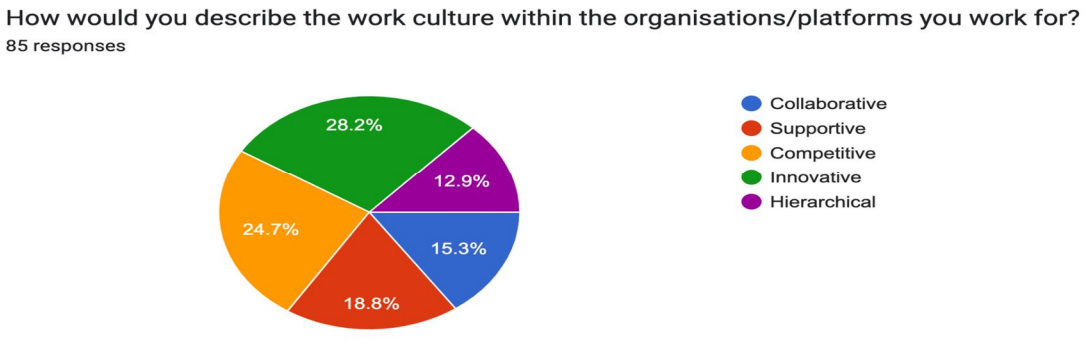
E. Work Experience

Categories	Number of respondents	Percentage
0-2 years	44	51.8%
3-5 years	28	32.9%
6-8 years	10	11.8%
8 + years	3	3.5%
Total	85	100%



From the above chart we can interpret that the majority of the respondents are individuals with little or no experience and very few respondents with extensive knowledge/experience.

F. Work Culture Perception



From the above chart we can interpret that the majority of the respondents perceive their organizations/platforms to be innovative whereas the minority perceive it to be hierarchical.

G. Correlation Analysis

	JS1	JS2	JS3	BS1	BS2	BS3	BS4	BS5	OC1	OC2	OC3	RI 1
JS1	1.000											
JS2	0.553	1.000										
JS3	0.558	0.596	1.000									
BS1	0.328	0.405	0.127	1.000								
BS2	0.192	0.266	0.189	0.433	1.000							
BS3	0.321	0.298	0.157	0.411	0.427	1.000						
BS4	0.060	0.087	0.075	0.109	0.306	0.741	1.000					
BS5	0.205	0.221	0.077	0.352	0.305	0.353	0.205	1.000				
OC1	0.291	0.267	0.303	0.113	0.060	0.109	-0.054	0.146	1.000			
OC2	0.276	0.353	0.257	0.100	0.069	0.185	0.034	0.026	0.593	1.000		
OC3	0.291	0.486	0.370	0.261	-0.031	0.197	-0.012	0.087	0.432	0.349	1.000	
RI 1	0.332	0.442	0.476	0.129	0.019	0.091	-0.067	0.100	0.474	0.371	0.416	1.000

The correlation analysis results between the dependent variable Retention Intention (RI) and the independent variables, which are Job Satisfaction (JS1, JS2, JS3), Benefits Sought (BS1, BS2, BS3, BS4, BS5), Organizational Culture (OC1, OC2, OC3), and Retention Intention (RI).
Now that we have the scores, let's determine the correlations:
JS1 and RI have a correlation of 0.331955281
JS2 and RI have a correlation of 0.44170922
JS3 and RI have a correlation of 0.476369131
RI and BS1 have a correlation of 0.129235507
RI and BS2 have a correlation of 0.01942727
BS3 and RI have a correlation of 0.090885798
BS4 and RI have a correlation of -0.066805247
RI and BS5 have a correlation of 0.100434281
OC1 and RI have a correlation of 0.474032794
OC2 and RI have a correlation of 0.371157119
OC3 and RI have a correlation of 0.415670602

To analyze and understand these correlation values:

1) Hypothesis 1

Relationship between job satisfaction and retention intention

- null hypothesis (H0): There is no significant relationship between job satisfaction and the retention of workers in organizational frameworks.
- Alternative hypothesis (H1): The organizational framework provides for a significant positive relationship between workplace satisfaction and the retention of job workers.

