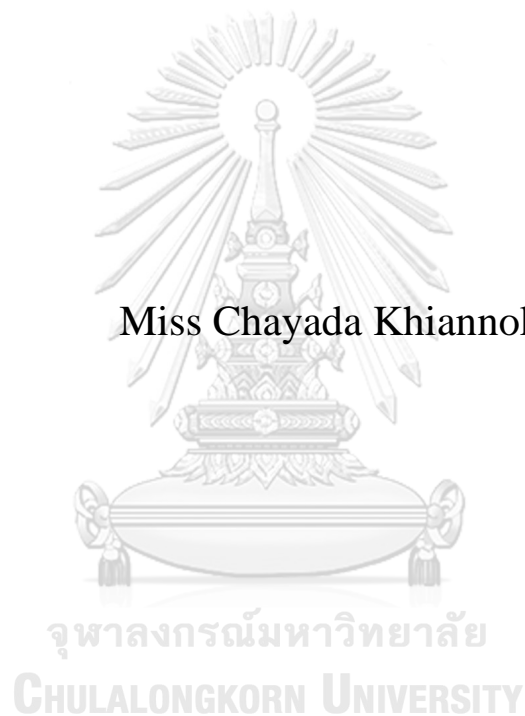


Why do Thais choose to do flexible job? A case study of GrabFood



An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts in Labour Economics and Human
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Field of Study of Labour Economics and Human Resource Management
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ทำไมคนไทยจึงเลือกทำอาชีพที่ยืดหยุ่น กรณีศึกษา แกร็บฟู้ด



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
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ชญาดา เขียนนอก : ทำไมคนไทยจึงเลือกทำอาชีพที่ยืดหยุ่น กรณีศึกษา แกร็บฟู้ด. (Why do Thais choose to do flexible job? A case study of GrabFood) อ.ที่ปรึกษาหลัก : ผศ. ดร.วรประภา นาควัชระ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาว่าทำไมคนไทยจึงเลือกทำอาชีพที่ยืดหยุ่น ผ่านกรณีศึกษาผู้ประกอบการอาชีพแกร็บฟู้ด ข้อมูลในการศึกษานี้ ผู้จัดทำใช้แบบสอบถามออนไลน์ โดยมีกลุ่มเป้าหมายคือผู้ประกอบการอาชีพแกร็บฟู้ด และใช้การวิเคราะห์ถดถอยโลจิสติกส์แบบทวิ (Binary Logistic Regression) ในการวิเคราะห์และประเมินผล ผลการศึกษพบว่า ความชื่นชอบต่อความยืดหยุ่น เป็นปัจจัยสำคัญในการประกอบอาชีพอิสระ (Freelance) และผลการศึกษานี้ มีความคล้ายคลึงกับงานวิจัยที่เกี่ยวข้องอื่นๆ ในประเด็นที่ว่า ความยืดหยุ่นเป็นปัจจัยหลักที่ทำให้บุคคลเลือกประกอบอาชีพอิสระ ดังนั้นจึงสามารถสรุปได้ว่า ความชื่นชอบต่อความยืดหยุ่นเป็นเหตุผลหลักที่ส่งผลให้คนเลือกที่จะประกอบอาชีพที่มีความยืดหยุ่น



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Chayada Khiannok : Why do Thais choose to do flexible job? A case study of GrabFood. Advisor: Asst. Prof. VORAPRAPA NAKAVACHARA, Ph.D.

This study is to examine why Thai people want to do flexible job by studying GrabFood as case study. Data in the study was collected from online survey which were directly responded by GrabFood workers and I use binary logistic to estimate results. The result found that preference for flexibility is the key factor workers are likely to do freelance. The result of this study is similar to other related studies in that flexibility is an important factor people go on freelance. Therefore, it can be concluded that increase in value of flexibility is a major reason for people to choose to do flexible job.



Field of Study: Labour Economics and
Human Resource
Management

Academic
Year: 2019

Student's Signature

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Advisor's Signature

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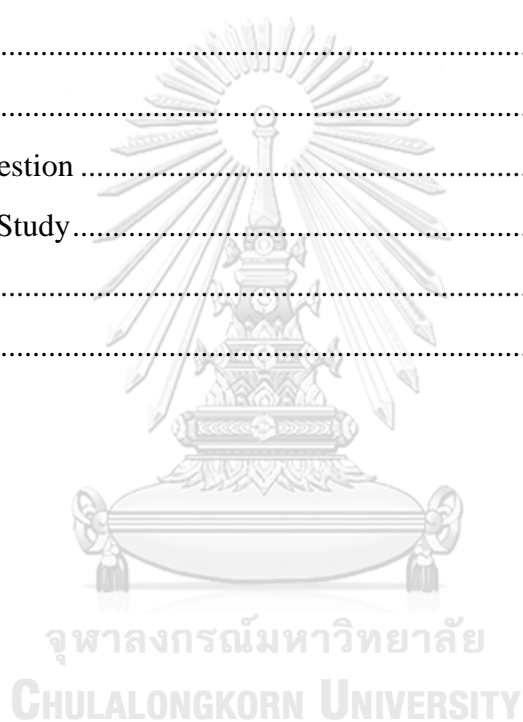
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Chapter 1

