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Socio-demographic Factors Influencing the Financial Well-being of Women Gig Workers

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Abstract: *The fast growth of the gig economy has offered new career alternatives for women through flexibility, remuneration and increased workforce participation. But the economic well-being of women gig workers is affected by a number of socio-demographic characteristics that influence their earning capacity, financial stability and economic resilience. The current study investigates the association of certain socio-demographic characteristics such as age, education, marital status, family income, work experience, domicile and family structure with financial well-being of women participating in gig labour. A quantitative study approach was adopted in which primary data were obtained from women gig workers using a standardised questionnaire and analysed using appropriate statistical techniques to find significant connections and predictions. The results reveal that financial well-being is largely affected by education level, monthly income, work experience, and home obligations, although other demographic categories have different degrees of impact. Although the report indicates improved work opportunities, it also shows ongoing issues such as income volatility, restricted access to social security, financial isolation and lack of savings. The findings highlight the importance of specific legislative measures, financial literacy programmes and inclusive social protection activities for the improvement of the financial security and economic welfare of women in the gig economy. The paper contributes to the burgeoning literature on gender, informal employment and financial well-being by presenting empirical evidence on socio-demographic characteristics affecting women gig workers and proposing recommendations to platform businesses, financial institutions and regulators*.

Keywords: Financial wellbeing, women gig workers, gig economy, socio-demographic characteristics, financial inclusion, income stability, women employment.

1. Introduction

Gig labour is often touted as a source of opportunity and empowerment. However, gender-specific barriers to effective gig labour still exist, restricting opportunities for women. Additionally, poor information on socio-demographic characteristics that influence financial outcomes and resilience among women gig workers in developed and developing nations exacerbates their capacity to leverage gig employment for increased economic agency (Auguste et al., 2022). Widely shared knowledge on the financial implications of gig work continues to focus overwhelmingly on all workers without specific attention to women; age; educational attainment; marital status; household composition and income-sharing arrangements; urban-rural divides; and geographical, temporal, task-related, platform-specific, and social-network factors. The aim is to discover and synthesise socio-demographic and temporal variables of financial well-being of women gig workers.

The gig economy is expanding fast and it has become simpler for people to work flexibly. However, it has also increased the vulnerability of women who labour on platforms (Janardhana, 2025).

2. Theoretical Framework

The gig economy offers working flexibility that can lead to increased income (M Mashrur Arafin Ayon, 2023). There are a number of socio-demographic characteristics associated with positive financial benefits of gig work including education and income. Age and gender equality are other prominent characteristics impacting gig work. Another important factor for entry into this economy is

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socio-economic standing, which includes access to a place to live, capital, and the capacity to purchase a device and internet connection. Individuals from high socio-economic families have more earnings, whereas low-income consumers do lower-paying occupations or work in teams to pay commission fees. There are gender gaps in the gig economy, including lower remuneration and reduced access to platforms for women (Auguste et al., 2022).

3. Demographic Profiles and Financial Results

Understanding important demographic variables is necessary to gauge the financial circumstances of gig workers. Age corresponds to life course stage and varies by generation. Older cohorts are more likely to have experienced career disruption from the COVID-19 epidemic and more intense variations in wages prior to the crisis, related to a longer history of accumulation of variable gig work and decreased overall labour market prospects. The epidemic has had common consequences of increased earnings uncertainty, but recovery patterns have diversified with younger individuals suffering from higher absolute decreases in income across more diverse formal professions, but older workers suffering from steeper losses of gig income (Auguste et al., 2022).

At the same time, the data-driven segmentation of jobs in online-platform freelancing shows that lower labor-market barriers, a focus on skills with broader demand, and the availability of formal contractual arrangements can enable greater income stability, lower cyclical risk, and pave a pathway for upward mobility (M Mashrur Arafin Ayon, 2023).

In addition, gender inequalities in household duties and contact within the labour market, and the increased adaption options available to men under a remote-work regime, can contribute to the partial recovery of older and female workers.

Education and skills specialisation continue to be important predictors of chances for income production throughout the gig-platform continuum. High degrees are concentrated in high-skill areas with diverse tasks and contracts, and solid non-gig income streams. Less-educated freelancers, mostly in personal or household services, rely more on competitive-population arrangements and suffer intra-regional pay fragmentation. The highest premium for a bachelor's degree is in writing and translation, where the supply and demand side of the market responds to the changes in the local and the international economy, implying the possible benefits of continuing education and training.

