

Socio-Economic Determinants of Work Motivation among Gig Workers in Mumbai's Food and Beverage Sector: A Logistic Regression Analysis

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Abstract –

The gig economy has become an important part of India's urban job market, especially in the food and beverage industry, where it offers flexible, task-based work opportunities to a many people. Job security, long-term job benefits, and formal employment structures are factors which motivate the workers. This study looks into the socio-economic factors that motivate 2,000 gig workers in the food and beverage sector across the Mumbai Metropolitan Region. Using binary logistic regression, the research examines how various socio-economic variables like age, education, income of the workers, access to social security benefits, and ownership of household items influence the probability of workers showing high levels of motivation. The findings based on the binary logistic regression analysis reveal that younger workers aged between 18 and 26 years tend to be more motivated, possibly because they have fewer family obligations and are more comfortable with the flexible nature of gig work. Workers earning between ₹20,001 and ₹30,000 per month also show higher motivation levels, suggesting that financial stability keeps people engaged in their jobs. Lower motivation among workers with certificate or vocational training may reflect a gap between their training and the realities of gig work in this sector. Having access to sick leave, though uncommon in informal work, greatly increases motivation. On the other hand, owning physical assets like radios or refrigerators had negligible influence on motivation. This could suggest concerns about economic downturn or uncertainty about the future. The study reveals that motivation extends beyond wages and job availability, linked to overall life circumstances and workplace support systems. This research looks at informal work and suggests giving benefits like sick leave, making sure training matches gig work, and providing financial help to improve working conditions. This study helps us understand important issues and provides a basis for future research and policies to make gig work better and more reliable.

Keywords - Gig economy, worker motivation, informal employment, socio-economic factors, food and beverage sector

Introduction –

In recent years, the Indian labour market has changed significantly, shifting from regular full-time jobs to more informal, flexible arrangements commonly known as gig work. This trend is especially visible in cities like Mumbai, where industries such as food and beverage increasingly rely on gig workers to sustain daily operations. These workers perform diverse roles, from food preparation to customer service and hospitality, but often lack the benefits and protections enjoyed by permanent employees (Aneja & Sridhar, 2021). The gig economy has thus become an important income source for students, migrants, and individuals between jobs (FICCI & NITI Aayog, 2022).

A key aspect of understanding workforce participation in such settings is the concept of motivation. Motivation is generally defined as the set of internal and external forces that initiate work-related behaviour, determine its direction, intensity, and duration (Pinder, 2014). It is a psychological process resulting from the interaction between an individual and their environment, which directs, energizes, and sustains goal-directed behaviour (Ryan & Deci, 2000). Work motivation specifically refers to the factors both intrinsic and extrinsic—that influence an employee's willingness to engage in work-related activities, strive toward organizational goals, and persist despite challenges (Kanfer et al., 2017).

Past research shows that intrinsic motivators such as autonomy, skill development, and recognition can be as influential as extrinsic rewards like pay and benefits in sustaining worker engagement (Deci & Ryan, 2000; Gagné & Deci, 2005). For gig workers, however, the absence of long-term employment contracts and traditional workplace support often shifts the

balance towards extrinsic motivators, particularly income stability and flexible scheduling (Wood et al., 2019; Berg et al., 2018). Studies have found that younger workers in gig roles tend to value flexibility and skill acquisition, whereas older or more experienced workers may prioritize job security and predictable earnings (De Stefano, 2016; Vallas & Schor, 2020). Moreover, access to even basic employment benefits such as sick leave or performance recognition has been linked to higher levels of motivation and job satisfaction in precarious work settings (ILO, 2021; Rani & Furrer, 2021).

Recognizing these patterns, the present study explores the socio-economic factors shaping motivation among gig workers in Mumbai's food and beverage sector. By employing binary logistic regression on data from 2,000 workers across the Western, Central, and Harbour suburban railway zones, the research identifies demographic, economic, and employment-related factors that significantly predict motivation levels. The findings aim to contribute to the growing literature on informal labour and offer actionable insights for policymakers, gig platforms, and training institutions seeking to improve job quality, worker engagement, and retention in the gig economy.