Introduction

1.1 Background and Motivations

The world is changing and transforming to new way of life. The nature of workforce we have seen today differs from what we used to see decades ago. The group of people called Millennials or generation Y were born between 1980-2000 (Lyons, 2016 #6) and are currently 20-40 of, accounting for one-third of global workforce and a driving force of global economy. A study on Global Generational Study in 2013 conducted by PwC together with University of Southern California and London Business School captures the several forces influencing the experience of Millennial or “Generation Y” employees. The study found that “work/life balance is one of the most significant drivers of employee retention and a primary reason this generation of employees may choose a nontraditional professional career track” (Finn, 2013 #7). Millennials want more flexibility, and the opportunity to shift hours. However, “the widespread similarities between Millennial employees and their non-Millennial counterparts, all of whom aspire to a new workplace paradigm that places a higher priority on work/life balance and workplace flexibility”. In fact, “a significant number of employees from all generations feel so strongly about wanting a flexible work schedule that they would be willing to give up pay and delay promotions in order to get it. The similarities in attitudes across generations are striking” (Finn, 2013 #7). With the increasing value for work-life balance, flexibility, short-time work and gig lifestyle, This result in the rapid growth in the gig economy.

Gig economy

Gig economy is where “temporary, flexible jobs are commonplace and companies tend toward hiring independent contractors and freelancers instead of full-time employees” (Chappelow, 2020 #8). The word “gig” refers to “short-term jobs without a contract tied to a certain place. Gigs offer a lot of freedom in the types of jobs and work hours available such as part-time, contingent, contract, temporary, freelance, independent contractor, on demand online and platform working. Compensation depends on how many jobs are completed and how difficult they are. An economy made up of these gigs is called a Gig Economy” (Naiyaraksaree, 2017 #9).

The gig economy has been also loosely described as the ‘platform’, ‘sharing’, ‘crowd-based’, ‘on-demand’ or ‘gig’ economy (De Stefano, 2015 #27). The gig economy is based on flexible, temporary, or freelance jobs, often involving connecting with clients or customers through an online platform. “The gig economy can benefit workers, businesses, and consumers by making work more adaptable to the needs of the moment and demand for flexible lifestyles. At the same time, It undermines the traditional economy in which full-time workers almost never change positions and instead focus on a lifetime career and it has downsides due to the erosion of traditional economic relationships between workers, businesses, and clients” (Chappelow, 2020 #8). The gig economy is, therefore, classified by four basic characteristics: “irregular work schedules based on customer demand; workers providing some or all capital (e.g. bikes or mobiles); work being paid at a piece rate; and work being arranged and/or facilitated via platforms” (Stewart, 2017 #11).

Under the gig economy, there are several types of job we have heard about such as freelancer, independent workers, independent contractors, and etc. Freelancer and independent workers are often used interchangeably. Freelancer can be considered as a hybrid of employees and entrepreneurs. In other words, “they are employees because they are almost always hired by (large) firms to work for a period selling nothing else but their intangible professional knowledge, which is different from other entrepreneurs and self-employed selling tangible products to customers”. On the other hand, “they are entrepreneurs because they work for their own risk and reward without any organizational guarantee or support” (Van den Born, 2013 #12). “They are often paid on their productivity rather than a time input basis” (Burke, 2011 #13). Besides, “freelancers work for various clients and the relationship between the client and the freelancer is often defined in a contract for services setting the terms. This is in contrast to regular employment, in which the employer/employee relationship is determined in a contract of services” (Tench, 2002 #14). Some types of job, as a result, are considered as freelancer such as Uberdriver, Tutor, E-commerce, youtuber and etc.

“An independent contractor, however, often functions as a freelancer, but typically will work with one client for a longer time frame. Furthermore, they might work through a third party or agency but can also work on their own. If an independent contractor works on their own, they are responsible for their own taxes and insurance. If they work for an agency, that agency may be responsible for paying their taxes. It depends

on the relationship between the worker and the organization” (Reddigari, 2018 #15).

With internet and the growth of digital technology, gig economy grows rapidly in which online platforms are created and brought independent workers and clients together, making it easier for gig workers to find jobs. Exemplified platforms are such as Upwork (freelancer Service), Uber eats (food delivery), Uber (transport), amazon flex (pick up and deliveries) and etc. Although the number of gig workers are not officially published partly due to the fact that they are in informal sector which is difficult to pool data from, A study on Independent Work: Choice, Necessity and the Gig Economy by McKinsey Global Institute (MGI) has estimated that “up to 162 million people in Europe and the United States— or 20 to 30 percent of the working-age population—engage in some form of independent work¹” (Bughin, 2016 #16). Another study commissioned by the Freelancers Union & Upwork found that “57.3 million Americans were freelancers, amounting to 36% of the U.S. workforce in 2017” (Edelman, 2017 #17).

In Thailand, the gig economy is not new, but has been part of the society for a long time. As an agricultural country, labors have been in high demand during planting and harvesting seasons in which jobs are temporary. Nevertheless, an internet allows the gig economy to boom; thus, they are more jobs to choose than ever such as freelancer, online merchants, and stock investors but the most popular one seems to be freelancer. A survey by Economic Intelligence Center of Siam Commercial Bank found that based on 9,387 responses, “the gig population makes up as much as 30% of the total workforce in Thailand. This means that for every 10 people, three of them will be working a gig. And within those three, two will likely have full-time jobs and take gigs on the side, while the other one is a 100% gig worker like freelancer” (Naiyaraksaree, 2017 #9). A number of freelancers in Thailand is also expected to increase overtime. According to the analysis of the Freelance Market in Thailand by Kasikorn Research Center, the evaluation results in the past 5 years, “the Thai freelance market has a continuous growth of 3.9% per year, with the value in 2018 around 4.8 billion baht and there are around 1.9 million of freelance people” (SISA, 2019 #18).

