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Factors enhancing the adoption of on-demand services digital platforms in South African metros

Mbusiswa Nyuswa

A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in the field of Digital Business

Johannesburg, 2023

ABSTRACT

The purpose of this study is to examine the factors that enhance the adoption of on-demand services platforms in South African metros and understand if service consumption location impacts a user's intention to adopt the digital platform.

This study uses a quantitative research methodology, using an online survey. Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) theoretical framework was used to construct the online survey instrument and using snowball sampling, 386 valid responses were collected across 8 major South African metros. Descriptive analysis was performed, and the Structural Equation model was conducted to analyse data from the survey questionnaire and evaluate multivariate casual relationships. The study uses confirmatory factor analysis to verify the measurement quality of latent constructs.

The results show that performance expectancy, facilitating conditions, hedonic motivation, price value and consumption location have a positive effect on a user's behavioural intention to adopt on-demand services digital platforms in South African metros, whereas habit does not.

The study was limited to only respondents residing within the 8 major metros in South Africa, which therefore has implications on generalisability. These metros are Buffalo City, City of Cape Town, Ekurhuleni Metropolitan Municipality, City of eThekwini, City of Johannesburg, Mangaung Municipality, and Nelson Mandela Metropolitan Municipality

This is the first study which has used UTAUT2 to explain adoption of on-demand services digital platforms in South African metros. Further, the study contributes to the theory by adding a new construct consumption location to test its effect a user's intention to adopt on-demand services digital platforms. Further theoretical and practical implications are discussed.

KEYWORDS

On-demand service; Digital platform; Adoption; UTAUT2; Consumption location; South Africa

ACKNOWLEDGEMENTS

Undertaking this study has been very challenging under the COVID-19 conditions, being a new father and increased work responsibilities in my professional life. I hereby acknowledge and sincerely appreciate all the people that offered me support during this journey. Without all your support, this would not have been a success.

I would like to thank my supervisor Dr Michael Sony for all the support and guidance during this journey. Your guidance has been instrumental in ensuring that this project is a success. I look forward to working with you on future projects.

A special thanks to my family (especially my wife Nontobeko Nyuswa), friends, employer, and colleagues for your unwavering support. The emotional support that you have provided has been my pillar of strength in challenging times. Your support has enabled me to keep working hard and believing that I can deliver this report.

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DECLARATION

I, Mbusiswa Nyuswa, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in the field of Digital Business at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Name: Mbusiswa Nyuswa Signature: 

Signed at Johannesburg South

On the 16 day of May 2023

DEDICATION

This study is dedicated to my lovely family, my wife Ntobe, and our kids Aphiwe, Esihle and Isipho. Undertaking this research meant borrowing from our family time. The unwavering support, love, and motivation that I received was the main reason I wanted to see this through.

I would also like to dedicate this study to my friends, extended family, colleagues, and my employer for funding this study.

This is also dedicated to all the kids from previously disadvantaged backgrounds, especially my rural village in Umzumbe. I want to say, yes, it is possible!

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LIST OF ACRONYMS

4IR: “Fourth Industrial Revolution”

ODSDP: “On-demand services digital platform”

UTAUT2: “Extended Unified Theory of Acceptance and Use of Technology”

Chapter 1 INTRODUCTION

1.1 Statement of purpose

This quantitative research study examines the factors enhancing the adoption of on-demand services digital platforms in South African metros.

The motivation for this study is mainly driven by the desire to understand why and what is needed to drive the adoption of on-demand services digital platforms in South African metros. Secondly, the study seeks to further understand if the location where the on-demand services are consumed has an impact on the user's intention to adopt these digital platforms.

1.2 Background of the study

The latest unemployment statistics in South Africa are at an alarming rate of 34.5%; with the major metropolitans (metros) – Mangaung, eThekwini, Cape Town, Buffalo City, Ekurhuleni, Tshwane, City of Johannesburg, and Nelson Mandela Bay at an average unemployment rate of 32% (Stats SA, 2022). South African metros are under pressure to create more job opportunities, with urbanisation in South Africa currently at 63% and expected to rise to over 70% by 2050 (Parliamentary Monitoring Group, 2022). Whilst it took Fortune 500 companies over 20 years to achieve 1$ billion in valuations, digital platforms achieved this in just 4 years (4IR South Africa, 2022). The potential network effects of digital platforms can create much-needed job opportunities in South Africa.

It is estimated that 70% of new value added into the global economy over the next decade will be enabled by digital platforms (WEF, 2022). On-demand services digital platforms (ODSDPs) can play a huge role in job creation in South Africa. There are several existing local and international ODSPS that are operational within the metros. This study focuses on all the services that you

would normally need to travel to a bricks and mortar service provider location to consume the service offerings. Now you can request the same service digitally and have someone bring the service to you in the comfort of your current location (home, office, hotel, friend's place, etc.). Examples of such services include car wash services (https://www.mowashapp.com/), salons/beauty parlours/spas (https://bliss.africa/), barbershops, etc. Mowash is a car cleaning company that was established in 2016 and their app allows users to request a car wash at their convenient time and place, which promises to save them time on car wash queues (Mowash, 2023). Bliss is a platform that focuses on a wide range of beauty and wellness categories (makeup, hair, nail care, personal training, etc.), where service providers register on the platform and they undergo a vetting process and customers can set up appointments to request any of the offered services at their choice of time and location through their app (Bliss, 2023).

Whilst the ODSDPs exist and are being used in South Africa, we are not seeing a huge uptake compared to more developed countries. It is beneficial to understand the factors that influence the adoption of these digital platforms. In the realm of technology adoption and acceptance, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model is an adoption model that has been widely used to understand user's intentions to use a system or technology (Venkatesh, Thong, & Xu, 2012). Building upon its predecessor, the original UTAUT model, UTAUT2 provides a comprehensive and integrative lens for understanding the intricate dynamics that influence individuals' decisions to adopt and use technology. As technology continues to play an increasingly pivotal role in our personal and professional lives, comprehending the factors that drive user behaviour has never been more crucial. UTAUT2 offers a multifaceted approach, incorporating key determinants such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Behavioural Intention, making it a versatile tool for researchers seeking to explore the complexities of technology adoption in diverse contexts.

Performance Expectancy, as proposed by Venkatesh et al. (2012), is rooted in the understanding that individuals' perceptions of the extent to which using a technology will improve their job performance directly influence their intention to use that technology. The Performance Expectancy construct reflects the user's belief that using the technology will enhance their effectiveness, efficiency, or productivity in their work or academic tasks. Effort Expectancy is a crucial factor in the UTAUT2 model, representing the perceived ease of use and cognitive effort required when individuals interact with technology (Venkatesh et al., 2012). Social influence, as defined in the UTAUT2 model, refers to the impact of external sources, such as peers or authorities, on an individual's decision to adopt and use a technology (Venkatesh et al., 2012, p. 161). Facilitating Conditions refers to "the degree to which an individual believes that an organizational and technical infrastructure exists to support and enable the use of the technology" (Venkatesh et al., 2012, p. 182). Hedonic motivation, as emphasized by Venkatesh et al. (2012), is a crucial factor in the UTAUT2 model, as it pertains to the pleasurable and enjoyable aspects of technology adoption and usage. Price Value is a critical factor influencing users' acceptance and adoption of technology, it highlights the significance of considering the perceived value of the price associated with a technology when studying user acceptance and adoption behaviours (Venkatesh et al., 2012). Habit is defined as “the extent to which an individual performs a behaviour automatically, with little conscious thought" (Venkatesh et al., 2012, p. 195). Lastly, Behavioural Intention refers to an individual's perceived likelihood and willingness to engage in a specific behaviour, such as adopting a new technology or system (Venkatesh et al., 2012).

This research report delves into the application of the UTAUT2 model within the context of on-demand digital services platforms, aiming to examine the factors influencing adoption intention in South African metros. This research study expands the model to further investigate how the user’s intention can be influenced by the location where the desired service is being consumed.

1.3 Research problem

Mainly driven by the COVID-19 pandemic, there has been a rapid upward trend in the adoption of digital technologies globally (Baig, Hall, Jenkins, Lamarre, & McCarthy, 2020). As a result of COVID-19, South Africans have had to stay at home due to the lockdown regulations. This has somehow forced households to utilize digital technologies to gain certain services; that under normal circumstances, would require them to travel to a service provider location that offers services such as a car wash, salon, barbershop, spa, etc.

Whilst there has been a steady growth in on-demand services digital platforms adoption, South Africa remains among the countries with a high failure rate for start-ups at 75% (OC&C Strategy Consultants, 2018). Whilst it is unclear what the exact factors for such failures are, some attribute this failure rate to the targeted user market not adopting the digital platforms (4IR South Africa, 2022). Research by Chigona, Lubinga, and Islam (2018) highlighted disparities in internet access, particularly in rural areas, which can hinder the adoption of digital technology. Limited digital infrastructure and unreliable internet connectivity in certain regions can be barriers to using digital platforms (Maharaj and Sharif, 2018). Socio-economic factors can play a significant role, where lower income levels may restrict access to smartphones and data plans, as shown in research by Rau, Gouthier, and Wirth (2019). Other related studies have attributed low digital platform adoption rate and failure rate to trust and security concerns, cultural and social factors and some lack of awareness and digital literacy (Irani, Love, & Webb 2017; Chikandiwa, Mathipa, & Mokoele, 2019; Govender, Irani, & Love, 2018). Understanding the exact aspect of adoption of on-demand services digital platforms in South African metros is for on-demand services digital platforms is therefore critical to this research.

The research further seeks to understand if the service consumption location can have an impact on the user’s intention to adopt ODSPs.

1.4 Research questions

i. What factors influence the adoption of on-demand services digital platforms by users in South African metros?

1.5 Rationale

The interest on this research topic was driven by the desire to contribute to the body of knowledge on how digital platforms and on-demand services can be used to create job opportunities in developing countries like South Africa. Given the impact that digital technologies have in contributing to the growth of economies, it has a strong potential of turning around stagnant economies.

Furthermore, this study seeks to extend the UTAUT2 adoption model to investigate if the location where the service is being consumed has an impact on the user's intention to adopt the digital platform. The results of this research can be used to further grow literature in finding means to resolve the location challenges, should this hypothesis be valid.

1.6 Delimitations of the study

The delimitations of this research study have been set to control the targeted population and restrict the study to specific digital platforms as this is a wide area of study and to ensure that the study is realistically achievable within the available timeframe (Theofanidis & Fountouki, 2019).

This study was limited to on-demand services digital platforms, where a user will request a service on the platform and then a service provider will travel to the customer's specified location to fulfil the requested services. These are only services where you would normally travel to the service provider's location to get the service, like a car wash, salon, or barbershop.

With an assumption that South African citizens residing in metros do not face the extreme challenges of limited, slow, or no access to the internet, and no access to smartphones, people not residing in the 8 South African major metros were excluded.

The study was limited to users that own or have access to a smartphone device.

1.7 Definition of terms

In this research study, on-demand services digital platforms refers to any transaction where a consumer would request a service on an online app and the service required will be fulfilled at the consumer's location by the relevant supplier. These are all the services where traditionally the consumer would need to travel to the supplier's place of work to consume the service. Examples of such services include, but are not limited to car washes, salons or barbershops. Instead of driving to a car wash, a consumer can digitally request a car wash and a car wash service provider would then come to a consumer's chosen location to wash the car.

Adoption refers to the user's intention to use a digital platform to acquire these services.

1.8 Assumptions

The following assumptions can be expected from this study:

- The respondents reside in one of the metros as they were requested to give consent and confirm their place of residence before starting the survey.
- The respondents provided honest answers according to their knowledge of the survey questions.
- The respondents only answered and submitted the survey once.

1.9 Chapter Outline

Chapter one: Starts by introducing the research topic and gives contextual background to the study. It then outlines the research problem, questions, and the rationale for the study. It ends with the definition of key terms and then the assumptions that are being made by the researcher throughout the study.

Chapter two: This chapter takes a deep dive into the literature surrounding this study. Current and past research is reviewed, and the literature is then brought home by contextualising it with the South African context. The theoretical and conceptual frameworks are outlined, ending with the 8 hypothesis and literature review conclusion.

Chapter three: Focus on the research approach, the process/methods, and the tools used to accomplish the research objective. Details regarding the population and data sampling are discussed, ending with the ethical considerations for the study.

Chapter four: This chapter presents and analysis the research data. Key findings are discussed, hypothesis tested and then finally making relevant conclusions, including recommendations for future research.

Chapter five: This chapter discusses the results and the findings. Results pertaining to the 8 hypotheses are discussed in detail and the chapter ends with concluding the results are findings bringing it home to the South African metro context.

Chapter six: The chapter presents an overview of the main findings of the study and a conclusion regarding the research question. It also presents the recommendations based on the findings from this study as well as limitations of the study and suggestions for future studies.

CHAPTER 2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

On-demand digital platforms are concerned about offering services to consumers that are waiting-time-sensitive and prefer services to come to them by connecting these consumers with service providers (Taylor, 2018). Digital platforms are transforming every industry, and their value is in ensuring that more users are attracted to use the platform, thus driving positive network effects (de Reuver, Sørensen, & Basole, 2017).

On-demand services digital platforms aim to offer convenience to the consumer, where the consumer no longer needs to travel to the service location or wait in long queues; the service comes to the user. In the South African context, if you need to go to a car wash for example, you are almost guaranteed to spend your time in the car wash for at least an hour. These platforms offer consumers to request the services to come to their locations and have their cars washed while the consumer spends their time doing other things that matter to them, like watching a Netflix movie with the family. These services are accessed digitally on a software application, with no need for phone calls. Within a few clicks, a user will see if the service is available in the area, which time slots are available, and what the actual price will be.

