

Driving Factors and Career Prospects of Food Delivery Gig Workers

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Abstract

The gig economy has been growing from the global economic recession in early 2008 until 2011 and created new job opportunities for many parties. Food delivery gig workers are among the most important types of gig jobs, especially in urban areas. The objective of the study is to explore the driving factors and career prospects of food delivery gig workers and obtain a hindsight of gig workers especially food delivering services as this is the most blooming gig work. A qualitative study using a phenomenological approach was used to explore the experiences of the participants. Semi-structured interviews were used in this study. Participant were selected based on snowball sampling technique and a total of nine participants were obtained. Using Nvivo 12 software, a thematic analysis was used to analyse the transcription data. Based on the themes obtain, the attraction of gig work and individual personality is known to be the deciding factors for choosing to work as food delivery gig workers. The requirement for disclosure of gig career information that includes the knowledge of gig careers and other gig professions was the first theme that emerged for career prospect, followed by the second theme, "career development," which concerned with career growth and future planning. Gig work is still unstable in terms of job security and uncertain job prospects. Future study should be done in order to identify a better working system for gig workers with the involvement of vendors, online platforms and others. The government should also participate in policy that can help the gig workers especially in terms of employee protection.

Keywords: Gig Economy, Gig Workers, Factors, Career Development

Introduction

The gig economy grew rapidly during the economic recession between 2008 and 2011 (Bajwa et al., 2018). Advanced and sophisticated technologies like Big data, IoT, and cloud computing, which are linked with the rise of the Industrial Revolution 4.0 (IR 4.0), help to accelerate the growth of the gig economy (Sundararajan, 2016). Smart phones, smart mobile application, and online platforms enable a new type of business which is the gig economy, to flourish rapidly and extensively (Batmunkh et al., 2022). In Malaysia, there are 2.2 million gig workers registered with the Malaysian Digital Economy Corporation (MDEC) (Rahim et al., 2021). According to the Ministry of Finance's 2021 Budget Macroeconomic Survey Report, the gig economy rose by 18.5 percent between 2015 and 2019. According to the survey, there are up to 140 gig service provider platforms in Malaysia, employing 540 000 people. Among these, 190,000 are riders and drivers for different logistical services, goods delivery, and food delivery. According to a Bernama report (2020), the delivery service sector grew from 7.3 percent in the first quarter to 14.5 percent in the second quarter. Globally, 8 million gig workers in the United States and 7 million in Europe make this their primary employment. (Pew Research Center, 2022). According to Heeks (2017), there are up to 70 million registered gig workers worldwide, with a 26% yearly increase. As per Batmunkh et al (2022), there was a more than 50% rise when the Covid-19 pandemic occurred at the end of 2019. Lockdowns and other employee regulations resulted in a surge in demand for gig employment all around the world. This phenomenon is beneficial to the present economy. Accordingly, as said by Kolmar (2022), the gig economy is developing 15 times faster than the traditional job market. According to Wood et al (2019), lower-middle-income countries including Nigeria, China, Indonesia, the Philippines, and Malaysia benefited from the gig economy.

Despite the fact that the gig economy is thriving, a McKinsey (2021) survey of 21,000 respondents in the United States discovered that 62% of gig workers want stable employment. This survey is consistent with a study conducted by Maxis (2021) on 1200 respondents in the UK, US, UAE, France, Spain, South Africa, Mexico, and Indonesia, which discovered that one-third of respondents aged 30 and younger preferred permanent employment. According to Farrell and Graig (2017), 30% of them work as food delivery workers if they have time and are not too busy, 25% work to make extra money, 16% work as a major source of income, and 24% have a decent income.

Literature Review

The gig economy is defined as an economic field that offers short-term, temporary, or task-based services (Azahar, 2020; Dahlan, 2020). Harun et al. (2020) also stated that the characteristics of gig work are short-term, project-based, and outcome-based. The International Labor Organization (ILO, 2018) on the other hand describes gig work as completing a job based on demand by using online platforms and jobs based on customer demand through a digital application managed by a company. Gig workers are defined as self-employed workers (Abdul Rahman, 2021) such as independent contractors, consultants, contract professors and include food delivery people based on digital platforms (Nurfarahin et al., 2020). While the Bureau of Labor Statistics, The United States defines gig workers as workers who do not have an explicit or implicit long-term employment contract.

In the Malaysian context, Harun et al (2020) gig workers mean workers who are employed, have flexible working hours, flexible workplaces, and the presence of digital applications or not. Workers in the gig economy are categorized as independent contractors under the Malaysia Employment Act 1955, which defines them as "individuals engaged or appointed under a Contract for Service only to work on a specific project or activity for the purposes of the principal's trade or company" (Jemon et al., 2021). Thus, it represents all independent workers, freelancers, and part-time workers. Based on labor force data from the Department of Statistics Malaysia 2018 (DOSM) data, majority of gig workers involved in the service industry (97%), retail (36.8%), logistics (16.2%), Industry (2.8%), food service and accommodation (1.8%), agriculture (0.2%) and others (42%). In the context of food delivery gig workers in the Klang Valley, there are approximately 26,000 people in 2020 (Abu Karim, 2020).

