Identifying the critical factors of physical gig economy usage: A study on client's perspective

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Abstract---Since its inception, India's physical gig economy (PGE) has grown at a rapid pace. Sadly, there was a widening of the PGE service gap. Cleaning and mechanical services have had fewer transactions than ride-hailing services, which have a high volume of transactions. Studying PGE customers' motivations to use their services is the primary goal of this research. The research methodology and hypothesis were developed by synthesising previous studies on users' intentions. Platform quality, trust, social influence, perceived risk, hedonic incentive, and economic benefits are all regarded to have an impact on customer behaviour and intention. When it comes to determining whether or not a user will stick around and use a particular platform, hedonic motivation outranks everything else. PGE's early use is influenced by social influence exclusively, according to this study. Operators of PGE might use this information to craft effective plans for growing their business and luring in new customers.

Keywords---identifying, critical factors, physical gig, economy usage.

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Introduction

The rise in digital economy in India has many transverse avenues which in turn is reflected in the terms of rise in internet based services. The gig economy usage is also a result of this phenomena. Thus we can see the advent of digital platforms offering numerous services right from food delivery to raide sharing[1]. These digitaly mediated platforms offers oppurtunities both for service providers and users to experience a new kind of ecosystem coupled with technology and digital user interface, thus enabling the service provider to enhance the quality of service. This surge in Gig economy has created an alternative form of employment framework having greater autonomy and flexibility to workers [2].This has also resulted in evolving Physical Gig economy (PGE) services such Ola, Zomato, Swiggy, UrbanCompany,Gomechanic. For short-term jobs that need to be delivered physically, PGE is a digital labour platform that connects employees and users. [3] [4], [5], [6], [7]. In PGE-related arena like cleaning and repair, PGE utilisation is still low [8]. The over-supply of PGE personnel will have a negative impact on both the workers and the suppliers. Both sides will have to deal with declining incomes and the departure of employees.
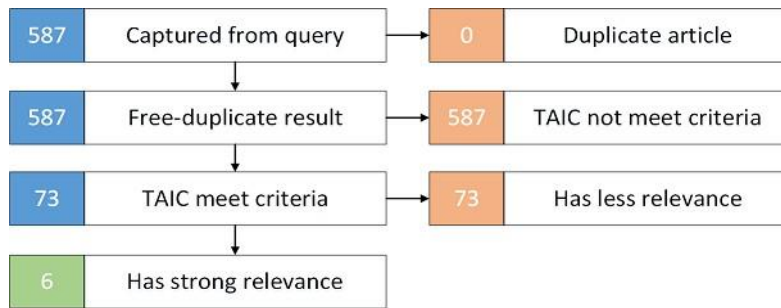
Literature Review

Gig economy

When it comes to short-term projects, the gig economy is described as an online labour market that employs digital platforms to arbitrate between gig workers and clients. [3] [4] [5] [6] [7]. [31]. As a general rule, they rely heavily on digital platforms and the Internet, as well as having a short-term nature. As far as Heeks [7] was concerned, the two sorts of gig economy, namely PGE and OGE, were dependent on the outcome or service delivery method (OGE). However, OGE only accepts digital products, whereas PGE expects the results to be delivered to a physical site. According to Ainsworth [3], ride sharing, delivery of food, providing professional services at door step are just a few examples of the many types of gig employment available. Below table I and Figure 1 depicts Systemetic Literature Review (SLR).

TABLE I.   SLR CRITERIA

| Criteria	Attribute
Keyword	("collaborative economy" OR "crowd based" OR "elancing" OR "gig economy" OR "mesh economy" OR "on demand economy" OR "platform economy" OR "sharing economy") AND ("influence" OR "affect*" OR "adoption" OR "intention" OR "motivat*" OR "barrier" OR "challenge*")
Published	2014 until 2019
Language	English
Type	Journal/Conference/Proceeding
Acceptance Criteria	Research on inhibiting, motivating, or influencing factors of online service platform usages.

Study on Digital Labour/ Gig work Platforms

This paper comprises of a systematic literature review (SLR) of certain digital libraries in order to identify potential candidates for determining the elements that influence PGE customers' willingness to use their services (see criteria in Table I). The TAIC (Title, Abstract, Introduction, and Conclusion) of 587 articles was examined to ensure that they were relevant. Based on studies that looked at the elements that restrict, stimulate, or impact online service platform use, this relevance was determined. Figure 1 depicts the six articles that were picked, as shown by the arrows.