This research study uses Venkatesh (2012) adoption model UTAUT2 to understand the factors influencing the adoption of on-demand services digital platforms. UTAUT2 has been widely used in technology studies, and among others, it produces more reliable results when it relates to digital technology adoption (Alqahtani & Erfani, 2021; Herrero, Martin, & Salmones, 2017; Slade, Williams, & Dwivedi, 2014). South Africa is seen as one of the most unequal societies around the world (World Bank, 2022). This can be attributed to the high

unemployment rate, high levels of crime and governmental policy uncertainty. Noting the uniqueness of South Africa's circumstances, this research further examined if geographical location of the customer requesting the on-demand services can influence their intention to adopt such on-demand services digital platforms. It would be good to also understand if factors like safety, price and social influence play a role in the adoption.

Digital platform is a widely researched phenomenon globally and in South Africa. There has however been limited literature around specifically on-demand services digital platforms, that specifically refers to where services are carried out at a consumer's location. This research will contribute to the literature, especially for developing countries like South Africa and with an understanding how the location impacts the adoption intention.

2.2 Definition of topic or background discussion

Digital platform: This is a widely researched topic and therefore there are many definitions for this phenomenon, both technical and non-technical. The one definition that aligns with this research study is "a building block that provides an essential function to a technological system and serves as a foundation upon which complementary products, technologies, or services can be developed" (Spagnoletti, Resca, & Lee, 2015, p. 364).

On-demand services: enabled by digital platforms are defined as services that are available at an ad-hoc basis or as and when needed by a consumer instantly without any waiting periods (Delgosha & Hajiheydarib, 2020). In the context of this study, the on-demand services were restricted to services where a consumer would normally be required to be at a service provider's place of work to consume the service but can now consume the service at their chosen location.

Adoption in general, refers to a user's intention to use something (Rogers, 2003). In the context of this study, it refers to a user's intention to use a digital platform to request an on-demand service.

Metros (metropolitan): As defined by the South African constitution, section 155(1), is a government municipality that has an executive and legislative authority responsible for other municipalities and is classified as a category A municipality (Stats SA, 2010). The 8 metros covered by this study were Buffalo City, City of Cape Town, Ekurhuleni Metropolitan Municipality, City of eThekwini, City of Johannesburg, Mangaung Municipality, and Nelson Mandela Metropolitan Municipality.

2.3 What factors influence the adoption of on-demand services digital platforms by users in South African metros?

2.3.1 *On-demand services digital platforms and adoption*

On-demand services digital platforms play a huge role in the services economy, but there is still limited knowledge regarding adoption or anti-adoption factors for these digital platforms (Delgosha & Hajiheydarib, 2020). Whilst there are advantages and disadvantages to digital platforms, the positive socio-economic impact is that these platforms call for more investments to help drive employment opportunities (Asadullah, Faik, & Kankanhalli, 2019).

South Africa has a few examples of successful on-demand services digital platforms. Mowash is an award-winning digital app founded and developed in South Africa (MTN Business, 2020). Mowash was founded in 2016 and is only operating in Durban and Joburg within a 40km radius of Midrand (Mowash, 2022). Whilst this is one of the brilliant digital business ideas, the company has struggled to create market effects and venture to other areas of the country. A car wash is

a service that almost everyone who owns a car requires, but innovations are struggling to leapfrog and disrupt the traditional car washes.

2.3.2 *Theoretical Framework*

This study seeks to understand the factors that influence the adoption of on-demand services digital platforms by asking participants to share their lived experiences in a form of a questionnaire. Various theories have been used in the past to investigate users' intention to adopt technology. Some of these adoption theories include the Theory of Reasoned Action (TRA) by Ajzen & Fishbein (1977), the Theory of Planned Behaviour (TPB) by Ajzen (1991), Technology Acceptance Model (TAM) by Davis F. D. (1986) and Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh, Morris, Davis, & Davis (2003).

Venkatesh et. al (2012) introduced an extended model of UTAUT, UTAUT2, which has been selected for use in this study. UTAUT comprises 7 constructs, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit. This model has been widely used in similar studies, and the researchers were successful in reaching their research objectives (Alqahtani & Erfani, 2021; Herrero, Martin, & Salmones, 2017; Slade, Williams, & Dwivedi, 2014). Figure 1 below shows the original UTAUT adoption theory framework.

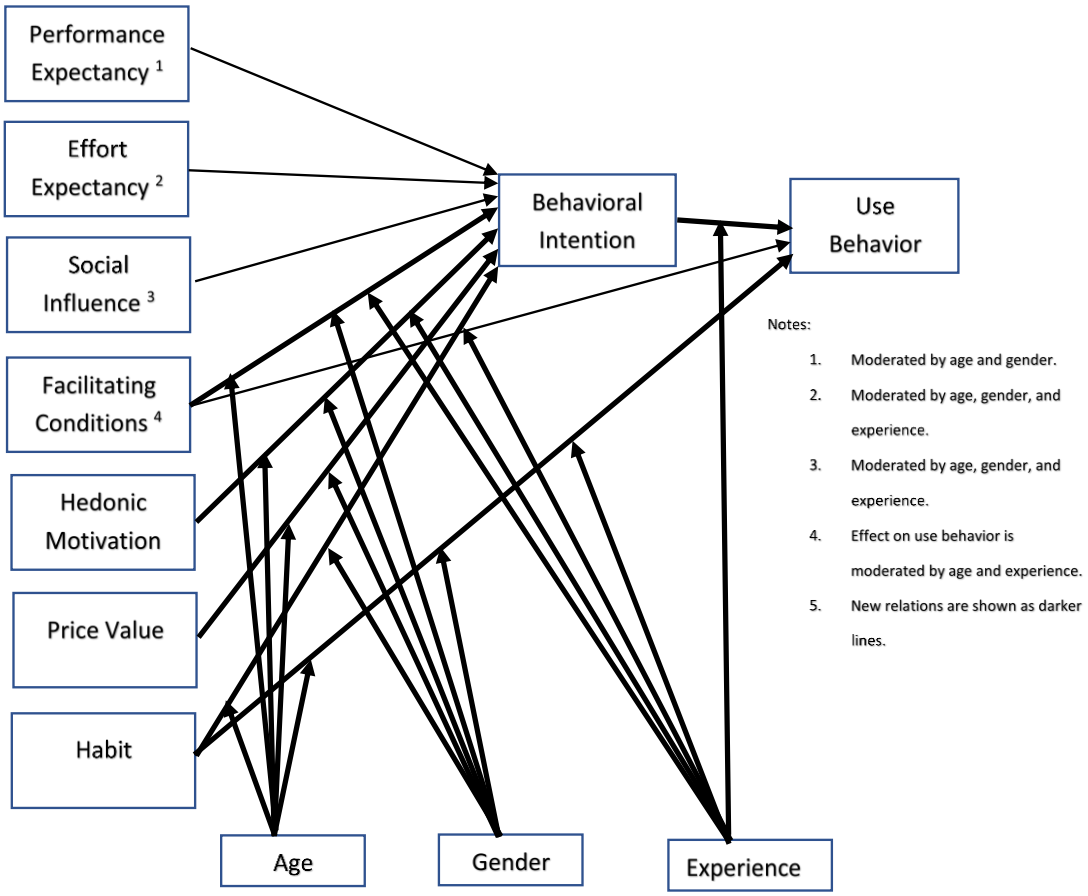


Figure 1 UTAUT2 (Venkatesh et. al, 2012)

As defined in previous sections, given the challenges being faced by South Africa, an 8th construct was added to the UTAUT2 model which is consumption location.

Venkatesh et al. (2012) defines “use behaviour” as the extent to which users of the technology are willing to use the technology after they have adopted it. This study focused on the intention to adopt on-demand services digital platforms in South Africa, and due to scope constraints, this study only tested UTAUT2 up to the Behavioural Intention.

2.3.3 *Research Gap*

On-demand digital platforms have revolutionized the way consumers access services, offering convenience and flexibility. In the South African context, these platforms allow consumers to receive services at their chosen location, eliminating the need for travel and long waiting times. This study employs the UTAUT2 to investigate the factors influencing the adoption of on-demand services digital platforms in South African metros. Given the unique socio-economic landscape of South Africa, this research explores whether geographical location, safety, price, and social influence impact adoption. However, there is a noticeable gap in the literature concerning on-demand services digital platforms, particularly in terms of location-based adoption factors in developing countries like South Africa.

The existing literature on digital platforms adoption primarily focuses on generic digital platform adoption or on-demand digital platforms (Alqahtani & Erfani, 2021; Herrero, Martin, & Salmones, 2017; Slade, Williams, & Dwivedi, 2014). However, there is limited research that specifically examines the adoption of on-demand services digital platforms, which allow consumers to access services at their location (Delgosha & Hajiheydarib, 2020). This research gap is particularly evident in the South African context, where on-demand services have the potential to address unique challenges.

Several factors contribute to the identified research gap:

1. Limited Focus on On-Demand Services Platforms: Existing research predominantly centres on general digital platform adoption, overlooking the specific nuances of on-demand services digital platforms (Brown & Davis, 2020; Smith & Johnson, 2018). This gap is significant as these platforms enable consumers to receive services at their location, a concept distinct from traditional technology adoption.
2. Location-Based Adoption Factors: While adoption theories like UTAUT2 are widely used to understand technology adoption, there is limited

empirical evidence on how the geographical location of consumers affects their intention to adopt on-demand services platforms (Alalwan et al., 2018; Venkatesh et al., 2012). South Africa's distinct socio-economic landscape and urban-rural divide necessitate a closer examination of this aspect. These contextual factors can impact technology adoption, including on-demand services digital platforms (Slazuz & Bicl, 2022).

This literature review highlights the existing research gap in the adoption of on-demand services digital platforms in South African metros. The lack of empirical evidence in this area, particularly concerning location-based adoption factors, presents an opportunity for further research. Addressing this gap will contribute to a more comprehensive understanding of the adoption dynamics of on-demand services digital platforms, particularly in developing countries like South Africa.

2.3.4 *Conceptual Framework*

Figure 2 below is the conceptual framework of the research study based on the UTAUT2 research method, as noted in the literature review in the above section.

While “Use Behaviour” is an essential component of the UTAUT2 model as outlined by Venkatesh et al. (2012), this study did not test this variable. The primary focus for this study is on understanding the factors that influence the initial adoption intention of on-demand services digital platforms rather than the actual usage behaviour. Similar approach where use behaviour has been omitted was taken by authors in previous studies, they have omitted the use behaviour construct (Sebastian et al., 2023; Morosan & DeFranco, 2016; Schmitz, Díaz-Martín, & Yagüe, 2022; Wu & Wu, 2020).

Experience in UTAUT2 is defined as prior exposure and experience that the user has had using a similar technology (Venkatesh et al., 2012). Experience as a moderating factor for technology adoption can be complex to interrogate (Lee et al., 2011). There is growing research that suggests that there are cases where

experience does not function as a moderating factor for technology adoption (Venkatesh et al., 2003; Teo et al., 2008). This study did not research experience as a moderating factor for on-demand services digital platform adoption, but it is encouraged that future studies conduct test experience moderation.

As per the conceptual model on figure 2, a new construct *consumption location* has been added on the UTAUT2 model, to examine if it has an impact on the user's intention to adopt on-demand services digital platforms in South African metros. Consumption location refers to the physical location that the request on-demand service will be consumed by the user. The rational for researching this construct is further explained under hypothesis 8 on the following section, hypothesis development.

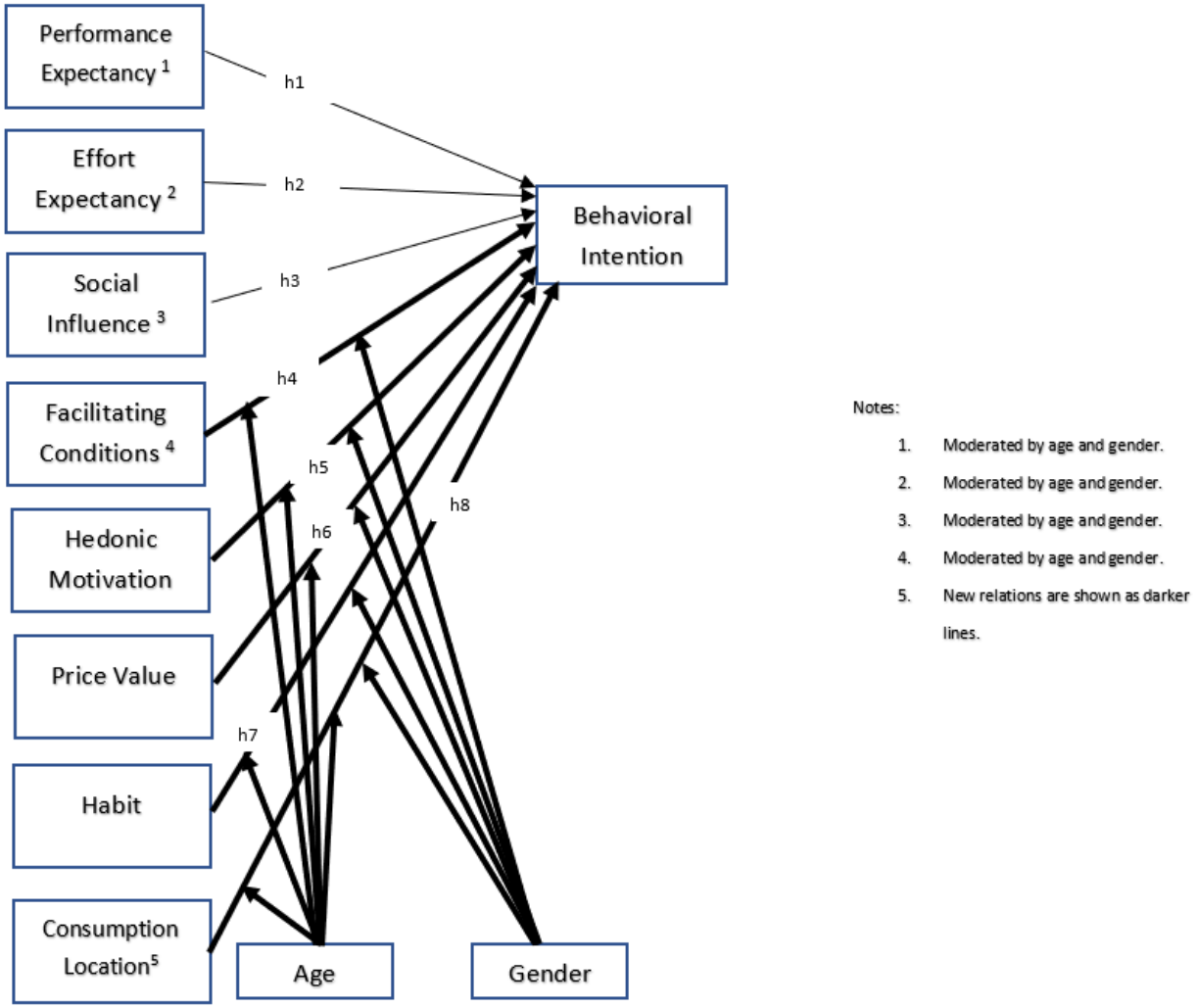


Figure 2 UTAUT2 adopted from Venkatesh (2012) with a new construct Consumption Location

2.4 Hypothesis Development

This section will list all the hypothesis for this study and will give a conclusion on the literature reviewed above.

