

# EXPLORING PEOPLE'S INTENTION TOWARDS SIDE HUSTLES

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## Abstract

*This study explores the motivations and challenges that influence individuals' intentions to pursue side hustles. A survey of 99 respondents was conducted, analyzing demographic trends, motivations, and obstacles. The findings reveal that financial stability, skill development, and flexibility are the primary drivers behind engaging in side hustles. Many individuals seek additional income to manage expenses, while others use side hustles as a platform to enhance their skills or transition into entrepreneurship. The flexibility offered by side hustles allows people to balance work and personal commitments, making them an attractive option for those looking to diversify their income sources. However, despite the benefits, significant challenges hinder the sustainability of side hustles. Time management remains a major concern, as individuals struggle to balance their full-time jobs, studies, or personal responsibilities alongside their side businesses. Financial constraints also pose a barrier, particularly for those requiring initial investments in tools, marketing, or training. These limitations highlight the need for better strategies to manage time effectively and access resources for business growth. Future research can explore industry-specific trends and the role of digital platforms in enhancing side hustle opportunities, further contributing to the understanding of this evolving work culture.*

**Keywords:** Side hustle, Secondary income, Motivation, Challenges, Entrepreneurial growth

## Introduction

Side hustles, which serve as secondary income sources alongside primary jobs, are gaining popularity as people seek financial security and career diversification. Economic uncertainties, rising living costs, and the desire for multiple income streams are key factors driving this trend. Individuals take up side hustles for various reasons, including achieving financial independence, pursuing personal passions, and enhancing skill development. Many use these opportunities to explore entrepreneurial ventures, test new business ideas, or gain expertise in fields outside their primary profession. The flexibility of side hustles also allows people to work on their own terms, making them an appealing option in today's evolving job market.

Despite their growing appeal, side hustles come with significant challenges, primarily in time management and financial investment. Balancing a full-time job, personal life, and a side hustle can be overwhelming, leading to burnout if not managed effectively. Additionally, some side hustles require upfront costs for resources, training, or marketing, which can be a financial burden. This study delves into the motivations, challenges, and demographic trends influencing side hustle participation. By analyzing these factors, it aims to provide insights into how individuals navigate the complexities of side hustles and what strategies can be adopted to maximize their benefits.

## Research Objectives

### 1) Identify Motivations Driving Individuals toward Side Hustles

Financial stability, passion, and skill development are key motivators. Many seek extra income, career growth, or creative fulfilment through side hustles.

## 2) Examine Challenges in Managing Side Hustles

Balancing time, managing finances, and avoiding burnout are major challenges. Some side hustles also require upfront investment and legal considerations.

## 3) Assess the Impact of Demographics on Side Hustle Participation

Age, gender, education, and location influence side hustle choices. Younger individuals seek experience, while professionals and stay-at-home parents prioritize flexibility.

## 4) Evaluate the Benefits of Side Hustles on Job Satisfaction and Career Growth

Side hustles enhance job satisfaction, financial security, and career progression. They provide new skills, entrepreneurial experience, and opportunities for industry shifts.

## Literature Review

Kubler, K. (2021). *Full-Time Side Hustle: The Position and Production of Fitness Influencer and Creators on Instagram*. University of Washington. The research explores how fitness influencers on Instagram manage their side hustles while balancing primary employment. It provides insights into income diversification and modern digital entrepreneurship.

Walsh, K., & Stephens, S. (2022). *The Side-Hustle: An Emergent Typology of Entrepreneurs as Employees*. *International Review of Entrepreneurship*, 20(2). This study categorizes employees who engage in side hustles based on their level of entrepreneurial activity. It offers insights into how traditional employment intersects with entrepreneurship.

Moore, S. (2020). *What If it Does Work Out?: How a Side Hustle Can Change Your Life*. Courier Dover Publications. The book explores how side hustles can transform lives, offering motivational insights, real-life examples, and practical strategies for achieving success in entrepreneurial pursuits.

Forster-Holt, N. (2021). *Stimulation versus Simulation: The Student Side Hustle as a Learning Innovation*. *Entrepreneurship Education and Pedagogy*, 4(4), 808-829. The study analyzes student side hustles as a learning innovation, showing how entrepreneurial activities alongside academics provide practical experience and skill development.

Tshoose, C. I., & Kgaphola, J. M. (2023). *The Pros and Cons of a Side Hustle in an Employment Relationship: Bakenrug Meat (Pty) Ltd t/a Joostenberg Meat v CCMA [2022] 4 BLLR 319 (LAC)*. *Obiter*, 44(2), 447-458. Using a legal case study, this research examines the pros and cons of side hustles in employment relationships, focusing on their impact on employees, employers, and legal considerations.

Mwaura, G. M. (2017). *The Side-Hustle: Diversified Livelihoods of Kenyan Educated Young Farmers*. *IDS Bulletin*, 48(3), 51-66. This study explores how young educated Kenyan farmers use side hustles to diversify income. It highlights the link between education, entrepreneurship, and agricultural economic resilience.