According to Azahar (2020), gig economy sector is an option because workers in this sector have flexibility in terms of working time, place of work, and way of working. This sector is also the choice of technology-savvy youth, who want freedom in work, a balance between work and life (Dahlan, 2020), flexibility in working hours, and to earn additional income (Abdul Rahman, 2021). Mellman's (2020) study of 808 food delivery people in the United States, 765 of them stated that flexible working hours caused them to be involved in this gig economy industry.

Despite the positive side of gig work, gig workers encounter a variety of difficulties. In addition to having no service contract, inconsistent income, and no job security, gig workers do not receive the same social security benefits as full-time employees, such as insurance and health care. De Stefano (2016); Dahlan (2020) on top of that, gig workers also lack paid leave benefits, retirement scheme contributions, income uncertainty that makes saving difficult, and difficulty accessing bank financing, lack of social security, medical facilities, lack of a trade union to fight for their rights if discriminated against, or ethical violations by the employer (Abdul Rahman, 2021; Laura & Felix, 2021). According to Hardy and McCrystal (2022), gig workers endure social isolation, working overtime, no pension, a lack of work-life balance, and poor entrepreneurial activity.

Seeing the development of this sector, the government has introduced various initiatives to protect the social security of gig workers. Among them is the offer of a matching grant amounting to RM50 million for the gig economy platform to contribute to its employees under the Social Security Organization's Occupational Disaster Scheme (PERKESO) and the Employees' Provident Fund (EPF) i-Saraan Scheme (Azahar, 2020). However, it is estimated that only 7 percent of gig workers are registered with SOCSO since January 1, 2021 (Ibrahim & Alias, 2020). The Malaysia Social Security Organization (SOCSO) expand the scope of social security to self-employed persons by developing the Self-Employment Social Security Scheme Act (SESSS) even though there is lack of labor law safeguards. Commencing in June 2017, the scheme provides social security benefits to self-employed individuals who work in the passenger transportation business, such as taxi, e-hailing, and bus drivers. SESSS will include 19 more self-employed businesses, including "Good & Food Transport," "Online Business," "Data Processing," "Professional Services," "Food," and others (Self-Employment Social Security Scheme, n.d.). This study is important because the rate of participation in the gig

economy sector is growing, and this trend is expected to continue as long as the economy has not fully recovered.

According to Batmunkh et al (2022) based on the bibliometric analysis found that the majority of studies and articles related to the gig economy are largely from developed countries such as the United States, UK, Spain, Canada, Germany, Italy, and Poland. While in Asia, China and India are also actively conducting research and producing articles in the context of the gig economy. In Malaysia, studies and articles related to the gig economy are increasing. Thus, this study was conducted as part of increasing the number of research repositories in Malaysia, particularly in the context of food delivery gig workers.

Many Malaysians who had previously worked in Singapore have been forced to leave their jobs and transition to the gig economy, particularly in the state of Johor due to the border restriction during the Covid-19 Pandemic (Johor Budget, 2022). As a result, this study will concentrate on gig workers in the food delivery sector around here in Johor Bahru. This is a qualitative study involving food delivery workers. To address the following research questions below, a semi-structured interview session was conducted.

1. What are the driving factors for working as a food delivery gig worker?
2. What is the career prospect of food delivery gig workers?

Driving Factor

Every behavior or any type of work is driven by many factors until it moves a person to be in the situation. Without certain motivating factors, they will not be so diligent. They might not care much about ordinary jobs such as food delivery which is seen as having no standard. But this kind of job provides a lot of opportunities and learning for those who are new to the world of work. In addition to that, many gig workers have a background from the B40 group (Na'in et al., 2021).

In the gig economy, where service providers and service consumers are connected through applications, workers are compensated on a piece-rate or gig basis rather than a salary basis (Mahato et al., 2021). These freelance workers were paid per task and were not guaranteed to perform fix tasks or getting paid by fix amount of hourly wages at a certain hourly basis but the payment may differ according to task details (Stanford, 2017; Chappe and Jaramillo, 2020).

In comparison to base salary, this piece-rate work system promoted worker productivity and time efficiency (Tanski-Phillips, 2018; Borino, 2018). Examples of this type of job are Foodpanda, Grabfood, and GrabCar. Drivers who earn money in this way are often referred to as 'lifestyle' workers or flexible couriers and they can choose their working hours to fit around other commitments (Christie and Ward, 2019). They can deliver packages or food with their cars, vans, or motorbikes, or provide taxi services using their cars (Christie and Ward, 2019). For the gig workers, they enjoy working hours flexibility, good salary and freedom to choose the type of work. Some of them have the benefits of receiving cash upfront instead of having to wait till the end of each month (Ahmad, 2020).