Correlation that is positive (r > 0)
- There are positive relationships between RI and JS1 (0.331955281), JS2 (0.44170922), and JS3 (0.476369131).
- This implies that gig workers' retention intentions (RI) are likely to rise in accordance with higher scores on these factors. For instance, better retention intentions are linked to higher levels of job satisfaction (JS).
- Therefore we will accept the alternative hypothesis (H1), which states that there is a significant positive relationship between job satisfaction and intention to retain.

2) Hypothesis 2

Relationship between benefits sought and retention intention

- Null hypothesis (H0): There is no significant relationship between the benefits sought and the retention of gig workers within the organizational framework.
- Alternative Hypothesis (H1): There is a significant relationship between the benefits sought and the retention of contract workers within the organizational framework.

Weak correlation, defined as |r| < 0.3:
- There are modest relationships between RI and BS1 (0.129235507), BS2 (0.01942727), BS3 (0.090885798), BS4 (-0.066805247), and BS5 (0.100434281).
- While there is some link between these characteristics and retention intentions, it is not very strong. This shows that, in comparison to job satisfaction, elements linked to benefits sought (BS) might have less of an influence on gig workers' retention intentions.
- Therefore, we favor the null hypothesis (H0), which states that there is no meaningful association between benefits requested and gig workers' retention inside the organizational structure, based on the correlation data.

Correlation that is Negative (r < 0):
There exists a negative association between RI and BS4 (-0.066805247).
- Retention intentions (RI) appear to slightly rise when BS4 scores decline, according to a negative connection. The small link, however, suggests that there may not be much significance to this relationship.

3) Hypothesis 3

Relationship between organizational culture and retention

- Null Hypothesis (H0): There is no significant relationship between organizational culture and the retention of laborers within the organizational framework.
- Alternative Hypothesis (H1): There is a significant positive relationship between organizational culture and the retention of gig workers in the organizational framework.

Summary Output					
Regression Statistics	Multiple R	R Square	Adjusted R Square	Standard Error	Observations
	0.540212101	0.291829114	0.21728481	1.279929959	85

The purpose of this multiple regression study is to determine the link between the dependent variable (retention intentions) and the independent variables (benefits sought, BS1, BS2, BS3, BS4, BS5, organizational culture, OC1, OC2, OC3).

H. Statistics of Regression

1) A moderately positive correlation between the independent factors taken together and the dependent variable is shown by the multiple R of 0.5402.
2) R Square: 0.2918 - The independent variables account for around 29.18% of the variance in the dependent variable, retention intentions.
3) After adjusting for the number of predictors, the adjusted R square value of 0.2173 represents the percentage of the dependent variable's variance that can be accounted for by the independent variables.
4) The standard error is 1.2799. Shows the average separation between the observed values and the regression line, or the standard deviation of the residuals.

ANOVA					
	df	SS	MS	F	Significance F
Regression	8	51.30699146	6.413373933	3.91484122	0.000647754
Residual	76	124.5047732	1.638220701		
Total	84	175.8117647			

ANOVA

The statistical significance of the regression model as a whole is indicated by the analysis of variance (ANOVA) table.

- The statistical significance of the regression model at a significance level of 0.05 is indicated by the F-test value of 3.9148 and p-value of 0.000647754.
- This shows that the dependent variable is significantly impacted by the independent factors taken as a whole.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	1.163	0.863	1.348	0.182	-0.555	2.881	-0.555	2.881
BS1	0.001	0.136	0.007	0.994	-0.270	0.272	-0.270	0.272
BS2	-0.003	0.176	-0.019	0.985	-0.353	0.346	-0.353	0.346
BS3	0.057	0.189	0.301	0.764	-0.319	0.433	-0.319	0.433
BS4	-0.097	0.155	-0.627	0.533	-0.407	0.212	-0.407	0.212
BS5	0.050	0.150	0.333	0.740	-0.249	0.349	-0.249	0.349
OC1	0.335	0.148	2.268	0.026	0.041	0.630	0.041	0.630
OC2	0.125	0.142	0.880	0.381	-0.157	0.407	-0.157	0.407
OC3	0.216	0.104	2.066	0.042	0.008	0.424	0.008	0.424

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

The coefficients table furnishes details on the approximated regression coefficients for every independent variable.

