

Social Influence on Motivation and Job Insecurity among Thai Gig Economy Riders

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Abstract

This research study provides insight into the gig economy's operational form in Thailand, focusing on digital platform-driven employment, specifically for motorbike riders. It extends current research by exploring the socio-economic impacts, job uncertainty, and the interaction between extrinsic and intrinsic incentives. The study employs a quantitative methodology using a cross-sectional survey and structural equation modeling to assess gig workers' perceptions of job insecurity. The model includes social influence, motivation, and demographic factors.

The results reveal that perceived social pressure influences extrinsic and intrinsic motivation and job insecurity. Intrinsic motivation is identified as a protective factor against job insecurity, emphasizing the need to align gig work with workers' preferences, needs, and values, with a focus on mental health. In contrast, extrinsic motivation increases job insecurity and is positively linked with extrinsic motivation, highlighting the mutual relationship between monetary rewards and insecurity.

This research fills a gap in understanding Thailand's gig economy and supports developing policies and platform designs that capture motivational gains while addressing the socio-economic challenges faced by gig workers. It provides guidance on promoting an optimistic gig economy, including social protection measures, fair wages, and employment legislation to protect gig workers.

Keywords: Gig economy, Social influence, Job insecurity, Extrinsic motivation, Intrinsic motivation

Introduction

The gig economy is a new type of employment relations through its flexible jobs and digital platform. It has already brought about a revolutionary change in the labor market including Thailand. This new contemporary work environment provides flexibility and freedom for the workers. However, it also complicates issues of employment insecurity, labor protection, and sustainable economic livelihood for its workers (De Witte et al., 2015; Probst et al., 2019). There is abundant literature about the essence of technology-facilitated gig economy (Standing, 2016; Autor et al., 2017). However, a systemic understanding of the significance of this phenomenon, specifically in the socio-economic structures of the Third World countries such as Thailand is still lacking (Raihan &

Rahman, 2019; Kumar & Rao, 2021; Chompoosiri & Tantisirinont, 2020; Pongcharoen & Suksawang, 2022). The material under consideration gives a somewhat inconsistent image where on the one side are possibilities for income diversification and better employment prospects (Gagné & Deci, 2005), on the other, job insecurity and lack of formal employment protection (Kuvaas et al., 2017). This has become such a major research gap. While the rise of the gig economy has given people in Thailand the opportunity to earn a livelihood through selling and buying labor and services, the economic and social environment within which people are selling and buying labor and services is not well understood. The gig work may influence it (Van den Broeck et al., 2016). The generalization of

debate on the effects of the gig economy, coupled with the limited number of studies on the topic, Southeast Asian countries such as Thailand, underlines the need for assessment. It provokes the following question. In other less studied veins, how does the gig economy transform work and existence for people? It is imperative to address this gap for academicians and for policies and platform designs that may help create a positive and enabling environment for the gig economy (Gagné & Deci, 2005; Ryan & Deci, 2000) . Consequently, this research will engage with these unexplored areas to enhance an overall comprehension of the various influences of the gig economy among Thai workers. Hence, this also helps further analyze one of the most burgeoning and extensive types of work globally.

Utilizing the research gap as the foundation, the main research aim of this study is to extend the current knowledge of the consequences of the gig economy in Thailand as there is a lack of scientific research of the phenomenon in developing countries and specifically non-western regions. Motivation for this work is derived from the only study carried out in the U.S. by (Huang et al., 2020; Kalleberg, 2009). While providing valuable information, it highlights the need for research within different structures of different economies. Thus, this research offers a systematic and detailed examination of Thailand's gig economy to address a significant research gap in the current literature. Moreover, it offers practical recommendations and design-related policies to stakeholders who operate in the gig economy market. This study is expected to bring numerous benefits across business and academic fields. Scholarly, it aspires to expand the current discussion regarding the gig economy, describing previously disregarded data from a region that is a new yet crucial player in the world economy. It thereby develops and enriches current and future theories and models. Consequently, the study will contribute theoretical benefits to enriches business management and human resource practices in the Thailand work environment and the gig economy by offering a higher level of insight into the labor market and worker motivation. Moreover, difficult business entrepreneurs can use this knowledge to craft better business models and strategies for their respective ventures' growth and sustainable development. In addition, these findings may inform policymakers on

how best to set the appropriate legal frameworks that will enhance the gig economy while protecting the worker, thus contributing to Thailand's broad objectives of economic and social development in this and other fields, as per Kuvaas et al. (2017) ; Selye (1973) . Therefore, by providing answers to this major gap in literature and empirical studies, the research enriches the global body of knowledge and informs practical decision-making relevant to business and policymaking. It, in turn, can help shape better prospects for gig work in Thailand and the world.

Literature review and hypotheses development

Theoretical background

Lack of employment security is one of the major challenges facing motorbike riders in the gig economy marketplace, which connects labor relations, technological advancement, and human welfare. Greenhalgh and Rosenblatt (1984) sum up this concept by stating that job insecurity is the perceived inability to sustain preferred stability in a threatened job context. Generally, job insecurity in the gig economy, especially among motorbike riders, is a concern beyond the risk of losing employment. Such include volatility of work conditions, unpredictability of demands, and lack of job security hence insecurity regarding finances and mental health. First and most obvious is the 'prevarication' that characterizes gig work, which, coupled with the physically demanding nature of motorbike rides, makes job insecurity even more acute. This situation supports the need for advanced research that will help society and policy to put measures that will protect the welfare of gig workers (Pinkaew, 2018).

This research study investigates the relationship between job insecurity and gig workers and their output in terms of performance, financial stability, mental health, and general well-being. Indeed, as Thais embrace the gig economy at an ever-increasing rate, one cannot point toward a uniformity of betterments to workers' lives. These impacts are manifold, and this research aims to capture this spirit. Consequently, research has yielded inconclusive findings, thus calling for more research on this important subject. On the one hand, the literature review establishes the following disadvantages of job insecurity, claiming that job insecurity has an adverse effect because it increases stress, anxiety, and even depression among working

people (Hellgren et al., 1999). The effects of job insecurity are that workers suffer from lower job satisfaction and loyalty. Because they feel that there is no protection from the platform (Forde et al., 2017; Viner, 1999); moreover, these consequences are likely to be amplified in the context of gig work, given the lack of stability of the contract relationship through which gig economy workers are engaged (Kalleberg, 2009). On the other hand, some studies show that job insecurity has constructive implications at some points (Buitendach & Witte, 2005; Hellgren et al., 1999). For instance, the threat of job elimination may compel the workforce to improve performance and proactively warrant their rights in the current organizations (Probst, 2005). This perspective concurs with the remaining body of work stress literature that suggests stress can be motivational at a certain level. Hence, it can foster innovation and performance while at the same time strengthening resilience among employees (Selye, 1973). This situation means that researchers need to explore the possible consequences of job insecurity under different circumstances. Cultural factors encompass work ethic and social support, as well as socio-economic and regulatory factors, which include the Thai model for engaging gig workers in job insecurity could not be ignored. Therefore, it is necessary to conduct specific, local investigations to acquire such insights towards deepening the global knowledge on job insecurity, in the gig economy.

