



## **Ride-hailing drivers' Demographic Characteristics and their Job Satisfaction: Implications for Sustainable Development and Poverty Alleviation.**

**Bolajoko I. Malomo**

### **Abstract**

*The operations of ride-hailing taxis around the world brought positive transformation to the transport sector. This is especially so for commuters in cities, and for employed and unemployed adults. However, to ensure sustainable development, and poverty alleviation of ride-hailing drivers, it is pertinent to examine how satisfied these drivers are with their jobs. Therefore, this study investigated gender, age, marital status, educational qualifications, job experience and job satisfaction of ride-hailing drivers in Lagos metropolis to understand the demographic factors associated with the drivers who were more satisfied. A cross section of drivers from different ride-hailing organizations participated in the study. A total of 136 drivers responded to a combination of physical administration and Google online survey, with 134 valid responses fit for consideration. Out of these, 106 were male (79.1%) and 28 were female (20.9%) drivers. Minimum job experience ranged from less than 12 months (31, 23.1%), to 3 years (74, 55.2%), 4 to 5 years (27, 20.1%), to 6 years and more (2, 1.5%). Job satisfaction was measured with a 15-item job satisfaction scale (alpha, .82) adapted for this study. The results suggested a significant influence of age ( $F(2,131) = 3.877, p < .05$ ), marital status ( $f(2,131) = 4.17, p < .05$ ), and educational qualification ( $f(2,131) = 1.30, p < .05$ ) on job satisfaction. Gender and driving experience were not significant factors in the job satisfaction of ride-hailing drivers in this study. Demographic characteristics that promote job satisfaction of ride-hailing drivers should be enhanced, while others that do not should be extensively examined to understand their nature for further improvement towards sustainable development and poverty alleviation.*

**Keywords:** *Demographic characteristics, job satisfaction, ride-hailing drivers, sustainable development, poverty alleviation*

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### **Authors' Affiliation**

Department of Psychology  
University of Lagos,  
Nigeria  
Email:  
[bmalomo@unilag.edu.ng](mailto:bmalomo@unilag.edu.ng)

## Introduction

A significant proportion of studies on ride-hailing driving appear in general online surveys and write-ups, without much empirical findings from scholarly exercises. Moreover, ride-hailing literature beam searchlights on income of ride hailing drivers with little scholarly investigations on their demographic variables and job satisfaction. A review of literature on the job satisfaction of ride-hailing drivers revealed that many investigations have been conducted on the influence of pay, job flexibility, employee status as part-time or full-time drivers, and unsafe environment and their relationship to job satisfaction. Very few investigated job experience, marital status and job satisfaction. To the best knowledge of this researcher, no study has attempted to investigate the relationship between age, marital status, job experience, educational qualifications and job satisfaction of ride-hailing drivers in Lagos metropolis. The activities associated with professional driving is copious to the extent that it may influence drivers' wellbeing and behavior (Fundación, CEA, 2016), and invariably their job satisfaction. Arias-Melendez, C. (2021) opined that professional drivers experience injurious and unsavory driving environment that may impact on their behavior negatively. These experiences may also be related to ride hailing drivers. The job satisfaction of ride-hailing drivers is paramount for sustainable development of the economy through provision of employment. The objective of this study was to understand the demographic factors associated with the drivers who were more satisfied with their jobs. The outcome of this study will have positive implications on government policy geared towards providing relevant authorities the needed data to understand how the different variables are relevant to their job satisfaction and hence sustenance of their livelihood for the overall development of the economy.

Job satisfaction has been extensively studied because of the important role job satisfaction plays in the trajectory of the life of an employee and the organization. The trend in the business world acknowledges competitive engagements of organizations that produce the same products and offer the same services. To be satisfied with one's job is akin to a positive financial status for the organization (Chi & Gursoy, 2009), the well-being and performance of the employee (Rozanna et al., 2019; Sironi, 2019; Fadlallah, 2015), absenteeism and intent to leave one's job (Darda et al. 2011). The expression of positive evaluation towards a job may suggest the level of satisfaction of a person on that job (Armstrong, 2006). An array of job satisfaction studies for different populations' abound. Empirical outcomes from studies linking ride-hailing drivers with their job satisfaction are sparse. Wilmans et al. (2021) studied self-employment through ride-hailing, Wells (2018) investigated the conditions of ride-hailing services, while Alexander et al. (2022) investigated driver characteristics, reasons for driving Uber, schedule of driving and job satisfaction. A gap exists in literature for ride-hailing drivers because the job satisfaction of these drivers may not be related to the results of job satisfaction of other populations. This study hopes to fill this gap. Literature suggests that differences in demographic variables may translate to associated differences in job satisfaction. This assertion has not been fully explored with ride-hailing drivers, and this forms one of the objectives of this study.

