

**AN INVESTIGATION INTO THE EXTENT TO WHICH THE GIG ECONOMY HAS
CONTRIBUTED TO EMPLOYMENT OPPORTUNITIES AMONG THE YOUNG
PEOPLE IN NAIROBI.**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT
OF THE REQUIREMENTS OF THE DEGREE OF BACHELOR OF COMMERCE
AT STRATHMORE UNIVERSITY**

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DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the research project contains no material previously published or written by another person except where due reference is made in the research proposal itself.

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DEDICATION

This research project is dedicated to my family and friends for their continued support, commitment, and dedication throughout the proposal. May God richly bless you in more ways than one.

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I would like to thank the Almighty for the opportunity and time that He gave me to be at Strathmore University, the good health bequeathed upon me during my project writing, and for the strength that He gave me. I would also like to deeply thank my Parents, Siblings, and fellow students who have always encouraged me since I undertook this worthy course. Special thanks also go out to my supervisor John Njane, who shaped the course of my research.

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ABSTRACT

As much as the gig economy is creating job opportunities and significantly impacting the life of the unemployed youth there is little research on this area. This lack of knowledge limits the investment in the development and growth of the gig economy. This project, therefore, seeks to investigate the extent to which the gig economy has contributed to employment opportunities among young people in Nairobi. Data was collected using a google questionnaire and convenience sampling was used to get the respondents. Descriptive statistics like mean and percentages were used to analyze the data and Microsoft Excel was used in data analysis. The study concluded that they have benefited financially from the gig economy. Respondents also noted that they have benefited professionally from the gig economy. The study also established that respondents have gained considerable employment opportunities from the gig economy. On the second objective, the study established that most respondents have access to a stable internet service. respondents spend a significant amount of time on the internet, and they have access to a smartphone. The study concluded that respondents are critical thinkers, they have a firm sense of direction, and have good communication skills. Lastly, the study concluded that they have flexible working conditions through the gig economy. Respondents have access to new revenue opportunities through the gig economy. The study recommends that existing information on the existing and predicted condition of the continent's gig economy should be utilized by governments and policymakers to develop laws, strategies, and infrastructure to help this business succeed and drastically reduce unemployment on the continent. Benefits, income security measures, and training and credentials are all issues that must be addressed by enhancing present labor laws and regulations on social protection, fair job opportunities, and labor standards for gig workers. The findings of this study are limited to some extent in relation to the sampling frame specifically, data was collected from young people in Nairobi only. A greater source of variance, the generalizability of the findings is still limited as other young people from other areas are not represented. A study should also be conducted with different objectives other than the ones investigated in this study. This will increase the body of knowledge and literature on the extent to which the gig economy has contributed to employment opportunities among young people.

CHAPTER ONE

INTRODUCTION

1.1 Background information

Hunt, (2019) defines the gig economy as labor-market activities that create a bridge between supply and demand via mobile and/or digital platforms. Organizations operating these platforms act as intermediaries, linking purchasers to workers enabling them to order tasks at an agreed rate from an available and willing worker (Hunt, 2019). The work which is usually time-based is paid as a fee or commission after the task is done. Workers are classified by the companies that run these platforms as independent contractors rather than their employees.

The word gig refers to the ephemeral nature of the job itself. The gig economy definition considers all sorts of contingent work arrangements, from consultants, freelancers, temporary workers, professionals, and independent contractors. The gig economy, even though coming into the light recently, has been around for a while. Technology has lifted barriers making the gig economy more accessible to millions of people. What was seen as a side hustle a few years ago, has turned into a trillion-dollar industry with millions of participants worldwide? The technology has made this into realization by making it easier to classify what can be termed gig work and what cannot (Duszynski, 2021).

The most known forms of gig work in Kenya include Uber/Bolt drivers, Airbnb landlords, and online marketplace sellers. But the list also includes Seasonal workers, consultants, multiple jobholders, part-time workers, highly skilled contractors, and on-call workers including many others (Jerioth Mwauras, 2019). Some gig economy workers regard their gigs as their main source of revenue while others view it as a secondary income. Some workers have very high skills, and this mode of work is their preference while others have little to no skills leaving gig work as their only alternative (Duszynski, 2021).

A full-time independent contractor is a person who works for at least 15 hours a week and this particular model of work is their preference and does not plan on changing. A Part-time independent contractor is those who work for less than 15 hours a week, and the gigs are seen as a secondary source of income to supplement their inadequate monthly income. Occasional independent contractors are those who do independent work from time to time, but at least once a month. As none of these terms indicates the type of work performed by the person, a full-

time independent contractor could refer to either a freelance consultant as much as an Uber driver or a businessperson who sells their product online (Manyika, 2016).

1.1.1 Opportunities the gig economy present

The gig economy is often characterized by three features: the worker's independence; the worker decides when and where to do the task. The work is short-term in nature, usually where the gig worker works on a task basis or short-term basis. The worker is paid task-wise after the task is finished, unlike those in formal employment who receive either an hourly wage or monthly salary (Jerioth, 2019).

There are two types of gigs: online and offline gig work. Seasonal and casual workers are involved in offline gig work, while gig work that uses digital technology is considered online gig work. Gig work is further divided into three categories: Tech-intensive work, tech-dependent work, and tech-enabled work. In the tech-intensive work, the worker has very high technological skills i.e. Web designers, while tech-dependent work, requires the user to have neither high skills nor low skills (intermediate) in technology. Such workers are involved in transcribing and captioning. The tech-enabled work requires the most basic of digital skills and uses technology links to connect demand and supply e.g., taxi-hailing drivers like Uber or Bolt (Duszynski, 2021).

The gig economy has been a part of the Kenyan economy for decades given that the economy is largely made up of a large informal sector which accounts for 83.6% of the working population, employing 14.9 million workers (Jerioth, 2019). Platforms are increasingly opening new markets to a wide range of people looking for work. This reduces the scale and barriers to entry, cementing a level of trust between clients and gig workers. This allows transactions to occur more often. The gig economy offers new income streams for workers thus reducing the uncertain and unstable nature of their work and in some cases, the time that would be taken to search for employment (Jerioth, 2019).

The gig economy has brought about numerous benefits for gig workers, they include: buffering unemployment, increased labor force participation, enabling economic opportunities, and increasing the productivity of Kenyan youth, gig workers have flexible work opportunities thus enabling some gig workers to transition into entrepreneurial positions and gig workers working through platforms have improved livelihoods due to access to frequent and decent-paying jobs which result in stable incomes (Jerioth, 2019).

(Jerioth, 2019), Studies show that the total amount from the Kenyan online gig economy is \$109 million, as of 2019 employing a total of 36,573 people. The online cab-hailing services (\$ 45 million) which allow the user to call a cab from anywhere i.e., Uber and Bolt, and online professional work platforms (\$55 million) which allow professionals to find work short term work on platforms i.e., Upwork; make up the largest portion of the online gig economy by both the number of workers and the value they have. Online rentals and platforms which link blue-collar workers with employers make \$5 million and \$3 million respectively. The total number of people in the Kenyan offline gig economy is 5.1 million workers making \$19.6 billion in 2019 across six key sectors, namely community, social & personal services, agriculture, hospitality and trade, communication and transport, construction, and manufacturing.