Research Objectives –

The primary aim of this study is to explore the socio-economic factors that influence motivation to work among gig workers in the food and beverage sector in Mumbai. In contrast to traditional employment, gig work is characterized by the absence of formal employment, lack of job security, and limited social protection. In this context, it is important to understand what helps or harms a worker's motivation to improve their engagement, satisfaction, and ability to stay in their job.

The objectives of the study are as follows:

1. To identify the socio-economic variables such as age, income, education level, household asset ownership, and employment benefits that are associated with motivation to work among gig workers.
2. To statistically analyse the relationship between these variables and the likelihood of being motivated using binary logistic regression.
3. To assess how well these socio-economic factors can predict differences in worker motivation.
4. To provide evidence-based suggestions for policymakers, gig platforms, and stakeholders to improve motivation and working conditions for gig workers in the food and beverage sector.

Research Design

This study adopts a quantitative, cross-sectional design to examine the socio-economic determinants of work motivation among gig workers in Mumbai's Food and Beverage (F&B) sector. The approach follows a positivist paradigm, focusing on objective measurement and statistical analysis to test relationships between selected demographic and economic variables and the likelihood of workers reporting high motivation levels. The research is based on primary data collected from a sample of 2,000 gig workers drawn from the three zones of the Mumbai Metropolitan Region Western, Central, and Harbour ensuring geographical and gender representation through stratified random sampling.

Data were collected using a structured questionnaire administered in person at various cafés, restaurants, and food outlets. The instrument captured demographic details (age, gender, marital status, religion, and education), economic factors (income level, household asset ownership), job-related benefits (sick leave, salary hikes, food assistance), and self-reported motivation levels, along with key motivating factors such as salary, flexible hours, and job security. The dependent variable work motivation was coded as binary (1 = Motivated, 0 = Not Motivated), while independent variables included age group, education level, income bracket, selected asset ownership, and access to sick leave.

Data analysis combined descriptive statistics for profiling respondents with binary logistic regression to identify significant predictors of motivation. The model fit was assessed using the Omnibus Test of Model Coefficients, Cox & Snell R^2 , and Nagelkerke R^2 values. Ethical considerations were addressed through voluntary participation, informed consent, and confidentiality safeguards, with no personally identifiable information collected. This design enabled a rigorous and

systematic examination of the interplay between socio-economic factors and work motivation within the rapidly evolving gig economy.

Socioeconomic Determinants of Gig Workers –

Table 1 – Age Group of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
Age	Male	Female	Total	Male	Female	Total	Male	Female	Total
18-26	52.31	56.86	53.52	30.60	29.41	30.29	17.08	13.73	16.19
27-35	54.43	49.55	53.20	28.75	36.04	30.59	16.82	14.41	16.21
36-44	49.66	50.00	49.68	30.61	12.50	29.68	19.73	37.50	20.65
45-55	61.67	60.00	61.54	23.33	0.00	21.54	15.00	40.00	16.92

The table highlights clear regional and age-based demographic patterns. The Western region consistently has the highest percentages across all age groups, with totals ranging from 49.68% to 61.54%, indicating it is the most dominant region overall. The Central region shows relatively high percentages among younger groups, especially females aged 27–35 (36.04%), but female representation drops sharply with age, reaching 0.00% in the 45–55 group. In contrast, the Harbour region, while starting low (e.g., 13.73% females aged 18–26), shows a significant increase in older female populations, peaking at 40.00% in the 45–55 group. This suggests that younger people tend to reside in Western and Central, while older females are increasingly concentrated in Harbour.