Stress and work-life balance showed how job insecurity (Chirumbolo et al., 2017), as seen in the gig economy, is not solely a result of employment relationships but depends on context. Kalleberg (2009) undertook a cross-sectional study on precarious employment in the U.S. Therefore, the same requires care in generalizing these findings to Thailand's different gig economy environment with different socio-economic policies. This gap thus provides the chance to examine job insecurity in Thai gig workers, particularly motorbike riders, to determine if findings from the US could be applied in completely different cultural and economic setups. This research has aimed to open discourses in the context of the gig economy in Thailand and enhance understanding of job insecurity to generate fresh policy propositions for the context of Thailand.

Social influence and extrinsic motivation

Extrinsic motivation is also known as instrumental since it is motivated by positive and negative reinforcement (Gagné & Deci, 2005; Ryan & Deci, 1985). Deci et al. (1999) establish that it is possible to enhance extrinsic motivation in an individual through a social context that provides recognition, feedback, and rewards. This external motivation depends on social pressure, including organizational culture and work peers' practices. For instance, if a work culture endorses high levels of performance and remunerates those who perform, then it will be expected that people will be extrinsically motivated towards the given benchmark. We present the following hypotheses based on the evidence.

H1: Social influence positively associates with extrinsic motivation.

Social influence and intrinsic motivation

Autonomy, a form of intrinsic motivation where one gets to do something without pressure, is a sure subject of social influence through encouragement and appreciation (Ryan & Deci, 2000). Autonomy support, feedback, and perceived value of creativity can help to increase intrinsically established motivation depending on social settings and environments that are compatible with the interests and values of a person (Alasoini et al., 2023). In the case of an individual having role models for self-motivated activities at work, he can be encouraged to perform those tasks.

Both theoretical and empirical literature support the urging of social causes on internal motivation. They establish the extensive implications of social contexts on nurturing motivation triggered by interest and satisfaction. At the center of this view is the self-determination theory, which asserts that social contexts that foster autonomy, competence, and relatedness are crucial in fostering intrinsic motivation (Ryan & Deci, 2000). Research also demonstrates that educators can provide an autonomy-supportive environment, stimulating students' interest and self-regulation, increases intrinsic motivation (Reeve et al., 2004). Likewise, the centerpiece of social promotive processes that involve students' interaction with their peers within classrooms can promote, encourage, and enhance active learning and intrinsic motivation (Wentzel, 2012); the modeling by agentic role models exhibiting their high

level of intrinsic motivation is also one of the most effective ways of social modeling and encouragement of both learning and in motivation by personal demonstration (Bandura, 1977). Cultural characteristics also matter a great deal. People of individualist cultures often receive more intrinsic motivation because of their focus on individual rights and freedom, self-actualization, and individuality (Markus & Kitayama, 1991). In addition, reaction and applauding of performance within a social context that recognizes capability without power can improve intrinsic motivation substantially since social reward strengthens identified self-regulation and relates to performance interest (Deci et al., 1999). Altogether, these aspects denote the synergy between social pressure and motivation; they also highlight the importance of a positive, autonomous, nurturing environment in people's activity, which stems from their interests and beliefs. Therefore, we propose the following hypothesis.

H2: Social influence is positively associated with intrinsic motivation.

Social influence and job insecurity

By this, social influences can escalate the perception of job insecurity by disseminating information and actual experiences within a specific organization (Sverke et al., 2002). Social networks can transmit threats about jobs and information about changes in the labor market structure, which in turn increase individuals' perceptions of job insecurity. Furthermore, people witness their contemporaries going through job loss or job insecurity. They can exaggerate the experienced person's feelings and thoughts about job stability.

In this study, social influence is not only defined by the flow of information and job insecurity perspective but also builds up people's experiences and has psychological aspects connected with the social networks at the workplace (Cialdini & Goldstein, 2004). Studies shed more light on how specifics of social contexts make feelings of job insecurity more acute or less sharp. For example, Buitendach and Witte (2005) expound on the psychological contract theory that argues that people experience higher levels of job insecurity when perceived breakages in mutual obligations between employers. Moreover, researchers explore employees in forums and social networks.

Further, Lim (1996) pointed out that organizational communication is essential to influencing the perception of job security; organizations that practice communication can effectively reduce employee job insecurity. Another study by Probst et al. (2007) supports various social comparison processes. In particular, the one that deals with job security is where an individual tries to compare their job security with others, given the high volatility of the labor market today. This is further supported by Staufienbiel and König (2010), who explained how even informal talk in organizations spreads "rumor mills," which can spread fear and perceptions of job insecurity, notably during change. Further, the role of social and economic cues emerging in Sora et al. (2010) demonstrate the sources of social pressure, where data about unemployment in media can mostly affect job-related security. In combination, they all support the assertion that social influence strongly influences the structuring of perceptions of job insecurity and influences the same through workplace interactions and other socioeconomic discourses. This body of research, therefore, emphasizes the need for organizations to address issues related to communication effectively. Moreover, how social relations play out to reduce the psychological effects resulting from job insecurity and create a stable and secure working environment for the employees. Based on the theoretical and empirical supports provided, we propose the following hypothesis.

H3: Social influence is positively associated with job insecurity.

Moderating role of social influence

This research study further shows that social factors have an enormous influence on people's motivation and job-related attitudes, especially within the gig economy among motorcycle riders working for online delivery platforms in Thailand. Cialdini and Goldstein (2004) and Piero and Adriano (2012) define social influence as the effects that modify behavior, either in terms of expressed attitudes or motivated actions, due to interactions with others, such as peers. While gig workers largely work in solitary environments, interactions with other workers, on social media, or with customers—become crucial in defining how gig workers perceive their work and their motivation to do it (van Doorn and Vijay, 2021).