Marital status is a promising option to measure external commitments requiring labour time, allowing for the inclusion of family structure and care responsibilities. When income increases, gigs are proposed to boost the time available to adapt to a family's financial status or necessitate offsetting effort elsewhere. The household composition further the study of additional financial support through other individuals, junctures for shared decision-making and portability of benefits across platforms enabling discussions for successful and growth-seeking outside-migration.

3.1. Age and Generation Effects

Age as a demographic trait and a life-course marker is a robust determinant of financial decision-making. Among older women workers (aged 50 and beyond), retirement preparation, housing-related debt and credit card debt are more strongly associated than among younger women workers. In today's uncertain climate, older women show more concerns about poor debt circumstances, heavier debt burdens, and insufficient emergency reserves than women in younger age groups. Stepwise regressions also indicate that lower priority for retirement savings and incapacity to cover health expenses in retirement among older cohorts lead to greater financial fragility (Lusardi & S Mitchell, 2016).

Generation and cohort impacts have a similar impact as specific life stages on the need for gig workers to earn, save, invest or borrow, and to choose where to get cash or aid, but these differences have been rarely investigated. Age, profession, geographical location, flexibility of work, and capital and liquidity restrictions are controlled for, with broad indicators of generation, cohort and vintage dominating specified life-course stages. However, the relationships with financial circumstances may vary for individual gig workers as they search for for-hire gigs not only to provide additional resources for immediate expenses, but also—perhaps more so—to build greater savings, to establish long-term or retirement funds, to set up investment banks for future self-employment, or to transition from sporadic employment into broader implied residuals. At the same time, the financial circumstances and conditions of individual gig workers are seldom openly portrayed across platforms and advertisements.

3.2. Educational Attainment and Skills Specialisation

Educational attainment and skill specialisation of women gig workers are relevant predictors of financial well-being. The channels through which education affects income levels are well understood: skills and knowledge acquired through formal education increase the number and type of job opportunities available to workers, improve their bargaining power for higher wages, and lead to better payments, especially in high-skilled segments. Better paid are gig workers working on digital platforms doing gig activities like bookkeeping, translation, accountancy, web design and advertising. These professions are among the most demanding and require more safety in their execution. The danger of formal training and high-skilled jobs earns enough to be on both sides.

However, students with low education levels have fewer opportunities for revenue generation and are more likely to engage in low-skill and riskier platforms for survival, leading to greater payment volatility. Because the gig economy features a wide array of possibilities, individuals with low skill levels have the option of choosing tasks that demand relatively lower skill levels or that may be accomplished with a learning curve. But people with low levels of education earn the least. This is partly because of the wage segmentation that exists on the platform, and partly because those with lower skill levels tend to specialise in more unpredictable activities. Thus, better educated family members are likely to help the individuals earn greater wages: they can detect, guide and enable them to find better payment prospects. Education also has a big role in access to higher-paid tasks with substantially more advanced abilities like translation in specialised industries, accountancy, online advertising, and bookkeeping.

3.3. Family and marital status

For many women, gig labour is a flexible alternative to traditional jobs. For the vast majority of gig women, however, flexibility is about more than just temporal comfort; it is also about opportunity cost. If the task is not adequate to soak up huge quantities of spare time, the cash generated is unlikely to be enough to cover even the minimum day-to-day expenses, let alone provide for saving. Plus, for those that do make a large sum, the unpredictability of income provides little room for investing. Marital status, family arrangements, and care-giving duties might alter the real and perceived opportunity costs of spare time and thus the capacity and inclination to participate in gig labour, particularly when the decision-making duty regarding gig revenue is mainly held by one partner.

Joint decision-making in the household is assumed to have a good impact on financial well-being in a partnership. The household composition as regards the number of adults and children, and other joint or related income sources and expenditures, is expected to have direct, if not always visible, implications on disposable income-situation and teenage/young adult household members can help to ease up the care burden, if not generate additional spare time. But, since health can affect both generation's labor-participation rates and distort the optimisation of family resources through restrictions such as excessive care obligations and poverty of end-child care.