In addition to that, Gandhi et al (2018) support the above statement that flexibility time and limitless location become interest features although it has uncertainty job and salary appears as threat. In contrast, due to social influence contributions, it inspire more people to join as gig worker. Furthermore, In the context of the gig-economy, where platform workers lack an official human supervisor, Jabagi et al (2019) suggested that the digital platform itself can act as a critical determining factor of basic needs support. That platforms supporting basic needs will relate positively to intrinsic work motivation through a platform worker's needs satisfaction (Deci et al., 2017). Gandhi et al (2018) mentioned that to strengthen its engagement with the gig worker, it can be facilitated by the platform. Therefore, the platform will be more reliable and more competitive. This digitalization can transform people's intention to work with their ability and more flexible.

Intrinsic motivation is a specific form of autonomous motivation wherein individuals engage in an activity with a full sense of willingness, volition and choice. It embodies the most self-determined behavior regulation by inherent interest, enjoyment and satisfaction. The satisfaction of an individual's basic psychological needs promotes autonomous motivation, intrinsic motivation and psychological well-being (Jabagi et al., 2019). A qualitative study by Yee and Singh (2022) findings show that people choose to do gig works because of the versatility (flexibility), autonomy, in addition to increased income possible.

Gandhi et al (2018) explore the intention of people to choose gig works which compromise of intrinsic and extrinsic motivation. Competence and interest is categorized under intrinsic motivation. Whereas, need for success, need for independence and economic motivation fall under extrinsic motivation. With 15 participants involved, the findings show that factor 'need to independent' refers to flexibility and freedom to work as basic reason for people to become gig workers. Another factor, economic motivation notices gig workers' decision to set gig worker as sidekick occupation only because of its uncertainty.

Besides, Umer et al (2020) concluded that self-determination and job characteristics are significant predictors of enjoying the gig work. The study results also showed that self-determination and job characteristics can influence the joy of gig work, both directly and indirectly.

Career Prospect of Gig Workers

While it could be a pathway to self sufficiency and financial independence, it can also result in irregular salary, insecure work, a loss of skills and limited career development (Abkhezzr and McMahon, 2022). It depicts money as important and strong enabler to encourage intention as gig workers. But they tend to suggest gig worker as sidekick activity only, not as main occupation (Gandhi et al., 2018).

The expansion of app-based gig work is a sign that more attention is needed to improve conditions for workers through the decent work agenda by countries around the world and by the career development profession (e.g. Blustein et al., 2019). International Labour Organization (ILO) proposed through four main attributes, specifically: promotion of stable employment by sustainable institutional and economic contexts, protection for workers that includes social security and labour protection, moving towards a more dignified and just

workplace, and finally, promotion of social dialogue across stakeholders to consistently achieve such attributes (ILO, 2008:2019).

Gig work is associated with increased risks for workers, including precarious and demanding employment conditions (including low or sporadic pay, lack of welfare coverage, social isolation, overwork, less developmental opportunities, and job as well as career insecurity) (Peticca-Harris et al., 2020; Wood et al., 2019), resulting in more fragmented and bounded careers (Ashford et al., 2018; Kost et al., 2020).

Duggan et al (2021) analyse the lived experiences of workers in an attempt to develop transferable competencies using insights from 56 gig worker interviews and concluded that the gig economy provides the prospect of limitless opportunities for flexible working arrangements with increased autonomy. This type of work may limit individuals' opportunities for advancement and may inhibit career advancement. Wong et al (2021) discovered that those who engaged in more individual job crafting reported higher resilience at the start. According to a survey of 334 digital labourers, high collaborative job crafting compensated for low individual crafting efforts in reaching higher resilience and, as a result, higher career commitment in the gig economy. Moreover, any feedback provided to workers, if it exists at all, is limited and task-specific, limiting the workers' potential for personal growth and learning (Gandini, 2019).

The lack of feedback on both tasks and performance makes it difficult for gig workers to develop know-how competencies and, as a result, self-esteem in their careers (DeFillippi & Arthur, 1994). Foremost, gig workers face greater challenges than other workers in terms of making sense of their work (Kost et al., 2018); this lack of such opportunities for sense making may further limit workers' development of know-why career competencies (Weick & Berlinger, 1989).

Regardless, according to Kost et al (2020), boundaryless careers in the gig economy may be a paradoxical because intra and inter-organizational career boundaries limit gig workers' development of relevant career competencies and thus limit their mobility. Gig workers typically do not have supervisors in the traditional sense and consequently cannot advance to supervisory positions. The career of a gig worker thus can largely remain stagnant and often can only develop horizontally (Kost et al., 2020; Mousa et al., 2022). Platforms have no obligation to provide training and/or career advancement opportunities to help gig workers develop their careers (Minter, 2017).

This lack of intraorganisational career development affects not only gig workers' ability to develop knowing-how competencies (e.g., managerial skills) but also their employment opportunities outside of the gig economy (Webster & Beehr, 2013). Mousa et al (2022) used a quantitative research method to collect surveys from 279 digital employees in their study. The findings revealed that proactive behaviour and attitude embedded in both individual and collaborative work motivation increases digital employees' sense of organisational inclusion and, as a result, career satisfaction.