2.4.1 *Hypothesis*

Hypothesis 1: Performance expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that the perception of performance expectancy, which refers to the belief that using on-demand services digital platforms will lead to improved outcomes and benefits, is positively associated with the behavioural intention to adopt these platforms in South African metros. The hypothesis that performance expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros is supported by various factors. Enhanced convenience and accessibility, improved service quality and efficiency, cost-effectiveness, and trust in technological advancements contribute to the positive perception of performance expectancy and subsequently increase the intention to adopt these platforms (Venkatesh, et al., 2012). As South African metros continue to develop and embrace digital transformation, it is likely that the adoption of on-demand services digital platforms will play a significant role in meeting the needs and preferences of individuals in these urban areas.

Hypothesis 2: Effort expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

The rapid growth of on-demand services digital platforms, such as ride-hailing and food delivery apps, has revolutionized the way people access services in South Africa (Valiati & Castro, 2020). This hypothesis proposes that effort expectancy, which refers to the perceived ease of use and convenience

associated with on-demand services digital platforms, has a positive relation with the behavioural intention to adopt these platforms (Venkatesh, et al., 2012). Effort expectancy, encompassing ease of use, convenience, timesaving, access to a range of services, and real-time tracking, has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros. The perceived simplicity, convenience, and reduced effort associated with these platforms attract users by providing a streamlined and efficient way to access services. As South African metros continue to embrace digital advancements, the adoption of on-demand services digital platforms is expected to increase, driven by the positive influence of effort expectancy on users' adoption intentions.

Hypothesis 3: Social influence has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that social influence, which refers to the impact of social interactions and recommendations from others, positively influences the behavioural intention to adopt these platforms. The hypothesis that social influence has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros is supported by various factors. Word-of-mouth recommendations, social norms and conformity, social media and online communities, and social comparison and status signalling; all contribute to the influence of social interactions on individuals' intentions to adopt these platforms. As social influence continues to shape consumer behaviours, on-demand services digital platforms are likely to experience further adoption and growth in South African metros.

Hypothesis 4: Facilitating conditions have a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that facilitating conditions, which refer to the availability of resources, support, and infrastructure that make it easier to adopt new technologies, positively influence the behavioural intention to adopt these

platforms. Facilitating conditions, including technological infrastructure, digital payment systems, supportive regulations and policies, and user support, have a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros (Thapa & Thapa, 2020; Nhampossa & Simões, 2021). These conditions create an environment that eases the adoption process, enhances convenience, and reduces barriers for users. As facilitating conditions continue to improve, on-demand services digital platforms are likely to experience increased adoption and usage in South African metros.

Hypothesis 5: Hedonic motivation has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that hedonic motivation, which refers to the desire for enjoyable and pleasurable experiences, positively influence the behavioural intention to adopt these platforms. The hypothesis that hedonic motivation has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros is supported by various factors. The convenience and time-saving benefits, enhanced user experience, variety and novelty, and social interaction and enjoyment contribute to the influence of hedonic motivation on individuals' adoption intentions (Kim, Ferrin, & Rao, 2008; Lu, Yao, & Yu, 2005). As on-demand service platforms continue to prioritize user satisfaction and offer enjoyable experiences, the adoption and usage of these platforms are likely to increase in South African metros.

Hypothesis 6: Price value has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that price value, which refers to the perceived benefits and value received in relation to the price paid for using these platforms, positively influences the behavioural intention to adopt them. Price value, driven by cost-effectiveness, transparent pricing, competitive options, incentives, and cost-related benefits, has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros (Kim et al., 2008; Li,

Li, & Zhang, 2017). Users' perception of receiving valuable services at a reasonable price, along with the availability of cost-saving benefits, enhances their intention to adopt and engage with on-demand services. As price value continues to influence consumer behaviour, on-demand service platforms are likely to experience further adoption and growth in South African metros.

Hypothesis 7: Habit has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that habit, which refers to automatic and repetitive behaviours that individuals develop over time, positively influences the user's behavioural intention to adopt these platforms. Habit, driven by convenience, familiarity, reinforcement, rewards, and social influence, has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros (Bashir, Gangwar, Kumar, & Kamal, 2019; Lee & Kwon, 2011). The habitual nature of using these platforms, resulting from repeated experiences and positive reinforcement, enhances users' intention to adopt and engage with on-demand services. As habit continues to influence consumer behaviour, on-demand services digital platforms are likely to experience further adoption and growth in South African metros.

Hypothesis 8: Consumption location has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This hypothesis suggests that consumption location, which refers to the physical location where individuals access and consume services, positively influences the behavioural intention to adopt these platforms. Consumption location is a new construct in UTAUT2 that this study seeks to understand if it has a positive effect on a user's intention to adopt on-demand services digital platforms in South African metros. Consumption location can influence the intention to adopt on-demand services digital platforms due to safety and security concerns. South African metros, like any urban areas, may have areas with varying levels of safety and security (Barron & Koval, 2019). The alignment between the services

provided by these platforms and the needs and challenges specific to consumer consumption location preferences enhances users' intention to adopt and engage with on-demand services. As consumption location continues to influence consumer behaviour, on-demand service platforms are likely to experience further adoption and growth in South African metros.

2.4.2 *Conclusion*

Digital platforms have the potential of shifting and growing economies of any economy. Given the unemployment challenges in South Africa, it was critical to understand what would potentially be needed to help drive the adoption of on-demand digital platforms.

Whilst there has been good coverage of digital platform specific research, not much research has been done specifically on the on-demand services that this research study seeks to investigate. Understanding these factors will contribute to the knowledge base, especially given the new construct, consumption location that was added to the UTAUT2 adoption model.

CHAPTER 3. RESEARCH METHODOLOGY

3.1 Research approach

This study uses a quantitative survey in examining the targeted users' behavioural intention to adopt the on-demand services digital platforms, using the UTAUT2 method. The majority of the literature reviewed the on UTAUT2 method has utilized the quantitative approach (Alqahtani & Erfani, 2021; Herrero, Martin, & Salmones, 2017; Slade, Williams, & Dwivedi, 2014). The quantitative research approach method enables the testing of the theory constructs. South African metros are geographically spread and have a high population, but the quantitative survey allows the researcher to reach a higher population sample.

The context of South Africa is essential to this study, given its unique geographical and demographic characteristics. South African metros are characterized by their wide geographical dispersion and a substantial population (Stats SA, 2022). This scenario presents a distinct set of challenges and opportunities for the adoption of digital platforms. By employing a quantitative survey, this research can access a larger and more diverse sample of the population, making it well-suited to study on-demand services digital platforms adoption in a context as diverse and extensive as South African metros.

3.2 Research design

The selected research study design is a survey, particularly an online survey. Various past studies using the UTAUT2 method have successfully utilised surveys (Nordhoff, et al., 2020; Davis, 1993; Suki & Suki, 2017; Alalwan, Dwivedi, Rana, & Algharabat, 2018). The benefit of this approach is that it allows reaching a wider number of participants and it is easier for the respondents to answer the

research questions as the question structure allows for a survey format (Dillman et al., 2014; Couper et al., 2007).

The potential disadvantage of this approach is that the number of research questions might be overwhelming to some respondents (Krosnick, 1999). Research by Bethlehem et al. (2010) found that there can be challenges of access to internet and connectivity, and the inability to clarify some questions should the respondent not understand (Denscombe, 2014). To overcome these challenges, questions are structured in plain and easy to understand language, and the survey was distributed to a slightly higher number of potential respondents to increase the chances of getting responses.

3.3 Data collection methods

The data was collected using an online survey. This survey has been created and shared via Qualtrics. Qualtrics has been chosen as this is a trusted and licensed tool which includes secured cloud storage for the data collected (Qualtrics, 2023). As a backup, the survey results were stored in a USB device that has been stored securely by the researcher.

64% of the South African population has access to the internet (Hootsuite, 2021), thus making it feasible to gather the required data via an online survey. The survey link was shared on social media and WhatsApp.

3.4 Population and sample

3.4.1 *Population*

The research targeted South African individuals who stay in the major metros. This is in line with the objective of the study which is to examine adoption factors in metros.

3.4.2 *Sample and sampling*

In this research, the unit of analysis is defined as individuals who reside within the specified South African metros. Using a quantitative research design, this study employs a convenience sampling method. A convenience sampling method was employed due to several practical considerations. South Africa is a diverse and geographically dispersed country with varying access to digital technology and services across different regions and socio-economic groups (Stats SA, 2022). To ensure a reasonable representation of these diverse demographics within the available time and resource constraints, convenience sampling was chosen as it offers a quick and cost-effective way to gather data from respondents who are easily accessible and willing to participate (Dillman, Smyth, & Christian, 2014). While convenience sampling may introduce some bias, its practicality allows for a broader reach in a country as extensive as South Africa, making it a pragmatic choice to obtain a preliminary understanding of the factors influencing the adoption of on-demand digital services.

An initial minimum of 345 responses was targeted on this study, which is in line with previous similar studies, 348 from Alalwan, et al. (2018), 394 responses collected by Venkatesh et al. (2012), Al-Gahtani (2016) collected data from 342 health professionals and Venkatesh et al. (2003) collected data from 373 employees across various organizations. The survery achieved 386 valid responses. The next section will reveal that factor analysis and structural equation modelling was used in this study; Hair et al. (2016) suggests as a rule of thumb of having at least 10 respondents per variable as a minimum, which for this study would be 410. The respondent-to-variable ratio refers to the number of participants or respondents relative to the number of variables or items in a survey instrument. A balanced RV ration enables a more robust statistical analyses and increases the reliability and validity of the results (Hair et al. (2016). Hair et al. (2016), also states that a minimum sample size of 300 is considered adequate. Due to the difficulties of obtaining responses from a bigger sample size, 345 was considered adequate.

3.5 The research instrument

The research utilises a UTAUT2 questionnaire as per table 3.1, also outlined in Appendix B. These questions, adapted from previous studies have been used in similar studies and achieved the desired research objectives (Venkatesh, et al., 2012; Chang, Eckman, & Yan, 2011; Wu & Wu, 2020).

The questionnaire used a 5-point Likert scale which consisted of options (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; and (5) Strongly agree. The 5-point Likert scale was chosen among others as it is commonly used in quantitative research surveys, because it provides validity, sensitivity and reliability when measuring opinions, and enhances statistical analysis (Jamieson, 2004; Babin, Boles, & Griffin, 2008; Sullivan & Artino, 2013; Huck & Cormier, 2016).

Table 3-1 Questionnaire

Construct	Item	Question	Reference
Performance Expectancy	PE 1	I find on-demand services digital platforms useful when I need the services.	Venkatesh et al. 2012
	PE 2	Using on-demand services digital platforms help me get the service quicker.	
	PE 3	I find on-demand services digital platforms useful only when I need services urgently.	
	PE 4	Using on-demand services digital platforms saves me time.	
Effort Expectancy	EE 1	Learning how to use on-demand services digital platforms is easy for me.	Venkatesh et al. 2012
	EE 2	My interaction with on-demand services digital platforms is clear and understandable.	
	EE 3	I find on-demand services digital platforms easy to use.	
	EE 4	It is easy for me to become skilful at using on-demand services digital platforms.	