¹ Independent work has three defining features: a high degree of autonomy; payment by task, assignment, or sales; and a short-term relationship between worker and client. The definition encompasses people who provide labor services as well as those who sell goods or rent assets.

Freelance and Food Delivery

It is interesting to see why freelance job is becoming popular in Thailand. In particular, the phenomenon whereby customers are able to order food via online apps such as Grab food, Lineman, and Food Panda at the touch of a screen and have food delivered to their homes. This phenomenon is commonplace in major cities. Many years ago, online food delivery services were limited only to pizza, fried chicken like KFC, and burgers from large international chains. Due to technological advancement and growth e-commerce, consumers nowadays are willing to pay extra for their favorite food from favorite restaurants delivered at their home via food applications. According to Kasikorn Research Center, “Thai food delivery business grew 14% year-on-year in 2019 and accounted for 8% of Thailand's total restaurant business value” (Tipparat, 2020 #19).

Worker who are partnered with these platforms are considered freelancer because they are not protected by labor law, and not eligible for employee's benefits like employees do. They are also working like entrepreneur because they work on their own schedule and risk. i.e. buying motorcycle on their own, not company's motorcycle. For workers side, they simply “log in to a worker ‘app’ to signal their availability for work. When a customer places an order, a platform allocates the delivery to a worker via a notification on the app. The worker can either accept or reject the delivery. At this point, riders are only informed about the pick-up address, not the delivery location which limits their ability to make informed decisions about accepting or rejecting orders. Once accepted, workers make their way to the restaurant, pick, and once they confirm that the order is ready, the rider is notified of the delivery address. After that, workers travel to the customer's address and the delivery process is facilitated through the platform's app and navigation software” (Goods, 2019 #20). The income workers receive varies depending on such as distance they deliver and hours job by job. The more delivery they make, the more money they earn. For client side, they can save their time and energy going out to get food.

Therefore, it is interesting to see why freelance job is becoming popular in Thailand. For the demand side, many small business owners and companies prefer to hire independent contractors rather than hiring employees because, firstly, they can reduce cost by paying by projects, not paying when work is not available, not paying employee's benefits, and outsourcing non-essential tasks. Moreover, they can terminate the relationship easily without paper work and potential problems that go with firing employees. But for the supply side, it is interesting to explore why Thai people choose do flexible jobs. In many studies, many people who

value freedom and flexibility that comes with independent work choose to become freelancers (Edelman, 2017 #17). But does freelancers in Thailand has the similar reasons?

1.2 Objectives

I wish to study why Thai people want to do flexible job. I choose GrabFood drivers as a case study because, firstly, food delivery service is popular in major cities and expected to expand to other provinces. Moreover, GrabFood in particular is a major player in food delivery services market and it achieved over “4 million orders in the first 4 months of 2019, surpassing the 3 million orders achieved in 2018”. “According to market research done by Kantar in February 2019, GrabFood is Thai consumers’ #1 online food delivery platform. 44% of consumers voted GrabFood as the most often used brand in Thailand, saying it was the online food delivery platform they used the most often” (Grab, 2019 #21). Since it seems that Grab is very popular, it should be a good example to study on. Therefore, in this paper, I want to explore the reasons behind people wanting to do freelance or flexible job in Thailand, a study of Grab Food. Especially why they do GrabFood fulltime. This is also because when talking about freelance, we tend to comprehend that they are working as extra job to earn extra money. But if these people are willing to ride GrabFood as fulltime and earn similar amount or even more as if they worked as employees in formal sector. This is interesting to see why, despite the fact that no law protection, no social security benefits, and no certain income are provided.

1.3 Scope of the study

This paper uses primary data from online survey. There are 103 observations used in this study. I examine the effects of individual characteristics, household characteristics, and personal characteristics on working Grab Food fulltime. I apply econometric method (logistic regression) to predict the probability of those variables on the outcome, working GrabFood full-time

1.4 Expected benefit

This study can make contribution to explanation of increasing popularity of freelance job and gig economy in Thailand by looking at the supply side.

Chapter 2

Theoretical Framework and Literature Review

2.1 Theoretical Framework

2.1.1 Rational Choice Theory

Rational choice theory “ is used to model human decision making, especially in the context of microeconomics, where it helps economists better understand the behaviour of a society in terms of individual actions as explained through rationality, in which choices are consistent because they are made according to personal preference. Rational choice theory increasingly is applied to other areas as well, including evolutionary theory, political science, and warfare” (Amadae, #22).

2.2 Literature Review

2.2.1 An Analysis Of The Labor Market For Uber’s Driver-Partners In The United States

This paper by Jonathan V. Hall And Alan B. Krueger studied labor market of Uber such as characteristics, labor supply, and earnings of workers who provide car rides using the Uber platform as well as their motivations for partnering with Uber. The data used in the study was gathered from CBS web survey from 2014-2015 and administrative data from Uber.

The findings of the paper were that, firstly, “the Uber platform provides a great deal of flexibility for driver partners, and this feature of work in the on-demand economy might attract workers who supply labor to the sector more generally. Responses to the BSG survey indicated that many driver-partners valued the flexibility to choose their hours and days of work. Furthermore, the administrative data indicated that a large proportion of driver-partners take advantage of flexibility and change their hours from week to week. Uber driver-partners, when compared to traditional taxi drivers, tended to work substantially fewer hours per week” (Hall, 2018 #23).