Together both the offline and online gig economies account for 19.7 billion dollars employing a total of 5.13 million people (Mohammad Amir Anwar, 2020). Based on the platforms already in place and under the assumption that the investment rate does not change, the Kenyan online gig economy is expected to grow by 33% over the next five years, making a total of \$345 million in 2023. The sector will be employing a total of 93,875 gig workers, representing a growth rate of 27%. Key sectors in the growth in terms of earnings will include Online cab-hailing services which anticipate a 37% average growth annually and platforms that link blue-collar workers to employers anticipating a 63% average growth annually which present the highest income growth opportunities for gig workers (Kumar, 2020).

The Kenyan offline gig economy is expected to reach 28.95 billion dollars in 2023 from 19.6 billion dollars in the year 2019 and will be employing a total of 5.7 million workers. The key sectors for employment and earnings will include hospitality, manufacturing, trade, and construction. The Gig economy in Kenya is anticipated to experience significant growth, however, this growth however significant cannot quickly and effectively address the large unemployment gap experienced in the country (Jerioth, 2019).

There are numerous and evident opportunities to catalyze faster growth in this sector. Collaboration between major industries and stakeholders in a bid to unlock barriers, streamline efforts, and set up growth drivers will be critical in unlocking gig work in Kenya (Alex, 2018).

1.1.2 Unemployment in Kenya

Kenya's unemployment problems are seen in terms of; 21% under-employment; a situation that arises when a worker's skills are not fully utilized; a 12.7% open unemployment rate which

happens when an individual is skilled and willing to work but is unable to find employment. 46% of the employed are still poor with their wages not being enough for their upkeep. The unemployment issue is further intensified by rapid population growth of about 3% annually. The youth make up a higher percentage of the adult population at 67%, with the country still experiencing unsustainable and low economic growth, and structural rigidities (Omolo, 2013).

Since the 1970s Kenya's population has grown steadily, with most of its population consisting of people below the age of 30. This contradicts greatly the rate of economic growth. The result of having a greater population as compared to economic growth is the decrease in employment elasticity which can be defined as the change in employment due to a change in GDP (Omolo, 2013). It is estimated that the employment elasticity in Kenya went from 1.8 between 1996 and 2000 to 0.5 between 2004 to 2008. Despite decreasing economic growth rates, technological advancements have also worked to reduce the negative effects of population growth on employment (Manda, 2002; Wambugu et al., 2009).

High unemployment rates among the youth can be attributed to their preference for formal jobs and the difficulty they face in securing formal employment. The informal sector is suffering deteriorating wages and unsafe work conditions as well as low productivity. To solve the problem of unemployment in the country the government has invested in agriculture, industry, and infrastructure (informal sector included) (Omolo, 2013).

1.2 Problem statement

Unemployment has been one of Kenya's top socioeconomic development concerns. According to the Kenya National Bureau of Statistics, the unemployment rate in Kenya is 34.9 percent of the general population (KNBS, 2021). For the past few years, Kenya's online gig economy has been steadily growing, altering how Kenyans access work possibilities and progressively driving young Kenyans to more consistent, accessible, and competitive job alternatives.

Kenya has had enormous hurdles in implementing inclusive and sustainable growth into its economy, which has been exacerbated by COVID-19's economic shocks, as well as long-standing issues such as economic inequality and corruption. Two-thirds of Kenya's population is impoverished, living on less than \$3.20 a day. As a result, the vast majority of the population, particularly women and girls, is regarded as vulnerable. There is a wide disparity between affluent and poor Kenyans, with over 70% of Kenyan households vulnerable owing to food insecurity, avoidable illnesses, and poor nutrition. The majority of Kenyans face economic

inequity, while a small minority continues to abuse their resources, opportunities, and employment (Group of African Development Banks, 2021)

The Kenya Vision 2030 medium-term plan's economic growth objectives have not been met. For example, in 2016, the economy grew by 2%, and by 2018/2019, it was expected to rise by 4%. This, however, was not accomplished (African Development Bank Group, 2021). Various studies on the link between the gig economy and unemployment have discovered various associations between the variables. For example, a study conducted in Central and Eastern Europe by Karatekin, Gocer, and Yazar (2019) on the relationship between youth unemployment and the gig economy discovered that the gig economy would not be sufficient in reducing youth unemployment in severe cases, implying a non-existence relationship between the variables.

According to Edward's (2017) study on the economy of the United States of America, as the number of possibilities presented by the gig economy increased, the rate of unemployment decreased. However, when opportunities were scarce, the unemployment rate remained high. Seyfried's (2018) study discovered that when an economy flourished as a result of the gig economy, employment rose and living conditions improved, lowering the rate of unemployment in the long run among the youths.

From the previous research, there was no consensus on the relationship between the gig economy and the rate of unemployment. Some studies show a positive relationship while others show no relationship. The inconsistencies created a gap that this study intended to fill. This added to the existing literature on how the gig economy contributes to employment opportunities. In addition, the study was focused on Kenya. A developing country as previous studies has mostly concentrated on the western countries that are already developed.

1.3 Research Objectives

The main objective of this study was to investigate the extent to which the gig economy has contributed to employment opportunities among young people in Nairobi.

1.3.1 Specific objectives

- i. To examine the effect of technological advancement on youth employment opportunities.
- ii. To analyze the accessibility the unemployed youth, have to technology.
- iii. To examine the skills and qualifications needed to work in the gig economy.
- iv. To determine the effect of job opportunities in the gig economy on the standards of living.

1.3.2 Research Questions

- i. What is the effect of technological advancement on youth employment opportunities?
- ii. How accessible is technology to the unemployed youth?
- iii. What skills and qualifications are needed to work in the gig economy?
- iv. How do the opportunities in the gig economy affect the standards of living?

1.4: Scope of the Study

The study looked at the young unemployed graduates from Nairobi County and seeks to determine the opportunities the gig economy has provided to them. The study looked at variables such as access to technology and skills and qualifications needed. The dependent variable was the unemployed youth and focuses on Kenyan graduates from Nairobi who have joined the job market and were unsuccessful in getting employment. The study also sought to determine the reason behind the youth joining the gig economy and whether it is a primary or secondary source of income.

1.5: Significance of the Study

The study was significant to the government, as they were able to invest significantly into the gig economy thus turning dormant capital into active capital. The findings were also beneficial to corporate employers as they will need the information to understand what human resource processes would be required if they were to engage gig workers. Information on how other organizations are approaching gig work and successfully integrating gig workers into their organizations.