Social influence likely shapes the relationship between different types of motivation and job-related outcomes. Researchers assert that social influence can either boost or weaken extrinsic and intrinsic motivation, affecting job insecurity and other job outcomes. According to the Self-Determination Theory (Ryan & Deci, 2000), a sense of social influence can lead to socially garnered competence and relatedness that are necessary in increasing intrinsic motivation. However, on the other hand, social pressure can also decide how extrinsic motivation is felt, and outcomes such as job satisfaction and insecurity. We propose the following hypotheses to examine the moderating role of social influence:

H4: Social influence moderates the relationship between extrinsic motivation and intrinsic motivation.

H5: Social influence moderates the relationship between extrinsic motivation and job insecurity.

H6: Social influence moderates the relationship between intrinsic motivation and job insecurity.

Extrinsic and intrinsic motivations

Therefore, extrinsic and intrinsic motivations form two key areas of understanding what makes workers tick, especially motorbike riders in the gig economy. Extrinsic motivation, by definition, means doing an activity some extrinsic goods to get such as money or recognition or to avoid punishment (Deci, 1971; Ryan & Deci, 2000). Intrinsic motivation, on the other hand, is derived from within the individual. Self-interest in the activity precipitates it, and it does not have to involve organizational rewards (Ryan & Deci, 2000).

Accordingly, research and theory indicate that these motivational constructs substantially impact on the job insecurity of gig workers. Self-determination posits that the satisfaction of intrinsic motivational resources, competence, autonomy, and relatedness, can act as a compensation mechanism for job insecurity and engender volition regarding work. On the other hand, relying on extrinsic incentives can worsen the perceptions of job insecurity since job security and satisfaction in the gigs become dented by emergent external variables that are unpredictable (Gagné & Deci, 2005; Van den Broeck et al., 2010). Moreover, studies have pointed out a moderate relationship between extrinsic and intrinsic motivation perceived job insecurity. For instance, while perceiving high job

insecurity, people may use extrinsic rewards as compensation that, in turn, may result in short-term outcomes such as mere escalation of work commitment at the cost of reduced, ongoing psychological health and intrinsic motivation (Sverke et al., 2002; Witte, 1999). On the other hand, intrinsic motivation can be a negative buffering resource that helps the workers provide personal meaning and strength in search of a new job despite job insecurity (Ryan & Deci, 2000). Building on these theoretical and empirical foundations, we propose the following hypotheses to examine the relationships between intrinsic motivation, and job insecurity among gig workers:

H7: The level of extrinsic motivation is positively associated with intrinsic motivation.

The relation between extrinsic and intrinsic motivations and job insecurity

Another consequence of extrinsic and intrinsic motives is job insecurity, which is prevalent in the gig economy. According to the Self-Determination Theory, people enjoy activities that offer competence, autonomy, and relatedness, and these resources will prevent job insecurity from undermining their volition and resilience (Ryan & Deci, 2000). Extrinsic motivating factors may increase job insecurity because factors outside the workplace influence job satisfaction and availability (Van den Broeck et al., 2010).

Research has identified these motivational constructs as antecedents or consequences of job insecurity in some way; however, they are not completely understood, leading us to the next part of the discussion. For example, extrinsic incentives can reverse the adverse impacts of job insecurity in the short run but increase work commitment at the methodological damage to psychological well-being (Sverke et al., 2002; Witte, 1999). On the other hand, researchers have established that intrinsic motivation buffers the effects of job insecurity by providing the main reason why people must work and continue fighting for their jobs. Building on this theoretical framework, the following hypotheses are proposed:

H8: The level of extrinsic motivation is positively associated with job insecurity.

H9: The level of intrinsic motivation is positively associated with job insecurity.

Control variable

Existing studies suggest that age is not altogether negative and closely connects with the perception of job insecurity. Research evidence also shows that job insecurity is higher among young workers than older workers (Sverke et al., 2002) and is attributed to fact that the younger workers have job and job search experience. These feelings may be increased by the transient nature of the gig economy, particularly among young employees who may value flexibility but at the same time suffer the vulnerability of gig employees.

Research has revealed that the levels of job insecurity can differ across genders some evidence suggests that women may be more sensitive to job insecurity due to issues like occupational marginalization, part-time work, and low wages (Llorente & Macías, 2005). This is true as shown in the case of perception of job insecurity where the European foundation for the improvement of living and working conditions by Burchell et al. (2007) shows that perception of job insecurity is not the same between men and women due to differences employment conditions and roles ascribed to them in society. These differences call for the development of gender- sensitive approaches and policies to address job insecurity within the gig economy, where workers lack employee protection.

Education level influences job security, and this relation is complex. The previous finding said that the level of educational attainment moderates job insecurity. This indicates that increased education decreases job insecurity in general, but it also reveals that it may increase it simultaneously. Some research shows that because those better educated may perceive they occupy a better marketable position (Greenhalgh & Rosenblatt, 1984), while others propose that higher expectations and aspirations linked to education enhance vulnerability to job insecurity, coupled with offering formal education without a guarantee for jobs, mainly in gig work situations.

In this context, perceived job insecurity strongly depends on income levels. To some extent, a decline in income increases job insecurity, as financial instability directly affects one's sense of security at work (Kalleberg, 2009). This sexual division of labor might be even more prevalent in the emergence of the gig economy, where the unpredictability of the income might make many gig workers feel more insecure.

As a factor that leads to job insecurity, the effects of using multiple heart platforms contradict what came across for a single heart platform. Platform expansion could also create a more diverse membership base and help gig workers have multiple income streams, which could reduce perceived job insecurity (Stefano, 2016) Workers who are associated with several platforms likely experience lower job than those who use only one platform.

Another significant factor for job insecurity perception is the work experience within gig economy contractor's job. Huws et al. (2017) found that performing gig work for long hours reduces job insecurity. Moreover, it must adapt to the big economy's uncertainty and the possibility of developing other more stable and regular income sources along the way.

Summary of research questions

- What is the influence of social factors on the intrinsic and extrinsic motivations of gig workers in Thailand's online delivery sector?
- How does extrinsic motivation mediate the relationship between social influence and intrinsic motivation?
- What is the impact of extrinsic motivation on perceptions of job insecurity among gig workers?
- What is the role of intrinsic motivation in influencing perceptions of job insecurity in the gig economy?
- How does social influence moderate the relations between motivation types (intrinsic and extrinsic) and job insecurity?