Proposed Model

Perceived Platform Quality

As a measure of a platform's overall quality, a user's judgement of its quality is used to gauge whether it meets their needs. There are two ways to measure platform quality: information and system quality. [18] The quality of information can be evaluated using a variety of qualities including completeness, accuracy, and timing [18]. In order to offer consumers with timely and accurate data, systems must be of high quality. Additionally, the perceived quality of a platform involves the system's usefulness and simplicity of use (the utilitarian purpose). Users' trust in information and systems improves as a result. Thus, this study hypothesises that

Fig. 2. Proposed Model
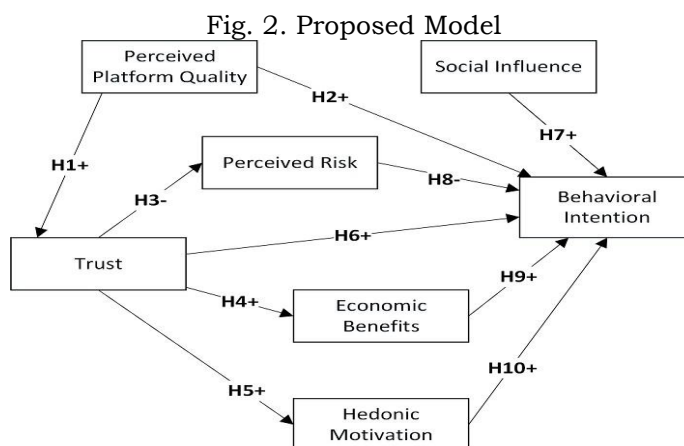
H1. Trust is positively influenced by the perceived quality of the platform.

With a dynamic, interactive, and accessible user interface users are more likely to use the service [13]. A user's attitude is said to be influenced by the system's ease of use, which in turn impacts their behavioural intention to use it. So we formulate the hypothesis as

H2. Behavioural Intention is positively influenced by the quality of the platform's reputation.

Trust

User trust is defined as a clients belief that a digital service platform will meet their contractual responsibilities. By building a relationship of trust with the service provider, users are less likely to be concerned about the dangers and benefits of using the product [22]. A high level of customer confidence reduces the impact of risk [13]. So we state that

H3. Trust has inverse relaoonship with Perceived Risk

Trust in the sharing economy, according to Lee et al. [13], led users to reap significant rewards. There are both internal and external advantages to this. Economic rewards or pleasure are extrinsic benefits while hedonic motivation is an example of the former [23]. Thus, we can state that

H4. Econimic Benefit is positively correlated with Trust.
H5. Hedonic motivation is positively correlated with Trust.

In order for a user to use the service, they must have faith in the company [13]. Users' intentions are influenced by trust as well, according to other studies [25] and [26].
So, we formulate,

H6. Trust (TR) positively impacts Behavioral Intention (BI).

Social Influence

It is a user's perception of the extent to which other individuals can influence their decision to utilise a system [29]. It's a crucial consideration in figuring out how customers interact with the system [15]. [30]. Customers' participation in the system may be influenced by social influence, according to Kim et al. [27]. Adoption of a system is impossible without consideration of social influence [14]. So we state that,

H7. Social Influence (SI) positively impacts Behavioral Intention (BI).

Perceived Risks

Customers' views of possible negative values associated to the use of the services are represented in perceived risks [22]. [Threats to the confidentiality and safety

of an individual's personal information and financial assets put them at risk. Internet activity is discouraged by the presence of these two threats [13].So we formulate

H8. Perceived Risk (PR) negatively impacts Behavioral Intention (BI).

Economic Benefits

Services are measured by their "economic benefits," which refers to how much money they save their customers relative to the costs they incur. [13]. [13] The economic advantages of the sharing economy have made it an appealing option for customers, according to Henten and Windekilde [24]. (cost savings). [13] According to [14] [15] [23] studies, individuals' inclination to use increases when they gain economically from doing so. It is hypothesised in this study, thus,

H9. Economic Benefits (EB) positively impacts Behavioral Intention (BI).

Hedonic Motivation

Hedonic motivation refers to the delight one gets from utilising a computer or other electronic device. That's been proved to have a big impact on people's willingness to adopt and use new technologies Participating in the sharing economy has the added benefit of increasing one's hedonic motivation [13]. A user's desire to make use of a service is influenced positively by hedonic motivation as well[13] [15] [23]. It is hypothesised in this study

H10. Hedonic Motivation (HM) positively impacts Behavioral Intention (BI).