The findings of this study were also of use to funders who have a role to play in fostering entrepreneurial growth and reducing unemployment. These organizations support gig work to increase job opportunities and sustain the livelihoods of the youth. The study was also of significance to the unemployed youth as they were able to find alternative options in employment.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction to study

This chapter outlined the relevant literature from the journals, dissertations, reports, and any other publications relevant to the research study. It examined the opportunities the gig economy has presented to the unemployed youth and studied its variables. The chapters discussed the theories that relate to the study, the empirical literature, and the research gaps in the study. It then ended with the conceptual framework.

2.2 Theoretical Review

The study was based on the labor process theory and Maslow's motivation theory, to offer a wider understanding of how the gig economy has contributed to employment opportunities among young people.

2.2.1 Labour Process Theory

The labour process theory, a Marxist approach to work sociology and an important resource in the studying of the workplace, offers information on the emerging phenomenon that is the Gig economy (Fleming, 2017; Moisander et al., 2017; Kassi and Lehdonvirta, 2016). (Schor, 2016), the term Gig economy recognizes the existence of a relationship between an online digital platform and a worker that acts as a link between the workers' supply of work and the consumer's demand for a task to be done; also known as a gig and operates both as a market intermediary and an employer (Friedman, 2014).

The dissection of this mode of work made even more popular by the rise of platforms such as Uber has brought on quite a significant controversy. This has mostly revolved around the criticisms of the status of employment of workers, who are considered to be self-employed and not employees (De Stefano, 2016; Woodcock, 2016; Tassinari and Maccarrone, 2017). This research paper represents a critical investigation into what is unique to the gig economy and its way of working through a digital platform as both suppliers and demand. Labor process theory represents an important and underused resource to expand our understanding on the part of digital platforms in the capital-labor relation. Labor process theory looks at the process that transforms labor into a commodity (Smith, 2015).

2.2.2 Maslow's Motivation Theory

Maslow's Motivation Theory, proposed by Abraham Maslow (1908-1970) in 1943, describes five levels of requirements in a hierarchical pattern, beginning with physiological needs at the bottom and progressing through safety needs, esteem needs, and social needs. According to Clayton, self-actualization is at the top (2008). In (1943), he contended that individuals would strive for the next level if their wants were met, even if some appeared to be pleased with lower-level requirements. Young people can utilize employment as a tool in research connected to the Maslow motivation theory to meet their needs.

Employees view motivation as a beneficial tool for improving performance. The decisions a person makes about his or her social position, living location, schools that his or her children attend, friends, and growth and learning alternatives will have an impact on the person's career. According to Amos (2014), raising worker enthusiasm and morale improves performance. Because desire is the result of ability and drive, it should be accommodated and fostered. According to Grobleret (2006), an individual phenomenon is determined by an employee's performance and interaction with external circumstances, which predominantly determine performance.

Highly motivated individuals may foster a good attitude toward learning and personal growth. Employees that are driven to respond to organizational communications have high commitment, as demonstrated by Armstrong (2014) and Grobleret (2006). According to the principles of Maslow's Theory, training staff will acquire the behaviors required for efficient work performance. According to Armstrong (2014) quicker and thorough acquisition of new skills or knowledge leads to motivating a trainee more highly will be. In retrospect, training should incorporate the desires of individuals such as getting a job promotion or getting recognized. Maslow's model contributes considerably to how training influences individual and employee performance.

This theory is significant in understanding how young people can learn and see the need for the gig economy in providing employment opportunities to them. With little desire to learn, the efficiency of the learning will be restricted to their learning potential, regardless of how the training is designed and implemented.

2.3 Empirical Review

The study reviewed empirical literature based on the research study. It involved an examination of the available and relevant empirical literature that relates to the gig economy and the opportunities it has presented to the unemployed youth.

2.3.1 The influence of technological advancement on youth employment opportunities

Tam (2009) defined technological development as the acquisition of data or the reveal of knowledge that enhances the understanding of innovation or logical relationships. This definition encompasses the concepts of technical advancement, scientific knowledge advancement, and scientific advancement. (Rivard et al., 2014) defined technological development as the generation of information or acknowledgment of knowledge that enhances understanding of technology or scientific relationships.

Technological improvements are altering the conventional way we work, making certain vocations obsolete while raising the need for others. Jobs that are not seeing rapid growth are nonetheless experiencing rapid changes in technological adoption and acceptance, making it necessary for people in such industries to gain new skills (Saadat, 2020).

These improvements may result in increased productivity, the development of high-paying employment, and the availability of high-quality labor for those in a position to capitalize on the rise of these high-quality positions. As a result of these developments, there is also a risk, particularly among individuals lacking needed degrees. This implies that individuals will lose their employment and be barred from applying for better jobs (Fahmida, 2020). Because of technological advancements, the need for highly competent young people is growing, making more opportunities available for educated youth. This can help to alleviate the problem of educated young unemployment (Kumar, 2020).

Whitley and Wilson (2016) investigated the employment impact of the Gig technology using a multisectoral dynamic model based on the compensation framework. They calculated employment levels in various sectors of the British economy in 2015 and discovered that technological innovation enhances employment and compensates for early job losses due to innovation adoption. Among the compensating forces, the mechanism of price decreases is shown to be the most successful, accounting for more than half of the initial labor displacement compensation.

Similarly, Meyer-Krahmer (2017) evaluated the employment effect of gig technology in 2014 using a sample of 51 German industries encompassing the whole economy. The author

quantified technological innovation by research and development (R&D) investment and the acquisition of R&D expertise. His findings support the notion that technological progress implies overall labor-saving effects; however, significant sectoral differences emerge: while purchased R&D results in job losses in industries such as textile, clothing, and electronic equipment, in-house R&D stimulates labor demand in industries such as chemicals and computer industries by creating job opportunities.

Simonetti et al. (2017) investigated the direct labor-saving benefit of the innovation process using the simultaneous equations macroeconomic model. They used several compensation schemes to investigate the influence of gig technology and innovation on employment creation. Using data from four nations, namely the United States, Italy, France, and Japan from 2010 to 2015, the authors concluded that the more successful compensation mechanisms were "through price decreases" and "via income increases," particularly in European countries.

2.3.2 The level of access the unemployed youth have to technology

As cell phones have become more widely available, a significant proportion of the young population reports accessing the internet 24 hours a day, seven days a week. 45 percent of young people say they use the internet practically every day, a level that has more than quadrupled from the 24 percent indicated in the 2014/2015 poll. A further 44% said they use the internet numerous times every day. (Anderson, 2018) Even though 95 percent of the population is covered by 4G networks, only half of the population is utilizing them, and the majority is a low data users due to high internet fees, a lack of acceptable material, a lack of skills, or just being unaware of the availability of such content (Lane, 2021).

In underdeveloped nations, problems frequently begin with a lack of access to education and basic technology such as computers and the Internet. Chinn and Fairlie (2018) utilized panel data from 161 countries in research for the Institute for the Study of Labor (IZA) in Germany to assess the usage of computers and the Internet in the developing world and to investigate how they create employment. Income, human capital, the juvenile dependency ratio, telephone density, legal quality, and banking sector growth were all shown to be connected with providing employment opportunities, according to the study. Disparities in affluence, telephone density, legal quality, and human capital are the primary causes of low rates of technology adoption in underdeveloped nations.