Demographic information of a population is relevant in identifying the commonalities amongst members of that population. Marketing agencies find demographic variables relevant for sales purposes. Commonalities abound with ride-hailing drivers as well. Ride-hailing drivers have diverse needs due to differences in their age, gender, marital status, educational qualification and job experiences. Differences in these demographic factors have been studied at length to understand how they relate to job satisfaction for different populations. For example, for gig workers in which ride-sharing jobs are classified, some studies report the prevalence of males (U.S. Bureau of Statistics, May 2017), while some report that more females are significantly represented (Robles & Marysol, 2016). However, ride-hailing drivers' demographic characteristics and their job satisfaction require more attention. The few studies where job satisfaction of ride hailing drivers were studied focused on self-employment through ride-hailing (Wilmans et al (2021; Alexander et al., 2022).

Ride-hailing is a transport-mobility service that is provided by individuals who offer their personal cars or leased cars (Agarwal et al. 2019) to drive members of the public from one destination to the other to earn income. This service is facilitated through an online platform managed by Transport Network Companies (TNC). For the employed and unemployed, ride-hailing driving presents an informal platform devoid of some

of the challenging conditions required by formal jobs. It is thus easy to get engaged as a ride-hailing driver. The job is open to all categories of gender, minimum working age, no job experience except valid driver's license and ability to drive, all marital statuses and ability to read and write English language (in Nigeria). Considering the fact that transport network companies offer flexible employment conditions, ride-hailing drivers can be fully engaged in other jobs. This is possible when such a person provide ride-hailing services at hours permitted by the primary job. The relevance of this on the alleviation of poverty is apparently positive. Thus, flexibility of driving hours (Chen et al., 2017), suitability of recruitment conditions and possibility of sponsorship of a vehicle for ride-hailing drivers are some of the advantages that qualify ride-hailing services a poverty alleviation venture.

The operations of the transport network companies involve linking drivers and passengers via an app that is installed on a mobile phone device. The transport network companies apply professional recruitment and assessment techniques to vet prospective drivers' vehicles to ensure top performance for prospective passengers. Details of prospective passengers are also obtained via digital applications for authenticity and adequate record purposes. A second unique dimension associated with ride-hailing services is the advantage it offers as a flexible second job. Thus, a person who is fully employed can also be engaged as a ride-hailing driver (Hall, & Krueger, 2017).

### **Ride-hailing driving and sustainable development**

The entry of ride-hailing taxis around the world, and especially in Nigeria brought positive transformation to the transport sector. This is especially so for commuters in cities and for employed and unemployed adults. However, to ensure sustainable development, and poverty alleviation of ride-hailing drivers, it is pertinent to examine how satisfied these drivers are with their jobs. Therefore the age, marital status, job experience, educational qualifications and job satisfaction of ride-hailing drivers in Lagos metropolis were investigated to understand the demographic factors associated with the drivers who were more satisfied.

### **Job satisfaction and demographic characteristics**

Evidence abounds to support the benefits associated with ride-hailing technology. Movements of people and goods across locations that fall within the axis operated by ride-hailing companies have experienced positive upsurge of requests. Benefits of utilizing ride-hailing taxis include requesting for rides within the comfort of one's home, thereby avoiding the challenges of hailing taxis by the road side, searching for parking spaces, catching up on work in traffic, the advantage of fair and transparent fare charges over the traditional taxis, ease of payment, and a viable alternative after a trip to the club when intoxicated by alcohol (Tirachini& del Rio, 2019; Henao, 2017; Rayle et al., 2016). These benefits may not be adequately harnessed if the job satisfaction of ride-hailing drivers is low and thereby result in inadequate ride-hailing. Previous studies on the literature of job satisfaction have suggested factors that influence job satisfaction to include marital status, work experience and gender (Koustelis, 2001). In addition to these factors, this present study investigated additional demographic factors of age and educational qualification. Marital status may provide insight on the level of job satisfaction expressed by employees in different settings.