Secondly, compared with taxi drivers and chauffeurs, “Uber’s driver-partners were more similar in terms of age and education to the general workforce. Many factors may have contributed to this result. For example, The US economy was not operating at full employment during the period

researcher undertake the study; thus, more highly educated and younger workers may have had fewer alternatives available in the job market than normal. And Uber may have represented an attractive option for these workers. Also, entry barriers in traditional taxi and limo services may prevent a broader segment of the workforce from gaining such jobs” (Hall, 2018 #23).

Thirdly, for net hourly earnings, “it appears that Uber driver-partners earned at least as much as taxi drivers and chauffeurs and in many cases they earned more if they drove more, with reputation and rating mattered. The wage regressions found that earnings are not that different by driver education, gender, or race, but they did find a return to early experience using the Uber platform. Besides, Uber is likely to represent a substantial fraction of the work facilitated by digital matching platforms, yet it seems to be part of a larger trend in work in the United States. Several recent studies found work facilitated by digital platforms grew exponentially, much of which is not ride-sharing work” (Hall, 2018 #23).

2.2.2 The Perks of Being gig worker

A study done by Economic Intelligence Center (EIC) of Siam Commercial Bank Thailand was “The perks of being a gig worker” in 2017. “Based on survey with 9,387 responses, researchers found that gig workers in Thailand come in all shapes and sizes, or more accurately, ages, income levels, and educational backgrounds. The biggest group of gig workers is the baby boomers, most of them already have a stable income that allows them to spend time as freelancers. As for their income, gig workers make between 9,000 baht to over 100,000 a month, with the majority of them making around 15,000-50,000 baht, depending on the types and quality of jobs, as well as how hard they work. Another interesting finding that gig workers have diverse educational backgrounds. In the past gig workers tended to be less educated, while the highly educated ones flocked to civil service jobs, which were deemed highly prestigious decades ago. Now a lot has changed, and gig workers include those without high school degrees as well as those with Ph.D. degrees. The gig economy trend has changed the way we think about jobs. It has also deleted some barriers that prevented some people from getting a job due to age, educational background, race, or language. In gig society, everybody can get a job as long as he or she has the skills, the energy, and the time it takes” (Naiyaraksaree, 2017 #9).

Based on conversations with many gig workers and the EIC results, Researchers discovered 3 reasons people choose to become gig workers.

Firstly, the leading reason among people interviewed appeared to be the ability to manage their own time. Second reason was going where passion takes you. The result explained that nowadays the importance of happiness is emphasized by everybody, “it is no surprise that some choose to leave high-paying full-time jobs to follow their passions. One of people they know who is a gig worker has always loved to do arts and crafts. After graduation, she had a stable well-paying full-time job but she also started her own business on the side which is selling dried flower bouquets on social media. Although she has to work on it after long days at the office and spend her weekends at the flower market instead of lounging at home, she insists that she will continue this small business because it makes her happy. The third reason shows that they can choose job they want. Gig workers can also choose the type of jobs they want beside whenever they want. Some may prefer job to develop a broad experience. Some may choose something new to keep them from getting bored. Some may look for challenging tasks to develop their skills. And others may simply choose what make them happy. If they are in full-time jobs, they will rarely have choices to enjoy. Gig workers are without obligations and have no one telling them what to do. But the degree of choosiness come into play to determine whether how many jobs they can take. Researchers asked one woman who is a freelance interpreter that how many jobs she gets, and she said there are always some as long as you are not too choosy” (Naiyaraksaree, 2017 #9).

While there have been many studies like the two related paper above discovered freelancer’s motivations to work as freelancer such as value of flexibility, or work-life balance, not many studies specifically explain what reason freelancer do freelance work as full-time (at least 35 hours a week)². It appears that in many cases in Thailand freelancers do freelance job on the side. Therefore, I want to specifically look at why they do freelance job full-time despite no social security benefit, uncertainty, and no law protected like formal arrangement jobs provided.

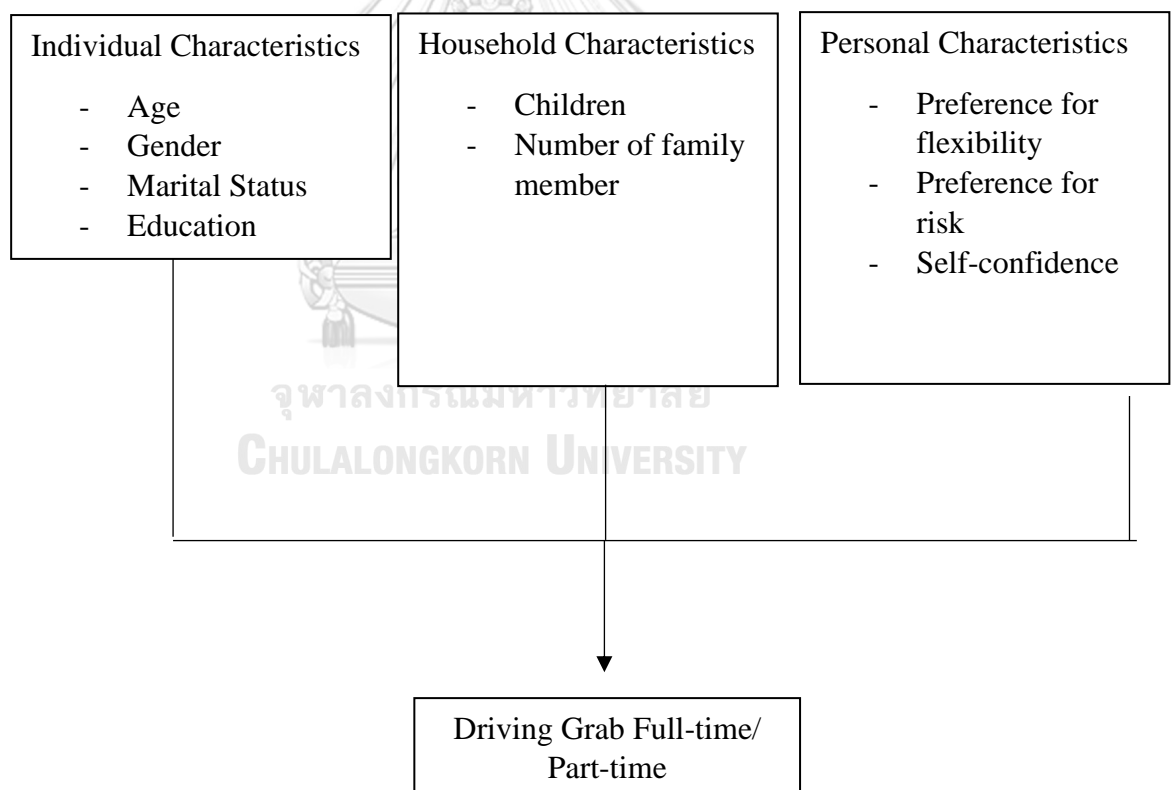
² Thai Labor Protection Act: The general rule is that a working day shall not exceed 8 hours per day and no more than 48 hours per week and an hour rest period per day.