Summary of research objectives

- To explore the impact of social influence on intrinsic and extrinsic motivation among gig workers in Thailand's online delivery sector, as guided by Self-Determination Theory (SDT).
- To investigate the mediating role of extrinsic motivation in the relation between social influence and intrinsic motivation in gig workers.
- To analyze the relation between extrinsic motivation and job insecurity among gig workers, particularly how extrinsic motivation can influence perceptions of job stability.
- To assess the direct relation between intrinsic motivation and job insecurity, focus on how intrinsic

motivation influences gig workers' perception of job security.

- To examine the moderating effect of extrinsic motivation on the relation between social influence and intrinsic motivation in the gig economy context.

Conceptual framework

This research presents a theoretical framework for examining employment relations in Thailand's gig economy to understand motorbike delivery workers' working conditions and welfare. To support such a view, the model presents several variables such as job insecurity, social influence, and motivational preconditions as described in the Self-Determination Theory. This theoretical framework expects to explain

the effects of social influence on intrinsic and extrinsic motivation and, consequently, on job insecurity.

These variables make the following ideas clear – Gig work and the gig economy are not simple, but multifaceted phenomena in Thailand. The conclusion might be useful for academia, industry stakeholders, and policy-making bodies who want to better understand gig workers' experiences and improve working conditions for gig workers. More specifically, the proposed framework targets the expanded model of motivation, including social relationships and perceived job security. It provides theoretical and pragmatic advancements for improving gig worker well-being in this rapidly evolving economic segment.

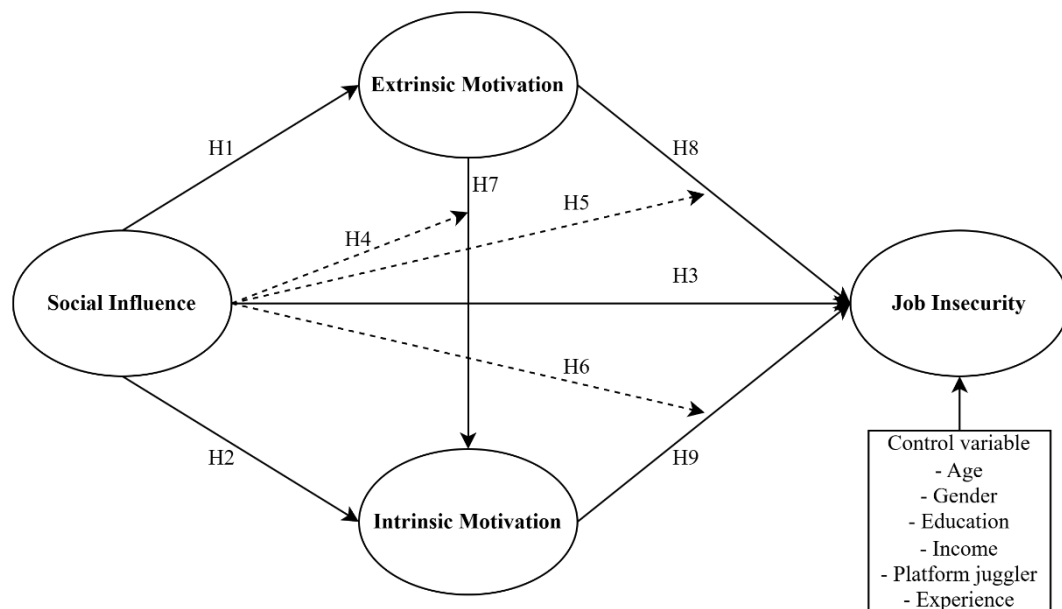


Figure 1 Proposed conceptual framework

Methods

Research design

This research aims to use quantitative data collected from questionnaires, and as such, this study utilizes a deductive approach to analysis within a descriptive research context. From a positivist perspective, it seeks to establish the empirical realism of theoretical postulations and directly measures human feelings for more precise behavioral predictions as supported by the methodological contributions made by Molina-Azorin (2007).

Research setting

Situated in the context of Thailand's gig economy, this research focuses on gig workers with a special emphasis on gig riders. It looks at the behavioral intention and motivation in this rapidly growing field, essential for developing technology and the economy. Therefore, this sector holds a critical place in policymaking and the country's economy, as revealed by the growth rate and technological reliance mentioned in Grab (2020, October 25) and Thairath Online (2020, May 2).

Sample

This survey aimed at gig economy motorbike riders across five Thailand regions but selected people who use the Grab app for delivery jobs. The sample comprised motorbike riders willingly performed work-related errands during the study. Researchers chose five regions to encompass diverse contextual conditions and ensure geographical diversity to ensure the geographical diversity was captured. The study excluded respondents who were not regularly involved in delivery services; and those not working at the time of the study.

Sampling and sample procedures

Researchers used purposive and quota sampling because the study employs a non-probability sampling technique. Researchers used purposive sampling to ensure that participants were active gig riders who frequently provided motorbike delivery services in the Thai gig economy. Researchers employed quota sampling to ensure the sub-samples represented the five preselected regions, as the study aimed to explore and compare phenomena in restricted geographical areas. Researchers adopted this sampling approach to operationalize the study goals and targets and to focus on riders working for the gig economy.

Instruments

Questionnaires were used as instruments for data collection to obtain information on job insecurity, social influence, and motivational characteristics of gig workers. Researchers constructed instruments based on the Self-Determination theory (Ryan & Deci, 2000). In this regard, researchers consider social influence in relation to the perception of subjective norms and job insecurity concerning the work environment. To confirm the findings, researchers pre-tested the questionnaire with a sample used which was taken from the target population. Researchers used this phase to refine the questionnaire, enhancing its clarity and ensuring it captured the intended constructs. Researchers constructed and validated these instruments to meet the reliability and validity criteria of Hinkin, (1995) and Hinkin and Schriesheim, (1989).