Research Methodology

This study is quantitative in nature. The data was gathered through the use of a questionnaire. Each hypothesis was given a specific set of indications based on information gleaned from relevant sources.. The participants were all Indian nationals, a part of respondents previously utilized gig services, and others who had never used them. In order to better understand PGE use, this study sought to identify the elements that influence and limit its use. In Annex A, more details about variable indicators have been given.

Research Population and Sample

Questionnaires were created for both Indian citizens who have and have not used PGE services. In order to better understand the motivations and barriers to PGE use, both of these groups were recruited. PLS-SEM requires a minimum sample of 60 respondents, which is 10 times the highest number of formative indicators [19, 20]. This study used a non-probabilistic sample method known as convenience sampling.

TABLE II. Demographic Details of participants

Attributes	Description	Percent
Gender	Male	64.80
	Female	35.20
Age	Under 18	0.60
	18 – 34	54.80
	35 – 54	39.30
	Above 54	5.30
Using the service?	Yes	98.00
	No	2.00
Type of service	Ride-hailing	39.54
	Food order/delivery	34.40
	Goods delivery	22.59
	Cleaning	2.05
	Repair	1.28
	Others	0.14
Frequencies	> 20 times/month	19.50
	10 – 20 times/month	26.10
	5 – 10 times/month	34.28
	< 5 times/month	20.12

Data Collection

321 questionnaires were sent between May 1st and May 9th, 2022, and 318 valid responses were obtained. Because the sample size was greater than the minimal, this study was able to process more qualifying data. Table II summarises their individual traits and demographics. There are a number of popular PGE services in India, including food delivery and raid-hailing, were used by the majority of them. Because of this, they were able to accurately depict the PGE ecosystems of India. SmartPLS 3 software was used to process the collected data using partial least square structural equation modelling (PLS-SEM). Bootstrapping re-sampling was used to assess the hypotheses generated by the outer and inner models, respectively.

Analysing and Infering

Analysing the Outer Model

Reliability and validity tests are two types of outer model analysis. Composite Reliability (CR) scores more than 0.70 are considered dependable in reliability testing [19]. If it happens that the reading shown by average variance exceeds than 0.50, a convergent validity test will be allowed [19]. As determined by the Fornell-Lacker criterion, a test's discriminant validity can be judged by how well its latent variable correlates with other variables [19]. If the values of CR are more than 0.75, then we can say that variables are stable ,can be said to be holding validity in this investigation. Table III shows the findings of the examination of the outer model.

TABLE III.   MEASUREMENT RESULTS

	EB	HM	BI	PQ	PR	SI	TR
Fornell-Larcker Criteria							
EB	**0.852**						
HM	0.536	**0.875**					
BI	0.512	0.589	**0.843**				
PQ	0.374	0.454	0.476	**0.867**			
PR	0.008	-0.113	-0.144	-0.114	**0.826**		
SI	0.300	0.381	0.356	0.223	0.067	**0.840**	
TR	0.465	0.513	0.523	0.459	-0.260	0.341	**0.899**
CR	**0.913**	**0.907**	**0.880**	**0.924**	**0.914**	**0.828**	**0.944**
AVE	0.725	0.765	0.710	0.753	0.682	0.706	0.809
R²	0.217	0.263	**0.475**	--	0.067	0.211	--
Q²	0.145	0.189	**0.311**	--	0.042	0.159	--
f²	0.045	0.084	--	0.029	0.006	0.029	0.016

Analysis of inner model

When doing an internal test, numerous indicators could suffice, including R-square, predictive relevance, and effect size f2. The endogenous BI variable had an R2 value of 0.475 in this study. Consequently, one should infer that the dependent BM variable has a high level of acceptability because the R^2 obtained exceeds 0.20 [19]. Q^2 for the BI variable has a value of 0.311, which indicates that the exogenous variable has predictive power. There are two variables, SI and PR, with values less than 0.02, which indicate that they have no effect on BI when f2 is used. Table III shows the R2, Q2, and f2 values (p 0.01).