- When all of the independent variables are zero, the intercept shows the dependent variable's estimated value.
- The dependent variable's change for a one-unit change in the independent variable, maintaining all other variables constant, is represented by the coefficients for each independent variable (BS1, BS2, BS3, BS4, BS5, OC1, OC2, OC3).
- The statistical significance of each coefficient is indicated by the p-values that correspond with it.
- Statistically significant coefficients have p-values smaller than the selected significance threshold (e.g., 0.05).

I. Interpretation

- Higher levels of organizational culture variables (OC1, OC3) are linked to higher retention intentions, as indicated by their statistically significant positive coefficients.
- The lack of statistically significant coefficients for the remaining independent variables (BS1, BS2, BS3, BS4, BS5, OC2) raises the possibility that their effects on retention intentions in this model are negligible.
- When evaluating the findings, it's crucial to take the analysis's context and its constraints into account. In order to completely comprehend the aspects affecting retention intentions among gig workers, more research and variables may be required.
- Therefore we will accept the alternative hypothesis (H1), which states that there is a significant positive relationship between organizational culture and the retention of gig workers in the organizational framework.

J. Research Outcome and Findings

- The research results provide valuable insights into factors influencing the retention of employees within the organizational framework.
- The study used multiple regression analyses to examine the relationship between the independent variables (job satisfaction, desired benefits, organizational culture) and the dependent variables (retention intentions).
- Overall Model Significance: - Multiple regression analysis has revealed that the overall model has statistical significance ($F = 3.9148$, $p = 0.000647754$). This indicates that independent variables collectively have a significant impact on retention intentions among gig workers within organizational frameworks.
- Limited influence of expected benefits: - On the other hand, the coefficients for expected variables (BS1, BS2, BS3, BS4, BS5) were not statistically significant.
- This indicates that factors such as competitive pay, flexible schedules, health insurance, retirement benefits and opportunities for professional development may not have a significant impact on the retention intentions of this model.
- Moderate Relationship between independent variables and dependent variables: - The R multiplier value of 0.5402 indicates a moderate positive correlation between independent variables and collective storage intentions.
- Approximately 29.18 per cent of the variation in retention intentions can be explained by independent variables included in the model.
- Job satisfaction and retention intentions: - Analysis of correlations revealed a positive correlation between job satisfaction (JS) and retention intentions (RI) among gig workers.
- Specifically, the correlation coefficients for the variables of job satisfaction (JS1, JS2, JS3) and the retention intention (RI) are as follows: - JS1: 0.331955281 - JS2: 0.44170922 - JS3: 0.476369131.
- These positive correlations indicate that high levels of job satisfaction are associated with strong retention intentions among gig workers.
- The results suggest that aspects related to job satisfaction, such as task autonomy, social interaction and intrinsic fulfillment, play an important role in influencing the decisions of gig workers to remain in the organizational framework.
- Benefits sought and retention intentions: Multiple regression analysis did not find statistically significant relationships between the benefits sought (BS) variables and retention intentions (RI) among workers.
- The benefits-demand coefficients (BS1, BS2, BS3, BS4, BS5) are not statistically significant, indicating that factors such as competitive salaries, flexible schedules, health insurance, retirement benefits and professional development opportunities may not have a significant impact on the retention intentions of this model.
- These conclusions suggest that, although benefits may be important considerations for gig workers, they may not be the main drivers of maintaining the gig economy.

- Organizational culture and retention intentions: Multivariate regression analysis identified statistically significant positive relationships between some organizational culture variables (OC) and retention intentions (RI) among gig workers.
- Specifically, the coefficients for organizational culture variables (OC1, OC3) were statistically significant:
  - OC1: 0.3353
  - OC3: 0.2157
- These positive coefficients show that higher levels of certain aspects of organizational culture, such as a collaborative working environment, a supportive leadership and growth and development opportunities, are associated with higher retention intentions among gig workers.