Procedure

Data was collected using a structured two-phase approach to integrate rigor and representativeness. First,

researchers conducted a pilot test to determine whether the questionnaires prepared for the main survey were appropriate, as suggested by McDaniel and Gates, (1999). For the main data collection, a non-probability sampling technique was used to target gig workers in 32 provinces in Thailand, with provinces determined by Grab's (2020, October 25) operation jurisdiction. To arrive at the sample, data was taken proportionally concerning the working-age population in the country at the time of study (National Statistical Office, 2020, October 24), incorporating the proportion of gig-workers in the regions. Survey data were collected online, and questionnaires were self-completed to optimize response rates and minimize response bias. Researchers retrieved a total of 144 surveys from 435 participants who received emails and completed the online survey through social sites mostly accessed by gig workers, achieving the 33.3% confidence level supported by Watt et al. (2002). The self-completion questionnaires were offered on premises, especially at delivery points and parking lots close to the malls, with an 80% confidence interval based on the idea given by Christensen et al. (2015) that the acceptance rate was higher than that of the face-to-face interviews. Thus, the use of both methods in the study enabled the researchers to realize the strengths and weaknesses inherent in each approach to conducting the study most effectively and efficiently.

Ethical considerations

The research study adhered to strict ethical standards, ensuring participant anonymity, confidentiality, and voluntary participation with options for withdrawal. Researchers sought and obtained participants' consent to be involved in the study. They informed participants about their rights and the study's purpose, adhering to ethical research conduct to safeguard their welfare and integrity.

Questionnaire

The reliability coefficient test for Social Influence, Extrinsic Motivation, Intrinsic Motivation, and Job Insecurity using the Cronbach Alpha coefficient using SPSS version 21 is shown here along with the method given by George and Mallery (2009). These constructs make up the key elements of this research, analyzing the various effects of the gig economy on Thai employees. Researchers use the reliability test to verify the internal consistency of the items that define the psychological

constructs being measured Nunnally (1978). Nevertheless, by utilizing the back translation method, this study ensures the validity of the English-Thai questionnaire through a rigorous three-step process: Preparation stages include initial translation, reverse translation and error detection and correction. Business Administration and Tourism Management graduate from Assumption University conducted these translations to ensure that the accuracy of the translation, and the semantic meanings were not lost.

Besides, the reliability testing of the questionnaire which sought to determine the internal consistency of job insecurity, extrinsic & intrinsic motivations and social influence items, employed Cronbach's alpha analysis. This approach means that all the items accurately measure the intended constructs, with most of them setting a cutoff point of Cronbach's alpha value of 0.7, the representing acceptable level of internal consistency (George & Mallery, 2009; Nunnally, 1978).

While fine-tuning the questionnaire to increase the overall reliability and validity of all the data collected, the items were eliminated to reduce deflating the certain construct's reliability indices. In social influence, the item "Researchers omitted the statement, 'People who are important to me are working here,' as it contributed low variance to the construct, increasing its reliability from 0.81 to 0.91. Researchers excluded two items within the domain of job insecurity: Items unincluded "If I can, I want to get better bonus in this platform than most of the other workers" and "I am likely to actively look for a new job within next year", the reliability of the construct therefore gained an improved score of 0.84 to 0.89. It highlighted the systematic endeavor of establishing the validity of the measurement tools on each of the tested construct.

A host of well-crafted questions are used to measure social influence, extrinsic motivation, intrinsic motivation, and job insecurity within the framework of this study. As the study will demonstrate, researchers measure these constructs using self-reported responses on a Likert-like scale ranging from 1 (strongly disagree) to 5 (strongly agree). Thus, this has done the same for each scale in the context of the gig economy study, paying close attention to subtle variations in what workers may have endured and how they perceive their experiences. The following sections present the questionnaire constructs:

Social influence

This construct assesses the perceived impact of social networks and norms on gig workers. The items are:

- I perceive a large number of members within the Gig Economy.
- Many individuals in my social circle are engaged in gig work.
- A significant number of people around me serve as partners on gig platforms.
- Individuals with interests similar to mine are also working on these platforms.
- People who are important to me are also participating in gig work.

Extrinsic motivation

This construct evaluates the degree to which external rewards and incentives motivate gig workers. The questions include:

- Earning a good income from this platform is currently my greatest satisfaction.
- My primary concern with this platform is to improve my overall bonus.
- I aim to secure a better bonus on this platform than most other workers.
- Performing well on this platform is crucial to demonstrate my capabilities to my family, friends, employer, or others.

Intrinsic motivation

This construct measures the internal satisfaction and interest that gig work brings to individuals. The items are:

- I value up-to-date information on effective working methods provided through mobile applications or other online channels, as it presents a challenge and learning opportunity.
- Guidelines from the platform that pique my curiosity, even if challenging, are preferred.
- The most fulfilling aspect of working with this platform is striving to become a better individual and role model.
- Given the opportunity for training by any platform, I choose sessions from which I can learn, regardless of the income guarantee.

Job insecurity

This construct explores the perceptions of job stability and security among gig workers. The questions are:

- I often consider leaving my job.
- Searching for alternative job opportunities is frequent for me.
- My current job satisfies my personal needs. (reversed)
- The idea of finding another job that suits my personal needs often crosses my mind.
- Contemplating starting my own business is common for me.
- Other responsibilities prevent me from quitting my job.
- Planning to search for a new job in the next 12 months is on my agenda.
- I will likely actively look for a new job within the next year.

Data analysis

Sample characteristics

According to Yamane's (1973) formula, it is commonly used to estimate sample size for survey research and is expressed as $n = \frac{N}{1+N(e^2)}$, where n is the required sample size, N is the population size, and e is the acceptable sampling error. For this study, researchers approximated the population size of Grab workers in Thailand at 100,000 and set the precision level was set at $e = 0.05$. Substituting these values into the formula gives $n = \frac{100,000}{1+100,000(0.05^2)} = \frac{100,000}{1+250} = \frac{100,000}{1+251} \approx 399$. The sample size for this study was estimated to be adequate for analysis using Structural Equation Modeling since conventional SEM analysis admits a minimum of 200 to 400 respondents, depending on the complexity of the model. Hence, this study's sample size of 399 is satisfactory for SEM.

In addition, the demographic analysis of the

sample reveals that the majority of the workers are between the ages of 18 and 35 years, that is, 75%, and predominantly male. This shows the current gender gap in terms of the workforce in the gig economy market. The sample also shows the majority of the respondents have a diploma or more in educational level, which shows that the gig economy in Thailand targets a relatively educated audience. Further, according to the longitudinal data more than 56% of respondents have experience in the gig economy from 1 to 3 years. However, experience indicates that in the gig economy more workers are getting longer job tenure. However, response distribution is relatively balanced: those still privy to a single platform and those who work across multiple platforms also show different levels of participation in the gig economy. The last of these findings on income generated from gig working is that a considerable proportion of those work in gigs earn between THB 10,001 and THB 30,000, therefore making gigs a moderate-income earner job in Thailand.