Housman (2013) concluded that "the long-term human capacity building must be recognized as paramount for the adoption of ICT because supplying technology alone will not create a need for its use, nor will it solve underlying unemployment problems" based on a recent case study of an ICT in education project at the St. Julie Model School in rural Uganda. The St. Julie Model Primary and Secondary School, located in rural Buseesa, Uganda, boards and educates students mostly from the impoverished Kibaale area, which has a serious shortage of roads, infrastructure, and power. In 2007, the school began construction on a computer lab, which was sponsored by funding from Catholic Church-connected groups. Originally, the school's aims were twofold: to prepare its students to take a national-level computer studies test by 2010, and to strengthen the students' technological abilities to assist them to acquire a job or eventually pay for further education.

ICT should be seen as a significant tool in the creation of job prospects for youngsters. However, ICT skills alone are rarely adequate to assure long-term good performance in the workplace. ICT education for kids must be supplemented by life skills education, which includes competencies such as making informed decisions, problem-solving, critical and creative thinking, effective communication, and interpersonal connection development. Youth confront unique employment and entrepreneurial obstacles, as they are likely to have fewer business networks and contacts than older adults. However, mastery of ICT tools such as social media networks may play a big enabling role in helping to overcome some of the conventional disadvantages that young people encounter in terms of career chances (Stefano, 2019).

2.3.3 Skills and qualifications needed to find work in the gig economy

Michele (2015) Who's been a freelancer for 15 years approximates that at least 34% of the working population is engaged in freelance work. Forbes predicts within 5 years; the numbers could be as high as 50%. Career building is mainly based on problem-solving rather than responsibilities. A sense of self-direction is needed as there is a lack of guidance from a superior. Asking the right questions and ensuring people are working on the right problems before offering solutions. Niharika (2020) further recommends a worker learn the process of creating a business entity, how to negotiate prices, how to manage a small office, and consulting contracts.

McGovern (2020) believes that to stay up with a changing business, gig workers must learn how to ask better questions. "Traditionally, our existing educational system has been focused on achieving the right answer, rather than the process of trying and what that teaches you. "You

must learn to live with uncertainty." A course in critical thinking or logic will offer the foundation for approaching challenges in a new light. "Gig employees must be able to ask the proper questions and generate new perspectives on data, situations, and solutions.

According to Patrick (2019), gig workers must be familiar with finance and taxes. According to Diane Mulcahy, author of *The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want*, they also need to create financial flexibility and be able to look at monthly capital and revenue statements to determine if they're profitable or not. "You need to understand your burn rate, which is about managing your financial flow," she explains. "I tell pupils, 'Imagine you had no income at all.' 'How would your spending look that month?' Then plan by saving and budgeting."

Pickard (2018) believes that freelancers must be able to grasp the demands of their clients and compellingly communicate with them, regardless of their main skill set or area of expertise. "You can't only focus on delivering your main product or service". "You must also oversee sales, branding, marketing, and new product development." Marketing and communication classes can help you communicate your worth and create relationships with your clients.

A study by John (2017) established that teenagers do not need to be taught this, but some do not have the discipline to accomplish the essential work without nagging or threatening. It is especially important when they are handling many freelancing gigs. Learning to focus, disregard distractions, and achieve a goal are all critical aspects of this work trend. Young people will not be successful until they learn to be self-disciplined.

Entrepreneurship and servant leadership go hand in hand. They must realize that it is not about their desire to make a profit. It all comes down to helping people and providing for their needs. They must be willing to go the additional mile if there is to prosper in this new economy. Many of these positions may be filled by people from other countries. They must establish themselves as necessary. There is also a need to consider how you may urge your teen to align herself with this new set of values among business leaders (Michele, 2015).

According to Japheth (2016), the days of a college degree almost guaranteeing a job are long gone. Many college graduates work at coffee shops, sell siding or knives, or are forced to labor in fields unrelated to their studies. But they still have to pay those debts back! Workers now must be more adaptable than ever before, continuously acquiring new skills and working in collaborative rather than top-down organizations. In today's work world, young individuals with ideas, initiative, and flexible thinking will thrive. Young people should be given

opportunities to take initiative and think outside the box while he is under your roof to help them develop these crucial soft skills.

2.3.4 The effect of job opportunities in the gig economy on the standards of living

According to Youth Impact Labs (2019), during the last several years, the internet gig economy has risen considerably in Kenya, transforming how Kenyan residents access employment and progressively moving young Kenyans towards more competitive, consistent, and accessible occupations. With a 26.4% unemployment rate and the Kenyan economy's inability to create new job possibilities, the gig economy is presenting an alternative. Gig employment is increasingly shifting access to job possibilities from the conventional informal route to digital platforms, resulting in new revenue streams for employees, increased financial security for workers, and formalization of work conditions.

Zheng and Yang (2020) explain organizational flexibility as a win-win situation for both employees and employers, where the former may pick their workspace, enhancing productivity and happiness, while the latter save on operational expenses by not requiring renting working space. Although it could be argued that workers benefit from that spatial flexibility in some cases, not having an office is not an advantage in all cases, particularly for people who do not live alone, cannot equip a home office, or do not have the financial means to pay for all day long usage of utilities externalized by businesses.

Even though "free to market their labor broadly, some middle-aged and well-educated independent contractors have high earnings on average, most gig workers earn less than their equally educated counterparts on traditional contracts (Friedman, 2014). Not all gig workers have large wages and consistent cash flow. After all, according to Manyika's (2016) research, low-income households are more likely to engage in independent labor, with nearly every second household earning less than \$25,000 doing so, and 37 percent doing so out of need. When compared to high-income earners, there is a substantial difference, as just one-third of households earning more than \$75,000 participate in gig labor, with fewer than a quarter doing so because of need.

Furthermore, while not directly related to income, profiting from gig work is not cheap, as independent workers frequently need to pay for their means of production (houses to rent, cars to drive people in, education to obtain higher-paying gigs, and so on), contribute to their pensions and health insurance, and are unable to take paid sick leave or holidays. According to

Wood et al (2019) findings, only "a few of workers could afford health insurance, but the great majority lacked access to healthcare which, while not a major issue in nations with regulated and subsidized healthcare, might be a major one in countries with fewer prosocial policies.

Overall, gig work appears to benefit different actors in varying proportions, with platforms scooping the cream of the crop, highly educated, and established independent contractors faring fairly well as long as they have a stable list of clientele, and low-skilled or low-educated workers having to grind hours to make a stable profit, and where "income stability remains a mirage for the majority (Stefano, 2016).

2.4 Summary of Literature and Research Gaps

The following section of the study has been able to review several previous studies based on the themes of the study and it outlines the gaps identified in the reviewed literature. They are summarized in the table below.