Methodology

A qualitative research strategy based on a phenomenological approach is used in this study (Pranee, 2014). Because the goal of this study emphasises individual experiences and how those experiences give meaning to participants' lives in the context of the gig economy, it matches the phenomenological method. In addition, this phenomenological study is important to explain the situation and context of 'what', 'why' and 'how' the gig economy phenomenon is experienced by food delivery people in Johor Bahru (Pranee, 2014). Semi-structured interviews are used in this study through an interview protocol constructed based on previous studies. Before conducting the interviews, the questions were evaluated by expertise and continuously improved with fellow researchers. This study's population consists of food delivery gig workers from the Johor Bahru region. The district of Johor Bahru was chosen because it has the biggest number of food delivery gig workers compared to other districts in the state of Johor. It is estimated that 5000 food delivery gig workers working in this region (Budget, 2022). Thus, the snowballing sampling technique is used in this study, which means that the first participant who is interviewed will give information about the next participant to be interviewed (Creswell, 2013). The snowball technique makes it advantageous for researchers to access participants more quickly (Othman, 2017). Furthermore, it can give comprehensive information depending on demographic consistency as well as the depth of information shared (Silverman, 2017). The researcher got 9 participants to be interviewed using the snowball technique. To ensure personal confidentiality, these participants are designated codes R1 through R9. After reaching data saturation, which is at the 9th participant, the researcher has done a verbatim transcript (words). The data of this study were analyzed through thematic analysis using Nvivo software. Themes and categories were formed based on the main keywords detected through the analysis of words, paragraphs, and the overall meaning structure obtained from the verbatim transcripts (Silverman, 2017). Thematic analysis was used for this study because it is consistent with the phenomenological research approach of exploring the experiences and meaning of life via the participant's own experience (Othman, 2017). Finally, to address the issue of data reliability, the participants were provided with transcribed interviews and the tree diagram of theme formation for the review process.

Findings

Participant Profile

Table 1 shows the profile of the participants involved in this study. The participants involved in the study ranged in age from 23 years to 39 years. This study involves male and female participants. The results of the analysis show that the majority of participants are men, which is a total of 8 participants. All the participants in this study are Malay. The level of education for the participants involved in this study is from the Malaysian Certificate of Education (SPM), Certificate, Diploma, and Degree level. As for marital status, it involves both married and single participants. Participants who are married each have 2 children.

Table 1

Participants Profile

Participants	Age (years)	Gender	Nation	Level of education	Marriage status	Number of children
R1	29	Men	Malay	Diploma	Single	None
R2	29	Men	Malay	Certificate	Married	2
R3	28	Men	Malay	Diploma	Single	None
R4	26	Men	Malay	Certificate	Single	None
R5	23	Men	Malay	SPM	Single	None
R6	22	Men	Malay	Degree	Single	None
R7	39	Female	Malay	SPM	Married	2
R8	23	Men	Malay	Diploma	Single	None
R9	39	Men	Malay	SPM	Married	2

Thematic Analysis And Research Findings

RQ 1: What Are The Driving Factors To Work As Food Delivery Gig Workers?

Figures 1 and 2 show the formation of themes and categories for driving factors of participants to operate as food delivery gig workers. The development of the Gig job attraction theme is a mix of corporate incentives, company facilities, platinum level, gold level, silver level, working conditions as a rider, and company rewards. Meanwhile, the individual personality theme includes no compulsion, no other option, adventure, the advantages of working as a rider, and side income.