### **Hypotheses**

1. Female ride hailing drivers will significantly report lower job satisfaction compared to male ride hailing drivers.
2. Ride-hailing drivers who are 42 years and above will express a significantly higher job satisfaction than those whose ages are > 12 months, 22-32 years, and 33-41 years
3. Job satisfaction level of ride-hailing drivers who were single will be significantly lower compared to those who were married and of other marital statuses.
4. Ride-hailing drivers with educational qualification of M.Sc and above will express a significantly lower job satisfaction level compared to those with B.Sc/HND, Diploma and GCE/NECO educational qualifications.

5. Ride-hailing drivers with job experience of 6-7 years will be more satisfied with their jobs compared to those with 4-5 years and 1-3 years job experience.

### Method

Participants consisted of 134 ride-hailing drivers whose scope of operation was within Lagos metropolis. Gender of respondents consisted of 106 male drivers and 38 female drivers. Minimum age of the drivers was 22 years. Job experience acquired by participants indicate that those who have worked for less than 12 months were 31, and those who have been driving as ride-hailing drivers for 1-3 years, 4-5 year, and 6-7 years were 74, 27, 2 in number respectively.

This study adopted a survey research method to obtain data for the variables under investigation. Specifically, an online survey was utilized. This became a suitable method of data collection due to the busy schedule of ride-hailing drivers and inaccessibility to the drivers who were on the move. 143 survey responses were recorded over a period of 5 months.

The instrument of data collection was a job satisfaction scale adapted from KÖÖÖç, Pelit, & Selvi (2011). Some of the items read; “I feel i am being paid a fair amount for the work i do”, “I am not satisfied with the benefits i receive”, “I am satisfied with the freedom to use my own judgment”, “I sometimes feel my job is meaningless”. In all, 22 items were adapted for this study.

Results.

Table 1: Frequencies and cumulative percentage of participant’s demographic variables (N=143)

	Frequency	Percentage
<b><u>Gender</u></b>		
Male	106	79.1
Female	28	29.9
Total	134	100
<b><u>Age</u></b>		
22-32 years	67	50.0
33-42 years	49	36.6
43+ years	18	13.4
Total	134	100
<b><u>Educational Qualifications</u></b>		
WAEC/NECO	15	11.2
Certificate/Diploma	24	17.9
1st Degree/HND	86	64.2
M.Sc and above	9	6.7
Total	134	100
<b><u>Ethnic Group</u></b>		
Igbo	34	25.4
Yoruba	83	61.9
Hausa	8	6.0
Others	9	6.7
Total	134	100

**Marital Status**

Single	64	47.8
Married	65	48.5
Others	5	3.7
<b>Total</b>	<b>134</b>	<b>100</b>

**Job Experience**

>12 Months	31	23.1
1-3 years	74	55.2
4-5 years	27	20.1
6-7 years	2	1.5
<b>Total</b>	<b>134</b>	<b>100</b>

Based on the first hypothesis of this study, additional analysis of result reveal that there was no significant gender differences in the job satisfaction expressed by ride-hailing drivers,  $t(2, 132) = -1.364$ ,  $p > .05$ . This suggests that men ( $N = 106$ ,  $M = 39.3019$ ;  $SD = 7.27$ ), and women ( $N = 28$ ,  $M = 41.3214$ ,  $SD = 5.6$ ) reported comparable levels of job satisfaction. This result did not confirm the first hypothesis of this study.

A significant influence of age on job satisfaction of ride-hailing drivers ( $f(2,131) = 3.88$ ,  $p < .05$ ) was revealed in table 2. Observation of the mean differences showed that drivers aged 42 years and above ( $M = 36.33$ ;  $SD = 5.1$ ) reported more job satisfaction compared to drivers aged 22 to 32 ( $M = 41.13$ ;  $SD = 6.01$ ) and those aged 33-41 ( $M = 39.04$ ;  $SD = 8.30$ ) years. This result confirms hypothesis two. A post hoc test (table 2) that adopted the Least Significant Difference (LSD) test revealed the extent of the influence that age had on the job satisfaction of ride-hailing drivers.