	EE 5	In my opinion, using on-demand services digital platforms is handy.	
Social Influence	SI1	People who are important to me think that I should use on-demand services digital platforms.	Venkatesh et al. 2012
	SI2	People who influence my behaviour think that I should use on-demand services digital platforms.	
	SI3	People whose opinions I value, prefer that I use on-demand services digital platforms.	
	SI4	I am relevant while using on-demand services digital platforms.	
	SI5	People I know value my choice of on-demand services digital platforms.	
	SI6	People I know guide me in the use of on-demand services digital platforms.	
	SI7	My neighbours influence me in the use of on-demand services digital platforms.	
Facilitating Conditions	FC 1	I have the resources necessary to use on-demand services digital platforms.	Venkatesh et al. 2012
	FC 2	I have the knowledge necessary to use on-demand services digital platforms.	
	FC 3	On-demand services digital platforms are compatible with the devices I use.	
	FC 4	I can get help from others when I find difficulties in using on-demand services digital platforms.	
Hedonic Motivation	HM 1	Using on-demand services digital platforms is fun.	Venkatesh et al. 2012
	HM 2	Using on-demand services digital platforms is enjoyable.	
	HM 3	Using on-demand services digital platforms is cool	
	HM 4	Using on-demand services digital platforms is one of my favourite activities.	
Price Value	PV 1	On-demand services digital platforms are reasonably priced.	Venkatesh et al. 2012
	PV 2	On-demand services digital platforms are good value for the money.	
	PV 3	At the current price, on-demand services digital platforms provide good value.	
	PV 4	On-demand services digital platforms costs are not a concern to me.	
Habit	HT 1	The use of on-demand services digital platforms has become a habit for me.	Venkatesh et al. 2012

	HT 2	I will continue to use on-demand services digital platforms.	
	HT 3	I must use on-demand services digital platforms	
	HT 4	I would find hard not to use on-demand services digital platforms.	
	HT 5	I use on-demand services digital platforms frequently	
Consumption Location	CL1	I will use on-demand services digital platforms at home	Venkatesh et al. 2012
	CL2	I will use on-demand services digital platforms where there are many people around	
	CL3	I will use on-demand services digital platforms anywhere	
	CL4	I will use on-demand services digital platform only to jump the queue at service location	
Behavioural Intention	BI1	I intend to use on-demand services digital platforms in the future	Venkatesh et al. 2012
	BI2	I will use on-demand services digital platforms in my daily life if physical safety concerns are addressed	
	BI3	I plan to use on-demand services digital platforms if offered by a person I know	
	BI4	I aim to use on-demand services digital platforms instead of travelling to the service location	

3.6 Procedure for data collection

The primary data source for this research study is an online survey questionnaire. The survey link was shared on social media, specifically Facebook and WhatsApp, with over 28 million active South African social media users (Statista, 2022). The link was also shared through internal communication email to staff belonging to one of the big corporates in South Africa that has a footprint in all the targeted metros, employing just over 30 000 employees in South Africa.

3.7 Data analysis strategies and interpretation

Descriptive analysis was performed using SPSS 26, where demographic information for the sample was presented. The mean and standard deviation of constructs were also presented as part of descriptive statistics. Reliability was tested using Cronbach's alpha test. The Structural Equation Model (SEM) was used to test and evaluate multivariate casual relationships. SEM is a preferred tool as it enables the analysing of complex relationships against multiple variables and is useful when exploring moderating effects and evaluating the goodness of fit for a given theoretical model (Hair et al., 2016). Confirmatory factor analysis was used to verify the measurement quality of latent constructs in this study. CFA is a statistical technique used to test and evaluate the fit of a hypothesized measurement model to observed data and is used to test prior hypotheses about underlying factor structure, based on a theoretical framework - UTAUT2 in this study (Brown, 2006; Byrne, 2013). CFA was chosen over exploratory factor analysis (EFA) as EFA is exploratory whilst this study is theory-driven (Marsh et al., 2004).

Composite reliability

To test the suitability and validity of the structural equation modelling (SEM) composite reliability, this was done to measure internal consistency in scale items. Results showed that all the constructs had factor loadings and composite reliability values above the required minimum values of 0.50 and 0.70 respectively (Nunnally, 1967).

To calculate Composite reliability the researcher used the following formula on Equation 1 (Raykov, 1997):

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + (\sum \epsilon_i)} \quad (1)$$

Equation 1 Composite Reliability formula

Where: λ = standardised factor loading for item i

ε = error variance for item i

The error variance (ε) is estimated based on the value of the factor loading (λ).

Convergent validity

Convergent validity is established when items in a latent variable represent the underlying construct. Convergent validity was estimated using average variance extracted (AVE) where AVE of greater than 0.5 suggested acceptable levels (Bagozzi and Yi, 1988; Henseler et al., 2015; Sarstedt et al., 2021).

To evaluate the discriminant validity, the square root of the AVE of each construct was compared with the inter-construct correlation. Results showed that for each construct, the square root of AVE is greater than the inter-construct correlations which indicate acceptable levels of discriminant validity (Hair et al., 2016). The SEM approach is ideal when testing theories that include latent variables. Path coefficients were used to examine the strength, direction, and significance of the relationships between behavioural intention and all the other constructs.

Several indexes were used to test assumptions of the SEM. The goodness of fit was used to assess how well the model as a whole fit the observed data. The following measures of Goodness of fit were used: Comparative fit index (CFI), Normed fit index (NFI), Root mean square error of approximation (RMSEA), Incremental Fit Index (IFI), Tucker-Lewis index (TLI). IBM SPSS Statistics 26 was used to estimate factor loadings, composite reliability and average variance extracted for convergent and discriminant validity analysis to evaluate the discriminant validity, the square root of the AVE of each construct was compared with the inter-construct correlation. The coefficients and their respective statistical significancy were used to address the hypotheses outlined in this study.

3.8 Quality Assurance

3.8.1 *External validity*

External validity has been ensured through a well-designed and diverse sample selection process that reflects the broader population of interest. The study employed a rigorous sampling strategy that incorporated a representative cross-section of respondents from different age groups, gender demographics, and locations within the targeted metros. By doing so, the research aims to enhance the generalizability of its findings beyond the sample and the study context, allowing for broader inferences and implications for the South African metro population as a whole. Furthermore, tests were done to check if there were any metro-specific adoption factors, and if further studies would be required to determine the reasons behind such anomalies. The demographics represented by the selected 8 South African metros are very diverse, which give strengthens the study’s external validity.

3.8.2 *Internal validity*

Internal validity has been carefully assured through several methodological strategies. First, adopting the survey instrument from previous studies, rigorous survey instrument design and pretesting were conducted to ensure that the questions used to measure UTAUT2 constructs were clear, reliable, and valid. Additionally, the study employed standardized data collection procedures. Statistical techniques such as confirmatory factor analysis and reliability testing were employed to validate the constructs and ensure their internal consistency. Furthermore, potential confounding variables were identified and controlled for through statistical techniques like multiple regression analysis, thereby enhancing the study's ability to isolate the causal relationships between UTAUT2 constructs and behavioural intention. These collective measures enhance

confidence in the study's internal validity, which reinforces the robustness and accuracy of the findings and conclusions.

3.9 Ethical considerations

The research study targeted respondents 18 years or older. Using Microsoft Forms as an online survey tool enabled putting controls in place that ensured the anonymity of the respondents.

Over and above ensuring anonymity, respondents were required to give consent to answering the survey. No personally identifiable information was requested as part of the survey.

As part of ensuring that the survey achieved the desired response rate, it was also sent to one of the corporates in South Africa, using internal communications' email as a communications method. Upfront approval was requested from the Senior Management of this organisation before distributing the survey to staff.

The reliability and repeatability challenges of the research results require a rigorous approach to research (Dube & Pare, 2003). By adopting quality assurance techniques to check for and minimize reliability and repeatability challenges, this can be averted.

CHAPTER 4. PRESENTATION OF RESULTS

4.1 Introduction

This chapter will start by outlining the demographic profiles of the participants. Using Cronbach's alpha, reliability testing is performed, followed by validity, goodness of fit, hypothesis testing and testing the moderating effects. The chapter will end with a summary of the research results and findings.

Table 4.1 presents the demographic information of the sample (N=386). Most of the participants were from Johannesburg and eThekwini (22.3%,15.8%). There were 184 (48.3%) male, 171 (44.9%) female, 17 (4.5%) non-binary / third gender and 9 (2.4%) for those who preferred not to disclose their gender. With regards to age, most of the participants were between the age groups 25-34 and 35-44 (32.5%,44.9%). As far as education level is concerned, most of the participants had attended college or university (237, 62.2%).

Table 4-1 Demographic profiles of the participants

Attribute	Categories	Frequency	%
Metro	Mangaung	39	10.1
	eThekwini	61	15.8
	Cape Town	38	9.9
	Buffalo City	38	9.9
	Ekurhuleni	40	10.4
	Tshwane	40	10.4

	City of Johannesburg	86	22.3
	Nelson Mandela Bay	43	11.2
Gender	Male	184	48.3
	Female	171	44.9
	Non-binary / third gender	17	4.5
	Prefer not to say	9	2.4
Age	18 - 24	39	10.1
	25 - 34	125	32.5
	35 - 44	173	44.9
	45 - 54	33	8.6
	55 - 64	12	3.1
	65+	3	0.8
Educational Level	Primary	7	1.8
	High School	33	8.7
	College/University	237	62.2
	Graduate School	104	27.3

The mean and standard deviation values for key variables are presented on Table 4.2 as follows: Participants, on average, reported a positive perception of on-demand services digital platforms in terms of Performance Expectancy (M =

4.0137, SD = 0.63998) and Effort Expectancy (M = 4.1661, SD = 0.62261), indicating that they view the platforms as beneficial and easy to use. Social Influence (M = 3.6259, SD = 0.60961) displayed slightly lower mean values and more variability, suggesting that participants' opinions on the influence of their social networks vary. Facilitating Conditions (M = 4.2014, SD = 0.57578) received a positive evaluation, emphasizing their intention for the adoption on on-demand services digital platforms. Hedonic Motivation (M = 3.7796, SD = 0.69198), Price Value (M = 3.4922, SD = 0.78825), Habit (M = 3.7799, SD = 0.72464), Consumption Location (M = 3.8651, SD = 0.57320), and Behavioural Intention (M = 4.0833, SD = 0.52888) all exhibit various levels of acceptance and variability, providing valuable insights into user attitudes and adoption intentions across these dimensions.

Table 4.2 also shows skewness and kurtosis values for all the variables. Skewness values are between -2 and +2 which is generally acceptable, and kurtosis values are fall within the acceptable range of -7 and +7 which proves the normal univariate distribution (George & Mallery, 2010; Hair et al. 2010).

Table 4-2 Mean, standard deviation, skewness and kurtosis of constructs

Construct	**Mean**	**Standard deviation**	**Skewness**	**kurtosis**
Performance expectancy	4.0137	0.63998	-0.555	0.390
Effort expectancy	4.1661	0.62261	-1.084	2.876
Social influence	3.6259	0.60961	-0.240	0.316
Facilitating conditions	4.2014	0.57578	-1.042	2.390

Hedonic motivation	3.7796	0.69198	-0.327	0.397
Price value	3.4922	0.78825	-0.494	0.223
Habit	3.7799	0.72464	-0.665	0.596
Consumption location	3.8651	0.57320	-0.368	1.543
Behavioural intention	4.0833	0.52888	-0.828	3.393

Reliability was tested using Cronbach's alpha test (Table 4.3). The coefficients for all the constructs reached the required reliability threshold of more than 0.6 (Hair et al., 2016). This shows that the measurement tool is reliable. Table 4.3 also presents Item-Total Correlation and Cronbach's Alpha if Item Deleted.

Table 4-3 Corrected Item-Total Correlation, Cronbach's Alpha if Item Deleted and Cronbach's Alpha

Construct	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Performance Expectancy (PE)	PE1	.515	.576	0.675
	PE2	.632	.489	
	PE3	.319	.734	
	PE4	.432	.627	
Effort Expectancy (EE)	EE1	.756	.855	0.887
	EE2	.816	.841	
	EE3	.809	.843	

	EE4	.722	.863	
	EE5	.535	.902	
Social Influence (SI)	SI1	.619	.792	.824
	SI2	.679	.781	
	SI3	.701	.780	
	SI4	.523	.808	
	SI5	.578	.800	
	SI6	.518	.809	
	SI7	.429	.833	
Facilitating Conditions (FC)	FC1	.651	.718	.793
	FC2	.738	.670	
	FC3	.743	.670	
	FC4	.318	.867	
Hedonic Motivation (HM)	HM1	.747	.764	.838
	HM2	.778	.749	
	HM3	.541	.847	
	HM4	.654	.814	
Price Value (PV)	PV1	.714	.782	.842
	PV2	.723	.784	
	PV3	.754	.771	
	PV4	.564	.864	
Habit (HT)	HT1	.708	.765	.826
	HT2	.565	.812	
	HT3	.515	.821	

	HT4	.649	.788	
	HT5	.718	.763	
Consumption Location (CL)	CL1	.521	.450	.592
	CL2	.399	.501	
	CL3	.522	.403	
	CL4	.170	.718	
Behavioural Intention (BI)	BI1	.468	.559	.645
	BI2	.511	.516	
	BI3	.305	.663	
	BI4	.451	.560	

Results in Table 4.4 show that all the constructs had factor loadings and composite reliability values above the required minimum values of 0.50 and 0.70 respectively (Nunnally, 1967). Table 6 shows that the average variance extracted (AVE) of the constructs was bigger than 0.05 (Bagozzi and Yi, 1988).