TABLE IV.   HYPOTHESES TESTING RESULTS

Hypo-thesis	Path Coefficient	T-statistics	P Values	Result
H1(+)	0.459	7.030	<0.001	Accepted***
H2(+)	0.173	2.684	0.007	Accepted***
H3(-)	-0.260	4.764	<0.001	Accepted***
H4(+)	0.465	9.152	<0.001	Accepted***
H5(+)	0.513	10.892	<0.001	Accepted***
H6(+)	0.161	2.738	0.006	Accepted***
H7(+)	0.102	2.120	0.034	Rejected
H8(-)	-0.059	1.494	0.135	Rejected
H9(+)	0.193	3.301	0.001	Accepted***
H10(+)	0.279	4.514	<0.001	Accepted***

Hypothesis Testing

If the bootstrapping findings from SmartPLS 3 with 5000 samples are accepted, hypotheses will be accepted. There are two possible outcomes for path coefficients: positive for positive hypotheses or negative for negative hypotheses [13]. We chose T-table values of 1.984 (p-value of 0.25), and 2.626 (p-value of 0.01), because there were 318 participants in this study; consequently, we utilised the following values: At a significance level of 99 percent, eight hypotheses were found to be valid, while two were found to be invalid (indicated by red- coloured arrow). As shown in Table IV (p0.01) and displayed in Fig. 3,

Fig. 3. Result of Hypotheses Model
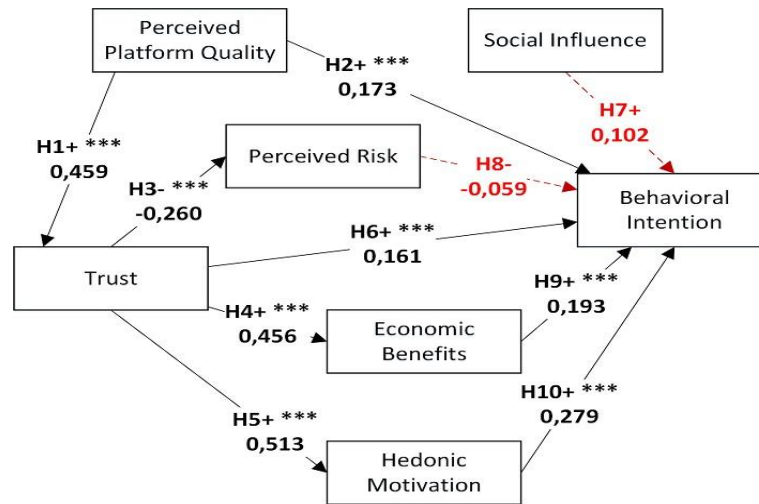
Research Impact

The study conducted rsulted in getting approval of 8 hyptheses (H1-H8)and two hypotheses (H9–H10) rejected . Motivating factors such as pleasure, financial gain and trust all play a role in a user's decision to use an app or platform.. This shows that clients are already used to PGE services and that they value a platform or service that is engaging, enjoyable, and joyful for them. Previously, the economic gain was the most important consideration. Additionally, trust plays a vital role since it encourages clients to believe that the risks they face are minimal. H8 is rejected because of a trust effect that lowers the danger. Risks are known to customers, but the benefits and trustworthiness of the service outweigh them. Behavioral intention was not influenced by the social influence component (H7). Social influence has been shown to have a negative impact on behavioural intention in earlier studies [14] [27] [30]. A follow-up interview with users was undertaken as a result of this finding. According to this interview, the social effect only affected PGE service consumption in the early stages of the company's existence. Result obtained is in tandem with the last assertion i.e survey participants had used the services an average of ten times prior to the survey. According to these findings, users' intentions to utilise PGE services are significantly influenced by social influence. This is due to the fact that it only affects people at the beginning of their use.

Functional Implication

The goal of this study is to investigate the factors that influence customer utilisation of PGE services. PGE practitioners who want to learn more about the elements that influence its use by clients face severe consequences. The first consideration is the platform's quality. Systems can be improved by incorporating features that increase information and system quality, which PGE service providers can do. Using this technology, you may learn more about the gig workers you're working with, including their work history, personal details, and

reputation [13]. It is possible to improve the quality of a platform by using responsive UI/UX design. It is essential that the application's performance be ensured, as well, by giving enough Infotech archjitecture also reviewing the usefulness found in newer features or existing features.Both are founded on feelings of safety. In order to acquire the trust of their consumers, Gig workers might be more thoroughly vetted by service providers. Clients may anticipate dependable and trustworthy performance from gig workers who are regularly trained, nurtured, and monitored. Last but not least, the bottom line is important. It's still possible for service suppliers of PGE products and services to offer promotional and discount deals as well as competitive selling rates. Electronic payment gateways can be used to provide additional services, such as customer loyalty programmes and secure electronic payment systems, for service providers. The fourth determinant, hedonic motivation, is a source of internal motivation. Gamification can be used to make applications more engaging, entertaining, and convenient for users [32]. Gamification uses the allure of playing a game to entice people to make desired changes in their behaviour.