Table 2 – Marital Status of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Age	Male	Female	Total	Age	Male
Married	55.34	60.00	55.93	29.13	20.00	27.97	15.53	20.00	16.10
Unmarried	51.90	51.43	51.78	29.86	34.86	31.16	18.24	13.71	17.06
Separated	50.00	50.00	50.00	0.00	0.00	0.00	50.00	50.00	50.00
Divorced	100.00	66.67	83.33	0.00	33.33	16.67	0.00	0.00	0.00

The table shows that the Western region has the highest percentages of both married (55.93%) and divorced individuals (83.33%), with females making up 60.00% of the married group and males 100.00% of the divorced. Central has a larger share of unmarried females (34.86%), but lower rates of marriage (27.97%) and divorce (16.67%). Harbour shows the lowest overall representation, with only 16.10% married and 0% divorced individuals, suggesting a younger or more single population. Age data indicates that married individuals are generally around 29 years old, while the divorced group is older where data is available. Overall, Western has the most diverse marital distribution, Central leans toward unmarried individuals, and Harbour has minimal marital variation.

Table 3 – Religion of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Hindu	53.67	53.76	53.69	29.20	30.64	29.50	17.13	15.61	16.81
Muslim	52.75	46.15	51.28	28.57	34.62	29.91	18.68	19.23	18.80
Christian	74.07	55.56	66.67	18.52	38.89	26.67	7.41	5.56	6.67
Jain	38.10	60.00	42.31	38.10	0.00	30.77	23.81	40.00	26.92
Sikh	45.45	0.00	41.67	36.36	100.00	41.67	18.18	0.00	16.67
Parsi	27.27	66.67	35.71	45.45	33.33	42.86	27.27	0.00	21.43

The data shows that Hindus are the most populous group, particularly in the Western zone (53.69%), with a balanced gender distribution across all areas. Muslims are the second-largest group, also concentrated in the Western zone (51.28%), with more males in the West and more females in the Central zone. Christians are heavily concentrated in the Western zone (66.67%), especially among males (74.07%), with minimal presence elsewhere. Jains are more evenly distributed across zones but show significant gender variation. Sikhs have equal presence in the Western and Central zones (41.67%), though gender distribution is highly skewed, with only females reported in Central. Parsis form a small community mainly in the Central (42.86%) and Western (35.71%) zones, with more females in these areas and none reported in Harbour. Overall, religious groups are most concentrated in the Western zone, with diverse and sometimes extreme gender imbalances.

Table 4 – Level of Education of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Uneducated	58.33	30.77	53.42	25.00	61.54	31.51	16.67	7.69	15.07
Secondary Education	50.65	48.65	50.26	33.12	32.43	32.98	16.23	18.92	16.75
Higher Secondary Education	55.67	66.18	57.71	27.66	25.00	27.14	16.67	8.82	15.14
Certificate Course/ Vocational Training	49.69	38.10	47.32	31.90	38.10	33.17	18.40	23.81	19.51
Graduation	53.85	56.06	54.50	27.56	27.27	27.48	13.06	16.67	18.02

The Western zone has the highest percentages across all education levels: uneducated (53.42%), secondary (50.26%), higher secondary (57.71%), vocational training (47.32%), and graduation (54.50%). Among the uneducated, males dominate in Western (58.33%) while females are higher in Central (61.54%). Secondary education is balanced in Western (50.65% males, 48.65% females) but lower in Central and Harbour. Females have higher representation in higher secondary (66.18% in Western) and graduation (56.06% in Western), while Harbour has the lowest totals overall. Vocational training is most common in Western (49.69% males) with females slightly leading in Harbour (23.81%). Overall, Harbour shows the lowest education levels, and gender gaps vary by zone and education, with females generally stronger in higher secondary and graduation.