Table 2: Post hoc tests of multiple comparisons on age of ride-hailing drivers

Dependent Variable: Job satisfaction

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
					Lower Bound
22-32	33-42	2.09351	1.28623	.106	-.4510
	42 and above	4.80100*	1.81661	.009	1.2073
33-42	22-32	-2.09351	1.28623	.106	-4.6380
	42 and above	2.70748	1.88595	.153	-1.0234
42 and above	22-32	-4.80100*	1.81661	.009	-8.3947
	33-42	-2.70748	1.88595	.153	-6.4383

Further results also suggested that there was a significant influence of marital status on job satisfaction of ride-hailing drivers ( $f(2,131) = 4.17, p < .05$ ) in table 3. Observation of the mean differences suggests that ride-hailing drivers who were married ( $N = 65; M = 37.98; SD = 8.3$ ) expressed a higher job satisfied compared to drivers who were single ( $N = 64; M = 41.45; SD = 5.2$ ) and those who were divorced or separated ( $N = 5; M = 40.2; SD = 1.1$ ). Hypothesis three was thus confirmed.

Table 3: Result showing differences in the Mean and Standard Deviation of ride-hailing drivers on marital status

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Single	64	41.4531	5.22792	.65349	40.1472	42.7590
Married	65	37.9846	8.27363	1.02622	35.9345	40.0347
Others	5	40.2000	1.09545	.48990	38.8398	41.5602
Total	134	39.7239	6.98913	.60377	38.5296	40.9181

Results also suggested that there was a significant influence of educational qualification on job satisfaction of ride-hailing drivers ( $f(2,131) = 1.30, p < .05$ ) in table 4. The mean differences suggests that drivers with GCE/NECO ( $N = 15, M = 38.27; SD = 5.8$ ), Cert./Dip ( $N = 24; M = 41.92; SD = 6.6$ ), B.Sc/HND ( $N = 86; M = 39.58; SD = 6.9$ ) expressed more job satisfaction than drivers with M.Sc.+ ( $N = 9; M = 37.67; SD = 10.0$ ) as hypothesized. Thus, hypothesis four was confirmed.

Table 4: Result showing differences in the Mean and Standard Deviation of ride-hailing drivers on job satisfaction by education.

POSTHOC=LSD ALPHA(0.05).

#### Job satisfaction

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
GCE/NECO	15	38.2667	5.79984	1.49751	35.0548	41.4786
Certificate/Diploma	24	41.9167	6.61301	1.34987	39.1242	44.7092
BSC/HND	86	39.5814	6.89154	.74313	38.1038	41.0590
M.Sc& above	9	37.6667	9.97497	3.32499	29.9992	45.3342
Total	134	39.7239	6.98913	.60377	38.5296	40.9181

Additional results suggested no significant influence of job experience on the job satisfaction expressed by the drivers due to their years of job experience ( $f(3,130) = 1.30, p > .05$ ). This can be interpreted that drivers with less than 12 months ( $N = 31, X = 40.77; SD = 6.51$ ), 1-3 years ( $N = 74, X = 39.83; SD = 7.1$ ), 4-5 years ( $N = 27, X = 31.81; SD = 7.2$ ) and those with 6-7 years job experience ( $N = 2, X = 45.00; SD = 1.4$ ) were comparable on their level of their job satisfaction.

Thus, the fifth hypothesis that stated that ride-hailing drivers with job experience of 6-7 years will be more satisfied with their jobs compared to those with 4-5 years and 1-3 years job experience was not confirmed.

## Discussion

This study investigated gender, age, marital status, educational qualification, years of work experience and the job satisfaction of ride-hailing drivers. Studies on these demographic variables and job satisfaction of ride-hailing drivers are sparse. Thus, the result of this study will fill the gap created by the dearth of studies in this area of research. The first result obtained in this study suggested that drivers that were 42 years and above were more satisfied with their jobs compared to drivers below 42 years of age. A search for literature to confirm or refute this result obtained for ride-hailing drivers was hard to come by. A near similar study by Berger et al. (2018) in London, reported that the age of Uber drivers were within the ages of 30 years and 40 years, and that majority were married with children. According to the report, the traditional black cab drivers in London shared these descriptions. The predominance of young ride-share drivers may be related to the freelance nature of ride-share jobs with its attraction of accessibility to students who generate income from such jobs to fund their education. Additionally, Berger et al. (2018) reported that in comparison to other workers in London, Uber drivers expressed higher levels of life satisfaction despite earning lower income. This may be due to the advantages attached to being a youth with so much energy to drive more mileage, drive during surge hours, and familiarity with the usage of mobile technology.