ARTICLE	OBJECTIVE OF THE ARTICLE	FINDINGS	GAP
Youth Impact Labs: Understanding the Building Blocks of Kenya's Gig Economy (Jerioth, Gituku & Wangila, 2019)	The article aims to identify key drivers and the constraints the gig economy faces in Kenya	Findings show that Kenya's Gig Economy is set to grow over the next few years.	The study doesn't accurately size the gig economy.
Labor Process Theory and The Gig Economy (Gandini, 2018)	The article aims to find the specific and unique traits that characterize the people working through or for a digital platform	The findings show that in production, control and emotional labor in relation to the gig economy have shown that platforms have a digital-based point of production where rating systems feedback and ranking play a role in the labor process	The extent to which digital work platforms re-utilize the issue surrounding consent, skills, autonomy, and resistance at work, which are important topics in the labor process.
Fueling the Gig Economy: A Case	This article aims to provide an understanding of how the power of the	The findings show that individuals and organizations need to consider proactive	The study does not show the steps the gig economy players could take to

<p>Study Evaluation of Upwork.com (Green, Daryl & Walker, 2018)</p>	<p>gig economy holds in terms of entrepreneurs, opportunities for small businesses, and freelancers.</p>	<p>strategies to beat the competition globally and they cannot ignore the freelance workforce.</p>	<p>increase their survival rate.</p>
<p>Independent work: Choice, Necessity, and the Gig Economy (Manyika, Lund & Robinson)</p>	<p>The study aims to fill the gaps made by researchers only focusing on traditional jobs ignoring the tens of millions who put together their income streams and shape their own work lives. It does not fit into official labor statistics.</p>	<p>The research found that workers in the gig economy work mostly by choice and not of necessity</p>	<p>The study does not state how the workers of the gig economy could finally enjoy the benefits and security those in the formal sector get</p>
<p>Unemployment in Kenya: Some economic factors affecting wage employment (Kaminchia, 2014)</p>	<p>This article aims to analyze the economic factors affecting wage employment in Kenya, which caused open unemployment to fall.</p>	<p>The results of this study show that increasing the value of economic output will not guarantee higher-wage employment. The way to higher-wage employment in Kenya would be to improve broader levels of socio-economic development to increase the value of Kenya's exports and keep domestic inflation low.</p>	<p>It does not state ways in which the informal sector can be grown to absorb more workers</p>

2.4 Summary of the Research Gap

While the article referenced provide great insight into the gig economy, they have a few gaps that this research paper addresses. This study measures the overall impact of the gig economy on the employment opportunities the youth have access to. It shows that the sector has provided several jobs for the unemployed youth.

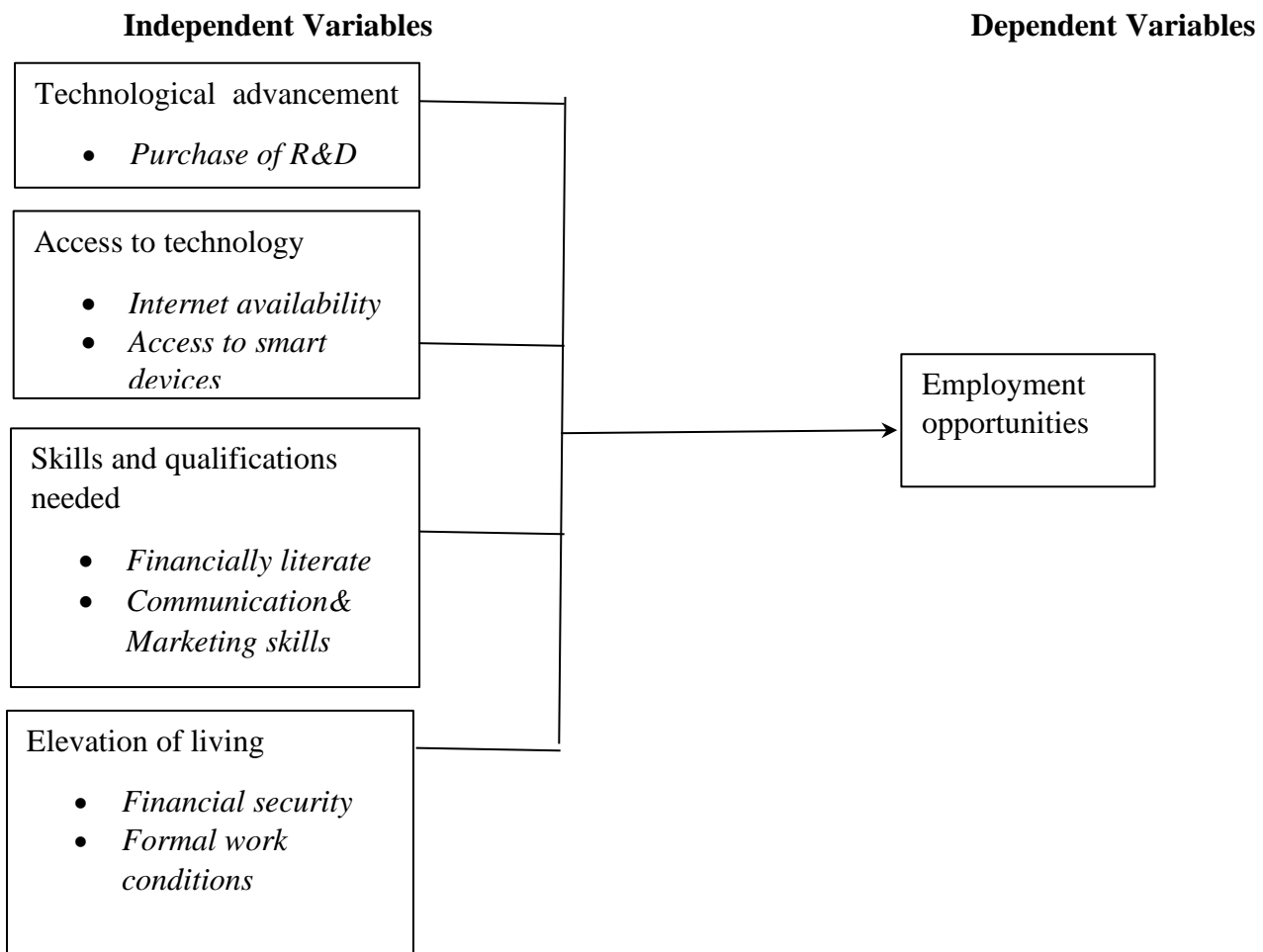
This study also looked at the access the youth have to technology. This is measured by access to a smart device i.e., laptop, computer, smartphone, etc. This was also measured by access to the internet. The study looked at the qualities needed to excel in the gig economy, including financial literacy, and management skills among others.

This study also measured the improvement of the livelihoods of the gig workers. This was measured through access to consistent and competitive job opportunities and financial security.

2.5 Conceptual Framework

The conceptual framework in Figure 2.1 is designed based on the literature reviewed. The diagram represents the relationship between the extent to which the gig economy has contributed to employment opportunities among the young people in Kenya. The independent variables are technological advancement, access to technology, skills, and qualifications needed, and elevation of living. The dependent variable was employment opportunities.