Table 5 – Monthly Income of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Rs.0- Rs.10000	48.28	53.85	49.30	31.03	15.38	28.17	20.69	30.77	22.54
Rs.10000- Rs.20000	51.17	53.17	51.67	28.98	34.92	30.45	19.84	11.90	17.88
Rs.20000- Rs.30000	58.19	52.00	56.91	28.22	28.00	28.18	13.59	20.00	14.92
Rs.30000- Rs.40000	51.22	58.33	52.13	32.93	33.33	32.98	15.85	8.33	14.89
Rs.40000- Rs.50000	40.00	0.00	40.00	40.00	0.00	40.00	20.00	0.00	20.00

The income distribution shows that the Western zone consistently has the highest participation across all brackets, with females leading in some mid-range incomes, for example, 58.33% females vs. 51.22% males in the Rs.30,000-Rs.40,000 bracket and males slightly ahead in others. In the Central zone, females outnumber males in lower brackets like Rs.10,000-Rs.20,000 (34.92% females vs. 28.98% males) but males dominate the highest bracket Rs.40,000-Rs.50,000 (40.00% males, 0% females). The Harbour zone shows the lowest income participation, with females leading only in the lowest bracket Rs.0-Rs.10,000 (30.77% females vs. 20.69% males) and no females in the highest bracket. Notably, in the highest income bracket (Rs.40,000-Rs.50,000), only males are represented across all zones, highlighting a clear gender gap at the top income levels.

Table 6 – Household Assets of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Cooking Gas	53.37	53.10	53.31	29.33	31.42	29.78	17.30	15.49	16.91
Radio	60.49	62.50	60.95	30.86	37.50	32.38	8.64	0.00	6.67
Television	52.51	50.52	52.08	29.27	31.25	29.70	18.22	18.23	18.22
Oven	49.50	47.46	49.03	29.50	32.20	30.12	21.00	20.34	20.85
Bike	55.45	50.00	55.35	28.44	37.50	28.60	16.11	12.50	16.05
Cycle	56.49	57.33	56.69	29.71	30.67	29.94	13.81	12.00	13.38
Car	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Washing Machine	49.42	45.24	48.60	27.91	35.71	29.44	22.67	19.05	21.96
Cooler	53.23	53.99	53.38	28.98	30.06	29.20	17.80	15.95	17.42
Fridge	53.31	57.29	54.16	29.06	29.17	29.08	17.63	13.54	16.76

Ownership of household items is highest in the Western zone across all categories, with fairly balanced gender distribution—for example, cooking gas (53.31% total), radio (60.95%), television (52.08%), and fridge (54.16%) show similar male and female percentages. The Central zone shows moderate ownership levels, often with females leading in items like bikes (37.50% females vs. 28.44% males) and washing machines (35.71% females vs. 27.91% males). The Harbour zone has the lowest ownership overall, typically under 20% for most items, and notably no female radio ownership. Car ownership is zero across all zones and genders. Overall, household item ownership decreases from Western to Central to Harbour, with gender differences generally small but females leading in certain categories in Central.

Table 7 – Social Security Benefits of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Provident Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Regular Salary Hike	56.52	64.71	57.80	31.52	23.53	30.28	11.96	11.76	22.49
Dearness Allowance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sick Leave	53.40	53.88	53.50	29.35	30.59	29.62	17.25	15.53	16.88
Casual Leave	53.71	53.24	53.61	29.16	31.48	29.66	17.14	15.28	16.73
Health Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Maternity/ Paternity Leave	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Accident Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Disability Benefit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overseas Trips	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Paid Leave	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Food Assistance at Job	55.32	40.00	52.63	34.04	60.00	38.60	10.64	0.00	9.50
Carry food everyday	53.26	53.70	53.35	29.04	30.09	29.27	17.71	16.20	17.38
Weekly off	53.37	53.10	53.31	29.33	31.42	29.78	17.30	15.49	16.91

The table shows job-related benefits across zones and genders. Most benefits like Provident Fund, Health Insurance, and Paid Leave are unavailable (0%) in all zones. Regular salary hikes are highest in Western (57.8%, females 64.7%), lower in Central (30.3%) and Harbour (22.5%). Sick and casual leave follow a similar trend, about 53% in Western, 30% in Central, and 17% in Harbour. Food assistance is available to 52.6% in Western (more males), 60% of females in Central, but very low in Harbour (9.5%, no females). Carrying food daily and weekly offs also show the highest availability in Western (53%), moderate in Central (30%), and lowest in Harbour (16%). Overall, Western zone offers more benefits, with some gender gaps, especially in food assistance.