In another study involving gig economy workers, Norwani, Ismail, Nasir, Yusof, & Jamaluddin (2022) reported significant differences in job satisfaction due to the age ( $F = 3.940, p < 0.05$ ) of the workers. Gig economy workers may be described as workers who work on freelance basis or on contract. Gig economy workers share similar characteristics with ride-share drivers. In a related study but with a different population, Neelamegam (2010), in a study of bank employees in India reported that employees aged 50 years and above expressed a high job satisfaction compared to employees in the age range of 41 to 49 years and those between 30 to 40 years old. Jung, Jae, & Sung (2007) reported an inverse relationship between age and job satisfaction.

The result of this present study on older drivers who were 42 years and above reporting a higher job satisfaction has implications for hiring decisions and poverty alleviation. If drivers that were 42 years and above reported a higher job satisfaction compared to younger drivers, this could mean that the job satisfaction of these drivers may be traced to the satisfaction of being employed or that because there were no available alternatives (Rizki et al. 2024); they felt satisfied with their ride-sharing jobs. Additionally, the income earned from their current job was enough to satisfy their current needs, thus alleviating their poverty status. The flexibility of time could also come as a benefit for that age group to the extent that the drivers were satisfied with the arrangement that provided free time to rest and engage in other activities. Interestingly, in a report by Lynch (2019) of the Graduate School of Stanford Business, young males who drove for Uber and were in their 30s were reported to earn more money. Income has been linked to job satisfaction in literature and in studies of a different contexts (Fallahi, & Mehrad, 2015). This could mean the job satisfaction of young ride-share drivers may be influenced by other key factors; not a handsome income. It's possible that young ride-share drivers utilize the opportunity in transport network companies as stop gaps till they secure a full time job.

Further analysis reported that male drivers dominated majority of ride-hailing drivers in this study. This is similar to the report of prior studies (Berger et al. 2018; Hernández-Rodríguez, Maeso-González, Gutiérrez-Bedmar, & García-Rodríguez, 2022). However, there were no significant gender differences on job satisfaction of drivers in this present study. This result is not in line with Norwani, et al. (2022) who reported significant gender differences in job satisfaction of ride-share drivers. According to Norwani et al. (2022), ride share

drivers described as gig economy workers, reported significant differences in job satisfaction due to gender ( $F=0.040$ ,  $p<0.05$ ). A similar result was reported by Fapohunda (2013) when key factors for job satisfaction were tested on male and female staff of four print media houses.

Ride-hailing drivers who were married reported more satisfaction on their jobs compared to drivers who were single. This result negates the findings of Joewono et al. study in which married drivers, or drivers with one child reported lower job satisfaction compared to drivers who were not married. The satisfaction expressed by married participants may reflect the satisfaction derived from the certainty of a job to take care of the family. The participants who were single were probably young, and the earlier result discussed reported that young drivers expressed less job satisfaction compared to older drivers. This may be related to the future expectations of unmarried and probably young drivers of securing another job. Hence, job satisfaction may be low among the unmarried due to future expectations of another job. Low job satisfaction among the unmarried, who may also be young, calls for the attention of government agencies responsible for employment.

Additional results suggested no significant influence of job experience on the job satisfaction expressed by the drivers. In Jing, et al. (2021) study, experienced drivers reported lower job satisfaction compared to less experienced drivers on the use of car sharing software. Job experience and income of ride-hailing drivers have been found to have a positive link. The job experience of ride-hailing drivers also influence their income. Reasons are that they are familiar with the roads, they understand the tricks of the job and can identify profitable rides (Cook et al., (2021) which in turn influences higher income and probably more satisfaction.

## Conclusion

Overall, the outcome of this study is novel and new. Age, gender, marital status, educational attainment, job experience and job satisfaction were examined in this study. Though this outcome may not be popular in literature, what it portends for the population of ride share drivers in Nigeria is that the government may need to achieve a balance by enacting policies that will be favorable to the operations of Transport Network Companies (TNC). By so doing, the popularity of these companies will surge, and their network of operation will be wide such that more drivers of the different age groups can be accommodated. With favorable government policies, ride share drivers with the demographic variables studied in this present investigation will operate within a system that meets their expectations and thus achieve a higher job satisfaction.

The outcome of this study has provided government empirical data on the state of ride share driving as a lucrative alternative to unemployment. The demographic variables examined in this study are important key factors to job satisfaction of ride share drivers. It is imperative for stakeholders in the job creation agency of government to harness the opportunity created by ride share driving to reduce unemployment rate in Nigeria. The outcome of this study can be used as a guide to put in place facilities and infrastructure that will satisfy the different demographic variables studied so as to influence the job satisfaction of ride share drivers.

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