K. Theoretical Implication

Based on the study findings, several theoretical implications can be derived that contribute to understanding the dynamics of retention in the gig economy and inform the theoretical frameworks of organizational behavior and human resource management. Here are some theoretical implications:

1) Importance of job satisfaction in retention:

- This study highlights the positive correlation between job satisfaction and retention intentions among employment workers.
- This finding is consistent with established theories such as Herzberg's two-factor theory and Maslow's hierarchy of needs, which emphasize the importance of job satisfaction in the motivation and retention of employees.
- The theoretical frameworks focusing on work design, intrinsic motivation and satisfaction can be extended to the context of gig work to understand how task autonomy, social interaction and intrinsic satisfaction contribute to retention intentions.

2) The role of organizational culture in retention:

- The study identified certain aspects of organizational culture, such as collaborative working environments and growth opportunities, as important predictors of retention intentions among labor workers.
- This finding supports theories such as Schein's organizational culture model and Denison's organizational culture model.
- Theoretical perspectives on organizational culture can be expanded to explore how gig platforms and organizations can cultivate supportive, inclusive cultures that promote involvement and loyalty among gig workers.

3) Re-evaluating benefits in the Gig Economy:

- The study's findings that the benefits sought do not significantly predict retention intentions challenge traditional assumptions about the role of external rewards in retention.
- This result suggests that gig workers can give priority to factors other than financial incentives and traditional benefits.
- Theoretical frameworks such as Expectancy Theory and Equality Theory may need to be re-examined to take into account the unique preferences and motivations of gig workers who value autonomy, flexibility and meaningful work experiences rather than traditional benefits.

4) Need for contextual retention strategies:

- The study emphasizes the importance of contextual retention strategies suitable for the unique needs and preferences of gig workers.
- Traditional retention strategies designed for full-time employees may not be effective in a gig economy where flexibility and autonomy are paramount.
- The theoretical framework for talent management and retention may need to be adapted to take into account the transitional nature of gig work and the diverse motivations of gig workers.
- Context factors such as the industry sector, platform design and market dynamics must be taken into account when developing retention interventions.

5) The shift towards relational contracts:

- The results of the study suggest a shift towards relational contracts models in the gig economy, where organizational relations are based on trust, mutual respect and common values, rather than formal employment contracts and financial incentives.
- Theoretical perspectives on employment relationships, such as the theory of psychological contracts and the theory of relations of contracts, can provide insights into how social platforms and organizations can build and maintain long-term relationships with social workers on the basis of mutual trust and reciprocity.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

L. Managerial Implication

On the basis of the results and objectives of the study, there are several managerial implications that can guide organizations and gig platforms to increase retention efforts between gig workers. Here are some management effects in line with the findings of the study:

1) Prioritization of Job Satisfaction Enhancement

- The study findings highlight the significant positive correlation between job satisfaction and retention intentions among gig workers. Therefore, organizations and gig platforms should give priority to efforts to improve the satisfaction of gig workers.
- Managers can focus on providing gig workers with opportunities for task autonomy, social interaction and intrinsic fulfillment. This can be achieved through transparent communication, meaningful feedback, and opportunities for skill development and career advancement.

2) Promote supportive organizational cultures

- Given the important role of organizational culture in influencing retention intentions, organizations and concert platforms should promote supportive and inclusive cultures that give priority to collaboration, support and growth.
- Managers can create a positive working environment by promoting teamwork, recognizing and rewarding contributions, and enabling staff to build connections with colleagues and organizational leaders.

3) Adapt benefits offered to gig workers' preferences:

- Although the study found that the benefits sought may not significantly predict the intention of gig workers to retain, organizations can offer benefits that align with gig workers' preferences and needs.
- Managers should conduct surveys or focus groups to understand gig workers' preferences in terms of benefits and tailor offers accordingly. This can include flexible work schedules, health options, retirement savings plans and opportunities for professional development.

4) Provide clear expectations and communication channels:

- Clear communication and transparent expectations are essential to promote trust and commitment between gig workers.
- Organizations and Gig Platforms must establish clear guidelines, expectations and communication channels to support the success of Gig workers.
- Managers can provide work workers with access to resources, support networks, and feedback mechanisms to ensure they feel valued and aware of their roles and responsibilities within the organization.