Table 8 – Job Satisfaction of Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Satisfied with job	56.85	56.03	56.62	25.00	32.76	27.21	18.15	11.21	16.18
Content with skills acquired for the job	57.43	55.70	56.83	26.35	32.91	28.63	16.22	11.39	14.54
Plan to upgrade skills	58.44	67.50	61.54	28.57	17.50	24.79	12.99	15.00	13.68
Happy with terms of contract	57.14	56.52	56.92	27.38	29.35	28.08	15.48	14.13	15.00
Work-life Balance	54.76	63.49	57.14	27.38	25.40	26.84	17.86	11.11	16.02
Adequate support from employer	58.06	55.91	57.35	26.34	31.18	27.96	15.59	12.90	14.70
Relations with employer/management	53.97	59.56	55.32	27.34	29.41	27.84	18.69	11.03	16.84
Employer grants leave when needed	54.45	56.82	54.99	27.90	28.98	28.15	17.65	14.20	16.86
Recognition from a supervisor for a job well done	54.57	54.17	54.49	28.41	29.76	28.70	17.01	16.07	16.81

Free to make decisions and act on them	54.22	53.23	54.01	28.00	32.26	28.92	17.78	14.52	17.07
Participation in supervisory duties that affect job	55.80	49.12	54.45	26.79	33.33	28.11	17.41	17.54	17.44
Closely observed by supervisor	53.65	53.10	53.53	29.30	31.42	29.76	17.06	15.49	16.71
Satisfied with the department	53.45	54.07	53.58	29.00	29.07	29.01	17.55	16.86	17.41
Satisfaction with present salary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

The table shows job satisfaction and workplace perceptions across zones and genders. The Western zone has the highest satisfaction levels, with around 56-61% positive responses, including job satisfaction, skills contentment, and plans to upgrade skills (females 67.5%). Central zone shows moderate satisfaction (24-33%), often with females slightly more positive than males. Harbour has the lowest satisfaction (14-18%), with males generally rating higher. Work-life balance, employer support, and recognition follow similar trends. Notably, satisfaction with present salary is 0% everywhere, indicating dissatisfaction or no data. Overall, satisfaction is strongest in Western, lowest in Harbour, with Central in between.

Table 9 – Factors motivating Gig Workers in Mumbai Metropolitan Region

	Western			Central			Harbour		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Motivated for current job	44.21	53.10	45.87	24.29	31.42	25.62	14.33	15.49	14.55
Salary	44.15	53.10	45.82	24.31	31.42	25.64	14.24	15.49	14.47
Fringe Benefits	44.75	52.83	46.26	24.05	31.13	25.37	14.52	16.04	14.80
Interesting Job	44.05	54.55	45.89	24.55	32.17	25.89	16.37	13.29	15.83
Flexible Hours	44.37	52.88	45.94	24.35	30.77	25.53	14.39	16.35	14.75
Class of Hotel	46.15	59.38	48.77	23.65	26.56	24.23	16.54	14.06	16.05
Opportunity to meet people	44.66	44.00	44.53	24.27	28.00	25.00	18.45	28.00	20.31
Close to my home	45.06	52.63	46.60	23.45	31.58	25.10	14.24	15.79	14.55
Friends work here	40.84	60.78	44.09	27.10	25.49	26.84	13.36	13.73	13.42
Somebody from family works here	45.22	60.61	47.89	24.20	30.30	25.26	16.24	9.09	15.00
I can become a manager in my field someday	44.96	50.55	46.05	23.61	32.42	25.32	15.12	17.03	15.49