Table 4-4 Factor loading, composite reliability and average variance extracted

Construct	Item	Factor loading	Composite Reliability	AVE
Performance Expectancy (PE)	PE1	.795	.780	.643
	PE2	.858		
	PE3	.535		
	PE4	.693		
Effort Expectancy (EE)	EE1	.856	.901	.819
	EE2	.895		
	EE3	.892		

	EE4	.829		
	EE5	.666		
Social Influence (SI)	SI1	.756	.888	.599
	SI2	.817		
	SI3	.822		
	SI4	.667		
	SI5	.698		
	SI6	.631		
	SI7	.544		
Facilitating Conditions (FC)	FC1	.839	.865	.756
	FC2	.895		
	FC3	.886		
	FC4	.787		
Hedonic Motivation (HM)	HM1	.877	.934	.844
	HM2	.896		
	HM3	.714		
	HM4	.808		
Price Value (PV)	PV1	.853	.865	.904
	PV2	.868		
	PV3	.884		
	PV4	.727		
Habit (HT)	HT1	.841	.799	.665
	HT2	.724		
	HT3	.666		
	HT4	.783		
	HT5	.844		
Consumption Location (CL)	CL1	.820	.817	.731
	CL2	.736		
	CL3	.827		

	CL4	.732		
Behavioural Intention (BI)	BI1	.746	.851	.688
	BI2	.777		
	BI3	.540		
	BI4	.731		

To evaluate the discriminant validity, the square root of the AVE of each construct was compared with the inter-construct correlation. According to Hair et al. (2016) AVE of the construct should be greater than its correlations with other constructs to attain satisfactory discriminant validity. Results as presented in Table 4.5 show that for each construct, the square root of AVE is greater than the inter-construct correlations which indicate acceptable levels of discriminant validity.

Table 4-5 Inter-construct correlation matrix

Construct	PE	EF	SI	FC	HM	PV	HT	CL	BI
PE	1								
EE	.512	1							
SI	.381	.243	1						
FC	.373	.615	.238	1					
HM	.466	.432	.512	.328	1				
PV	.366	.348	.372	.280	.487	1			
HT	.495	.440	.462	.343	.606	.537	1		
CL	.435	.444	.459	.421	.551	.445	.626	1	
BI	.365	.391	.380	.417	.484	.384	.547	.600	1
Square root of AVE	**.766**	**.841**	**.774**	**.705**	**.823**	**.922**	**.832**	**.777**	**.833**

Goodness of fit

The SEM returned a good model fit. The model produced a CMIN/DF = 2.803, which indicates an acceptable fit (Kline, 1998; Collier, 2020).

The CFI value was 0.954 which is considered an excellent fit for the model (West et al., 2012; Liu et al., 2020).

The model also produced an NFI= 0.906, IFI=0.912, TLI=0.887, IFI=0.912, where a value close to 1 indicates a good fit for the model (West et al., 2012; Mueller & Hancock, 2019; Marsh et al.,2020; Thakkar & Thakkar, 2020).

The model returned an RMSEA =0.053, where values below 0.05 are regarded as indicating excellent fit.

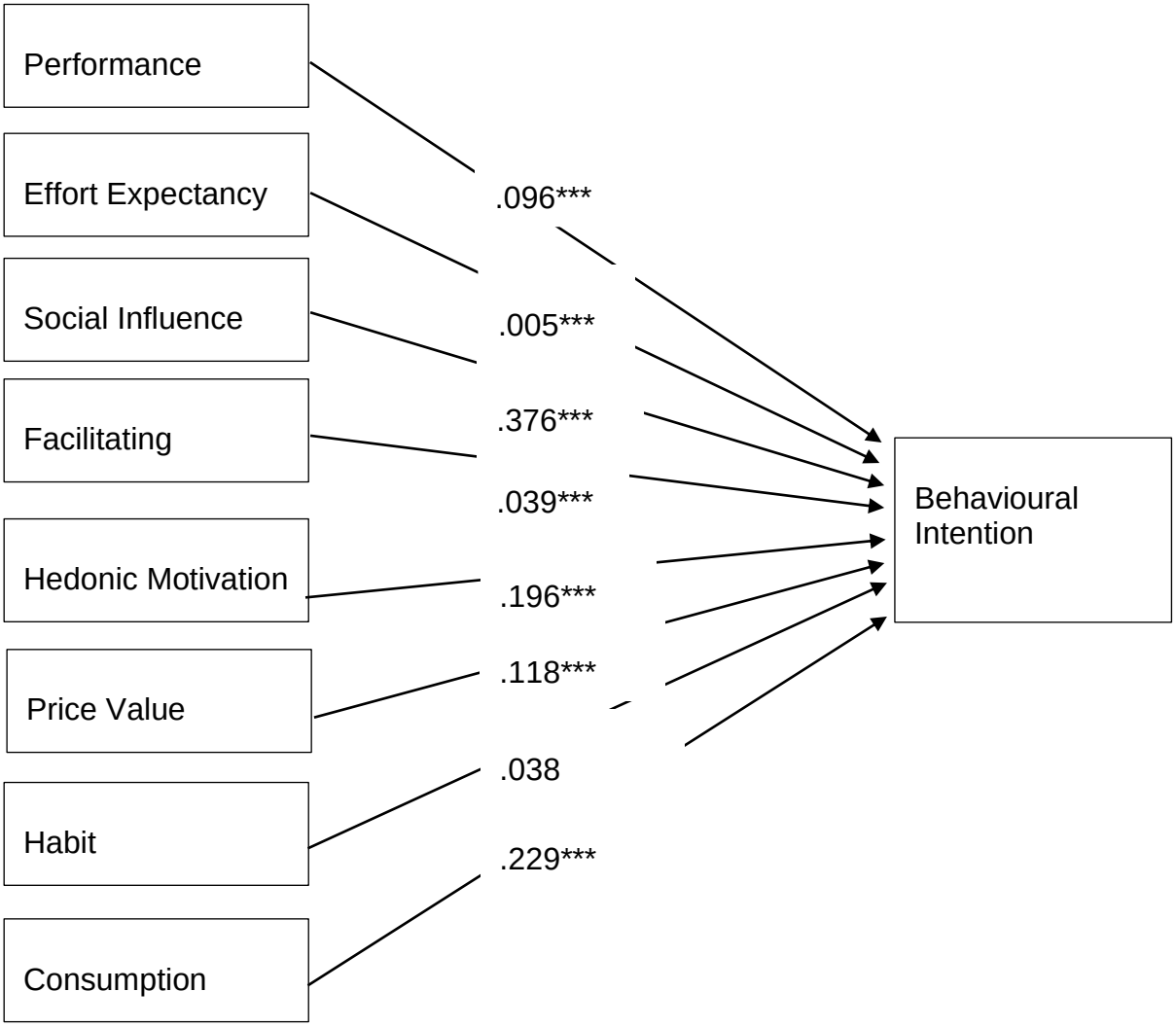
Hypothesis testing

SEM was used to test the proposed hypothesis. The coefficients and their respective statistical significancy were used to address the hypotheses outlined earlier on in this study. Table 4.6 presents the structural model results.

Table 4-6 Structural model results

Hypothesis	Proposed hypothesis relationship	Path coefficient	p-value	Outcome
H1	PE → BI	.096	.008	**Supported**
H2	EE → BI	.005	.003	**Supported**
H3	SI → BI	.376	***	**Supported**
H4	FC → BI	.039	*******	**Supported**
H5	HM → BI	.196	***	**Supported**
H6	PV → BI	.118	*******	**Supported**
H7	HT → BI	.038	.394	**Not supported**
H8	CL → BI	.229	***	**Supported**

Figure 3 Tested conceptual model



***** statistically significant effect (at 5% significancy level)**

Moderation effects

Gender did not have a moderating effect to any of the factors on behavioural intention to adopt on-demand services digital platforms in South African metros (Table 4.7 and figure 4 below). This highlights that in the South African metro context, gender does not play a significant role in moderating the relationship between adoption factors and the intention to adopt on-demand services digital platforms. This suggests a level of gender neutrality and a common set of drivers

for both men and women in their behavioural intention to adopt on-demand services digital platforms.

Age moderated the effect of Hedonic Motivation (p= .030)) on behavioural intention to adopt on-demand services digital platforms in South African metros (Table 4.8 and figure 4 below). This suggests that age is an important factor to consider when analysing and developing adoption strategies for on-demand services digital platforms in South African metros. Different age groups may have distinct motivations and needs, and recognizing these differences can be instrumental in achieving success in driving behavioural intention to adopt these platforms.

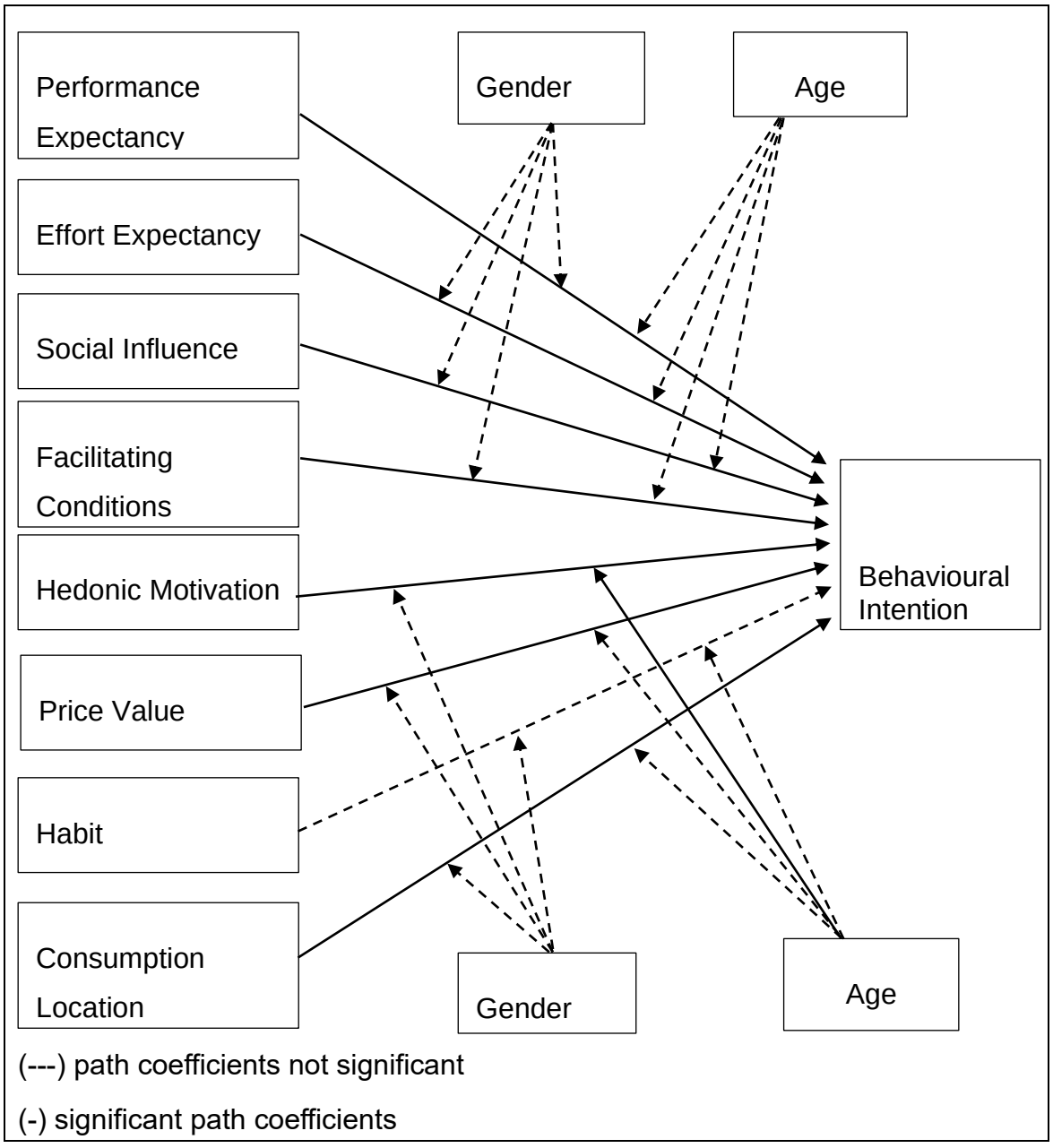
Table 4-7 Gender Moderating effect

Path	Path coefficient	p-value
Gender * PE →BI	-.054	.342
Gender * EE →BI	-.092	.204
Gender * SI →BI	.087	.085
Gender * FC →BI	.075	.270
Gender * HM →BI	-.049	.378
Gender * PV →BI	-.002	.969
Gender * HT →BI	.113	.088
Gender * SL →BI	-.102	.107

Table 4-8 Age Moderating effect

Path	Path coefficient	p-value
Age * PE →BI	.058	.158
Age * EE →BI	-.019	.788
Age * SI →BI	-.011	.827
Age * FC →BI	-.056	.364
Age * HM →BI	-.127	.030
Age * PV →BI	.023	.654
Age * HT →BI	-.062	.387
Age * SL →BI	.111	.079

Figure 4 Model results with moderation effects of gender and age



4.2 Results pertaining Hypothesis 1

Hypothesis 1: Performance expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

Hypothesis 1 (*Performance expectancy → behavioural intention*) produced a positive and statistically significant coefficient. This suggests the hypothesis is supported. Therefore, we accept the null hypothesis that performance expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

The data and analysis suggest that when individuals have higher expectations regarding the performance and utility of on-demand services digital platforms, they are more likely to express a behavioural intention to adopt these digital platforms.

4.3 Results pertaining to Hypothesis 2

Hypothesis 2: Effort expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

According to the results, hypothesis 2 (Effort expectancy → Behavioural Intention) was supported. This was informed by a statistically significant coefficient. The results imply that the null hypothesis that effort expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros is accepted.