Correlation among variables

Studying patterns of key variables in the gig economy, the present research uncovers substantial coefficients indicating the entwinement of social influence, motivation, and job insecurity. More so, social influence has a powerful positive relation with job insecurity ($r = 0.87$, $p < 0.01$), which points to the significant effect social influence has on the job security status of gig workers. However, intrinsic motivation correlates moderately with social influence ($r = 0.35$, $p < 0.01$) and job insecurity ($r = 0.49$, $p < 0.01$). Extrinsic motivation positively correlates with intrinsic motivation ($r = 0.42$, $p < 0.01$). Such results suggest that motivational processes in the context of gig employment are multi-faceted, as shown in Table 1.

Table 1 Correlation among the study variables

Variable	1	2	3	4
Social Influence	1.00			
Extrinsic Motivation	0.13*	1.00		
Intrinsic Motivation	0.35**	0.42**	1.00	
Job Insecurity	0.87**	0.22**	0.49**	1.00

Note: * $p < 0.05$. ** $p < 0.01$. *** $p < 0.001$.

Discriminant validity analysis

When testing the motivational and perceptual variables in the gig economy segment, especially delivery service workers in Thailand. The discriminant validity was analyzed using the Heterotrait-Monotrait ratio. Researchers value this method for its ability to identify and measure the constructs' uniqueness by comparing correlations between the Heterotrait and the Monotrait (Henseler et al., 2015). Researchers use these values to assess the extent of divergence between given constructs, with values below zero indicating significant dissimilarity. Researchers specify a cut-off of 0.90 to indicate very good discriminant validity. In this study, all the equations presented a value above 0.90 which is acceptable. Nevertheless, zero thresholds were set for better results to determine the uniqueness of each vector and do away with recurring vectors that were repetitions of prior vectors. 0.85 is usually prescribed in certain circumstances (Franke & Sarstedt, 2019; Voorhees et al., 2016). If the obtained values are higher than the thresholds mentioned, the two constructs can be defined by the same dimensions, which will lower their degree of distinctiveness and purity. The results are as follows in Table 2.

Cronbach's alpha coefficient and composite reliability coefficient

This research on social influence, intrinsic motivation, extrinsic motivation, and job insecurity using structural equation modeling (SEM) in Thailand's gig economy delivery service validates the measured constructs. This is in line with other various processes of SEM methodologies (Bollen, et al., 2014; Cronbach, 1951; Fornell & Larcker, 1981; Jr et al., 2019). Researchers checked the internal consistency of the constructs using Cronbach's alpha coefficients: social influence = 0.85, intrinsic motivation = 0.70. This helps establish the internal consistency and reliability of the scales in measuring the constructs without altering their content.

In addition, composite reliability estimates for all the constructs were as follows: social influence = 0.87, intrinsic motivation = 0.86, extrinsic motivation = 0.88, and job insecurity = 0.90 which are above the 0.70 standard in SEM analysis. This helps to validate the reliability of the used constructs, following the assertion of Fornell and Larcker (1981). These measures of

reliability help in factor loadings that apply to the internal reliability in SEM and provide a refined addition to each measure of the construct.

Moving to the type of SEM relevant to this research, the distinction between Partial Least Squares SEM or PLS-SEM and Covariance-Based SEM or CB-SEM was made, and the former was chosen. PLS-SEM must be used because the study entails constructing complex models, wherein the sample size is relatively small, and this study is exploratory. PLS-SEM is most suitable for an analysis oriented towards prediction over theory testing since it enables the analysis of relations between latent variables and does not make heavy assumptions about the data distribution (Hair et al., 2011). Furthermore, since the current aims to investigate the interface between social influence, motivation, and job insecurity in the chosen frame of reference – the gig economy – modeling this relation and understanding the predictive mechanisms involved led to selecting PLS-SEM as the approach of choice.

Therefore, reliability and composite reliability investigations give evidence that the instruments employed in the study adequately measure the selected constructs. At the same time, the selection of PLS-SEM enhances both the exploration of these paths and the study's predictive accuracy. The results are also presented in table 2.

Evaluating model fit in structural equation modeling

The results of the present study, obtained from the structural equation modeling area of analysis specifying social influence, intrinsic motivation, extrinsic motivation, and job insecurity in the context of the gig economy's delivery service sector in Thailand, support the reliability and validity of the measured constructs. This analysis is based on principles established in classic research studies within this field (Bollen et al., 2014; Cronbach, 1951; Fornell & Larcker, 1981; Hair et al., 2019). The coefficients of credibility for such scales, namely social influence (0.85), intrinsic motivation (0.86), extrinsic motivation (0.88), and job insecurity (0.90), both standardized and unstandardized, greatly exceed 0.70 benchmarks. The high reliability coefficient for each construct is evident from the values obtained for internal consistency. This goes to confirm the reliability of measurement scales in terms of the

consistency of each variable as measured by the items (Cronbach, 1951). This, based on the factor loadings, is regarded as a more suitable measure of reliability to be

used in conjunction with SEM since it provides a different picture of the internal consistency of each construct. The findings are also shown in table 3.

Table 2 Reliability and validity metrics for study constructs

EM	IM	JI	SI		Number of Items	α (Standardized)	α (Unstandardized)	ρ_c (Rho_c)	AVE
EM	-				4	0.88	0.88	0.88	0.67
IM	0.49	-			4	0.86	0.86	0.86	0.61
JI	0.26	0.54	-		5	0.91	0.91	0.90	0.65
SI	0.15	0.06	0.21	-	5	0.85	0.86	0.87	0.62

Note: EM= Extrinsic Motivation, IM= Intrinsic Motivation, JI= Job Insecurity, and SI= Social Influence, α = Cronbach's alpha, ρ_c (Rho_c) = Composite Reliability, VE= Average Variance Extracted

Table 3 Model fit indicator results

Index	Recommended Criteria	Structural Model
Chi-square	≤ 5	2.28
RMSEA	≤ 0.08	0.07
SRMR	≤ 0.08	0.07
CFI	≥ 0.90	0.92
TLI	≥ 0.91	0.98

Note: RMSEA= Root Mean Square Error of Approximation, SRMR= Standardized Root Mean Square Residual, CFI= Comparative Fit Index, and TLI= Tucker-Lewis Index

Hypothesis testing results

The results derived from the Structural Equation Modeling (SEM) analysis using the SmartPLS 4.0 software are presented in Figure 2, examining each hypothesis concerning the relations among social influence, extrinsic motivation, intrinsic motivation, and job insecurity are detailed below:

H1: Social influence is positively associated with extrinsic motivation.