I could not find another job	41.12	52.86	43.14	25.74	35.71	27.45	13.61	11.43	13.24
Job Security	44.70	50.50	45.85	23.65	32.50	25.40	15.52	17.00	15.81
Working Environment	45.01	50.76	46.12	23.60	32.49	25.32	14.60	16.75	15.01
Co-workers	46.43	57.24	48.38	23.67	28.28	24.50	15.33	14.48	15.17
Opportunity for advancement	44.29	52.26	45.80	24.32	30.32	25.46	14.56	17.42	15.10
Training	45.40	52.47	46.72	23.76	30.86	25.09	13.72	16.67	14.27
Empowerment	45.94	53.66	47.37	23.62	30.08	24.81	15.68	16.26	15.79
Allowed to be part of the team	46.51	55.85	48.28	23.19	30.32	24.55	14.84	13.83	14.65
Loyalty to employees	45.21	53.76	46.83	23.89	30.06	25.05	15.65	16.18	15.75

The table highlights employee motivation across Western, Central, and Harbour zones by gender. The Western zone shows the highest motivation levels, ranging from about 45% to nearly 49%, with females generally more motivated than males—for example, 53.1% of females are motivated by their current job compared to 44.2% of males. Central zone has moderate motivation levels, mostly between 24% and 27%, with females again slightly more motivated. Harbour has the lowest motivation, typically around 14% to 16%, with smaller gender gaps. Key factors such as job security, training, empowerment, and loyalty to employees follow the same trend, highest in Western, moderate in Central, and lowest in Harbour. Overall, motivation is strongest in the Western zone and weakest in Harbour, with females tending to report higher motivation across most factors.

Regression Analysis –

Binary logistic regression was employed in this study to assess the influence of selected socio-economic variables on the motivation to work among gig workers in Mumbai's Food and Beverage (F&B) sector. Since the dependent variable motivation to work is binary in nature (1 = Motivated, 0 = Not Motivated), logistic regression is the appropriate method for estimating the probability of motivation given a set of predictor variables.

The Logistic Regression Model

The logistic regression model estimates the **log-odds** of being motivated using the following equation:

$$\text{Log} (P/(1-P)) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

Where:

- P is the probability of being motivated
- β_0 is the intercept (baseline)
- $\beta_1, \beta_2, \dots, \beta_n$ are the coefficients for the variables
- $X_1, X_2, \dots, X_n$ are the socio-economic factors (e.g., age, income, education)

This formula helps us understand how each variable increases or decreases the chances of being motivated.

Using the coefficients from the regression table, the estimated logit model is:

$$\text{Log}(P/(1-P)) = -0.253 + 0.269(\text{Age}18-26) - 0.262(\text{VocCourse}) + 0.235(\text{Income}20\text{k}-30\text{k}) - 0.327(\text{Radio}) - 0.252(\text{Fridge}) + 0.502(\text{SickLeave})$$

Where each variable is binary (1 = Yes, 0 = No), representing the presence of that category.

For example, a worker aged 22 with vocational education, income between ₹20k–₹30k, owns a radio and fridge, and has sick leave benefits would have the following estimated log-odds:

$$\begin{aligned} \text{log}(P/(1-P)) &= -0.253 + 0.269(1) - 0.262(1) + 0.235(1) - 0.327(1) - 0.252(1) + 0.502(1) \\ &= -0.253 + 0.269 - 0.262 + 0.235 - 0.327 - 0.252 + 0.502 = -0.088 \end{aligned}$$

Then the estimated probability of being motivated is:

$$P = e^{-0.088} / 1 + e^{-0.088} \approx 0.9157 / 1 + 0.9157 \approx 0.478$$

So, there is approximately a 47.8% chance that such a worker is motivated.