The data shows that as effort expectancy increases, so does the behavioural intention to use on-demand services digital platforms in South African metros. This implies that the easier and more convenient these platforms are to use, the more likely individuals in South African metros are to intend to use them. These

findings are important for platform owners as they highlight the significance of making on-demand services digital platforms as user-friendly and convenient as possible to encourage adoption among the target population in South African metros.

4.4 Results pertaining to Hypothesis 3

Hypothesis 3: Social influence has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

Hypothesis 3 (*Social influence → behavioural intention*) produced a positive and statistically significant coefficient. This implies that we accept the null hypothesis that social influence has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This result suggests that social influence plays a significant and positive role in shaping individual's behavioural intentions regarding the adoption of on-demand services digital platforms in South African metros. In other words, when individuals perceive that their peers, social networks, or external influences positively endorse or encourage the use of these platforms, it tends to have a favourable impact on their own intention to use these platforms.

4.5 Results pertaining to Hypothesis 4

Hypothesis 4: Facilitating conditions have a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

Results in Table 4.6 also show that the coefficient of hypothesis 4 (*Facilitating conditions → behavioural intention*) was positive and statistically significant. This suggests that we accept the null hypothesis that facilitating conditions have a

positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

The results suggests that the presence of facilitating conditions, such as ease of access, availability, or support, is expected to lead to a greater willingness among individuals in South African metros to adopt on-demand services digital platforms.

4.6 Results pertaining to Hypothesis 5

Hypothesis 5: Hedonic motivation has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

Hypothesis 5 (*Hedonic motivation → behavioural intention*) was supported. This is informed by a positive and statistically significant coefficient which suggests a positive relationship between the two variables. The null hypothesis that hedonic motivation has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros is therefore accepted.

The results of this hypothesis provide empirical support for the notion that individuals in South African metros are more likely to express an intention to adopt on-demand digital services when they are motivated by the enjoyment and pleasure these platforms offer. This is a valuable finding for researchers and businesses in the on-demand services digital platforms industry, as it suggests that appealing to users' hedonic motivations can be an effective strategy to boost intention for adoption. It also highlights the importance of user experience and satisfaction in driving adoption intentions.

4.7 Results pertaining to Hypothesis 6

Hypothesis 6: Price value has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

According to the results, hypothesis 6 *(Price Value → Behavioural Intention)* has a positive and statistically significant coefficient. This implies that there is a positive relationship and the acceptance of the null hypothesis that price value has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

This result suggests that, based on the data and analysis conducted in the study, there is concrete evidence to support the idea that the perceived value of the pricing offered by on-demand digital service platforms is positively associated with the individual's behavioural intention to adopt on-demand services digital platforms in South African metros. This finding can have practical implications for platform owners operating in this market, indicating that pricing strategies that enhance the perceived value may lead to greater consumer adoption of on-demand services digital platforms.

4.8 Results pertaining to Hypothesis 7

Hypothesis 7: Habit has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

Hypothesis 5 (*Habit → behavioural intention*) was not supported, this is informed by a positive but statistically insignificant coefficient which suggests that there is no relationship between the two variables. The hypothesis that habit has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros is therefore rejected. The rejection of this hypothesis suggests that the role of habit in influencing the behavioural intention

to adopt on-demand services digital platforms in South African metros is not as significant as initially hypothesized.

4.9 Results pertaining to Hypothesis 8

Hypothesis 8: Consumption location has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

Results also show that the coefficient of hypothesis 4 (*Consumption location* → *behavioural intention*) was positive and statistically significant, which implies a positive relationship between the variables. This suggests that we accept the null hypothesis that consumption location has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros.

These results provide empirical evidence that the location where individuals consume the on-demand service influences their intention to adopt the digital platforms for these services in South African metros.

4.10 Summary of the results/findings

In summary, the study examined eight hypotheses related to the factors influencing the behavioural intention to adopt on-demand services digital platforms in South African metros. The findings revealed strong support for seven out of the eight hypotheses. Specifically, the hypotheses related to Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Consumption Location were all supported. This indicates that these factors play significant and positive roles in shaping individuals' intentions to adopt on-demand services digital platforms in South African metros. Notably, the results highlight the importance of user experience, convenience, social influence, pricing, hedonic motivations, and target consumption locations in driving adoption intentions within the South African

metro context. These findings have practical implications for businesses operating in this market, suggesting that strategies aimed at enhancing these factors can lead to greater user adoption intention of on-demand services digital platforms.

However, one hypothesis was not supported. The hypothesis related to Habit was rejected, indicating that the role of habit in influencing behavioural intention to adopt these platforms in South African metros is not as significant as initially hypothesized. Additionally, gender was not a moderating effect on any of the factors whilst age had a moderating effect on Hedonic Motivation. Consumption Location had a strong significance in driving behavioural intention, which highlights the importance of considering the physical context in which these on-demand services are consumed, which may have implications for marketing and service strategies. In summary, the findings provide valuable insights for both researchers and businesses looking to better understand and cater to the unique factors that influence the adoption of on-demand services digital platforms in the South African metro context.

Table 4.9 shows overall hypothesis test results.

Table 4-9 Overall Hypothesis Outcomes

Hypothesis	Relations	p-value	Outcome
H1	Performance Expectancy → Behavioural Intention	.008	**Supported**
H2	Effort Expectancy → Behavioural Intention	.003	**Supported**
H3	Social Influence → Behavioural Intention	***	**Supported**
H4	Facilitating Conditions → Behavioural Intention	*******	**Supported**
H5	Hedonic Motivation → Behavioural Intention	***	**Supported**
H6	Price Value → Behavioural Intention	*******	**Supported**
H7	Habit → Behavioural Intention	.394	**Not supported**
H8	Consumption Location → Behavioural Intention	***	**Supported**

CHAPTER 5. DISCUSSION OF THE RESULTS OR FINDINGS

5.1 Introduction

This chapter presents a discussion of the results linking them to the literature reviewed in this study. The discussion will focus on the outcomes from hypothesis testing and then results will be compared with previous results from other scholars.

5.2 Discussion pertaining to Hypothesis 1: Performance expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Results from Hypothesis 1 indicate a positive relationship between performance expectancy and behavioural intention to adopt on-demand services digital platforms in South African metros. The strength of the relationship between performance expectancy and behavioural intention to adopt on-demand services digital platforms in South African metros was (0.096). These findings are in line with findings from previous studies including scholars such as (Hoque & Sorwar, 2017; Khalilzadeh et al., 2017; Sumak et al., 2017) who also found that performance expectancy significantly influences behavioural intention.

In the South African metro context, this suggests that ensuring the reliability, efficiency, and overall performance of on-demand digital service platforms is crucial for encouraging their adoption. Focusing on improving the performance these platforms and ensuring that they meet user needs effectively may be a key strategy to increase their adoption intention in South African metros.

5.3 Discussion pertaining to Hypothesis 2: Effort expectancy has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Results from Hypothesis 2 produced a positive and statistically significant relationship between effort expectancy and behavioural intention to adopt on-demand services digital platforms in South African metros. The strength of the relationship between effort expectancy and behavioural intention to adopt on-demand services digital platforms in South African metros was (0.05). This is echoed by findings from other studies which also suggested that effort expectancy has a statistically significant effect on behavioural intention (Abikari et al., 2022; Chua et al., 2018). Thaker et al. (2021) also found that effort expectancy has a positive effect on behavioural intention and subsequently leads to the adoption of internet banking.

In practical terms, these results suggest that when the creators or owners of on-demand services digital platforms who operate in South African metros aim to encourage the adoption of their platforms, they should focus on making the user experience as straightforward and effortless as possible. This could involve improving the user interface, reducing the time and effort required to use these platforms, and ensuring a hassle-free experience, as these factors are likely to positively influence people's intentions to use such platforms.

5.4 Discussion pertaining to Hypothesis 3: Social influence has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Hypothesis 3 produced a positive and statistically significant relationship between social influence and behavioural intention to adopt on-demand services digital platforms in South African metros. The coefficient for the relationship was positive and statistically significant (.037). This reinforces the role of social influence on behavioural intention. These findings are in line with findings from other scholars such as (Cham et al., 2022; Moorthy et al., 2019; Alalwan et al., 2016) who also found that social influence has a positive influence on behavioural intention. Rahman et al. (2022) also concluded that social influence significantly influences behavioural intention to adopt digital technologies.

This suggests that, within the South African metro context, factors related to social influence, such as recommendations from friends or family, peer discussions, or social media interactions, can be pivotal in shaping individuals' decisions to embrace on-demand digital service platforms. These insights could be valuable in seeking to promote the adoption intention of such on-demand services digital platforms in South African metros, as they may consider strategies that leverage social influence to encourage usage.

5.5 Discussion pertaining to Hypothesis 4: Facilitating conditions have a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Results from Hypothesis 4 indicate a positive relationship between facilitating conditions and behavioural intention to adopt on-demand services digital platforms in South African metros. The strength of the relationship between facilitating conditions and behavioural intention to adopt on-demand services digital platforms in South African metros was (0.39). This suggests that facilitating conditions is a factor that influences behavioural intention to adopt on-demand services digital platforms in South African metros.

Facilitating conditions can be understood to encompass the magnitude and type of support provided to individuals to encourage them to adopt digital technologies. Findings from this study are supported by (Alalwan et al., 2016) who also found that facilitating conditions positively influence behavioural intention.

In the South African metro context, this implies that to encourage the adoption of on-demand digital service platforms, it's crucial to provide the necessary support and infrastructure to make these services more accessible and user-friendly for the targeted user population. Noting the high cost of data in South African metros, as an example, the platforms developers as a strategy may opt to have their platforms zero-rated from a mobile data perspective. This in turn can drive the upwards the behavioural intention to adopt the platform.

5.6 Discussion pertaining to Hypothesis 5: Hedonic motivation has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Hypothesis 5 produced a positive and statistically significant relationship between hedonic motivation and behavioural intention to adopt on-demand services digital platforms in South African metros. The strength of the relationship between hedonic motivation and behavioural intention to adopt on-demand services digital platforms in South African metros was (.196). This suggests that hedonic motivation is a factor that influences behavioural intention to adopt on-demand services digital platforms in South African metros. Sharma (2019) also found that hedonic motivation significantly influences behavioural intention. In the same vein, Moorthy et al. (2019) suggested that hedonic motivation has a significant influence on behavioural intention to adopt digital library technology.

This suggests that in South African metropolitan areas, as in other contexts, individuals are more likely to intend to adopt on-demand services digital platforms when they find pleasure or enjoyment in using them. By understanding the role of hedonic motivation, they can tailor their marketing and service design to enhance the pleasurable aspects of using these platforms, thereby increasing the likelihood of adoption by the local population.

5.7 Discussion pertaining to Hypothesis 6: Price value has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

The hypothesis produced a positive and statistically significant relationship between price value and behavioural intention to adopt on-demand services digital platforms in South African metros. The coefficient for the relationship was positive and statistically significant (.118). Prior literature on the relationship between price value and behavioural intention has revealed that the attitudes of consumers towards a certain product are improved by the favourability with which they perceive the price value of the product. This means that if consumers perceive that the price value of a product is high, this will be more likely to lead to a positive effect on their attitude towards the product (Wu & Chang, 2016). Other studies have also indicated a positive influence of price value on consumer behavioural intentions (Arenas-Gaitan et al., 2015; Khan et al., 2018).

What this means is that consumers in South African metros are more likely to consider adopting on-demand services digital platforms when they perceive these platforms to offer good value for the price they pay. Therefore, pricing strategies and perceived value for money are crucial factors to consider when introducing and promoting on-demand services digital platforms in South African metros.

5.8 Discussion pertaining to Hypothesis 7: Habit has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Results from Hypothesis 7 indicate a positive but not statistically significant relationship between habit and behavioural intention to adopt on-demand services digital platforms in South African metros. This suggests that habit does not significantly influence behavioural intention to adopt on-demand services digital platforms in South African metros. Gardner et al. (2020) also found that habit does not have a statistically significant influence on behavioural intention. Rahman et al. (2022) in a study that investigated the factors which drive behavioural intention to adopt wearable technologies also concluded that habit does not significantly influence behavioural intention.

This finding indicates that in the context of South African metros, the habit of using on-demand services digital platforms may not be a strong or reliable predictor of people's intention to adopt these services. The focus and investment will need to be redirected to the other adoption factors which are more likely to drive a higher behavioural intention to adopt on-demand services digital plans in South African metros.

5.9 Discussion pertaining to Hypothesis 8: Consumption location has a positive relation with the behavioural intention to adopt on-demand services digital platforms in South African metros

Results from Hypothesis 8 indicate a positive relationship between consumption location and behavioural intention to adopt on-demand services digital platforms in South African metros. The strength of the relationship between consumption location and behavioural intention to adopt on-demand services digital platforms in South African metros was (.229). This suggests that consumption location is a significant determinant of behavioural intention to adopt on-demand services digital platforms in South African metros. Both age and gender did not have a moderating effect of consumption location on behavioural intention to adopt on-demand services digital platforms.

In the South African metro context, these findings suggest that developers and owners of on-demand services digital platforms should consider the physical locations where these services are used. It might be beneficial to tailor strategies and services to the specific needs and preferences of users in different consumption locations within the metro areas. Additionally, recognizing that age influences this relationship can help in creating more targeted marketing and service offerings for different age groups.

5.10 Conclusion

Results from this study suggested that all the hypotheses were supported except hypothesis 7. This means that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and consumption location have a positive influence on behavioural intention to adopt on-demand services digital platforms in South African metros. Habit on the other hand did not influence behavioural intention to adopt on-demand services digital platforms in South African metros.