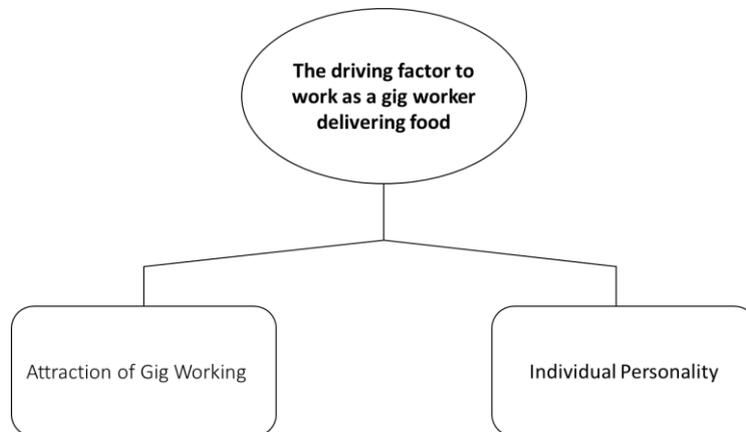


Figure 1 Theme Formation

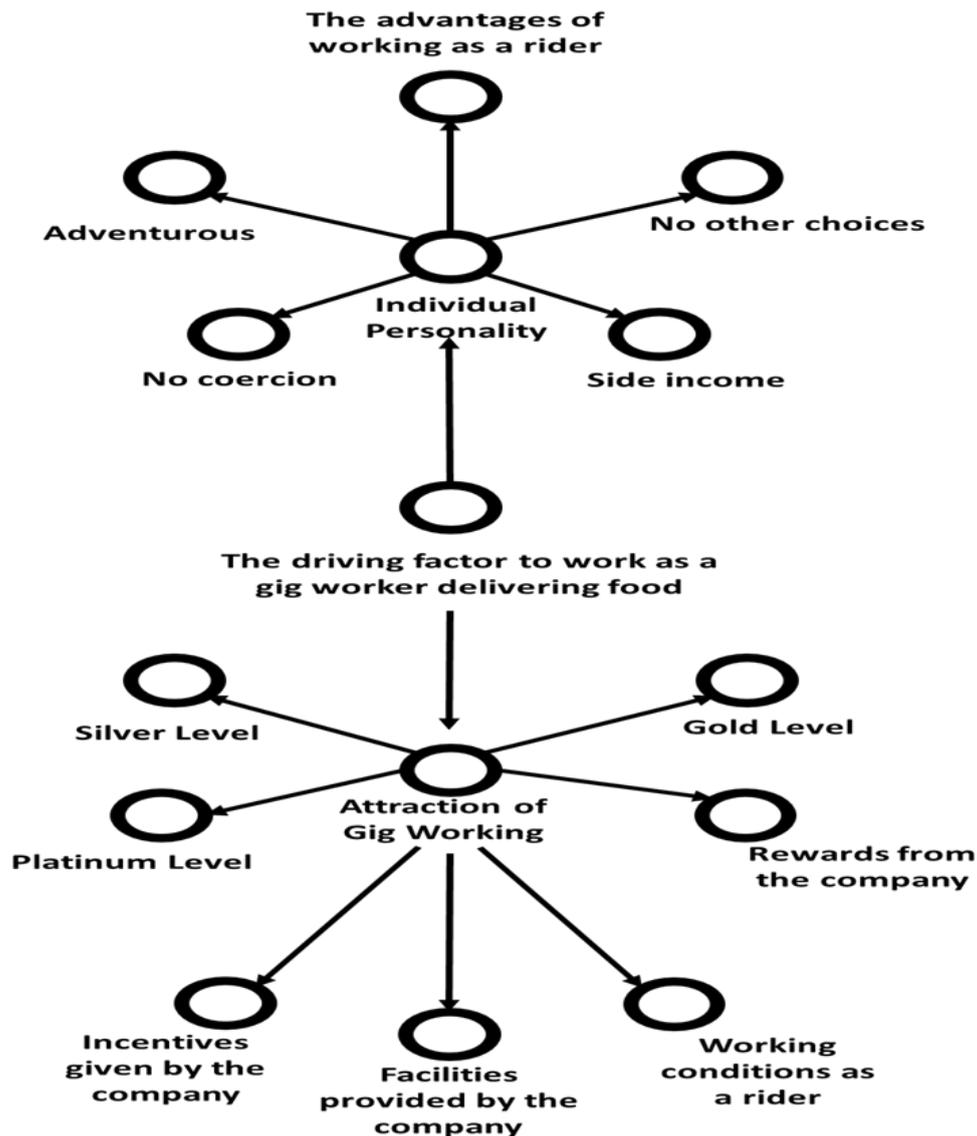


Figure 2 Formation of Themes and Categories

RQ 2: What is The Career Planning of Food Delivery Gig Workers?

Figures 3 and 4 show the development of themes and categories for food delivery gig workers' career planning. The requirement for disclosure of Gig career information that includes the knowledge of Gig careers and other Gig professions was the first theme that emerged. The second theme, "career development," is concerned with career growth and future planning.