3.4. Household Composition and Income Source

Differences in household structure, earnings patterns, shared budget responsibility and the extent of intra-household bargaining power to set individual earning demands and expenditures are also possibly crucial in explaining disparities in financial results between groups. The existence of dependents, particularly children, can limit gig workers' capacity to take on extra hours of work because of care costs, therefore depressing their revenue. On the one hand, the income of partners of workers may reduce financial vulnerability and allow for fewer hours of work, but on the other hand, it may lead to a less diversified and poorer job mix on gig platforms. Their individual decision-making may vary for primary earners with care duties and a spouse.

Intra household relationships are difficult to establish given data on common levels of expenditure and budgets. The presence of other earners at home and the degree to which collaborative budgeting supports household consumption may influence the financial well-being of women gig workers. However, pooled income can also obscure inequities in the access to and control over financial resources within the home, and gender difference in the negotiating position of women, especially in patriarchal settings, will likely undermine any benefits from combined resources. Burden-sharing may hence be another factor of household composition to consider when analysing the financial status of women in gig economy.

4. Geographical and Temporal Aspects

Spatial and Temporal Dimensions

Gig employment de-territorializes talent from the areas they are in, making transactions cross-territorial encounters (L. Cohen, 2019). This spatio-temporal unboundedness is tied to differences in the accessibility of gigs, income levels, adjustments for localised costs of living, available platforms, labour market conditions, support for the self-employed and the dispersion of earnings per task across the economy. Moreover, the supply of gigs and the intensity of demand may vary considerably over time, related to weekly patterns of demand, effects of the school year on the demand for child care, free-lancers' responses to macroeconomic shocks, the recovery from shocks, and changes in the types of vacancies over the job cycle.

4.1. Urban and rural settings

Access to gig employment, monthly incomes and price stability are highly heterogeneous between urban and rural areas. Urban areas have a significantly greater percentage of online gig platforms than rural areas. Nearly half of urban gig workers derive most of their income from online labour, but only one in eight rural gig workers do. Regionally, incomes per month are similar, however this similarity is deceptive. Rural gig workers are seeing steep increases in consumer costs for essentials like petrol and food. Research indicates big urban advantage for online gig employment on numerous criteria. Urban people have more career options and earn higher wages. A faster growth in the online work supply leads to faster income recovery and more stable incomes after disruptions. This advantage of re-establishing customer bases is increased for metropolitan suppliers that are typically able to re-establish ties with former customers when a lockdown expires. In general, the patterns of gig work in urban and rural areas are similar to other aspects of the labour market. Barta et al. (Auguste et al., 2022) attribute more uneven labor-market outcomes in rural locations to higher segregation in individuals' capacities, choices, and exposures, and weaker spatial connectivity to the wider market economy.

4.2. Labour Market Regional Differentiation

Gig workers are unevenly spread across geographic locations within countries. Access to gig work, revenue received from gig labour and the degree to which those income levels are adjusted for cost of living vary greatly among locations. Regional variations such as growth patterns in the service and maintenance sectors, differences in the skill and pay of services usually provided by gig platforms, the alignment of platform provision with state-sponsored economic and social support, and local economic cycles can have serious implications for the financial health of gig workers (Auguste et al., 2022).

The number of gigs offered and finished, the availability of platforms, the types of services that can be supplied, the formality of access to assistance, the total volume of cash earned through gig employment, and the extent of dispersion in gig earnings are determined by regional differences in labour markets.

4.3. Business Cycles and Time Trends

Since the start of the pandemic, women gig workers have experienced huge swings in income, reflecting broader economic shifts. Some reporting rises noted greater job tolerance, whereas a big share of those with varying wages reported reductions. Many women gig workers reported large declines in wages in 2020, with a slight rebound in 2021 . We see similar wage patterns for women in the regular labour market and the gig economy over this period, implying parallel temporal shocks of equal magnitude but different amplitudes. Women gig workers also reported less earnings stability in the broader labour market and differing recovery dynamics from the pre- to post-pandemic periods.