CHAPTER 6. CONCLUSIONS & RECOMMENDATIONS

6.1 Introduction

The previous chapter presented a discussion of the results concerning the literature reviewed in this study. The discussion focused on the outcomes from hypothesis testing and then compared the results with previous results from other scholars. This chapter presents an overview of the main findings of the study. The chapter also presents the recommendations based on the findings from this study as well as limitations of the study and suggestions for future studies.

6.2 Conclusions regarding Research questions: What factors influence the adoption of on-demand services digital platforms by users in South African metros?

The main findings from this study indicated that factors that influence the adoption of on-demand services digital platforms by users in South African metros include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and consumption location. Findings indicated that all the hypotheses were supported except hypothesis 7. This implies that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and consumption location all have a positive influence on behavioural intention to adopt on-demand services digital platforms in South African metros. Results also indicated that habit on the other hand does not significantly influence behavioural intention to adopt on-demand services digital platforms in South African metros. It is important to note that other studies have found different and mixed results. For instance, this study found that habit does not significantly influences behavioural intention to adopt on-demand services digital platforms in South African metros.

This is supported by Gardner et al. (2020) and Rahman et al. (2022). However, findings from (Herrero & Martín, 2017; Moorthy et al., 2019; Thaker et al., 2021) suggest that habit does influence behavioural intention to adopt digital technologies.

6.3 Recommendations and Implications

The study provides empirical evidence that supports the relationships between key constructs of UTAUT2, except the habit construct which did not influence the user's intention to adopt on-demand services digital platforms in South African metros. The study has contributed to UTAUT2 by testing the new construct consumption location which had a strong positive influence on South African metro user's intention to adopt on-demand services digital platforms.

To improve the adoption of on-demand services digital platforms in South African metros, there is a need to ensure that digital platforms deliver the expected benefits and addresses the needs of consumers. This can be realised by carrying out user research and testing, improving the quality of digital platforms, and demonstrating the benefits through customer success stories.

Performance Expectancy: The positive relationship between performance expectancy and the behavioural intention to adopt on-demand services digital platforms in South African metros aligns with previous studies. This suggests that users' perceptions of the usefulness and effectiveness of the digital platforms play a crucial role in their intention to adopt them. The findings support the importance of emphasizing the performance benefits of these platforms to encourage adoption.

Effort Expectancy: The positive relation between effort expectancy and behavioural intention indicates that users' perceptions of the ease of use and simplicity of on-demand services digital platforms influence their intention to

adopt. This finding supports the idea that providing user-friendly and intuitive interfaces can enhance adoption rates and reduce barriers to entry.

Social Influence: The significant positive relationship between social influence and behavioural intention highlights the impact of social factors on individuals' adoption decisions. Users are influenced by the opinions, recommendations, and experiences of others when deciding to adopt on-demand services digital platforms. This emphasizes the importance of considering social aspects, such as social networks and peer recommendations, in marketing and promoting these platforms.

Facilitating Conditions: The positive relationship between facilitating conditions and behavioural intention suggests that the availability of necessary resources, support, and infrastructure plays a vital role in fostering adoption. Organizations should focus on providing the appropriate training, technical assistance, and resources to users to create a supportive environment that encourages adoption.

Hedonic Motivation: The positive relation between hedonic motivation and behavioural intention indicates that users' desire for enjoyment, entertainment, and pleasure influences their intention to adopt on-demand services digital platforms. Recognizing and catering to users' hedonic needs, such as providing personalized and engaging experiences, can enhance adoption rates.

Price Value: The positive relationship between price value and behavioural intention suggests that users' perceptions of the value for money offered by on-demand services digital platforms impact their intention to adopt. Offering competitive pricing strategies and clearly communicating the value proposition can positively influence users' adoption decisions.

Habit: The non-significant relationship between habit and behavioural intention implies that users' previous behaviours and routines may not strongly influence their intention to adopt on-demand services digital platforms. This finding suggests that the adoption of these platforms may not be primarily driven by

habitual usage patterns but rather by other factors such as perceived usefulness or social influence.

Consumption Location: The positive relation between consumption location and behavioural intention indicates that the physical location where users consume on-demand services can influence their intention to adopt digital platforms. This finding suggests that tailoring the platforms and services to suit specific consumption locations or contexts can enhance adoption rates.

These theoretical and practical implications provide insights into the factors influencing the behavioural intention to adopt on-demand services digital platforms in South African metros. They can inform future research and assist practitioners in developing effective strategies to promote adoption and usage of such platforms.

6.4 Limitation of the study

This study contributes to the current body of knowledge on the factors that influence the adoption of on-demand services digital platforms by users in South African metros. It is however considered prudent to acknowledge possible limitations to a study. This study assumed that South African citizens residing in metros do not face the extreme challenges of limited, slow or no access to the internet, and no access to smartphones. The study excluded participants not residing in the 8 South African major metros. This limits the findings to metro areas, which has implications on generalisability. Furthermore, some participants in metro areas may face the above-mentioned challenges especially those residing in townships. Another potential limitation of this study was the respondents' understanding of the on-demand services digital platforms phenomenon. A clear definition of the phenomenon formed part of the survey questionnaire to ensure that the respondents fully understood what the study is about and answer without prior encounters with using this platform.

The “Use Behaviour” hypothesis testing, as outlined in UTAUT2 were not tested in this study. This study did not research experience as a moderating factor for on-demand services digital platform adoption, but it is encouraged that future studies test experience moderation.

6.5 Suggestion for further research

This study was limited to on-demand services digital platforms, where a user will request a service on a platform and a service provider will then travel to the customer’s specified location to fulfil the requested services. Future studies can include participants not residing in the 8 South African major metros and test if consumption location influences behavioural intention to adopt on-demand services digital platforms.

The study tested a new adoption factor, which was Consumption Location. This proved to have a positive impact on the adoption intention of on-demand services platforms in South African metros. Future studies will need to unpack this further to understand how different types of locations can impact the intention to adopt on-demand services platforms.

Most of the survey respondents had higher educational qualifications. A report by Stats SA shows that there is a high secondary school dropout among youth (Stats SA, 2022). Further research would be critical to understanding the adoption intention for people who have not completed their secondary education.

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APPENDIX A – Instrument

Question No	Question
Q1	I find on-demand services digital platforms useful when I need the services.
Q2	Using on-demand services digital platforms help me get the service quicker
Q3	I find on-demand services digital platforms useful only when I need services urgently.
Q4	Using on-demand services digital platforms saves me time.
Q5	Learning how to use on-demand services digital platforms is easy for me.
Q6	My interaction with on-demand services digital platforms is clear and understandable.
Q7	I find on-demand services digital platforms easy to use.
Q8	It is easy for me to become skilful at using on-demand services digital platforms.
Q9	In my opinion, using on-demand services digital platforms is handy.
Q10	People who are important to me think that I should use on-demand services digital platforms.
Q11	People who influence my behaviour think that I should use on-demand services digital platforms.
Q12	People whose opinions I value prefer that I use on-demand services digital platforms.
Q13	I am relevant while using on-demand services digital platforms.
Q14	People I know value my choice of on-demand services digital platforms.
Q15	People I know guide me in the use of on-demand services digital platforms.

Q16	My neighbours influence me in the use of on-demand services digital platforms.
Q17	I have the resources necessary to use on-demand services digital platforms.
Q18	I have the knowledge necessary to use on-demand services digital platforms.
Q19	On-demand services digital platforms are compatible with the devices I use.
Q20	I can get help from others when I find difficulties in using on-demand services digital platforms.
Q21	Using on-demand services digital platforms is fun.
Q22	Using on-demand services digital platforms is enjoyable.
Q23	Using on-demand services digital platforms is cool
Q24	Using on-demand services digital platforms is one of my favourite activities.
Q25	On-demand services digital platforms are reasonably priced.
Q26	On-demand services digital platforms are good value for the money.
Q27	At the current price, on-demand services digital platforms provide good value.
Q28	On-demand services digital platforms costs are not a concern to me.
Q29	The use of on-demand services digital platforms has become a habit for me.
Q30	I will continue to use on-demand services digital platforms.
Q31	I must use on-demand services digital platforms
Q32	I would find hard not to use on-demand services digital platforms.

Q33	I use on-demand services digital platforms frequently
Q34	I will use on-demand services digital platforms at home
Q35	I will use on-demand services digital platforms where there are many people around
Q36	I will use on-demand services digital platforms anywhere
Q37	I will use on-demand services digital platform only to jump the queue at service location
Q38	I intend to use on-demand services digital platforms in the future
Q39	I will use on-demand services digital platforms in my daily life if physical safety concerns are addressed
Q40	I plan to use on-demand services digital platforms if offered by a person I know
Q41	I aim to use on-demand services digital platforms instead of travelling to the service location

APPENDIX B – Participant Information Sheet

Good day

My name is Mbusiswa Nyuswa. I am a Masters student in Digital Business at the University of the Witwatersrand, Johannesburg. My supervisor is Dr Michael Sony. I am conducting a research study about the adoption of on-demand services digital platforms. The study title is ***Factors enhancing the adoption of on-demand services digital platforms in South African metros***.

I am inviting you to take part in an online survey. If you decide to take part, your participation in this research study will last about 10 minutes.

During the research activity, I will need to ask for some personal information about you, including gender and metro in which you stay.

The survey will be confidential and anonymous. When I share the results of the research study, I will not include your name or anything else that could identify you. With your permission, other researchers may use the data collected from this research study, but your name and any personal information will not be used or passed on.

If you decide to take part in the research study, it should be because you want to volunteer. You do not have to take part. You can stop being in the study at any time. You do not have to answer any questions if you do not want to. You will not get any direct benefits if you choose to join the research study. You will not lose any services, benefits or rights you would normally have if you decide not to join. Taking part in the research study will require to have access to the internet, with less than 20MB of data needed. You will not be paid for being in this research study.

This research study will be written up as a research report. The report will be available on the university library website. If you would like to receive a summary of this report, I will be happy to send it to you.

If you have any questions during or afterwards about this research study, feel free to contact me or my supervisor on the details listed below. If you have any concerns or complaints about the ethical procedures of this research study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrecnon-medical@wits.ac.za.

Yours sincerely,
Mbusiswa Nyuswa

Researcher:
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Supervisor:
Dr Michael Sony, michael.sony@wits.ac.za

APPENDIX C – Ethics Clearance Certificate

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg

Wits Business School Ethics Committee
Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/DB1892781/551
This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (belo

Project title	Factors enhancing the adoption of on-demand services digital platforms in South African metros
Investigator / Researcher	Mr Mbusiswa Nyuswa
Nature of Project	MM (Digital Business)
Decision of the Committee	Approved, provided stakeholders and participants are guaranteed anonymity and confidentiality.
Issue Date of Certificate	2022-12-20
Expiry date	Date of submission of the project / research report
Chairperson	Prof Anthony Stacey ☎ +27 11 717 3587 +27 82 880 4531 ✉ anthony.stacey@wits.ac.za

APPENDIX D – Data Analysis

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
PE_MEAN	384	4.0137	.63998
EE_MEAN	383	4.1661	.62261
SI_MEAN	375	3.6259	.60961
FC_MEAN	381	4.2014	.57578
HM_MEAN	380	3.7796	.69198
PV_MEAN	383	3.4922	.78825
HT_MEAN	379	3.7799	.72464
SL_MEAN	380	3.8651	.57320
BI_MEAN	381	4.0833	.52888
Valid N (listwise)	353		

```
FREQUENCIES VARIABLES=Metro Gender Age Education
  /ORDER=ANALYSIS.
```

Frequencies

Statistics

		In which of the following South African metros do you reside?	Gender	Age	Education level
N	Valid	385	381	385	381
	Missing	1	5	1	5

Frequency Table

In which of the following South African metros do you reside?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mangaung	39	10.1	10.1	10.1
	eThekwini	61	15.8	15.8	26.0
	Cape Town	38	9.8	9.9	35.8
	Buffalo City	38	9.8	9.9	45.7
	Ekurhuleni	40	10.4	10.4	56.1
	Tshwane	40	10.4	10.4	66.5
	City of Johannesburg	86	22.3	22.3	88.8
	Nelson Mandela Bay	43	11.1	11.2	100.0
	Total	385	99.7	100.0	

Missing	System	1	.3		
Total		386	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	184	47.7	48.3	48.3
	Female	171	44.3	44.9	93.2
	Non-binary / third gender	17	4.4	4.5	97.6
	Prefer not to say	9	2.3	2.4	100.0
	Total	381	98.7	100.0	
Missing	System	5	1.3		
Total		386	100.0		

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	39	10.1	10.1	10.1
	25 - 34	125	32.4	32.5	42.6
	35 - 44	173	44.8	44.9	87.5

	45 - 54	33	8.5	8.6	96.1
	55 - 64	12	3.1	3.1	99.2
	65+	3	.8	.8	100.0
	Total	385	99.7	100.0	
Missing	System	1	.3		
Total		386	100.0		