Chapter 3

Data and Methodology

3.1 Conceptual Framework

The conceptual framework below relates individual characteristics (age, marital status, educational level), household characteristics (number of family members), personal characteristics (preference of flexibility, preference for risk, self-confidence), with how many hours driving Grab per week.



3.2 Data and Methodology

3.2.1 Data

In this study, I obtain primary data from online survey. Data collection is based on online survey (Appendix 1) which was gathering on 17-21 June 2020. The survey was posted on Facebook group platform such as Grabfood Driver Thailand, Grab Community Khonkean, GrabFood Mahasarakam, and etc. Moreover, the survey was handed out directly in person to Grab food driver upon delivery. Questions on the survey included, such as, individual characteristics (age, marital status, educational level), household characteristics (number of family members), personal characteristics (preference of flexibility, preference for risk, self-confidence), and how many hours they worked driving Grab per week. As a result, 103 respondents completed the survey.

Table 1

Variable Type	Variable	Measurement
Dependent	Working at least 35 hours per week	Hours (working at least 35 hours =1, working less than 35 hours=0)
Independent	Age	Years
	Gender	(Male=1, Female=0)
	Status	(Married=1, Single/Divorce=0)
	Child	(Having child=1, no child=0)
	Educational Level	(1=Higher than Bachelor 2=Bachelor 3=Lower than bachelor)
	Number of family members	People
	Preference of flexibility	0-5 (0=none, 5= the most)
	Preference for risk	0-5 (0=none, 5= the most)
	Level of self-confidence	0-5 (0=none, 5=the highest)

Table 1 provides details about variables and measurement. The dependent variable, how many hours driving Grab per week, was collected with dummy variable scale. The measurement is equal to 1 if working at least 35 hours per week or fulltime and equal to 0 if working less than 35 hours per week³. For independent variables, the measurement of age is continuous in years, and the marital status is measured as dummy variables where being married is equal to 1 and being single or divorced are equal to 0. Educational level variable is collected in categories which is recorded as 1 “having higher than bachelor degree”, 2 “having bachelor degree” and 3 “having lower than bachelor degree”. I am not measuring the actual number of years spent obtaining a degree which can vary with the number of degrees or time spent studying that did not lead to a degree. The size of household is measured on continuous scale with the question “what is the number of your family member” being asked. Lastly, for personal characteristics, the questions include “what level is your of preference for flexibility, what level is of your preference for risk, and what level is your of self-confidence” with the measurement on the 0-5 scale.

Table 2

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	103	18.0	69.0	31.767	8.5603
Gender	103	.0	1.0	.825	.3816
Status	103	.0	1.0	.291	.4566
Children	103	.0	1.0	.350	.4791
FamMember	103	1.0	16.0	4.204	2.2376
Education	103	1.0	3.0	2.136	.8050
working duration (month)	103	0	36	8.00	7.163
hours worked per week	103	.0	1.0	.602	.4919
Preference flexibility	103	.0	5.0	4.311	.9904
preference for risk	103	.0	5.0	3.301	1.4742
Self-confidence	103	2.0	5.0	4.330	.8562
Valid N (listwise)	103				

Table 2 shows complete list and summary statistics for all variables used in the study

³ “Part time is commonly defined as a specified number of hours. The threshold which divides workers into full-time and part-time workers varies from country to country (see the table below for some examples), but is usually either 30 or 35 hours per week” (ILO, 2003)

3.2.2 Methodology

In this paper, I estimate factors affecting people to work GrabFood Full-time by using logistic regression model. This method is used to predict probability outcome in which they are two possible outcomes and explain the relationship between one dependent binary variable and one or more nominal, ordinal, interval or ratio-level independent variables. In this case, the outcome is working at least 35 hours (Full-time) =1 and working less than 35 hours (Part-time) =0.