Figure 2.1: Conceptual framework.



Source: Researcher (2022)

2.6 Conclusion

In conclusion, literature has indicated that the gig economy has contributed to employment opportunities among young people. This chapter further discussed two theories that have explained the impact of the gig economy on employment opportunities. The theories are the labour process theory and Maslow's motivation theory.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter looked at the methods that were used to collect data in regard to the study. It analyses the research design, population of the study, the sample design and sample size, the data collection methods, data analysis, and ethical matters.

3.2 Research design

Research design is a method that provides a foundation through which the researcher collects and presents data (Kothari, 2014). According to Mugenda and Mugenda (2003), the descriptive survey design focuses on the formulation of objectives, tools for data collection, design, data processing, data collection, analysis, and reporting of findings (Cooper & Schindler, 2014; Mugenda & Mugenda, 2003). The cross-sectional survey involves interviews and administering questionnaires. The study also employed a quantitative research design. This design aims at giving answers to questions like who, when, where, what, etc. in addition, it used data that can easily be transformed into numbers, stats, graphs, and charts.

3.3 Target population

The target population of the study consists of the total number of objects or characters that are being studied (Jha, 2014). The population is the unit of the study and entails the total group of objects from which a researcher wants to make some inference (Cooper & Schindler, 2014). This study was confined to the unemployed youth population between the ages of 18-34 in Nairobi. (Thierry, 2013)

3.4 Sampling size and sample procedure

The sample size and procedure are discussed below:

3.4.1 Sample size

According to Creswell (2013) and Jha (2014), a sample of the object to be studied (study sample) refers to a part of the entire population that is chosen by the researcher to focus on, and then the generalization found in the section is applied to the entire population. The process of getting a representative sample from the whole population to save money, time, and energy is known as sampling. The characteristics of the population are represented by the sample which is selected.

The study sample for this research was found by using the Yamane formula

$$n = \frac{N}{1 + N(e^2)}$$

Where:

n = the desired size to represent the sample

N = the target population of the research study

e = the level of error set (5%, implying the 95% confidence level)

5,341,182

1+5,431,182(0.052)

Sample size= 384

3.4.2 Sample technique

The research study used convenience sampling. This is a nonprobability sampling in which people are sampled because of their availability. They are convenient sources of data for researchers. The advantages of using the convenience sampling technique include ease in use, both cost and time saving, and fast application.

3.5 Data Collection procedure

The researcher collected data through questionnaires. The researcher explained to the respondents the significance and objective of the study and administer the research instruments while observing the ethical issues related to the research. Assistance on areas that need clarification on the questions in questionnaires was given. The researcher emailed respondents the consent form along with the questionnaire for them to fill and return electronically.

3.5.1 Questionnaire Method

A questionnaire is an instrument used to collect data from a big number of respondents (Kombo and Tromp, 2006). This structured questionnaire to be used followed the recommended structure set by various such as Kothari (2005); Saunders, (2009); Sekaran & Bougie (2010). In each part, the respondents will have clear instructions on how to complete the questions.

3.6 Data Analysis and Presentation

Data analysis involves the sorting up of data collected from interviews and the questionnaires filled and categorizing them and analyzing them to determine the credibility, consistency, usefulness, and adequacy of the information provided (Mugenda & Mugenda, 2003). The responses given in the questionnaires were organized accordingly. This enabled the data to be summarized in a straightforward, understandable, and simple manner. After the collection of data by the researcher, the questionnaires were checked to ensure they were completed, and the ambiguous answers were interpreted. The data presented was analyzed via coding where similar information was put together to create meaningful information.

3.7 Research Quality

Vogt (2007) observed that the studies that have used this instrument have found both their validity and reliability values to be an acceptable representation of the population being studied. In this study, the internal validity and reliability determined the structure of the questions set, the construction of the questionnaire, and pilot testing (Saunders and Thornhill, 2019).

3.8 Ethical Considerations

The aim of ethics in research is to ensure that no one is harmed in any way from the activities undertaken during research. (Cooper and Schindler, 2014). To ensure ethics were preserved during the research period the study ensured that an ethical review committee permit was obtained from the school before data collection. This research ensured that all ethical guidelines are strictly adhered to during the process of the data collection. The researcher got the respondents' consent before their involvement in the investigation. The study ensured anonymity during the research process. The study ensured respondents participated in the study of their own free will. The study ensured the information obtained is used only for academic purposes.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.1 Introduction.

The interpretation and presentation of the study are given in this paragraph. The information has been gathered using questionnaires in Google form that were sent to the young unemployed graduates to investigate the extent to which the gig economy has contributed to employment opportunities among young people in Nairobi. The results are provided in tables, means, and percentages to arrive at the conclusions.

4.2 Background information.

4.2.1 Response rate.

This is the number of respondents who engaged in the study. A population of 300 respondents was considered for the study. According to the findings, (76%) of the respondents responded while (24%) of the respondents did not respond.

Table 4.1: Response rate

	Frequency	Percentage
Responded	230	77%
Didn't respond	72	23%
Total	300	100%

Source: Primary data, 2022

4.3 Demographic analysis

This section presented the information on the demographics of the respondents.

4.3.1 Gender distribution of the respondents.

From the data collected majority (54.7%) of the respondents were female while fewer (45.3%) were male. The gender of the respondents was relatively well represented.

Table 4. 2: Gender

	Frequency	Percentage
Female.	126	54.7%
Male	104	45.3%
Total	230	100%

Source: Research data, 2022.

4.3.2 Level of education.

The table below shows the respondents' responses on their level of education. The results showed that (76%) of the respondents had an undergraduate degree, (11%) had a diploma, (6%) had a postgraduate degree, (4.5%) had a secondary school level and (3%) were under another. The population was well educated and they understood the questions well.

Table 4.3: Level of education

	Frequency	Percentage
Graduate	175	76%
Diploma	25	11%
Postgraduate	14	6%
Secondary school	9	4%
Others	7	3%
Total	230	100%

Source: Research data, 2022.

4.3.3 Age of respondents

The respondents were asked to specify their age. Table 4.4 shows the age of the respondents. 73% fall between 18–24 years, 17% fall between 22-31 years, 4% were between 32-38, 3% were both above 39 yrs and others.

Table 4.4: Age of respondents

Age bracket	Frequency	Percentage
18 – 24	168	73%
22 – 31	39	17%

32 - 38	10	4%
39 & above	7	3%
Other	7	3%
Total	230	100

Source: Primary data, 2022.

4.4 Influence of technological advancement on youth employment opportunities.

The table below shows the respondents' responses to the influence of technological advancement on youth employment opportunities. From the sampled population, most respondents noted that they have benefited financially from the gig economy (Mean 3.96). More so most of the population noted that they have benefited professionally from the gig economy (Mean 3.87). However, most respondents also noted that they have gained considerable employment opportunities from the gig economy (Mean 3.39).