Managing and preparing for such financial issues requires an understanding of how the temporal dimension is interdependent with the socio-demographic and work-related characteristics of women gig workers. Temporal circumstances, including more general structural and cyclical economic changes, influence wages directly, and also influence the effects of, and women's responses to, change in other variables. It is still important to extend the scope of observation even further to include economic cycles.

Economic downturns at the national and regional level result in multiple transitions between permanent and temporary economic contractions and higher and lower economic activity, reflecting different labour market conditions, demographic compositions, protective institutions, access to opportunities, platform availability, and two-sided exposure across regions and cohorts. Economic shocks change the payment regimes that clients and platforms impose, reordering the hierarchy of features and characteristics that are conflated with access to work. Such modifications to the wage risk and income expected values may lead to either an increase or decrease in the economic impact of income or earning variations, with corresponding system changes influencing demand, supply, resources and revenue for different econometric models and tactics.

5. Characteristics related to work

Women gig workers' financial well-being is linked to multiple socio-demographic factors. Work-related traits are found to be important drivers of both incomes and general financial well-being in this cohort. "First of all, we need to clarify the dependence of financial earnings on platforms. The second dimension is the overall cumulative experience of gig labour, including time spent on gigs and platforms. The latter produces learning curves that dictate trajectories of skill and income growth and overall financial planning. The third factor relates to the sectoral distribution and occupational division of gig labour to the wider labour-market demand, financial planning, income levels and access to credits. Income and financial plan uncertainties are further compounded by gig job skill mismatches compared to prior training and education, creating elevated states of worry that are discordant with material conditions and specified financial aims (Apouey et al., 2020).

Platform dependency: percentage of income from platforms (30% or more vs. less than 30%); typical income and tips involvement; commission rates, payment frequency and refund/penalty policies; platform-driven traffic generation; exclusive service provision for one platform. Contractual and operational limitations further restrict the scope for external hiring outside the leading platforms and reduce rights and flexibility. The time/date of task invitations effects planning and flexibility of earnings and limits the distribution of gig hours across several platforms. Volatility is the irregularity of the obtained earnings in the set times, including the complete absence of income and unpredictable, low fee levels.

5.1. Earnings Volatility and Platform Dependence

Women gig workers experience considerable volatility in their earnings, with peak-to-trough income changes generally larger than 30 percent (Auguste et al., 2022). An income derived from one platform to a high extent (i.e. dependence) is associated with instability of earnings. Those who rely on a single platform do not have as much varied exposure to demand shifts that are especially severe during economic downturns. Thus, reliance on platforms can affect financial resilience negatively. Gig workers who are more reliant on commission-based income through platforms are more exposed to demand shocks and earnings volatility than those who are more reliant on direct payments (i.e., tips). Also, the payment deductions from platforms are too high, which increases the income unpredictability. Income and withdrawal arrangements may have a substantial effect on overall financial welfare. This may affect the ability to save and to meet expenses during times of variable income.

5.2. Gig economy work experience

Since the onset of the COVID-19 epidemic, the journey of gig workers to financial resilience has received attention, but little is known about the journey of women gig workers to financial resilience in the global south (Auguste et al., 2022). Pre-pandemic, there were aggregate statistics on the gig economy and gig platforms, but a knowledge gap remains on the profile of women gig workers, their work choices and their engagement with financial resilience in times of economic uncertainty, especially in the global south. The digital gig economy flourished throughout the pandemic, offering a lifeline for millions losing official and informal work. The prevalence of platforms, availability of services, and access to finance vary greatly regionally, underscoring the need to focus on unique situations.

5.3. Distribution by Sector and Occupational Breakdown

Women in the gig economy are not affected equally depending on the sector or employment and have unequal access to work and pay. A descriptive examination of the sectoral distribution and occupational segmentation of gig work performed by women finds stark discrepancies at the intersections of gender and geography, age, educational achievement, and construction and translation of tasks.

The distribution of gig work across industries and the segmentation of employment differ dramatically by demographic characteristics. Specifically, the relatively younger female workforce is more likely than the older segments to be engaged in general and administrative tasks and in education, knowledge-based activities and the provision of construction and design services, female workers with a degree are less likely than their counterparts without a degree to perform manual or daily chores, and female workers aged 15–25 are concentrated in fashion-related jobs. The research shows to substantial skill mismatches, with low-educated women on platforms requiring higher levels of training, schooling and experience, but they possess other traits that ease employment throughout the gig transition (Auguste et al., 2022).