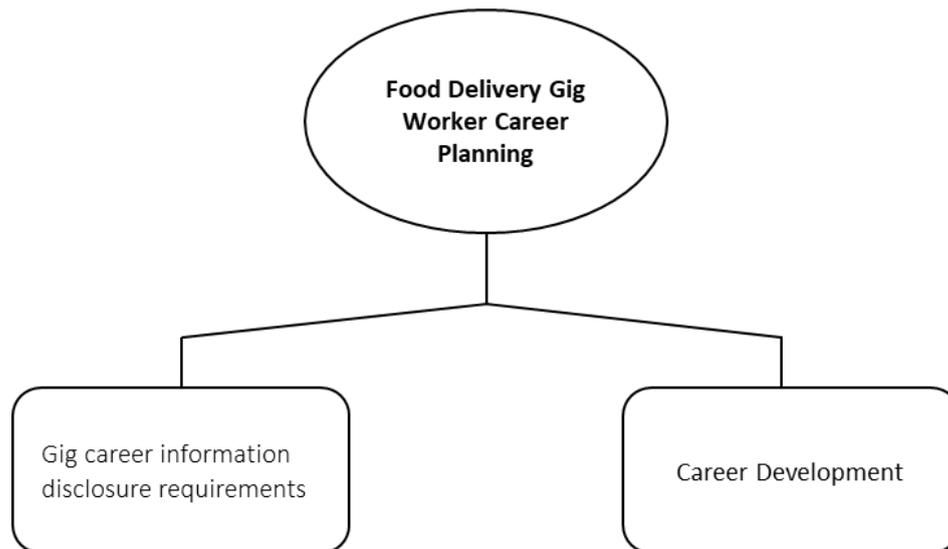


Figure 3 Theme Formation

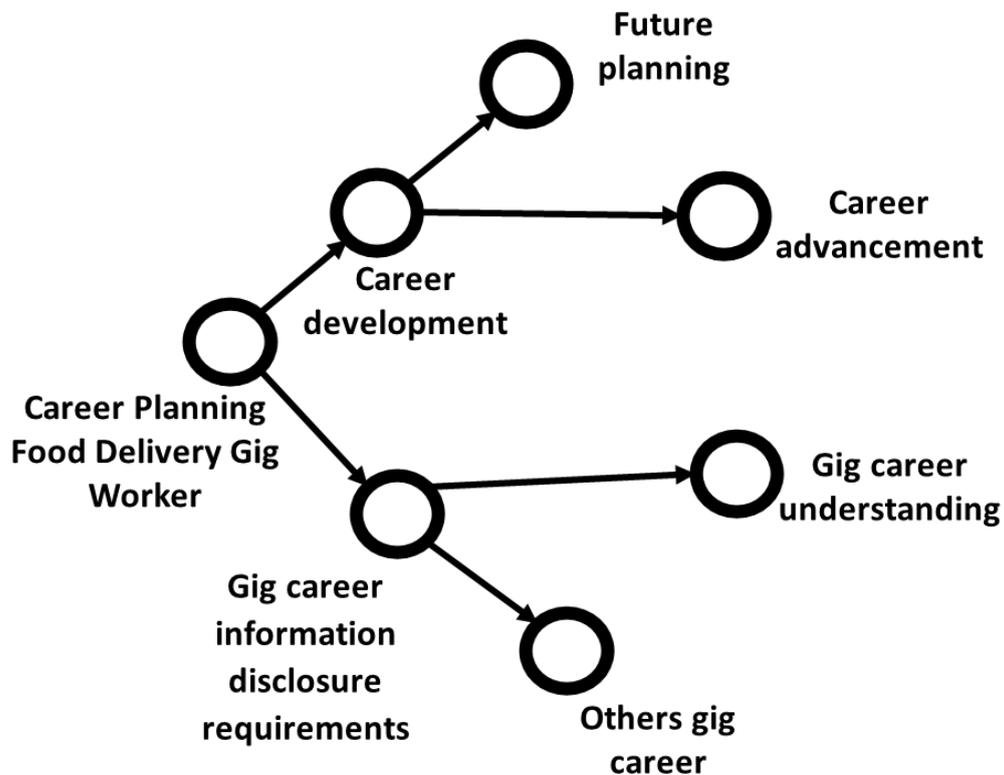


Figure 4 Formation of Themes and Categories

Discussion

RQ 1: What Are The Driving Factors To Work As Food Delivery Gig Workers?

According to the study findings, the attraction of Gig job and individual personality formed the theme of this research question. This matter is further addressed in the next section

The Attraction of Gig Working

The researcher found that the conditions required as a food delivery gig worker are not strict and more flexible which are over 18 years old, Malaysian citizens, have a valid B2 driver's

license, valid road tax, healthy body (no disability that affects driving a motorcycle), have a vehicle (motorcycle) and no criminal record. This was mentioned by R6 which is:-

"...aged over 18 years, a Malaysian citizen, has a motorcycle license, has a motorcycle with a grant and insurance and no disability that affects driving a motorcycle."

R8 also mentioned that requirements for this job are to have a B2 license, a motorcycle, complete personal documents, a Malaysian citizen and no criminal record.

Besides, Food delivery gig workers under company X are classified into three levels, namely membership, silver, gold, and platinum. This is acknowledged by R2 saying that *X has member ranks, silver, gold and platinum*. Food delivery gig workers who receive less than 100 food orders each month are categorized at the member level, while the silver level is receiving less than 150 food orders and below. Next, gig workers who receive orders of 150 and above are categorized at gold level and platinum level for gig workers who receive food orders of more than 250 and above. This is supported by R2 stated:-

"...members up to 100, silver 150 and below, gold more than 150 and 250 and above platinum."

Each level in Grab has different incentives and rewards. The participant revealed in the interview session that the disadvantage of this system of member, silver, and gold level is not getting an official letter of employment. Whereas, gig workers who are at the platinum level get an official letter of employment . R2 further explained that:-

"...to get platinum you have to get 250 orders a month. Advantages and disadvantages of silver and gold members, you can't get a RM50 shell voucher and an official letter...if you don't order enough, next month you will be down in rank..if you work full time, you can get 250 orders in two weeks."