SEM analysis reveals a positive and statistically significant impact of social influence on extrinsic motivation ($t = 0.19$; $p < 0.00$). Thus, hypothesis 1 is statistically supported.

H2: Social influence is positively associated with intrinsic motivation.

The analysis supports Hypothesis 2, showing a positive relation between social influence and intrinsic motivation ($t = 0.13$; $p < 0.00$). Thus, hypothesis 2 is statistically supported.

H3: Social influence is positively associated with job insecurity.

SEM results demonstrate a significant positive relation between social influence and job insecurity ($t = 0.43$; $p < 0.00$), confirming Hypothesis 3. Thus, hypothesis 3 is statistically supported.

H4: Social influence moderates the relation between extrinsic and intrinsic motivation.

The social influence moderates the relationship between extrinsic motivation and significantly negatively affects intrinsic motivation ($t = -0.27$;

$p < 0.00$), supporting Hypothesis 4. Thus, hypothesis 4 is statistically supported.

H5: Social influence moderates the relation between extrinsic motivation and job insecurity.

This hypothesis, predicting the relationship between extrinsic motivation and job insecurity is moderated by social influence, is not supported ($t = 0.07$; $p < 0.30$). Thus, Hypothesis 5 is statistically not supported.

H6: Social influence moderates the relation between intrinsic motivation and job insecurity.

SEM analysis indicates a negative and statistically significant moderating effect of social influence on the relation between intrinsic motivation and job insecurity ($t = -0.22$; $p < 0.00$). Thus, hypothesis 6 is statistically supported.

H7: The level of extrinsic motivation is positively associated with intrinsic motivation

The direct impact of extrinsic motivation on job insecurity is statistically significant ($t = 0.39$; $p < 0.00$). Thus, hypothesis 7 is statistically supported.

H8: The level of extrinsic motivation positively associated with job insecurity.

A positive and significant relationship between extrinsic and intrinsic motivation is observed ($t = 0.07$; $p < 0.30$). Thus, hypothesis 8 is statistically not supported.

H9: The level of intrinsic motivation positively associated with job insecurity.

The direct relation between intrinsic motivation and job insecurity is not supported ($t = -0.03$; $p < 0.66$). Thus, hypothesis 9 is statistically not supported.

Control variable results

The control variables' impact on job insecurity, as depicted by the SEM analysis in figure 2, is explained in more detail. The study examines the relationships between job insecurity and the following control variables: age, gender, education level, income level, platform membership, and work experience.

Using ages, the findings reveal that age has a

negative and significant correlation with job insecurity ($t = -0.16$, $p < 0.00$). This implies that gig workers develop fewer perceptions of job insecurity as they age.

Another interesting variable is gender, where the correlation between Females and Job insecurity is negative ($t = -0.13$; $p < 0.00$). This outcome indicates that female gig workers may have lower perceived job insecurity than male gig workers.

There is a significant correlation between the level of education and job insecurity ($t = 0.11$, $p = 0.03$); therefore, the polar view of gig workers perceiving more job insecurity due to a high educational level could be true.

Income that can be earned within the gig economy also has a positive relation with job insecurity ($t = 0.08$; $p < 0.05$), meaning that while some gig workers could be earning more than employees in traditional firms, they could still be earning with more perceived job insecurity.

Platform membership, despite the Hypothesis revealed that job insecurity is not determined by platform membership, meaning that working on multiple platforms does not change the perception of the workers on job security ($t = -0.03$; $p < 0.53$).

Experience within the gig economy is positively and significantly related to job insecurity ($t = 0.08$, $p < 0.00$). It means that the more experience one has working in the gig economy, the more one will perceive job insecurity.

Discussion of results

In the main findings, the study thoroughly explores the relationships between job insecurity and key psychological factors—social influence, extrinsic motivation, and intrinsic motivation—among gig workers in Thailand, with a particular focus on motorbike riders. This section seeks to situate these findings within the existing literature to justify and analyze the study results.

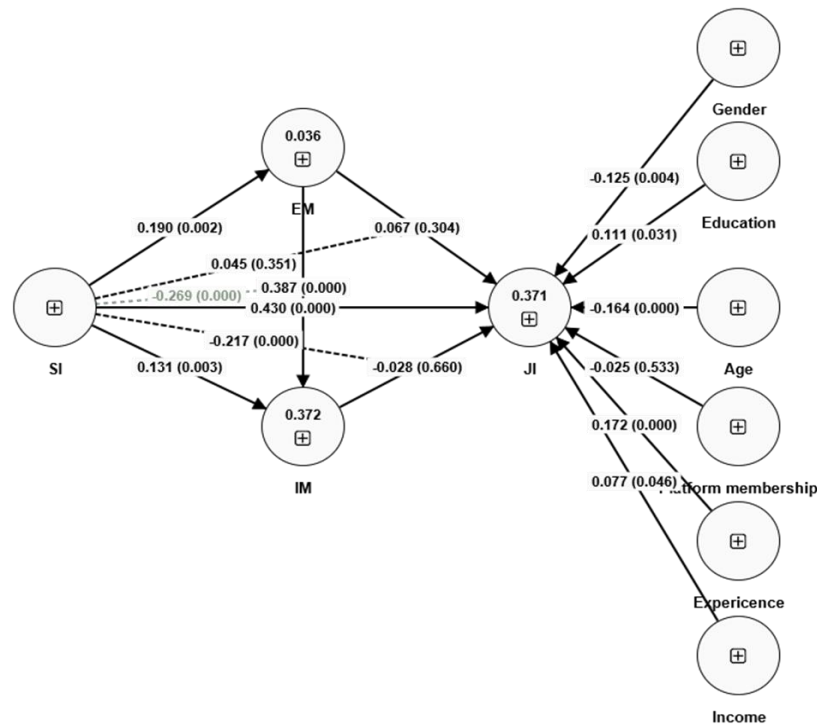


Figure 2 Partial least squares results using smartpls 4.0 software

Social influence on motivation and job insecurity

The study extends previous literature on the gig economy by considering the impact of social influence on motivation and perceptions of job insecurity. These results are consistent with previous arguments for example, Sverke et al. (2002) postulated the reciprocal relation between social relationships, organizational politics, and employee's perception of job insecurity. This study supports that social pressure plays a critical role in shaping both external and internal regulations in a confirming manner within the framework of the self-determination theory proposed by Ryan and Deci (2000) evidence, and it is valuable in extended-risk work situations. Furthermore, the study concludes that intrinsic motivation may lessen the impact of job insecurity, contributing to the ongoing debate on psychological well-being in the context of insecure employment (Hellgren et al., 1999).