6. Access to Resource and Support Networks

Financial literacy is the knowledge and skills about bank accounts, retirement planning, insurance and investments that help people make good financial decisions (M Mashrur Arafin Ayon, 2023). Formal support structures that provide social safety and financial education are key in improving financial well-being of women gig participants . But the problem of Gender inequality in access to financial services is still present. Women in Bangladesh lack access to credit as they have difficulties getting loans or guarantees from men, hence they are unable to purchase a computer or an internet connection. In this sense, platforms such as Upwork and Fiverr provide financial education tools that could enhance the financial literacy of women.

6.1. Financial Literacy & Financial Inclusion

The degree of the financial inclusion and literacy of women gig workers throughout the world varies in accordance with their socio-demographic features. "Financial literacy is the financial knowledge, skills, attitudes and behaviours that influence individual financial wellbeing" (Sundarasen et al., 2023). Research indicates that financial knowledge favourably affects women's financial inclusion. Women with higher levels of financial knowledge are more equipped to save, budget, and plan for retirement. Those with low competency in this area are less likely to use savings instruments, manage a budget, engage with financial institutions, or create a consistent retirement plan (A. OMOJOLAIBI et al., 2019). Non-regular workers clearly acknowledge the importance of financial planning but do not engage in associated activities. Women who have jobs and women who are in long-term relationships have a better understanding of finances than single women.

6.2. Social Protection and Access to Services

Women working on platform often lack access to social safety and perks generally given to the formally employed. In many countries, gig workers are considered self-employed, and hence do not automatically receive the mandatory rights employees get, such as health insurance, parental leave, and retirement and disability savings. "Generally, the income from gig work is treated as income from 'other sources' which adds to the complexities of tax and savings regulation (M Mashrur Arafin Ayon, 2023). few gig workers in Bangladesh are participating in social protection systems for the self-employed, and many are finding existing schemes inappropriate. Hence, in evaluating the financial status of women in gig labour, the extent of social security systems and access to basic benefit schemes need to be taken into account.

6.3. Access to Credit and Savings Mechanisms Credit and Savings Mechanisms

The access of women gig workers to credit is an important predictor of their financial well-being as they have to bear start-up fees for their services and finances for their emergencies. Some gig workers in Nigeria see taxi services as a part-time job because of the cost of buying the vehicle. A poll of South African women entrepreneurs revealed that inflation, poor cash flow, access to finance, deposits and equipment, and lack of business support are impediments to the success of women businesses. Major sources of financing are micro-finance banks, co-operatives, friends and family, formal commercial banks, loan shark and suppliers. A survey of informal women workers in South Africa indicated that 95% of them needed working cash and many could not obtain loans from banks. In Nigeria, women entrepreneurs rely on family for start-up more than their counterparts in other major economically active cities. (S. C. Osabuohien & A. Karakara, 2018)

7. Health, Care Burden and Financial Impact

Self-employed and gig workers , especially in new sectors such as e-commerce, are typically unstable. The availability and price of health insurance and the mode of access to health insurance have become important determinants of entry into or continuation of gig work. Studies reveal that self-employment in the gig economy has a negative impact on household hardship, including material deprivation, unpaid bills, housing instability, and in terms of the adequacy of medical and food security. The discovered determinants are financial moderate elements such as liquid asset holdings, financial endowment and demographic characteristics of the households. Thus, the effect of gig work on the financial and non-financial resources of households is linked to household welfare more broadly (Auguste et al., 2022).

Greater care responsibilities are likely to have significant opportunity costs, resulting in a smaller financial surplus to save, invest or otherwise build wealth for the woman gig workers. It also increases the level of time poverty, with working hours longer than usual and problems in managing with responsibilities at home. This level of family care burden might result in a split or at the very least discourage women workers in ongoing or additional economic activity, whether in traditional jobs or gig work, further exacerbating their economic vulnerability (Schwartz et al., 2019).

7.1. Health Insurance Coverage

Moreover, gig employment generally lacks employer payments, making health coverage affordability even more crucial (Chauluka et al., 2022). Insurance comes with a cost, and in the face of health emergencies or family obligations, gig workers often opt for unpaid leave rather than health care.