5) Invest in building relationships and recognition:

- Building strong relationships with gig workers and recognising their contributions can improve retention and loyalty. Managers should invest in relationships-building initiatives and recognize the achievements and milestones of gig workers.
- This can be achieved through personalized feedback, recognition programs and opportunities for employees to communicate with organizational leaders and colleagues. Recognizing and appreciating the efforts of the employee can promote a sense of belonging and commitment to the organization.

6) Continuous Monitoring and Adaptation of Retention Strategies:

- Retention efforts should be dynamic and responsive to the changing needs and preferences of gig workers. Managers should continuously monitor retention metrics, collect feedback from work people and adapt retention strategies accordingly.
- Regular surveys, exit interviews and performance assessments can provide valuable insight into the experiences of gig workers and help identify areas for improvement in retention strategies.

X. LIMITATIONS OF THE STUDY

While the study provides valuable insights into the factors that influence the retention intentions of gig workers, it is essential to recognize their limitations in order to interpret the findings correctly and effectively guide future research. The following are some limitations of the study:

1) *Cross-sectoral Design:* Cross-sectoral design of the study limits the ability to establish the causal relationship between independent and dependent variables. Long-term or experimental models would provide stronger evidence of the relationships identified in the study.
2) *Self-reported Data and social Desire Bias:* The reliance on self-reported data can lead to social desire biases where participants can provide answers they perceive to be socially acceptable, rather than reflecting their true feelings or behaviors. This may affect the accuracy of the results.
3) *Size of the Sample and Generalization:* The study may have a limited sample size that could affect the generalization of the findings to a wider population of gig workers. The results may be specific to the sample studied and may not represent all gig workers in different industries and contexts.
4) *Contextual Factors and External Validity:* The study may not consider all relevant contextual factors that may influence employee retention intentions. External factors such as market conditions, platform design, and regulatory environments may affect retention dynamics, but the study did not explicitly address them.
5) *Lack of Control over Confusing Variables:* The study may not control all potential confusing variables that might affect the relationships between independent and dependent variables. Omitted variables can lead to false or misleading conclusions about the relationships studied.
6) *Cultural and Contextual Considerations:* The findings of the study may be influenced by cultural and contextual factors that are specific to the sample studied, such as geographical location, industry sector, or socio-economic background. These factors may limit the generalization of the results to other contexts.
7) *The Evolution of the Gig Economy:* The gig economy is a dynamic and rapidly evolving phenomenon that has changed with technological, labor markets and regulatory landscapes. The findings of the study may be influenced by time and may not capture the complete extent of changes in retention dynamics over time.

XI. CONCLUSIONS

In conclusion, this study illuminates the complex dynamics of retention intentions among gig workers within organizational frameworks. These findings highlight the important role of work satisfaction and certain aspects of organizational culture in influencing the decision-making of gig workers to remain in their current roles. Although the benefits sought may not have appeared as an important predictor of retention intentions in this study, the nuanced interaction of job satisfaction, organizational culture and contextual factors reveals the need for customized retention strategies in the gig economy. In the coming years, organizations and gig platforms can leverage these insights to improve retention efforts, promote supportive working environments, and develop long-term relationships with gig workers. However, it is essential to recognize the limitations of the study, including sample size limitations, cross-sectional design, and potential prejudices that may affect the generalization and interpretation of the results. Future research efforts should focus on addressing these limitations, exploring additional contextual factors, and using longitudinal or experimental designs to further advance our understanding of maintenance dynamics in the ever-evolving landscape of the gig economy.