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	7	1.8	1.8	1.8
	High School	33	8.5	8.7	10.5
	College/University	237	61.4	62.2	72.7
	Graduate School	104	26.9	27.3	100.0
	Total	381	98.7	100.0	
Missing	System	5	1.3		
Total		386	100.0		

```
RELIABILITY
  /VARIABLES=PE1 PE2 PE3 PE4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	384	99.5
	Excluded[a]	2	.5
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.675	.697	4

Item Statistics

	Mean	Std. Deviation	N
I find on-demand services digital platforms useful when I need the services	4.20	.808	384
Using on-demand services digital platforms help me get the service quicker	4.09	.877	384
I find on-demand services digital platforms useful only when I need services urgently	3.49	1.115	384
Using on-demand services digital platforms saves me time	4.28	.756	384

Inter-Item Correlation Matrix

	I find on-demand services digital platforms useful when I need the services	Using on-demand services digital platforms help me get the service quicker	I find on-demand services digital platforms useful only when I need services urgently	Using on-demand services digital platforms saves me time
I find on-demand services digital platforms useful when I need the services	1.000	.618	.201	.380
Using on-demand services digital platforms help me get the service quicker	.618	1.000	.346	.429
I find on-demand services digital platforms useful only when I need services urgently	.201	.346	1.000	.216
Using on-demand services digital platforms saves me time	.380	.429	.216	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
I find on-demand services digital platforms useful when I need the services	11.86	4.194	.515	.399	
Using on-demand services digital platforms help me get the service quicker	11.96	3.662	.632	.465	
I find on-demand services digital platforms useful only when I need services urgently	12.57	3.907	.319	.126	

Using on-demand services digital platforms saves me time	11.78	4.582	.432	.211	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.05	6.553	2.560	4

```
RELIABILITY
  /VARIABLES=EE1 EE2 EE3 EE4 EE5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	383	99.2
	Excluded[a]	3	.8
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.886	5

Item Statistics

	Mean	Std. Deviation	N
Learning how to use on-demand services digital platforms is easy for me	4.23	.790	383
My interaction with on-demand services digital platforms is clear and understandable	4.11	.743	383

I find on-demand services digital platforms easy to use	4.14	.750	383
It is easy for me to become skilful at using on-demand services digital platforms	4.16	.768	383
In my opinion, using on-demand services digital platforms is handy	4.19	.699	383

Inter-Item Correlation Matrix

	Learning how to use on-demand services digital platforms is easy for me	My interaction with on-demand services digital platforms is clear and understandable	I find on-demand services digital platforms easy to use	It is easy for me to become skilful at using on-demand services digital platforms	In my opinio using on-dem services digi platforms is ha
Learning how to use on-demand services digital platforms is easy for me	1.000	.735	.707	.629	
My interaction with on-demand services digital platforms is clear and understandable	.735	1.000	.766	.651	
I find on-demand services digital platforms easy to use	.707	.766	1.000	.703	
It is easy for me to become skilful at using on-demand services digital platforms	.629	.651	.703	1.000	

In my opinion, using on-demand services digital platforms is handy	.442	.523	.481	.437	1

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
Learning how to use on-demand services digital platforms is easy for me	16.60	6.115	.756	.604	
My interaction with on-demand services digital platforms is clear and understandable	16.72	6.136	.816	.685	
I find on-demand services digital platforms easy to use	16.69	6.124	.809	.680	
It is easy for me to become skilful at using on-demand services digital platforms	16.67	6.316	.722	.544	
In my opinion, using on-demand services digital platforms is handy	16.64	7.199	.535	.297	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.83	9.691	3.113	5

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RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	375	97.2
	Excluded[a]	11	2.8
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.833	7

Item Statistics

	Mean	Std. Deviation	N
People who are important to me think that I should use on-demand services digital platforms	3.72	.834	375
People who influence my behaviour think that I should use on-demand services digital platforms	3.74	.883	375
People whose opinions I value prefer that I use on-demand services digital platforms	3.77	.811	375
I am relevant while using on-demand services digital platforms	3.98	.775	375
People I know value my choice of on-demand services digital platforms	3.81	.771	375

People I know guide me in the use of on-demand services digital platforms	3.56	.911	375
My neighbours influence me in the use of on-demand services digital platforms	2.81	1.091	375

Inter-Item Correlation Matrix

	People who are important to me think that I should use on-demand services digital platforms	People who influence my behaviour think that I should use on-demand services digital platforms	People whose opinions I value prefer that I use on-demand services digital platforms	I am relevant while using on-demand services digital platforms	People I kno value my choic on-demand services digi platforms
People who are important to me think that I should use on-demand services digital platforms	1.000	.653	.621	.345	
People who influence my behaviour think that I should use on-demand services digital platforms	.653	1.000	.696	.475	
People whose opinions I value prefer that I use on-demand services digital platforms	.621	.696	1.000	.468	
I am relevant while using on-demand services digital platforms	.345	.475	.468	1.000	

People I know value my choice of on-demand services digital platforms	.373	.442	.422	.498	1
People I know guide me in the use of on-demand services digital platforms	.335	.374	.400	.303	
My neighbours influence me in the use of on-demand services digital platforms	.322	.273	.349	.225	

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
People who are important to me think that I should use on-demand services digital platforms	21.66	13.694	.619	.492	
People who influence my behaviour think that I should use on-demand services digital platforms	21.64	13.093	.679	.594	
People whose opinions I value prefer that I use on-demand services digital platforms	21.61	13.394	.701	.571	
I am relevant while using on-demand services digital platforms	21.41	14.520	.523	.349	

People I know value my choice of on-demand services digital platforms	21.57	14.251	.578	.375	
People I know guide me in the use of on-demand services digital platforms	21.82	13.867	.518	.294	
My neighbours influence me in the use of on-demand services digital platforms	22.58	13.576	.429	.224	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.38	18.210	4.267	7

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RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	381	98.7
	Excluded[a]	5	1.3
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.789	4

Item Statistics

	Mean	Std. Deviation	N
I have the resources necessary to use on-demand services digital platforms	4.25	.739	381

I have the knowledge necessary to use on-demand services digital platforms	4.24	.761	381
On-demand services digital platforms are compatible with the devices I use	4.28	.735	381
I can get help from others when I find difficulties in using on-demand services digital platforms	4.03	.695	381

Inter-Item Correlation Matrix

	I have the resources necessary to use on-demand services digital platforms	I have the knowledge necessary to use on-demand services digital platforms	On-demand services digital platforms are compatible with the devices I use	I can get help from others when I find difficulties in using on-demand services digital platforms
I have the resources necessary to use on-demand services digital platforms	1.000	.698	.621	.220
I have the knowledge necessary to use on-demand services digital platforms	.698	1.000	.734	.269
On-demand services digital platforms are compatible with the devices I use	.621	.734	1.000	.358

I can get help from others when I find difficulties in using on-demand services digital platforms	.220	.269	.358	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
I have the resources necessary to use on-demand services digital platforms	12.56	3.074	.651	.513	
I have the knowledge necessary to use on-demand services digital platforms	12.56	2.836	.738	.635	
On-demand services digital platforms are compatible with the devices I use	12.52	2.903	.743	.587	
I can get help from others when I find difficulties in using on-demand services digital platforms	12.77	3.944	.318	.129	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.81	5.304	2.303	4

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RELIABILITY
  /VARIABLES=HM1 HM2 HM3 HM4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	380	98.4
	Excluded[a]	6	1.6
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.843	4

Item Statistics

	Mean	Std. Deviation	N
Using on-demand services digital platforms is fun	3.86	.794	380
Using on-demand services digital platforms is enjoyable	3.88	.808	380
Using on-demand services digital platforms is cool	3.97	.754	380
Using on-demand services digital platforms is one of my favourite activities	3.41	.996	380

Inter-Item Correlation Matrix

	Using on-demand services digital platforms is fun	Using on-demand services digital platforms is enjoyable	Using on-demand services digital platforms is cool	Using on-demand services digital platforms is one of my favourite activities
Using on-demand services digital platforms is fun	1.000	.780	.473	.602
Using on-demand services digital platforms is enjoyable	.780	1.000	.518	.621
Using on-demand services digital platforms is cool	.473	.518	1.000	.446
Using on-demand services digital platforms is one of my favourite activities	.602	.621	.446	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
Using on-demand services digital platforms is fun	11.26	4.513	.747	.634	
Using on-demand services digital platforms is enjoyable	11.24	4.379	.778	.661	
Using on-demand services digital platforms is cool	11.15	5.225	.541	.299	
Using on-demand services digital platforms is one of my favourite activities	11.71	4.049	.654	.436	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.12	7.661	2.768	4

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RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	383	99.2
	Excluded[a]	3	.8
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.853	4

Item Statistics

	Mean	Std. Deviation	N
On-demand services digital platforms are reasonably priced	3.43	.963	383
On-demand services digital platforms are good value for the money	3.70	.853	383

At the current price, on-demand services digital platforms provide good value	3.70	.859	383
On-demand services digital platforms costs are not a concern to me	3.13	1.128	383

Inter-Item Correlation Matrix

	On-demand services digital platforms are reasonably priced	On-demand services digital platforms are good value for the money	At the current price, on-demand services digital platforms provide good value	On-demand services digital platforms costs are not a concern to me
On-demand services digital platforms are reasonably priced	1.000	.654	.659	.518
On-demand services digital platforms are good value for the money	.654	1.000	.743	.466
At the current price, on-demand services digital platforms provide good value	.659	.743	1.000	.516
On-demand services digital platforms costs are not a concern to me	.518	.466	.516	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
On-demand services digital platforms are reasonably priced	10.54	5.726	.714	.525	
On-demand services digital platforms are good value for the money	10.27	6.154	.723	.601	
At the current price, on-demand services digital platforms provide good value	10.27	6.023	.754	.620	
On-demand services digital platforms costs are not a concern to me	10.84	5.646	.564	.325	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.97	9.941	3.153	4

```
RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	379	98.2
	Excluded[a]	7	1.8
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.831	5

Item Statistics

	Mean	Std. Deviation	N
The use of on-demand services digital platforms has become a habit for me	3.69	.972	379
I will continue to use on-demand services digital platforms	4.18	.685	379
I must use on-demand services digital platforms	3.76	.948	379
I would find hard not to use on-demand services digital platforms	3.43	1.133	379
I use on-demand services digital platforms frequently	3.85	.927	379

Inter-Item Correlation Matrix

	The use of on-demand services digital platforms has become a habit for me	I will continue to use on-demand services digital platforms	I must use on-demand services digital platforms	I would find hard not to use on-demand services digital platforms	I use on-dem services digi platforms frequently
The use of on-demand services digital platforms has become a habit for me	1.000	.540	.412	.574	
I will continue to use on-demand services digital platforms	.540	1.000	.380	.379	
I must use on-demand services digital platforms	.412	.380	1.000	.460	

I would find hard not to use on-demand services digital platforms	.574	.379	.460	1.000	
I use on-demand services digital platforms frequently	.672	.526	.415	.597	1

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
The use of on-demand services digital platforms has become a habit for me	15.21	8.230	.708	.540	
I will continue to use on-demand services digital platforms	14.72	10.190	.565	.358	
I must use on-demand services digital platforms	15.14	9.260	.515	.274	
I would find hard not to use on-demand services digital platforms	15.47	7.752	.649	.447	
I use on-demand services digital platforms frequently	15.05	8.405	.718	.549	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items

18.90	13.127	3.623	5

```
RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	380	98.4
	Excluded[a]	6	1.6
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.592	.639	4

Item Statistics

	Mean	Std. Deviation	N
I will use on-demand services digital platforms at home	4.08	.635	380
I will use on-demand services digital platforms where there are many people around	3.74	.849	380
I will use on-demand services digital platform anywhere	3.92	.833	380
I will use on-demand services digital platform only to jump the queue at service location	3.72	1.051	380

Inter-Item Correlation Matrix

	I will use on-demand services digital platforms at home	I will use on-demand services digital platforms where there are many people around	I will use on-demand services digital platform anywhere	I will use on-demand services digital platform only to jump the queue at service location
I will use on-demand services digital platforms at home	1.000	.433	.555	.151
I will use on-demand services digital platforms where there are many people around	.433	1.000	.435	.084
I will use on-demand services digital platform anywhere	.555	.435	1.000	.181
I will use on-demand services digital platform only to jump the queue at service location	.151	.084	.181	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
I will use on-demand services digital platforms at home	11.38	3.599	.521	.356	
I will use on-demand services digital platforms where there are many people around	11.72	3.305	.399	.242	
I will use on-demand services digital platform anywhere	11.54	3.046	.522	.363	

I will use on-demand services digital platform only to jump the queue at service location	11.74	3.486	.170	.036	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.46	5.257	2.293	4

```
RELIABILITY
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  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	381	98.7
	Excluded[a]	5	1.3
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.655	4

Item Statistics

	Mean	Std. Deviation	N
I intend to use on-demand services digital platforms in the future	4.35	.622	381

I will use on-demand services digital platforms in my daily life if physical safety concerns are addressed	4.09	.737	381
I plan to use on-demand services digital platforms if offered by a person I know	3.82	.804	381
I aim to use on-demand services digital platforms instead of traveling to the service location	4.07	.857	381

Inter-Item Correlation Matrix

	I intend to use on-demand services digital platforms in the future	I will use on-demand services digital platforms in my daily life if physical safety concerns are addressed	I plan to use on-demand services digital platforms if offered by a person I know	I aim to use on-demand services digital platforms instead of traveling to the service location
I intend to use on-demand services digital platforms in the future	1.000	.438	.190	.402
I will use on-demand services digital platforms in my daily life if physical safety concerns are addressed	.438	1.000	.293	.386
I plan to use on-demand services digital platforms if offered by a person I know	.190	.293	1.000	.225

I aim to use on-demand services digital platforms instead of traveling to the service location	.402	.386	.225	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Al if Item Delet
I intend to use on-demand services digital platforms in the future	11.98	3.068	.468	.257	
I will use on-demand services digital platforms in my daily life if physical safety concerns are addressed	12.25	2.697	.511	.276	
I plan to use on-demand services digital platforms if offered by a person I know	12.51	2.982	.305	.102	
I aim to use on-demand services digital platforms instead of traveling to the service location	12.26	2.515	.451	.226	

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.33	4.475	2.116	4