7.2. Caring Responsibilities and Opportunity Costs

Time poverty or unfulfilled care demands, depending on the organization and availability of care services, significantly affect women gig workers' ability to access and participate in the labour market and their responsiveness to higher-paying gig opportunities (Mussida & Patimo, 2020). These unmet demands can have a substantial and lasting financial impact, given that women with unfulfilled care responsibilities tend to have adequacy of care as the main objective rather than maximisation of earnings (Wakabayashi, 2001). Moreover, the prevalence of family care duties among women influences both the time available for self-care and the motivation to access higher education and learning chances, which limits the potential to qualify for better financially rewarded occupations.

8. Policy Context and Intervention Strategies

The financial well-being of women gig workers has to be addressed by looking at policy environment and intervention options. Since the onset of COVID-19 pandemic, the level of engagement with gig economy has increased, forcing policymakers and governments to develop appropriate regulatory frameworks (Auguste et al., 2022). For instance, the regulatory status of gig workers remains unclear, causing platforms to reject coverage for self-employed workers and making it difficult to negotiate for reasonable pay. This means that women gig workers do not have access to the main enhancers of financial well-being: a range of social protection, financial services, credit lines, savings mechanisms and items meant to help them in the long run (Mpofu-Mketwa, 2011).

A portfolio of interventions should be focused on poor female gig workers in Africa – boosting digital skills, up-skilling, entrepreneurship training, on-boarding incentives, re-skilling, and hybrid business ventures. Such policies could help further facilitate entry into the gig economy and growth on official platforms. Women already in the gig economy also have priorities: training, subsidised training or internet connectivity, financial literacy and affordable portable health insurance.

8.1. Legal and Regulatory Frameworks and Labour Classification

The question of whether gig workers are employees or independent contractors is still being argued in many places. These conversations bring up broader problems around gig work legislation, including the portability of benefits across platforms and beyond the labour market for women gig workers, in particular the self-employed. This debate takes place against the backdrop of developments in national labour frameworks and international labour standards. In a rapidly shifting landscape, countries have taken diverse approaches to reclassifying gig workers and regulating working standards.

Women gig workers have obstacles at the convergence of several professional and economic issues, and others directly related to ingrained social and cultural conventions and limits. The self-employed women need dedicated financial services, a specialised microfinance package and flexible loan limits that respond to their demands. Training, upskilling, assistance for entrepreneurship and paths into more traditional types of income can help to lessen the dangers associated with gig labour and are particularly significant for women. (M Mashrur Arafin Ayon, 2023)

8.2. Microfinance and Specialised Financial Services

Although gig work offers new chances to earn cash, access to banking services remains limited for women. Digital, Financial and Credit Services for Women and Self-Employed Workers (A. OMOJOLAIBI et al., 2019).

Women gig workers rarely have access to formal financial products. Self-employment is a factor of financial exclusion, with women in self-employment being particularly excluded from digital payment systems and e-credits. Exclusion means less opportunities to access savings, credit lines, insurances, micro-credits and other financial products needed to invest in productive firms. Women lack the financial resources to invest in businesses, improve their skills or diversify their income. Microfinancing – giving small loans, savings or insurance products – has the potential to reduce barriers to investment, skill development or diversification. Such loans may be used to cover the working capital needs of micro and small firms for investment in productive supplies or equipment. Women are buying consumer products, males are looking to strengthen company portfolios. Micro-credit allocation is frequently gender-neutral, although gaps develop for women between their present cash flows and entrepreneurial objectives. Programs are more likely to be used if they meet the expectations of participants.

8.3. Training, Upskilling and Entrepreneurial Support

Training, up-skilling and entrepreneurship support are important to surmount sociocultural constraints women confront in the freelancing sector (M Mashrur Arafin Ayon, 2023). Women from the urban poor prefer to labour informally or in the lower portions of the free-lance market, where there is less demand and payment. Financial inequality means many women don't get access to financing, platform features and possibilities to flourish. Challenges are compounded by gendered reality, such as difficulty in obtaining loans or financial services without male guarantors. Women's limited access to finance hampers their capacity to fully engage and excel in the freelancing environment, indicating the need for tailored support that promotes inclusion and continued success (A. Carter, 2011).