XII. SCOPE FOR FUTURE RESEARCH

Future research in the study of retention intentions among gig workers within organizational frameworks presents several promising avenues for exploration. Here are some potential areas for future research:

1) *Longitudinal Studies:* Conduct longitudinal studies to track retention intentions among gig workers over time, so that changes in factors that affect retention can be investigated and long-term trends in retention dynamics within the gig economy are identified.
2) *Comparison Analysis:* Comparison of retention intentions and factors influencing retention among gig workers in different industries, platforms and geographical regions to identify changes in retention dynamics and contextual factors affecting retention outcomes.
3) *Multilevel Analysis:* Multilevel analysis techniques are used to examine the influence of organizational factors (such as platform policies, leadership practices) and individual factors (such as job characteristics, personal values) on the retention intentions of gig workers.
4) *Comparative Analysis with Traditional Employment:* Compare retention intentions and factors influencing retention between freelance workers and traditional employees in order to identify differences and similarities in retention dynamics, organizational practices and employee preferences in different employment arrangements.

5) *Impact of Platform Design and Policy:* Examine the impact of platform design, policies and algorithmic management practices on the retention intentions of gig workers, taking into account factors such as task allocation, rating systems and dispute resolution mechanisms.
6) *The role of Social Networks and Community Engagement:* Explore the role of social networks, online communities and peer-to-peer interactions in influencing the retention intentions of workers, taking into account the impact of social support, networking opportunities and feeling of belonging on retention outcomes.
7) *Efficiency of the Retention Strategy:* Evaluate the effectiveness of various retention strategies and interventions implemented by organizations and company platforms, including incentives, rewards, career development programmes and work-life balance initiatives, in promoting the retention of companies.
8) *Regulatory and policy Considerations:* Examine the impact of regulatory frameworks, labor policies and legal protections on the retention intentions and levels of participation of gig workers, taking into account the impact of regulatory changes on the rights and security of gig workers.
9) *Psychology and well-being Perspectives:* Examine the psychological factors, well-being outcomes and job attitudes (e.g. job engagement, burnout) associated with the retention intentions of gig workers, explore the influence of job demands, autonomy and perceived fairness on the retention outcomes.

REFERENCES

[1] HeinOnline. (2024, April 3). *About - HeinOnline*. https://heinonline.org/HOL/LandingPage?handle=hein.journals/usflr51&div=6&id=&page=
[2] Lehdonvirta, V. (2018). Flexibility in the gig economy: managing time on three online piecework platforms. New Technology, Work and Employment, 33(1), 13–29. https://doi.org/10.1111/ntwe.12102
[3] HeinOnline. (2024b, April 3). About - HeinOnline. https://heinonline.org/HOL/LandingPage?handle=hein.journals/cllpj37&div=34&id=&page=
[4] Humans as a service. (n.d.). Google Books. https://books.google.co.in/books?hl=en&lr=&id=pnpVDwAAQBAJ&oi=fnd&pg=PP1&dq=Understanding+the+Gig+Economy:+The+On-Demand+Workforce+in+the+Modern+Economy&ots=zkz6_K1Tzg&sig=j0Q88rm-cks6ubnwzaHFbVU7EsY&redir_esc=y#v=onepage&q=Understanding%20the%20Gig%20Economy%3A%20The%20On-Demand%20Workforce%20in%20the%20Modern%20Economy&f=false
[5] Shapiro, A. (2017). Between autonomy and control: Strategies of arbitrage in the "on-demand" economy. New Media & Society, 20(8), 2954–2971. https://doi.org/10.1177/1461444817738236
[6] Friedman, G. (2014). Workers without employers: shadow corporations and the rise of the gig economy. Review of Keynesian Economics, 2(2), 171–188. https://doi.org/10.4337/roke.2014.02.03
[7] Manyika, J., Lund, S., Bughin, J., Robinson, K., Mischke, J., & Mahajan, D. (2016). Independent work: Choice, necessity, and the gig economy. In McKinsey & Company. https://www.mckinsey.com/featured-insights/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy
[8] Ceci, S. J., Ginther, D. K., Kahn, S., & Williams, W. M. (2014). Women in academic science. Psychological Science in the Public Interest, 15(3), 75–141. https://doi.org/10.1177/1529100614541236
[9] Torfing, J., Sørensen, E., & Bentzen, T. Ø. (2019). Institutional design for collective and holistic political leadership. International Journal of Public Leadership, 15(1), 58–76. https://doi.org/10.1108/ijpl-12-2018-0059
[10] Sovern, H. S. (2008, August 13). Examining the relationships among core self-evaluations, pay preferences, and job satisfaction in an occupational environment. https://krex.k-state.edu/items/6ad13561-6716-454f-9aef-fcbc0e49de65
[11] Foley, S., Ngo, H., & Loi, R. (2012). The adoption of high performance work systems in foreign subsidiaries. Journal of World Business (Print), 47(1), 106–113. https://doi.org/10.1016/j.jwb.2010.10.025
[12] Oyewobi, L. O., Suleiman, B., & Abubakar, M. J. (2012). Job satisfaction and job commitment: a study of Quantity Surveyors in Nigerian Public. http://repository.futminna.edu.ng:8080/jspui/handle/123456789/481
[13] Dodanwala, T. C., & Santoso, D. S. (2021). The mediating role of job stress on the relationship between job satisfaction facets and turnover intention of the construction professionals. Engineering Construction and Architectural Management, 29(4), 1777–1796. https://doi.org/10.1108/ecam-12-2020-1048
[14] Lu, H., Zhao, Y., & While, A. (2019). Job satisfaction among hospital nurses: A literature review. International Journal of Nursing Studies, 94, 21–31. https://doi.org/10.1016/j.ijnurstu.2019.01.01
[15] Smith, T. M., & Ingersoll, R. (2004). What are the effects of induction and mentoring on beginning teacher turnover? American Educational Research Journal, 41(3), 681–714. https://doi.org/10.3102/00028312041003681
[16] Rainey, H. G. (1983). Public agencies and private firms. Administration & Society, 15(2), 207–242. https://doi.org/10.1177/009539978301500203
[17] APA PsycNet. (n.d.). https://psycnet.apa.org/record/2002-04478-006
[18] Job characteristics and job satisfaction: Understanding the role of Enterprise Resource Planning System implementation on JSTOR. (n.d.). www.jstor.org. https://www.jstor.org/stable/20721418
[19] Welschen, J., Todorova, N., & Mills, A. (2013). Understanding the impact of extrinsic and intrinsic motivation on knowledge sharing. https://ir.canterbury.ac.nz/items/cb783719-5beb-4880-be78-e74f7f83fce9