Where 1= strongly disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree, and 5=Strongly Agree.

Table 4.5: Influence of technological advancement.

Statement	Mean
a) The gig economy produces a significant proportion of my income.	3.35
b) I have benefited financially from the gig economy.	3.96
c) I have benefited professionally from the gig economy.	3.87
d) I have gained considerable employment opportunities from the gig economy.	3.39

Source: Primary data, 2022.

4.5 Analyze the accessibility the unemployed youth have to technology

The table below shows the responses to analyze the accessibility the unemployed youth have to technology. The results showed that respondents have access to a smart device (Mean 4.54). The respondents also noted that they have access to a stable internet service (Mean 4.01). Lastly, respondents noted that they spend a significant amount of time on the internet (Mean 4.45).

Table 4.6: Analyze the accessibility the unemployed youth have to technology.

Statement	Mean
a) I have access to a smart device.	4.54
b) I have access to a stable internet service.	4.48
c) I have access to a fast internet service.	4.42
d) I have access to an affordable internet service.	4.34
e) I spend a significant amount of time on the internet.	4.45

Source: Primary data, 2022.

4.6 To examine skills and qualifications needed in the gig economy.

The table below shows the skills and qualifications needed in the gig economy. The results showed that most respondents noted that they are critical thinkers (Mean 4.19). The respondents also noted that they have a firm sense of direction. (4.04). The respondents also noted that they can market their services efficiently (3.71).

Table 4.7: Skills and qualifications needed in the gig economy

Statement	Mean
a) I have a firm sense of direction.	4.04
b) I am financially literate.	4.03
c) I have good problem-solving skills.	4.01
d) I have good communication skills	4.06
e) I can market my services efficiently.	3.71
f) I have good negotiation skills	3.98
g) I have good management skills	4.03
h) I am a critical thinker	4.19
i) I am willing to go the extra mile for my clients.	3.92

Source: Primary data, 2022.

4.7 The effect of job opportunities in the gig economy on the standards of living.

The table below shows the respondents' responses to the effect job opportunities in the gig economy have on the standards of living. From the sampled population, most respondents noted

that they have access to consistent and competitive job opportunities through the gig economy (Mean 3.65). More so most of the population noted that have flexible working conditions through the gig economy (Mean 3.59). However, most respondents were indifferent that they have financial security because of the gig economy (Mean 3.07).

Table 4.8: Influence of technological advancement.

Statement	Mean
a) I have access to consistent and competitive job opportunities through the gig economy.	3.65
b) I have financial security because of the gig economy.	3.07
c) I have access to new revenue opportunities through the gig economy.	3.51
d) I have flexible working conditions through the gig economy.	3.59

Source: Primary data, 2022.

4.8 Conclusion

Data was collected and analyzed using excel. The chapter was guided by the study objectives and the results are presented in the form of tables to enable easy understanding. The next chapter will discuss the findings, conclusions, and recommendations.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This is the final chapter in this study which gives the summary of the findings, the discussion, conclusions, and the recommendations of the study based on the objectives of the study; it further gives suggestions for further findings. The study sought to investigate the extent to which the gig economy has contributed to employment opportunities among young people in Nairobi. The data collection instruments used for the study were structured questionnaires that were divided into sections based on the research question. A descriptive study was used in the study and Microsoft excel was used in the analysis of data.

5.2 Summary of research findings

The population of this study comprised young people in Nairobi County. A total of 230 questionnaires were completed and most of the respondents were between 18-24 years. A descriptive research design was utilized, and a convenience sampling technique was used to select the respondents. Descriptive statistics like the mean were used to analyze data. Data was presented in form of tables to clarify and enable easy understanding.

5.3 Influence of technological advancement on youth employment opportunities.

According to the respondents interviewed, the study concluded that they have benefited financially from the gig economy. These results are however contrary to that of Fahmida (2020) who found that because of the Gig economy developments, there is also a risk, particularly among individuals lacking needed degrees. This implies that individuals will lose their employment and be barred from applying for better jobs. However, because of technological advancements, the need for highly competent young people is growing, making more opportunities available for educated youth. This can help to alleviate the problem of educated young unemployment.

The study findings also established that the respondents also noted that they have benefited professionally from the gig economy. This was in line with that of Simonetti et al. (2017) who investigated the direct labor-saving benefit of the innovation process using the simultaneous equations macroeconomic model. They used several compensation schemes to investigate the influence of gig technology and innovation on employment creation. Using data from four nations, namely the United States, Italy, France, and Japan from 2010 to 2015, the authors

concluded that the more successful compensation mechanisms were "through price decreases" and "via income increases," particularly in European countries.

The study also established that respondents have gained considerable employment opportunities from the gig economy. These findings are in line with that of Meyer-Krahmer (2017). They evaluated the employment effect of gig technology in 2014 using a sample of 51 German industries encompassing the whole economy. The author quantified technological innovation by research and development (R&D) investment and the acquisition of R&D expertise. His findings support the notion that technological progress implies overall labor-saving effects; however, significant sectoral differences emerge while purchased R&D results in job losses in industries such as textile, clothing, and electronic equipment, in-house R&D stimulates labor demand in industries such as chemicals and computer industries by creating job opportunities.

5.4 The accessibility the unemployed youth have to technology

The study established that most respondents have access to a stable internet service. Anderson's (2018) study supports these findings, it found that 95 percent of the population is covered by 4G networks, only half of the population is utilizing them, and the majority is a low data users due to high internet fees, a lack of acceptable material, a lack of skills, or just being unaware of the availability of such content.

The study also established that respondents spend a significant amount of time on the internet. These findings are supported by that of Lane (2021) who established that as cell phones have become more widely available, a significant proportion of the young population reports accessing the internet 24 hours a day, seven days a week. 45 percent of young people say they use the internet practically every day, a level that has more than quadrupled from the 24 percent indicated in the 2014/2015 poll. A further 44% said they use the internet numerous times every day.

It was also concluded that respondents have access to a smart device. Young people have smartphones but confront unique employment and entrepreneurial obstacles, as they are likely to have fewer business networks and contacts than older adults. However, mastery of ICT tools such as social media networks may play a big enabling role in helping to overcome some of the conventional disadvantages that young people encounter in terms of career chances (Stefano, 2019).

5.5 Skills and qualifications needed in the gig economy.

The study concluded that respondents are critical thinkers. These results are in line with that of McGovern (2020) who believes that to stay up with a changing business, gig workers must learn how to ask better questions. "Traditionally, our existing educational system has been focused on achieving the right answer, rather than the process of trying and what that teaches you. "You must learn to live with uncertainty." A course in critical thinking or logic will offer the foundation for approaching challenges in a new light. "Gig employees must be able to ask the proper questions and generate new perspectives on data, situations, and solutions.

The respondents also noted that they have a firm sense of direction. These findings are supported by that of Forbes which predicts within 5 years; the numbers could be as high as 50%. Career building is mainly based on problem-solving rather than responsibilities. A sense of self-direction is needed as there is a lack of guidance from a superior. Asking the right questions and ensuring people are working on the right problems before offering solutions. Niharika (2020) further recommends a worker learn the process of creating a business entity, how to negotiate prices, how to manage a small office, and consulting contracts.