The fifth element is the power of word-of-mouth. Even if it hasn't been scientifically proven, social influence has been shown to affect early-stage users of a product. Customers' comments and ratings, as well as those of gig workers, must be prominently displayed on the application page or website for service providers to take notice of. Celebrities and other high-profile figures can serve as service ambassadors. Customers are aware of the potential dangers they face, even if it hasn't been proven that their perceptions of risk influence their behaviour intentions. Service providers must continue to create features that can lessen these risks. Service providers that provide data crypting and tech conectivity capabilities to service providers and consumers on their app, for example, may hide client phone numbers and email addresses from gig workers. An "alarm" or "emergency" button may be given to clients as an additional safety measure by service providers,

Acdemic Rsearch Oppurtunities

In terms of the physical gig economy, there are currently no research. The findings of this study on the factors influencing physical gig economy customer usage have added to the body of knowledge on how clients use the gig economy physically. The quality of PGE's platform has an impact on the company's trustworthiness and willingness to employ its services. According to [11], these findings are in agreement. Second, if users have faith in platform providers and gig workers, they are more likely to use PGE services. When consumers have faith in PGE's abilities, they are less afraid to use their services. There are no surprises here, and this is consistent with the findings of [13]. Hedonic and pecuniary incentive are two of the most essential factors in influencing a customer's decision to utilise the product. Saving money is important to PGE consumers, but so is having a nice time when using the services. Using the findings of [12, 13, 25], we now have substantial proof supporting what we've learnt. The findings of [13] and [25] contradict a fourth hypothesis (H7), which is ruled out. Customer interviews with a greater depth, on the other hand, show that consumers' initial use of PGE services is affected by social impact. This study offers a fresh look at societal impact. It is clear that participants did not overstate the danger. As a result,

customers in India are convinced that the advantages and reliability of the service outweigh any potential downsides. An additional benefit of this study is that it provides the theoretical groundwork for prioritising functional requirements in PGE design, reconstructing an optimal user experience in the digital business environment, measuring the most important success factors in PGE projects, and comprehending the psychological need for information technology adoption in this environment.

Summarising and Scope for Future

Eight hypotheses have been shown to be true based on the analysis of the data and the testing of alternative hypotheses. Behavioral intention was not affected by the social effect (H7) or the perceived hazards (H8), which were both ruled out as possibilities (H8). The most influential aspect for users is hedonic motivation, which is followed by monetary rewards, trust, and an individual's assessment of the platform's overall quality. According to the findings of this study, social influence has a significant role in the early stages of PGE use. While PGE customers are well aware of the hazards associated with using the company's services, they also recognise the benefits that come from doing so.

 PGE consumption may be affected by a wide range of circumstances, according to this study's findings. The vast majority of those who participated in this study had previously used PGE's products and services. Including additional folks who haven't utilised PGE services before could be an option in future research. There may be reasons that prevent the use of PGEs from being discovered by these studies. A survey was used to acquire the information needed for this inquiry.An expert interview may be used in the future as a means of uncovering more factors. This study also took into account a client-centered approach. From the regulators', gig workers, platforms, fintech industry, and banks' points of view, it's fascinating to see how things function.

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Appendix A

TABLE V.   VARIABLES AND INDICATORS

Variables	Indicators	Variables	Indicators
Perceived platform quality (PQ)	Easy to learn [11]	*Economy benefit (EB)*	Save more money [13] [15]
	Easy to use [11]		Cheaper than conventional services [13] [15]
	Platform is useful and reliable [13]		Better discounts or promotions [13]
	Platform provides accurate information [13]		Using the service is a good deal [15] [16]
Trust (TR)	Platform is trustworthy [13]	*Hedonic motivation (HM)*	Fun [13] [29]
	Platform keeps its commitment to its users [13]		Exciting [13] [29]
	Parties involved in the platform is honest [16]		Entertaining [13] [29]
	Platform provides safe environment to use the service [16]		Enjoyable [13]
Social influence (SI)	Other users' testimonies [15]	*Behavioral intention (BI)*	Consider to use the service [11]
	Enjoy interaction with other people [16]		Plan to use the service [11] [13]
	Influence from people around me [29]		Will continue to use the service [11] [29]
Perceived risk (PR)	There are privacy risks when using the service [13]		Inform others about the service [11]
	There is potential loss of privacy when using the service [13]	*Perceived risk (PR)*	Concerned about illegal activities when using the service [11]
	The platform is not safe [13]		Concerned about safety while using the service [11]