Model Summary –

The logistic regression model fit statistics are summarized below:

Statistic	Value
-2 Log Likelihood	2736.882
Cox & Snell R Square	0.016
Nagelkerke R Square	0.021
Omnibus Chi-Square	32.344
Degrees of Freedom (df)	6
Significance (p-value)	0.000***

- The Omnibus Test of Model Coefficients ($\chi^2 = 32.344$, $df = 6$, $p < 0.001$) indicates that the model is statistically significant.
- The Cox & Snell R^2 and Nagelkerke R^2 values (0.016 and 0.021, respectively) suggest that about 1.6% to 2.1% of the variability in the dependent variable (motivation) is explained by the model. While modest, such values are acceptable in social sciences where multiple unmeasured influences exist.
- The p-value is less than 0.05, which means the model is statistically significant.
- The Nagelkerke $R^2 = 0.021$ shows the model explains about 2.1% of the variation in motivation. While this seems low, it is acceptable for studies in human behaviour where motivation is influenced by many unmeasured factors.

Table 10 – Binary Logistic Regression Analysis

Variable	B	S.E.	Wald	Sig.	Exp(B)
Age (18–26 years)	0.269	0.096	7.956	0.005**	1.309
Certificate/Vocational Course	-0.262	0.109	5.733	0.017*	0.769
Income (₹20,001–₹30,000)	0.235	0.097	5.871	0.015*	1.265
Ownership of Radio	-0.327	0.141	5.344	0.021*	0.721
Ownership of Fridge	-0.252	0.142	3.170	0.075	0.777

Sick Leave Access	0.502	0.253	3.948	0.047*	1.652
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Detailed Interpretation of the Table –**Age Group (18–26 Years)**

The regression coefficient ($B = 0.269$) for the 18–26 age group is positive and statistically significant ($p = 0.005$, Wald = 7.956). The odds ratio ($\text{Exp}(B) = 1.309$) suggests that individuals in this age bracket are about 30.9% more likely to experience the outcome of interest compared to the reference group (likely older age groups). This result indicates a strong association between youth and the predicted outcome, possibly reflecting greater adaptability, willingness to participate, or relevance in the context of employment or engagement being studied. The small p-value ($p < 0.01$) confirms the robustness of this relationship.

Educational Qualification (Certificate/Vocational Course)

This variable has a negative coefficient ($B = -0.262$) and a statistically significant p-value ($p = 0.017$, Wald = 5.733), with an odds ratio of 0.769. This means individuals with certificate or vocational training are about 23.1% less likely to experience the outcome compared to those without such qualifications. This finding could suggest that vocational training may not align well with the job market or specific opportunities being evaluated in this study. The significant Wald statistic confirms that this variable contributes meaningfully to the model.

Monthly Income (₹20,001–₹30,000)

A positive coefficient ($B = 0.235$) and significant p-value ($p = 0.015$, Wald = 5.871) indicate that individuals earning in this range are more likely to experience the outcome. The odds ratio ($\text{Exp}(B) = 1.265$) shows a 26.5% increase in likelihood compared to the reference income group. This could suggest that moderate income improves access to opportunities or benefits, reflecting greater economic stability. The result is statistically significant and aligns with expectations that income influences access or participation.

Ownership of Radio

Radio ownership has a negative relationship with the outcome ($B = -0.327$, $\text{Exp}(B) = 0.721$), meaning those who own radios are about 27.9% less likely to experience the outcome. With a significant p-value ($p = 0.021$) and a Wald statistic of 5.344, this finding may reflect broader socio-economic implications—radio ownership could be associated with lower-income or less technologically advanced households. The result suggests that this variable is an important negative predictor in the model.

Ownership of Refrigerator

While the coefficient for fridge ownership is also negative ($B = -0.252$, $\text{Exp}(B) = 0.777$), indicating a potential 22.3% reduction in the odds of the outcome, the p-value ($p = 0.075$) is above the conventional 0.05 threshold. The Wald value of 3.170 also falls just short of statistical significance. This implies that, although fridge ownership may suggest a slight negative association with the outcome, the evidence is not strong enough to confirm a statistically reliable relationship. It could be a variable worth watching in a larger sample.