As a result, the firm has also provided benefits in the form of loans to gig workers who are eligible and committed to the terms specified without any interest via shop now pay later, which can be done using the Shopee application. it is agreed by R2, whereby R2 mentioned that:-

"...there is a shop now pay later offered to whoever that is committed to working...can get the shop now pay later...X vendors will give to the rider who is committed."

Additionally, R2 also said that:-

"...for 6 months I paid, RM3.22 cents with no interest.. I took it like that... pay it like that.. have to pay for 180 days"

This is seen to reduce the burden on food delivery gig workers when purchasing the necessary items.

In addition to that, the company also provides free skills training, X/Y bags, personal accident insurance without coercion, vehicle maintenance discounts, food and lifestyle discounts, jackets, and raincoats to food delivery gig workers. This is evident when R6 addresses it in the interview session that:-

"...X will give bonuses every week and if orders are delivered during peak hours, X bags, X jackets and raincoats, personal accident insurance (no compulsion), EPF and SOCSO contributions, vehicle maintenance discounts, food and style discounts free life and skills training".

Individual Personality

The researcher discovered through the interview that some of the participants in this study enjoy doing food delivery gig jobs for extra money, as well as exploring new areas when delivering food orders to customers. This point was shared by R6 which is:-

"...I like to travel, I like to travel to places that have never been explored... like delivering food to places that I have never been to.. then at the same time when I do this X... I can have a side income too."

Furthermore, the job scope for food delivery Gig workers is more flexible, less stressful, less pressure, and not bound to fixed working hours, all of which are factors to take into account when choosing a food delivery Gig career. This is acknowledged by R1 which is

"...no stress because we work on our own time if there is an emergency we can leave on our own".

This was also agreed by R4 mentioning about flexible time as per quote below.

"...Friday is my day off. X did not forced us to work..for example, if I want to work today, then tomorrow I have a day off, it is okay. Because in the X app we downloaded there is an on/off button."

R6 further noted that the work environment is less stressful because of the non-stressful work conditions and flexible time alongside fellow riders who are sporty and always helpful.

In addition, the previous company's layoffs aimed at decreasing the workforce and the uncertain economic condition caused by the COVID-19 outbreak, making the food delivery gig job an alternative to survive in that circumstance.. R4 stated,

"...I was dismissed because the company wanted to lessen the manpower".

Follow by R5 mentioning the reason for choosing to do food delivering gig work which is:-

"..I quit my job because my workplace is far away in Kota Tinggi...after that, a friend suggested to do Grab. He gave me the link and I registered there. Then wait for HQ to call..."

By which there are certain individuals who voluntarily quit their jobs due to situations such as the one indicated by R5, namely the location of the workplace being too far away. This might happen if their previous income is reduced and the commuting between two places is no longer worthwhile and hard to find a job. This was also stated by R9 which is:-

"...during the MCO period, it was difficult for me to find a permanent job...so I worked for Grab first...after the economy is stable, I will try to find another job."

RQ 2: What Is The Career Planning Of Food Delivery Gig Workers?

The findings of the study found that 1) career development and 2) the need for disclosure of information about gig's career is the theme of this research question, as explained in the next section

Career Development

Participants in this study had better future career planning, according to the findings of the study's interviews. This suggests that individual wants to have a better a careers in the future. This is aligned with the statement given by R2 which is:-

"...if there is an opportunity to get a good job like Government job... I will quit"

The participant is trying to survive as a food delivery gig worker for another year or two while searching for more suitable job opportunities. R1 also expressed the desire to look for a better job by saying that:-

"...let's hold on as long as possible, if Singapore reopens I will go back to work there"

R8 stated that he plans to work as a food delivery rider for only one or two years until he has enough money to start his own business. In addition, the participants also hope that the economic situation will recover and stabilize as it was before the existence of the COVID-19 pandemic so that they can get permanent jobs and secure the future. R3 revealed that

"...If there is a better opportunity after this, I want to work in the electrical field"

Likewise with R4 also mentioned about searching for other job if the economy has stabilized

"...after the country's economy stabilizes, I will look for a permanent job"

This is because gig's career as a food delivery person does not provide opportunities for promotion or career advancement. R5 admits that there are no career advancement opportunities provided by the company. R8 also agrees with R5 saying that

"a rider will still be a rider...no chance of promotion".

This study revealed that all of the participants provided the same feedback, namely that the company do not focus on job growth opportunities to food delivery gig workers. Information disclosure requirements regarding Gig's career.

The participants of this study revealed that they had no understanding of gig's career. This is acknowledged by all the participants that the vendor/company did not disclose gig's career to the participants in this study. R3 mentioned during the interview that

"...I don't know Gig's career."

In addition, all the participants involved in this study did not have planning and knowledge about other Gig careers such as SOLVNEX and GLOW-MDEC. This is stated by all the participants involved in this study, which is

"I don't know about other Gig work..."

This is due to the participants are not aware of information about other gig career information.