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue V May 2024- Available at www.ijraset.com

QUESTIONNAIRE

Demographic Information:

1. Gender:
   - [ ] Male
   - [ ] Female
   - [ ] Other
   - [ ] Prefer not to say

2. Age: _____ years

3. Educational Level:
   - [ ] High School
   - [ ] Bachelor's Degree
   - [ ] Master's Degree
   - [ ] Ph.D.
   - [ ] Other (Please specify: _____)

4. Employment Status:
   - [ ] Full-time gig worker
   - [ ] Part-time gig worker
   - [ ] Occasional gig worker
   - [ ] Prefer not to say

5. Please rate your overall satisfaction with your gig work on a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4
   - [ ] 5

6. Please rank the following benefits in order of importance to you (1 = Most important, 5 = Least important):
   - [ ] Competitive pay
   - [ ] Flexible schedule
   - [ ] Health insurance
   - [ ] Retirement benefits
   - [ ] Professional development opportunities

7. How would you describe the work culture within the organizations/platforms you work for?
   - [ ] Collaborative
   - [ ] Supportive
   - [ ] Competitive
   - [ ] Innovative
   - [ ] Hierarchical

8. Do you feel a sense of belonging or connection to the organizations/platforms you work for?
   - [ ] Yes
   - [ ] No
   - [ ] Sometimes

©IJRASET: All Rights are Reserved

9. How do you perceive the level of communication and transparency within the organizations/platforms you work for?
   - [ ] High
   - [ ] Moderate
   - [ ] Low