Access to Sick Leave

This variable has the highest positive impact among the predictors, with a coefficient of 0.502 and an odds ratio ($\text{Exp}(B) = 1.652$), indicating that individuals with access to sick leave are about 65.2% more likely to experience the outcome. The p-value ($p = 0.047$) and Wald statistic of 3.948 confirm its statistical significance, albeit at the 5% level. This finding reinforces the importance of job-related benefits in influencing outcomes such as job retention, satisfaction, or performance. It highlights that institutional support plays a critical role.

Wald Test Analysis -

The Wald test evaluates whether each regression coefficient (B) is significantly different from zero. A higher Wald value suggests that the variable contributes meaningfully to predicting the outcome. In this model, all variables except for fridge ownership have Wald statistics greater than 3.84, which is the approximate critical value at the 5% significance level for a chi-square distribution with 1 degree of freedom. This confirms that age, vocational training, income, radio ownership, and sick leave access are statistically significant predictors of the outcome. Fridge ownership, with a Wald value of 3.170 and $p = 0.075$, falls short, suggesting it may not have a reliably measurable impact in this model. Overall, the Wald test helps validate the strength of each predictor and ensures that only statistically meaningful variables are highlighted in the regression.

Policy Implications -

The findings of this study offer several practical implications for policymakers, platform managers, and stakeholders aiming to build a more sustainable and worker-centric gig economy, particularly in the Food and Beverage (F&B) sector.

First, the significant positive impact of sick leave availability on worker motivation calls for immediate attention to basic employment protections. Even though gig workers are technically independent contractors, the introduction of minimum welfare provisions—such as paid sick leave, health insurance, and emergency leave—can greatly enhance motivation, reduce burnout, and improve workforce retention. Policymakers should explore ways to extend social protection frameworks to informal and gig workers through schemes like universal social security, portable benefits, and employer contribution mandates tailored to platform-based and F&B employment.

Second, the role of income security in sustaining motivation highlights the need for setting fair minimum earning thresholds in the gig economy. Workers earning between ₹20,001–₹30,000 per month are more motivated, suggesting that the implementation of a livable income floor could significantly boost worker engagement. Platforms and employers can use data-driven incentive structures and performance-linked bonuses to ensure consistent earnings that meet basic living standards in urban areas.

Third, the negative association between vocational training and motivation suggests a disconnect between education and actual work roles. There is a pressing need to align skill development programs with the real demands of the gig economy. Government and private vocational training centers must reform curricula to reflect practical, service-sector competencies while also managing expectations among students about job outcomes in the gig labour market.

Fourth, the influence of demographic characteristics, such as age and asset ownership, indicates that gig workers are not a homogeneous group. Younger workers tend to be more motivated, while older or asset-owning individuals may feel underutilized or financially strained. Policymakers and platforms should consider targeted interventions, such as career progression paths for older gig workers or upskilling programs for those feeling economically stagnant.

Lastly, platforms should be encouraged or regulated to collect and report transparent worker data on hours, earnings, turnover, and worker satisfaction. This would allow for ongoing monitoring and evidence-based reforms in line with Sustainable Development Goal 8 (Decent Work and Economic Growth), which emphasizes productive employment and equitable labour conditions for all workers.

Conclusion -

This study investigates the socio-economic factors that influence work motivation among gig workers in the Food and Beverage sector in Mumbai, using logistic regression analysis on data collected from 2,000 respondents. The results highlight that age, income level, and access to job-related benefits such as sick leave are significant positive predictors of motivation. Conversely, vocational training and certain asset ownership appear to reduce motivation, potentially due to unmet expectations or perceived underemployment.

These findings reinforce the idea that motivation in the gig economy is not determined solely by earnings or flexibility but is also deeply tied to a worker's sense of security, dignity, and alignment between expectations and actual job experience. The study emphasizes the importance of integrating basic employment protections, revisiting vocational curricula, and

setting fair income baselines to foster a motivated and sustainable gig workforce. It also calls for a more differentiated understanding of gig workers to support inclusive labour policies. By grounding these conclusions in empirical analysis, the study contributes to the growing literature on informal labour and offers actionable insights for building a more equitable gig economy in India.

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