Al Sayah, M., Salloum, C., Jarrar, H., Salloum, L., & Verdie, J. F. (2023). *Hustle and Influence: The Dynamics of Illicit Small Business and Political Connections*. *European Business Review*, 35(5), 874-891. The research investigates how illicit small businesses leverage political connections, examining their influence on entrepreneurship, economic systems, and political landscapes.

## Research Methodology

**Approach:** Mixed-methods (Quantitative & Qualitative) **Sampling Method & Size:** Convenience sampling, 99 respondents **Data Collection:**

- **Primary:** Online surveys capturing demographics, motivations, and challenges.
- **Secondary:** Literature review from research papers and industry reports.

### Tools Used

- **Descriptive Statistics:** Mean, frequency distribution.
- **Chi-Square Test:** Association between age and side hustle engagement.
- **Correlation Analysis:** Relationship between financial needs and satisfaction.
- **Regression Analysis:** Impact of gender and preferred mode of work.

### Data Analysis and Interpretation

#### 1. Chi-Square Analysis

- Hypothesis: No significant relationship between age and side hustle participation.
- Result: p-value = 0.020 (significant)
- Inference: Age influences side hustle adoption.

Age Group	Engaged in Side Hustle	Not Engaged	Total
18-25	40	49	89
26-35	7	2	9
36+	1	0	1

#### 2. Correlation Analysis

- Variables: Financial Needs & Satisfaction
- Pearson Correlation: 0.766 (strong positive correlation)

Financial Need Level	Satisfaction Level (Mean)
High	4.5
Medium	3.8
Low	2.5

#### 3. Regression Analysis

- Hypothesis: Gender does not influence preferred work mode.
- Result: p-value = 0.446 (not significant)

Predictor Variable	R-Square	F-Statistic	p-Value
Gender	0.006	0.586	0.446
Age	0.078	1.032	0.312

### Descriptive Statistics

Inference - The descriptive statistics indicate that, on average, individuals spend **10.5 hours per week** on their side hustle, with a median of **8 hours**, suggesting that most respondents work fewer hours but some outliers work significantly more. Additionally, the **mean monthly income from side hustles is ₹ 7500**, with a median of **₹ 5000**, implying that while some individuals earn higher amounts, the majority earn closer to ₹ 5000, with variations reflected in a **standard deviation of ₹ 3000**.

Variable	Mean	Median	Std. Deviation
Side Hustle Hours/Week	10.5	8	5.2
Monthly Income from Hustle	7500	5000	3000

## Findings

### 1. Demographic Trends

- The majority of respondents (89.9%) belong to the 18-25 age group, indicating that younger individuals are more inclined towards side hustles.
- Female respondents (62.6%) outnumber male respondents (37.4%), suggesting that women show a greater inclination towards additional income opportunities.
- A significant portion of respondents (52.5%) are students, indicating that individuals in academic environments are actively engaging in side hustles, possibly due to financial needs and career aspirations.

### 2. Key Motivations for Side Hustles

- **Financial Independence (45%):** A large proportion of respondents engage in side hustles to achieve financial security and supplement their primary income.
- **Passion-Driven Work (30%):** Many respondents pursue side hustles to explore their interests and monetize their hobbies.
- **Skill Development (25%):** Respondents indicated that side hustles offer opportunities to enhance professional skills, which can improve career prospects.

### 3. Challenges Faced

- **Time Management (70%):** The majority of respondents struggle with balancing their side hustle alongside primary work or studies.
- **Financial Constraints (50%):** A considerable number of participants highlighted difficulties in securing initial investments and managing finances for their side businesses.
- **Legal Barriers (40%):** Regulatory and compliance challenges, including tax implications and employment restrictions, hinder the growth of side hustles.

### 4. Satisfaction & Future Prospects

- **75% of respondents expressed an interest in expanding their side hustle in the future**, suggesting that side hustles are seen as long-term career prospects rather than temporary ventures.
- **Technology plays a crucial role:** Digital platforms have significantly facilitated side hustle operations, making remote work and e-commerce more accessible to individuals.
- **Entrepreneurial Ambitions:** Many respondents indicated that they would consider turning their side hustle into a full-time career, provided they receive adequate financial and professional support.

## Conclusion

Side hustles have become an integral part of the modern workforce, providing individuals with additional income, skill development, and entrepreneurial opportunities. This research highlights the key

motivations driving individuals towards side hustles, including financial security, passion projects, and professional growth. Additionally, challenges such as time constraints, financial investment, and legal regulations pose significant hurdles.

The findings suggest that organizations and policymakers should recognize the growing importance of side hustles and provide necessary support mechanisms. Financial aid programs, mentorship initiatives, and legal frameworks can play a crucial role in fostering a sustainable environment for side hustlers. Moreover, technological advancements and digital platforms have revolutionized the way individuals manage and scale their side businesses, reducing entry barriers and enhancing accessibility.

Future research should explore industry-specific factors that influence side hustle success, along with the role of artificial intelligence and automation in optimizing side hustle management. Comparative studies across different demographics and economic sectors could also provide valuable insights into how side hustles contribute to long-term career growth and economic development.

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