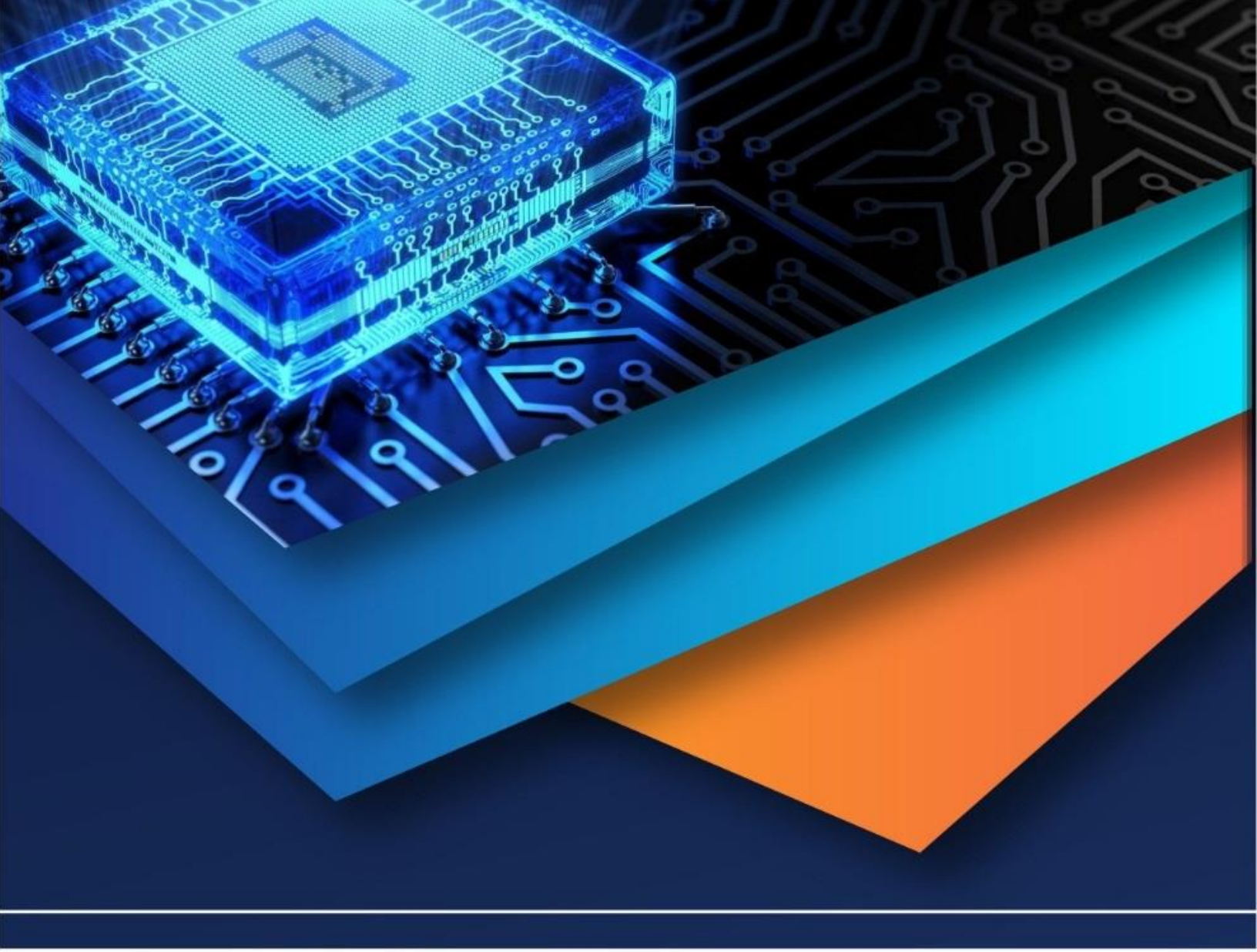
10. How would you rate the clarity of organizational roles and responsibilities within the organizations/platforms you work for?
   - [ ] Very clear
   - [ ] Somewhat clear
   - [ ] Not clear

11. Do you feel that decision-making processes within the organizations/platforms you work for are transparent and inclusive?
   - [ ] Yes
   - [ ] No
   - [ ] Sometimes

12. Please rate the level of autonomy you have in your gig work on a scale from 1 to 5, where 1 is very low and 5 is very high.
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4
   - [ ] 5

13. How likely are you to continue working for the organizations/platforms you currently work for in the next 12 months?
   - [ ] Very likely
   - [ ] Somewhat likely
   - [ ] Not likely

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)