

FACTORS INFLUENCING BEHAVIOURAL INTENTION TOWARD GIG ECONOMY EMPLOYMENT AMONG WOMEN IN SRI LANKA

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ABSTRACT

Sri Lanka's labor force is experiencing a dramatic transformation with technological advancements and the rise of the Gig economy. The labor sector comprises people with different demographics, among which "gender" is a unique factor that shapes job opportunities. Compared to men, women encounter obstacles that impede their ability to engage in economic activities. The global emergence of the Gig economy and its recent adoption in Sri Lanka have begun to dismantle many barriers, offering new opportunities for women's participation. Despite this revolution, unresolved questions remain about how behavioral intention factors influence women's involvement in the Gig economy in Sri Lanka. In response to this problem, this study aims to investigate the factors affecting behavioral intention for Gig economy employment among women in Sri Lanka. A conceptual framework was developed based on established research to explore how attitude, perceived behavioral control, subjective norms, hedonic motivation, and trust influence women's behavioral intention to engage in employment in the Gig economy. The study collected data through an online structured questionnaire from a sample of 384 women actively engaged in the Gig platform using a snowball sampling technique in which initial participants referred to others, ensuring a focused sample of women participating in the Gig economy. Data analysis was conducted using SPSS software, and the researcher tested five hypotheses using Pearson's correlation and multiple regression analyses, which showed a significant positive impact of attitude, perceived behavioral control, subjective norms, hedonic motivation, and trust on the behavioral intention toward employing the Gig economy among women in Sri Lanka. This research represents a limited but significant exploration of women's engagement in the Gig economy in Sri Lanka, underscoring the critical role of behavioral factors influencing this involvement. Addressing these factors enables policymakers and stakeholders to create a supportive environment that enhances women's economic participation, drives overall growth, and positions Sri Lanka to maximize the potential of the Gig economy. Future research could expand these findings by examining additional factors and exploring underrepresented contexts to validate and extend these results.

Keywords: Attitude, hedonic motivation, perceived behavioral control, subjective norms, trust