Discussion

Driving Factors

The gig economy has its own unique and distinctive driving and pulling factors. Although it is described as a 'temporary' and ad hoc' job, this sector has greatly helped the unemployed and job seekers in continuing their survival. Flexible job circumstances, appealing vendor incentives, personal factors, and work quality are among the motivating factors in this sector. Most food delivery gig workers believe that the easy and flexible terms of employment attract them to engage in this sector (Azhar, 2020; Dahlan, 2020). For example, important requirements for prospective gig workers include being at least 18 years old, possessing a vehicle, holding a B2 driving licence, being in excellent physical health, having road tax, insurance, and having no criminal record. These non-strict requirements enable everyone who meets the criteria to actively participate as a food delivery gig worker.

Attractive incentives provided by vendors are also an attractive force for gig workers to survive in this sector. Among the incentives provided include commissions based on sales merit, food discounts, interest-free loans, vehicle maintenance discounts, free skills training and vehicle insurance. To some extent, all of these incentives help gig workers in lessening the burden of their living expenses.

In addition to the incentives offered, the quality of working, such as no pressure or compulsion on the job, motivates gig workers to stay in this sector. In line with Yee and Singh (2022) finding suggesting that people choose to do gig works due to factor such as autonomy,

and flexibility. Although this sector is considered to be 'employee centered', however, the process of control and high self-discipline is very important for a food delivery gig worker. Other factors such as increasing monthly income and experiencing new areas also motivate them to work in this sector (Azhar, 2020; Dahlan, 2020).

The Covid-19 outbreak, on the other hand, was the motivating factor that triggered the overwhelming of gig workers. The Covid-19 outbreak has resulted in number of negative consequences, including the shutdown of company operations and the layoff of employees. For laid-off workers, the pandemic has created new possibilities to make ends meet.

Career Prospects and Information

The findings show that respondents are not very confident in the security of gig workers based on their experiences. Most of them see this gig work as only temporary until the Covid-19 outbreak is over, the economy completely recovers, and additional job opportunities become available. Gnadhi et al (2018) concluded also that doing gig worker is only a sidekick activity to cover cost of living and not as a main job.

The concept, practise, and structure of gig work, particularly as a food delivery person, are less appealing, and employees have little chance of reaching a higher career peak than in other job sectors. Kost et al (2020) also states that gig workers typically do not have supervisors in the traditional sense and consequently cannot advance to supervisory positions. Hence, the career of a gig worker thus can largely remain stagnant and often can only develop horizontally (Mousa et al., 2022).

Therefore, before pursuing a more secure job opportunity, ensuring that the majority of gig workers survive is important. Apart from the less satisfactory career prospects and not guaranteeing the future, most gig workers report that they do not really understand the job specification and the 'work culture' of gig workers. Gig employees are not given appropriate disclosure and information by the employer. As a result, the majority of gig workers get relevant work experience by trial and error. This career prospect and career information represents the image of work in this gig economy, which needs improvement and third-party engagement, particularly from the government, to improve job security and increase education regarding gig careers (Webb et al., 2020).

Recommendations

The government needs to present initiatives or any form of assistance to those involved in this industry so that they do not feel marginalized. When these gig workers do not have work maybe due to weather factors, then the government can give recommendations for contract implementation to them in sending any type of food periodically to government agencies that want to use their services (Kuhn & Maleki, 2017). It is a step in helping to earn income and at the same time to expose them to learn how to handle deliveries in a large batch. Maybe before this, they send in small packages for only 3 or 4 times a day based on the orders they get but with this approach they get something big and know how to handle it best. It also trains them to deal with a situation if in the future they are given the opportunity to open their own delivery franchise.

In addition, among these gig workers, not all of them are men. It is also filled by women who never hesitate to earn a living through this job. But there is no need to be associated with discrimination because they respect each other and help each other. In fact, the next suggestion is that the company that runs this gig business needs to supply enough equipment and the needs of its employees in order to maintain the level of safety and comfort during work because they bring the company's identity to the customers. In addition, they also provide salary payment level that matches their efforts and working methods (Shorthose & Strange, 2004). Some people think that such a job is just enough to eat, but if the gig company that manages these workers adjusts the salary rate for the workers, it would be better. The rest depends on their efforts to get orders and delivery to customers. It is a way of appreciating the work of those who are exposed to the dangers of the road and are willing to work hard to ensure that every customer's order is delivered on time and that the goods or food are received in good condition.

Conclusion

Using an interview method, this study explore the driving factors and career prospect of food delivery gig workers. The findings show that the attraction of gig work and the individual itself are the reason that lead them to involve in gig sector. The booming of food delivery service in gig sector started when the covid 19 pandemic arise and movement control order took place. Furthermore, doing gig works that do not involve human relation directly making the career development of the gig workers is unknown. Therefore, future study should be done in order to identified a better working system for gig workers with the involvement of vendors, online platforms and others. The government should also participate in policy that can help the gig workers especially in terms of employee protection. Further research involve a large number of cases will be needed for this insight.

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