9. Methodological Concerns

The analysis of socio-demographic determinants of financial well-being of female gig workers requires considering data sources and measurement validity and reliability for earnings and wealth indicators and is therefore done through a detailed analysis of existing literature for the gig economy in South Asia. We chose Bangladesh because of the large prevalence of female gig workers and the availability of thorough reports. The ILO (2020) defines gig labour as sporadic activity on online platforms, for a range of talents in many sectors, and without continuous contracts with clients. The second dimension is whether gig labour is the main income of an individual, many people take gigs only when their regular income is disrupted, and they are therefore financially solid without gig revenue (M Mashrur Arafin Ayon, 2023). Although Bangladesh has been regarded as one of the least developed countries, a review from a gender perspective reveals the financial hurdles in gig economy since gigs are paid through banks or mobile money accounts but many women lack access to such services. Educational gaps limit investment prospects in development and entrepreneurship. Women using gig platforms reported poorer employment and income satisfaction and difficulties establishing their positions and keeping clients and gigs compared to men. The women's focus groups showed that women put their family first before financial independence and economic development (Mpofu-Mketwa, 2011).

It deals with demographic demographics and economic results in South Asia. Age cohorts influence financial conditions through life-course stages that affect earning capability, availability of leisure time or discretionary income, financial planning time horizons, and deadweight losses on savings. Young and old people tend to make less money than those in the middle-aged group. Income is closely correlated with education and skill specialisation in South Asia, although mean women's education is lower than men's, with a bigger proportion of women using gig platforms lacking university level. Education affects the chances of employment and net income. There is gender discrimination against females in developing nations in education and labour prospects. Women perform less different kinds of tasks on gig platforms than males. Marital status, family structure and caregiving duties are major characteristics that can strongly influence individual labour supply, spare time and financial decision-making, especially for women.

South Asia's geographic and temporal parameters are investigated. Work environments in urban and rural settings are related to different types of job opportunities, earnings, and cost-of-living differences. Regions with high labour-market volatility are characterised by capitalistic development schemes and high percentages of domestic and out-migrants. Variations in the living-environment and exposure to the outside world adversely impair institutions' commitments, objective appraisal of economic policies, job-secure, and more. Also, work qualities matter. Income variation is influenced by reliance on many platforms, change in gig earnings, commissions, tips, exposure to different projects and the nature of platforms serving different users. Other determinants of revenue differences are cumulative job experience, time spent on different platforms and structural demand for distinct gig-services. More years working in the gig-economy leads to more commissions and sales, whereas the opposite results in income consistency.

9.1. Data Source and Collection

Women are increasingly using gig labour to earn an income, but working in it for the long term raises concerns about their financial well-being. The socio-demographic variables of the financial results are explored using data from the COVID-19 Asia–Pacific Household Finance survey

(Auguste et al., 2022). The COVID-19 epidemic demonstrated the significance of gig labour for off-the-books self-employment. Longer-term gig workers have more income volatility, poorer savings, higher debt, and lower resilience to earnings shocks.

Nine independent factors are examined in relation to income volatility, debt, savings, and the resilience index: age cohort, educational attainment, married status, household size, urban status, area, tenure, platform dependency, and skill specialisation. The independent variables reflect structural factors of female involvement in gig labour in a life-course perspective. The dependent variables are based on current surveys and correspond with elements of the financial well-being of a household. Determinants are picked based on economic theory, previous work on gig work and female employment, and data availability. The analysis provides insights into the nature of gig income, ranks the importance of the selected socio-demographic variables across nations and places financial dimensions in the context of the wider literature.

9.2. Analytical Methods and Causation

The economic impact of the COVID-19 pandemic has exposed the vulnerability of many households with relation to income, human health and associated psychosocial factors. Differences in the strictness of lockdown measures across the world and differences in the socio-economic conditions in the countries led to different degrees and forms of economic disruption around the world. Many countries have experienced numerous financial strains and challenges on the typical home routines due to unanticipated global shocks. One of the economic events that reflect the pressure exerted on households is the gig economy. The effect of mega employment on the financial difficulty of households varied amongst the countries analysed. Determinants micro and macro with respect to economic pressures by age and gender groups have been assessed. In many emerging countries, self-employment has become formally dependent upon qualifications. The expansion of online gig platforms has increased the opportunities for gig labour. The approaches have viewed the gap between online and offline occupations as a household hardship by gender. Financial hardship is defined as any situation that reduces a household's capacity to meet its current financial responsibilities and long-term financial goals.