It was also concluded that they have good communication skills. This was supported by Pickard (2018) who believes that freelancers must be able to grasp the demands of their clients and compellingly communicate with them, regardless of their main skill set or area of expertise. "You can't only focus on delivering your main product or service". "You must also oversee sales, branding, marketing, and new product development." Marketing and communication classes can help you communicate your worth and create relationships with your clients.

5.6 The effect of job opportunities in the gig economy on the standards of living.

The study concluded that they have flexible working conditions through the gig economy. This was in line with the study of Zheng and Yang (2020). They explain organizational flexibility as a win-win situation for both employees and employers, where the former may pick their workspace, enhancing productivity and happiness, while the latter save on operational expenses by not requiring renting working space. Although it could be argued that workers benefit from that spatial flexibility in some cases, not having an office is not an advantage in all cases, particularly for people who do not live alone, cannot equip a home office, or do not have the financial means to pay for all day long usage of utilities externalized by businesses.

The study also concluded that respondents have access to new revenue opportunities through the gig economy. This finding is in line with that of Youth Impact Labs (2019), during the last several years, the internet gig economy has risen considerably in Kenya, transforming how Kenyan residents access employment and progressively moving young Kenyans towards a more competitive, consistent, and accessible occupations. With a 26.4% unemployment rate and the Kenyan economy's inability to create new job possibilities, the gig economy is presenting an alternative. Gig employment is increasingly shifting access to job possibilities from the conventional informal route to digital platforms, resulting in new revenue streams for employees, increased financial security for workers, and formalization of work conditions.

The study also established that respondents were indifferent about them having financial security because of the gig economy. These findings are in line with that of Friedman (2014). The study found that even though "free to market their labor broadly, some middle-aged and well-educated independent contractors have high earnings on average, most gig workers earn less than their equally educated counterparts on traditional contracts. Not all gig workers have large wages and consistent cash flow. More so, according to Manyika's (2016) research, low-income households are more likely to engage in independent labor, with nearly every second household earning less than \$25,000 doing so, and 37 percent doing so out of need. When compared to high-income earners, there is a substantial difference, as just one-third of households earning more than \$75,000 participate in gig labor, with fewer than a quarter doing so because of need.

5.7 Conclusion

The study concluded that they have benefited financially from the gig economy. Respondents also noted that they have benefited professionally from the gig economy. The study also established that respondents have gained considerable employment opportunities from the gig economy.

On the second objective, the study established that most respondents have access to a stable internet service. respondents spend a significant amount of time on the internet, and they have access to a smartphone.

The study concluded that respondents are critical thinkers, they have a firm sense of direction, and have good communication skills. Lastly, the study concluded that they have flexible working conditions through the gig economy. Respondents have access to new revenue opportunities through the gig economy.

5.8 Recommendations

The study recommends that existing information on the existing and predicted condition of the continent's gig economy should be utilized by governments and policymakers to develop laws, strategies, and infrastructure to help this business succeed and drastically reduce unemployment on the continent. Benefits, income security measures, and training and credentials are all issues that must be addressed by enhancing present labor laws and regulations on social protection, fair job opportunities, and labor standards for gig workers.

This study also suggests that authorities leverage the rapidly developing digital invasion to promote and involve more people in embracing the gig economy model, which has shown to be handy and flexible.

The rising popularity of gig employment has resulted in tangible economic advantages such as increased labor-force participation and job options for the jobless. Businesses and customers gain from increased service availability and enhanced matching that better meets their needs.

5.9 Limitations

The findings of this study are limited to some extent in relation to the sampling frame specifically, data was collected from young people in Nairobi only. A greater source of variance, the generalizability of the findings is still limited as other young people from other areas are not represented.

In relation to the sampling frame specifically, the data collected was primary. A greater source of variance, the generalizability of the findings is still limited to the primary data. The use of both secondary and primary data would have perhaps given a different finding.

5.10 Further research

A study should also be conducted with different objectives other than the ones investigated in this study. This will increase the body of knowledge and literature on the extent to which the gig economy has contributed to employment opportunities among young people.

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APPENDICES

Appendix I: Letter of introduction

Introduction:

My name is Okeyo Melanie, a student at Strathmore University, undertaking a bachelor's degree course. I am undertaking a study to investigate the extent to which the gig economy has contributed to employment opportunities among young people in Nairobi. This is in partial fulfillment of the requirement for the degree of Bachelor of Commerce. This questionnaire is issued purely for academic purposes. The information you provide is anonymous and will be treated with the highest confidentiality. Therefore, as a respondent, your cooperation, sincerity, and honesty will be highly appreciated.

Yours Faithfully

Okeyo Melanie.

Appendix II: Questionnaire

Section A: Respondent profile

1. Gender

Male

Female

2. Level of education

Graduate

Diploma

Postgraduate

Secondary school

Other

3. Age bracket

- 18 – 24 years
- 22 – 31 years
- 32 - 38 years
- 39 & above
- Other

SECTION B: Influence of technological advancement on youth employment opportunities.

4. The following are statements about the influence of technological advancement on youth employment opportunities. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= strongly disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree.

Statement	1	2	3	4	5
a) The gig economy produces a significant proportion of my income.					
b) I have benefited financially from the gig economy.					
c) I have benefited professionally from the gig economy.					
d) I have gained considerable employment opportunities from the gig economy.					

SECTION C: Analyze the accessibility the unemployed youth have to technology

5. The following are statements about the accessibility the unemployed youth have to technology. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= Strongly Disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree.

Statement	1	2	3	4	5
f) I have access to a smart device.					
g) I have access to a stable internet service.					
h) I have access to a fast internet service.					
i) I have access to an affordable internet service.					
j) I spend a significant amount of time on the internet.					

SECTION D: To examine skills and qualifications needed in the gig economy.

6. The following are statements about the skills and qualifications needed in the gig economy. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= Strongly Disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree.

Statement	1	2	3	4	5
a) I have a firm sense of direction.					
b) I am financially literate.					
c) I have good problem-solving skills.					
d) I have good communication skills					
e) I can market my services efficiently.					
f) I have good negotiation skills					
g) I have good management skills					
h) I am a critical thinker					
i) I am willing to go the extra mile for my clients.					

SECTION D: The effect of job opportunities in the gig economy on the standards of living.

7. The following are statements about the effect of job opportunities in the gig economy on the standards of living. Please indicate your reaction to each statement by ticking your answer inside the box on a scale of 1-5 where 1= Strongly Disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4=Agree and 5=Strongly Agree.

Statement	1	2	3	4	5
a) I have access to consistent and competitive job opportunities through the gig economy.					
b) I have financial security because of the gig economy.					
c) I have access to new revenue opportunities through the gig economy.					
d) I have flexible working conditions through the gig economy.					