Since the logistic regression is not linear function. The probability that an event will occur is the fraction of times we expect to see that in many trials. If the probability of an event occurring is P, then the probability of the event not occurring is 1-P. Probabilities always range between 0-1. Therefore, the probability of the event occurring is the event will occur (P) divided by the probability that the event will not occur (1-P) which is (P/1-P). And the probability of the event occurring (P/1-P) is called Odds Ratio. I take log of Odds to transform the outcome variables to model a non-linear association in a linear way. Therefore, in this study, I predict the probability of people working GrabFood fulltime by this equation;

$$\text{Log (P/ 1- P) = B}_0\text{+B}_1\text{X}_1\text{+B}_2\text{x}_2\text{+B}_3\text{X}_3\text{+B}_4\text{X}_4\text{+B}_5\text{X}_5\text{+B}_6\text{X}_6\text{+B}_7\text{X}_7\text{+B}_8\text{X}_8\text{+B}_9\text{X}_9$$

Where, Log (P/ 1- P) =1 if working at least 35 hours a week =1 and =0 if working at less than 35 hours a week, X1= age (years), X2= Gender (0=Female, 1=Male), X3= Status (0=single/divorced, 1=Married,), X4= Child (0= no child, 1= having child),X5= number of family members (people), X6= Educational level (1=higher than Bachelor, 2=bachelor, 3= lower than bachelor), X7= Level of preference for work flexibility (0-5), X8=Level of preference for risk(0-5),X9=Level of self-Confidence (0-5).

3.2.3. Hypothesis

My assumption is the personal characteristics of high preference for flexibility leads to working Grab at least 35 hours a week (full-time)

Chapter 4

Result and Discussion

4.1 Result

I estimated probabilities of people working GrabFood fulltime (working at least 35 hours a week) which is the outcome variable by using SPSS. In the SPSS program, it shows several of table statistics as follows;

Table 3

Table 3.1



Classification Table^{a,b}

Observed		Predicted			
		hours worked per week		Percentage Correct	
		less than 35 hours per week	at least 35 hours per week		
Step 0	hours worked per week	less than 35 hours per week	0	41	.0
		at least 35 hours per week	0	62	100.0
Overall Percentage					60.2

a. Constant is included in the model.

b. The cutvalue is .500

Table 3.2



Variables in the Equation


	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.414	.201	4.221	1	.040	1.512

Starting with this set of table 3. Table 3 describes the baseline model which is the model that does not include our explanatory variables. In table 3.1 the overall percentage row tells that this approach to prediction is correct 60.20% of the time. The Variables in the Equation (table 3.2) shows the coefficient for the constant (B_0). This table is not particularly important but it highlights the significance level to illustrate a cautionary tale. According to this table, the model with just the constant is a statistically significant predictor of the outcome ($p < .05$). However it is only accurate 60.2% of the time.

Table 4 shows the *Omnibus Tests of Model Coefficients*. This model is used to check that the new model (with explanatory variables included) is an improvement over the baseline model (a model that does not include


our explanatory variables). It uses chi-square tests to see if there is a significant difference between the Log-likelihoods (specifically the -2LLs) (Table 5) of the baseline model and the new model. If the new model has a significantly reduced -2LL compared to the baseline then it suggests that the new model is explaining more of the variance in the outcome and is an improvement. But in this case, it is not. However, the **Sig.** column, in the **Model** row, this is the p -value that is interpreted. If the p -value is **less than 0.05 (this case =0.001)**, then researchers have a significant model that should be further interpreted.

Table 4



Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	28.521	10	.001
	Block	28.521	10	.001
	Model	28.521	10	.001



After including explanatory variables, there are three different versions; *Step*, *Block* and *Model*. The *Model* row always compares the new model to the baseline. The *Step* and *Block* rows are only important if I am adding the explanatory variables to the model in a stepwise or hierarchical manner. If I were building the model up in stages then these rows would compare the -2LLs of the newest model with the previous version to ascertain whether or not each new set of explanatory variables were causing improvements. But in this case, I have added all explanatory variables in one block and therefore have only one step (Step 1). This means that the chi-square values are the same for step, block and model. The *Sig.* values are $p < .05$, which indicates the accuracy of the model improves when I add our explanatory variables.

Table 5

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	109.956 ^a	.242	.327

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

The Model Summary (Table 5) provides the -2LL and pseudo- R^2 values for the full model. The -2LL value for this model (109.956) is what was compared to the -2LL for the previous null model in the ‘omnibus test of model coefficients’ (Chi Square) which told there was a significant decrease in the -2LL, i.e. that our new model (with explanatory variables) is significantly better fit than the null model. However, in this case, the new model appears to less fit than the null model. The R^2 values tell us approximately how much variation in the outcome is explained by the model (like in linear regression analysis). The Nagelkerke’s R^2 suggests that the model explains roughly 32.7% of the variation in the outcome. But the two versions (Cox & Snell and Nagelkerke) do vary. This just goes to show that these R^2 values are approximations and should not be overly emphasized.

Table 6

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	12.330	8	.137

Moreover, when we look at the Hosmer & Lemeshow test (**Table 6**) of the goodness of fit. It suggests the model is a good fit to the data, under the **Sig.** column, as $p > 0.05$. Besides, The Classification Table (**Table 7**) is the equivalent to that in Block 0 (**Table 3.2**) but Table 7 is now based on the model that includes our explanatory variables. As we can see new model is now correctly classifying the outcome for 68% of the cases compared to 60.2% in the null model. This is marked improvement.

Table 7

Classification Table^a

		Predicted			
		hours worked per week		Percentage Correct	
Observed		less than 35 hours per week	at least 35 hours per week		
Step 1	hours worked per week	less than 35 hours per week	21	20	51.2
		at least 35 hours per week	13	49	79.0
Overall Percentage					68.0

a. The cut value is .500

However, the most important of all output is the *Variables in the Equation* table (**Table 8**). This table provides the regression coefficient (**B**), the Wald statistic (to test the statistical significance) and the all important Odds Ratio (**Exp (B)**) for each variable category. The column Exp (B) shows exponentiation of the B coefficient, which is an odds ratio and this value is given by default because odds ratios can be easier to interpret than the coefficient, which is in log-odds units.