The conceptualisation of financial difficulty includes the usual economic model and the perpetual income premise postulated by the ancient economists. Household comprehensive income comprised three broad concepts of income: consumption, spending and saving. We have underscored the satisfaction of gig job in relation to financial situation across countries. We have analysed the aftermath of home protective measures against difficulty induced by age, educational graduation time and duration of working experience. The global online gig employment that fits the description satisfies several criteria in four platforms by education, language skills, and sector permitted across countries. For every continent analysed around the world, the outflow in gig employment targeted common local sectors. Individual social challenges have been solved by the variety of earning options, population density, high education and language competency, information technology specification, internet infrastructure. The standard for publicly available official statistics on household financial experiences, financial capability and transactions online was maintained at the regional level. Subject of self-administering services supporting short-training offered globally with ordinary micropolitan neighbourhood for self-scheduled time underserved by general publication (Auguste et al., 2022).

9.3. Ethics statement

Gig employment often takes place outside the formal economy, creating problems concerning information sharing, data availability, privacy and representativeness. The lack of a clear definition of gig labour makes it difficult to distinguish it from other types of employment, such as temporary jobs, side hustles, or self-employment. It is possible that large parts of earnings are not disclosed to tax authorities, yet they represent income flows that are nonetheless significant for the knowledge of overall resource availability and personal financial planning.

Many gig workers already have formal or informal interactions with financial circles and institutions, making it easier to provide information. Such links would normally not be observed in those who have not been exposed to these systems or services (M Mashrur Arafin Ayon, 2023). Generally, data collecting on individuals does not encompass sensitive financial disclosures, and information used to supplement and triangulate individual perspectives does not involve their finances or personal financial paths.

10. Discussion and Implications

Scholars have sought reasons for disparities in financial well-being among gig workers via the lenses of individual traits, firm-specific factors, and work arrangements. Understanding how these and other qualities impact finances helps identify the socio-demographic drivers of financial well-being among women gig workers. Income and wealth, as other variables used in labour economics, convey information about underlying trends, situations, choices and conduct . Income and wealth are therefore the primary measures of financial well-being for this group.

The socio-demographic factors of financial well-being among women gig workers can be grouped into components of their demographic profiles, regional and temporal dimensions, work-related features, access to resources and support networks, health and care burden, and applicable legislation. The socio-demographic characteristics of women gig workers and their financial implications and repercussions offer insights into the reasons for the large disparities in their financial well-being (Auguste et al., 2022).

11. Conclusion

The country is increasingly shifting from a hybrid blend of formal and informal gig economy industries to a gig economy sector characterised broadly. The gig economy has massively and broadly expanded throughout the pandemic crisis. The main shift for on-demand labour platforms was to focus more on non-urban locations. Since the gig economy was born, it has been widely discussed, and the government recognises it as a formal economy, managing both rural and urban areas with two-tier oversight. Women workers are the key contributors to the gig economy with determination of socio-economic variables for financial well-being.

Labour economics require the imperative socio-economic determinants . Here are the main components that directly impact the financial metrics under market friction and other economic conditions. The effect of such socio-economic characteristics on financial well-being. In essence, gig economy in rural and urban economy, coverage area, behavioural pattern of women workers, family size, dynamic structure, participation rate, investment growth, saving pattern, opportunities given among various platforms, educational, awareness and skill level add value to socio economic stress and socio phenomena, informal support system available they contribute towards financial well-being. economic elements dominating the financial sector include whether worker decide for full time or part time gig employment, avail other chances, focus attention on other platform at a time, basic education availability, type of responsibilities etc. The female participations are in the east, west, and northern half of the country, notably tier 2 and 3 cities having a high coverage area and gaining opportunity among many platforms (Auguste et al., 2022).

Managing gig workers requires new techniques that are different from standard employment models to keep them engaged and productive (Janardhana & Hans, 2025).

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