Extrinsic Motivation, Intrinsic Motivation, and Job Insecurity

The study affords a differentiated view of how extrinsic motivation, intrinsic motivation, and job insecurity intersect in the gig economy context.

Research shows that extrinsic rewards may increase views of job vulnerability in a manner consistent with Kalleberg (2009) who claims that the nature of the gig economy predisposes people to insecurity. On the other hand, as postulated by Ryan and Deci (2000), intrinsic motivation reduces the effect of job insecurity on the samples. This is because both extrinsic and intrinsic reward systems signal the need to improve workers' participation in the gig economy and their positive wellbeing. What strategies motivate gig workers to influence extrinsic rewards for specific and sustained gig work self-motivation. The challenges that platforms present are that they use extrinsic motivation to lure gig workers, but intrinsic motivation is crucial to keeping them relevant and active and reducing job insecurity. Lessons from these studies are crucial for informing policy that addresses self-organizing work as a balance between profit motive and good jobs, the latter as a catalyst for a fairer gig economy.

Contributions to existing literature and implications

Thus, this research enriches the existing body of knowledge related to the nature of service arrangements and autonomy and related aspects of motivational

vulnerability in the gig economy context. By doing so, the research contributes to understanding how social processes affect extrinsic and intrinsic outcomes, which define the attitudes toward job insecurity. First, it fits self-determination theory into the new world of work, especially in a gig economy, and reveals the psychological foundations of workers' satisfaction.

The evidence underlines the importance of changes at the system level to diminish precarity at work and ensure that workers have an appropriate minimum wage and legal status as independent workers. Indeed, tackling these threats can help policymakers and platform developers build a structural environment enabling economic stability and a better quality of life for gig workers. They are important steps towards developing a fair and resilient model of the gig economy.

Control variables

More detailed analysis of control variables used in the research related to the gig economy. It reveals valuable findings concerning the role of age, gender, education, and income when providing insights into the perceptions of job insecurity among gig workers and contrasting it with the role of platform membership. It does not have a significant impact. This is consistent with the statement that young workers are normally more exposed to job insecurity than older people because of a lack of experience in the job market or because they are always in the precarious positions of being gig workers (Sverke et al., 2002). Occupational segregation and part-time work on one side, and a higher level of job insecurity among women on the other, can explain gender differences in job perceptions, therefore, labor market relations and social inequality (de Bustillo Llorente & Macias, 2005; Burchell et al., 2007). This brings out an antagonistic effect of education, even though education generally makes people secure. It also makes them insecure in the gig economy due to job insecurity, whereby high-education holders are more insecure than low-education holders. When analyzing income and job insecurity, the paramount importance of financial security results in higher levels of perceived employment insecurity at lower incomes (Kalleberg, 2009). Surprisingly, platform diversification does not substantially reduce job insecurity, which challenges the idea of platforms' protective effects (De Stefano,

2015). Further, the study findings also pointed out that despite having experience working in the gig economy for several years, one does not feel less job insecure, indicating the continued vulnerabilities associated with gig work in the long run (Huws et al., 2017). These results enrich the current body of knowledge and suggest that to tackle job insecurity among gig workers, multiple factors should be considered using policy and platform design.

Implications

This study on the gig economy in Thailand provides valuable information of general importance to academia, policymakers, platform designers, and managers within the industry. Preliminary research advances the academic understanding of the gig economy by testing and expanding on theories that include self-determination theory and frameworks on job insecurity as they act as attitudes based on the theory of planned behavior. The implications of these findings for policymakers are that there is a need for relevant policies and legislation that would provide adequate wage protection, employers' legal obligations and social security for gig workers as well as creating environments that reduce job insecurity. It is recommended that platform designers and collaborating organizations align design elements and practices with both the extrinsic and intrinsic incentives for workers. This includes offering opportunities for skill enhancement and communal activities alongside financial rewards. To this end, identifying the demographic and work-related factors that affect self and job insecurity reveals the importance of developing carve-out support strategies that address the diverse needs of the gig workforce to influence satisfaction, retention, and well-being positively. Finally, this study opens the possibility of adopting an integrative perspective when analyzing the current state of gig economy and its potential ways of changes, which considers the perspectives of flexibility, autonomy, security, as well as welfare of gig workers.

Conclusion

In this study, the intricate nature of the effects of the gig economy on Thai workers is discussed, and the engagements of social pressure, extrinsic and intrinsic incentives, and insecurity are analyzed

comprehensively. This makes it evident that workers' motivation and attitude towards insecurity are strongly related to social influence, thus, pointing to the centrality of social context within the gig economy. In addition, the finding points to intrinsic motivation as a moderator of the effect of job insecurity, which implies the need to cultivate assuring conditions in workplaces. However, extrinsic motivation positively correlates with job insecurity, showing how motivation interacts and depends on perceived job stability.

Additionally, demographic and job-related factors such as age, gender, education, and income offer more information concerning other factors affecting the perception of job insecurity to gig workers. Such stress underlines the need to unite policy, and platform designs to adequately meet the gig workforce's manifold needs.

In conclusion, it is possible to mention that this study contributes significantly to enhancing theory and knowledge about Thailand's gig economy while simultaneously creating the theoretical platform for investigating further similar contexts. It calls for a more complex reflection on the possible ways of moderating the gig economy centered on the processes and interactions between and within social, motivational, and demographic factors for a safer and fairer gig work model.

Limitations

The study targeted only the Thai motorbike riders; hence, it may not be generalizable to other gig economy. The cross-sectional design also raises causal inference issues regarding the occasion. Subsequent research could use longitudinal techniques or qualitative research to explore more details on job insecurity outcomes among gig workers.

Further research

Therefore, Future studies should continue analyzing cross-cultural differences within the gig economy regarding the generalizability of social influence, motivation, and insecurity in given contexts and structural conditions. This could help identify universal trends and specific tendencies, fill the knowledge gap of gig work's advantages and disadvantages.

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