Table 8

		Variables in the Equation						95% C.I. for EXP(B)	
		B	S.E.	Wald	df	Sig.	Exp(B)	Lower	Upper
Step 1 ^a	Age	.041	.035	1.409	1	.235	1.042	.973	1.116
	Gender(1)	1.267	.658	3.710	1	.054	3.551	.978	12.892
	Status(1)	1.014	.690	2.159	1	.142	2.758	.713	10.669
	Children(1)	-.823	.668	1.518	1	.218	.439	.119	1.626
	FamMember	.229	.136	2.856	1	.091	1.258	.964	1.640
	Education			6.805	2	.033			
	Education(1)	1.247	.649	3.691	1	.055	3.481	.975	12.427
	Education(2)	1.838	.720	6.515	1	.011	6.284	1.532	25.777
	flexibility	.782	.275	8.077	1	.004	2.185	1.275	3.746
	risk	-.041	.181	.051	1	.821	.960	.673	1.369
	Selfconfidence	.202	.304	.439	1	.507	1.223	.674	2.221
	Constant	-8.041	2.182	13.584	1	.000	.000		

a. Variable(s) entered on step 1: Age, Gender, Status, Children, FamMember, Education, flexibility, risk, Selfconfidence.

From table 8, the equation I draw from the regression is (**Working Fulltime (log odds)**) = $-8.041 + 0.41(\text{age}) + 1.267(\text{male}) + 1.014(\text{married}) - 0.823(\text{children}) + 0.229(\text{Fam_member}) + 1.247(\text{edu_bachelor}) + 1.838(\text{edu_lowerbachelor}) + 0.782(\text{flexibility}) - 0.041(\text{risk}) + 0.202(\text{self-confidence})$.

Looking at preference for flexibility variable, flexibility is statistically significant ($p=0.004, <0.05$). The B coefficients for preference for flexibility is positive (0.782). It can be interpreted that when one-unit increase in preference for flexibility, probability of working at least 35 hours per week increases 2.19 times.

4.2 Discussion

From the result discussed in 4.1, preference for flexibility has positive relationship with Driving GrabFood full-time. When one-unit increase in preference for flexibility, probability of working at least 35 hours per week increase 2.19 times. This shows that GrabFood drivers who have high preference for flexibility are likely to choose to do GrabFood fulltime. This action can be explained by rational choice theory which assumes that individual choose course of action that is most in line with his/her personal preferences. In the context of microeconomics, “rational choice theory is used to model human decision making where it helps to better understand the behavior of a society in terms of individual actions and they are explained through rationality, in which choices are made according to personal preference. Rational choice theory increasingly is applied to other areas as well, including evolutionary theory, political science, and warfare” (Amadae, #22). In this case, GrabFood offers flexible working schedule for GrabFood drivers where they can work at any time they want. Individuals who have high preference for flexibility may find the match between their preference flexibility and work flexibility offered by GrabFood. Therefore, they choose to spend most of their work time at Grab and resulting in working fulltime (fulltime-freelance).

How do this result relate to finding of other studies? In fact, several related studies have also found that value of flexibility is one of major reasons behind working as freelance. “With many employers hiring freelance workers and online platforms making it easier for workers to find freelance work, more freelancers are taking their careers full-time, according to the new Freelancing in America Survey by Upwork and the Freelancers Union” (Pofeldt, 2019 #24). “The top reasons for choosing independent work are to be my own boss (77%) and flexibility (74%), according to a survey conducted in 2017 by Emergent Research and Rockbridge Associates” (Pofeldt, 2017 #25).

Although the result of my paper finds that flexibility remains priority reason they are doing freelance job, especially fulltime, it does not necessarily mean that Grabworkers who are doing freelance part-time, does not have preference for flexibility. It could mean that they work multiple freelance jobs and working GrabFood is as part time.

Chapter 5

Conclusion

5.1 Conclusion

Thailand is experiencing a growing number of freelance workers in the country. Several factors have contributed to the phenomenon, for example, the growth of technology enables freelancers to easily find jobs via online platforms. However, this paper examines why Thai people want to do freelance at the individual level by studying GrabFood workers as a case study. Especially looking at why they do it fulltime. As for data collection, I obtain primary data from online survey responded directly by GrabFood workers and use binary logistic to estimate results. The result found that preference for flexibility is the key factor workers are likely to do freelance-fulltime. In other words, preference for flexibility is statistically significant. When one-unit increase in preference for flexibility, when one-unit increase in preference for flexibility, probability of working at least 35 hours per week increases 2.19 times. This result of this study, flexibility, in particular is similar to other related studies in that flexibility is an important factor people go on freelance. Therefore, it can be concluded that increase in value of flexibility is a major reason for people to choose to do freelance.

5.2 Limitations จุฬาลงกรณ์มหาวิทยาลัย

Given preference for flexibility a key factor people are likely to do flexible job, this could be a broad conclusion because various factors could lead to doing freelance jobs which I did not collect. The survey did not include questions which are, for example, if the respondents working multiple freelance jobs. This information could help determine whether they are working freelance fulltime, part-time or have preference for flexibility. Working freelance fulltime does not only come from preference for flexibility, it could be resulted from economic necessity such as tight workforce, resulting in fewer options in the job market. Besides, given the era of Covid 19 pandemic during undertaking the study, the survey did not ask if they recently lost their job; hence, working grab fulltime.

5.3 Policy Suggestion

Several studies found that people's tendency toward work flexibility has potentially increased, resulting in a growing number of freelance workers. Preference of flexibility is likely to lead some people to do freelance work. If they do not do freelance, they are in high demand for their workplace to offer more flexibility. As mention in Chapter 1, millennials are a driving force of global economy and are accounted for one-third of global workforce. A survey by Deloitte Millennial Survey in 2017, "millennials had a great concern about flexibility at work, which was perceived to be an important element sustaining their health, well-being and happiness" (Deloitte, 2017 #26). Thus, Organization which wishes to prevent employee's turn over improve employee's well-being and increase workplace productivity should adopt flexible working arrangements such as offering flexible work schedules and promoting work-life balance to attract and attain employee.

5.4 For Further Study

This study examines individual characteristics, household, and personal characteristics factors affecting working freelance job fulltime and use primary data in the study. For further study, I suggest asking if they are working multiple freelance jobs to help determine if they value of flexibility. Besides, using administrative data from GrabFood could be beneficial in getting more detailed data of workers as well as how much they drive or how many orders they deliver because income can be a factor they choose to do freelance.

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(Appendix 1)

Survey

แบบสำรวจนี้มีวัตถุประสงค์เพื่อสำรวจปัจจัยที่ส่งผลต่อการตัดสินใจในการเลือกทำอาชีพที่มีความยืดหยุ่น ผลการสำรวจจะนำมาวิเคราะห์ถึงปัจจัยที่ส่งผลต่อการเลือกทำงานฟรีแลนซ์และอธิบายถึงการขยายตัวของอาชีพฟรีแลนซ์ในประเทศไทยของนิสิตระดับปริญญาโท วิชา Individual Study Research

The purpose of this survey is to investigate factors influencing people to do flexible job. The result of this survey will be analyzed and contributed to the explanation of the growing numbers of freelance workers in Thailand within MAHR Student 2020 Individual Study Research Subject.

1. อายุ (Age)....
2. เพศ (Gender)
 - a. หญิง (Female)
 - b. ชาย (Male)
3. สถานภาพ (Status)
 - a. โสด (single)
 - b. แต่งงาน (married)
 - c. หย่า (divorced)
4. คุณมีบุตรหรือไม่ (Do you have children?)
 - a. ไม่มี (No)
 - b. มี (Yes)
5. สมาชิกครอบครัว (Family Member)คน (people)
6. ระดับการศึกษา (Educational Level)
 - a. ปริญญาตรีขึ้นไป (Higher than Bachelor's degree)
 - b. ปริญญาตรีหรือเทียบเท่า (Bachelor's Degree)
 - c. ต่ำกว่าปริญญาตรี (Lower than Bachelor's Degree)
7. คุณทำงานแกร็บฟู๊ดมานานเท่าไร (How long have you worked with Grab Food) เดือน (months)
8. คุณขับแกร็บฟู๊ดกี่ชั่วโมงต่อสัปดาห์ (How many hours do you work per week?)
 - a. น้อยกว่า 35 ชั่วโมงต่อสัปดาห์ (Less than 35 hours)
 - b. มากกว่า 35 ชั่วโมงต่อสัปดาห์ (More than 35 hours)
9. คุณขับแกร็บฟู๊ดที่จังหวัดใด (within what province you have been driving Grab Food)
 - a. กรุงเทพฯ (Bangkok)

- b. นนทบุรี (Nonthaburi)
 - c. ขอนแก่น (Khonkean)
 - d. อื่นๆ (Other)
10. คุณเลือกขับแกร็บฟู้ดเพราะเหตุใด (Why do you choose to drive Grab Food?)
- a. ชอบอาชีพนี้ (Like this job)
 - b. รายได้เสริม (extra income)
 - c. อยู่ระหว่างหางานอื่น (doing while looking for another job)
 - d. จำเป็น/ไม่มีทางเลือก (necessary/ no options)
11. คะแนน 0-5 ระดับความชอบ ความยืดหยุ่นในการทำงาน (From Scale 0-5, Level of your preference for work flexibility) (0= ไม่ชอบ, 1= ชอบน้อยมาก, 2= ชอบน้อย, 3=ชอบปานกลาง, 4= ชอบมาก, 5= ชอบมากที่สุด)
12. คะแนน 0-5 ระดับความชอบ การควบคุมตารางการทำงานของตนเอง (From Scale 0-5, Level of preference for control your own schedule) (0= ไม่ชอบ, 1= ชอบน้อยมาก, 2= ชอบน้อย, 3=ชอบปานกลาง, 4= ชอบมาก, 5= ชอบมากที่สุด)
13. คะแนน 0-5 ระดับความชอบ ความอิสระ (From Scale 0-5, Level of your preference for freedom) (0= ไม่ชอบ, 1= ชอบน้อยมาก, 2= ชอบน้อย, 3=ชอบปานกลาง, 4= ชอบมาก, 5= ชอบมากที่สุด)
14. คะแนน 0-5 ระดับความชอบ ความเสี่ยง (From Scale 0-5, (Level of your preference for risk) (0= ไม่ชอบ, 1= ชอบน้อยมาก, 2= ชอบน้อย, 3=ชอบปานกลาง, 4= ชอบมาก, 5= ชอบมากที่สุด)
15. คะแนน 0-5 ระดับความมั่นใจในตนเอง (From Scale 0-5, Level of self-Confidence) (0= ไม่มี, 1= น้อยมาก, 2= น้อย, 3=ปานกลาง, 4= มาก, 5= มากที่สุด)

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