

Convenience or Conscience?

On-Demand Digital Services' Impact on Consumption

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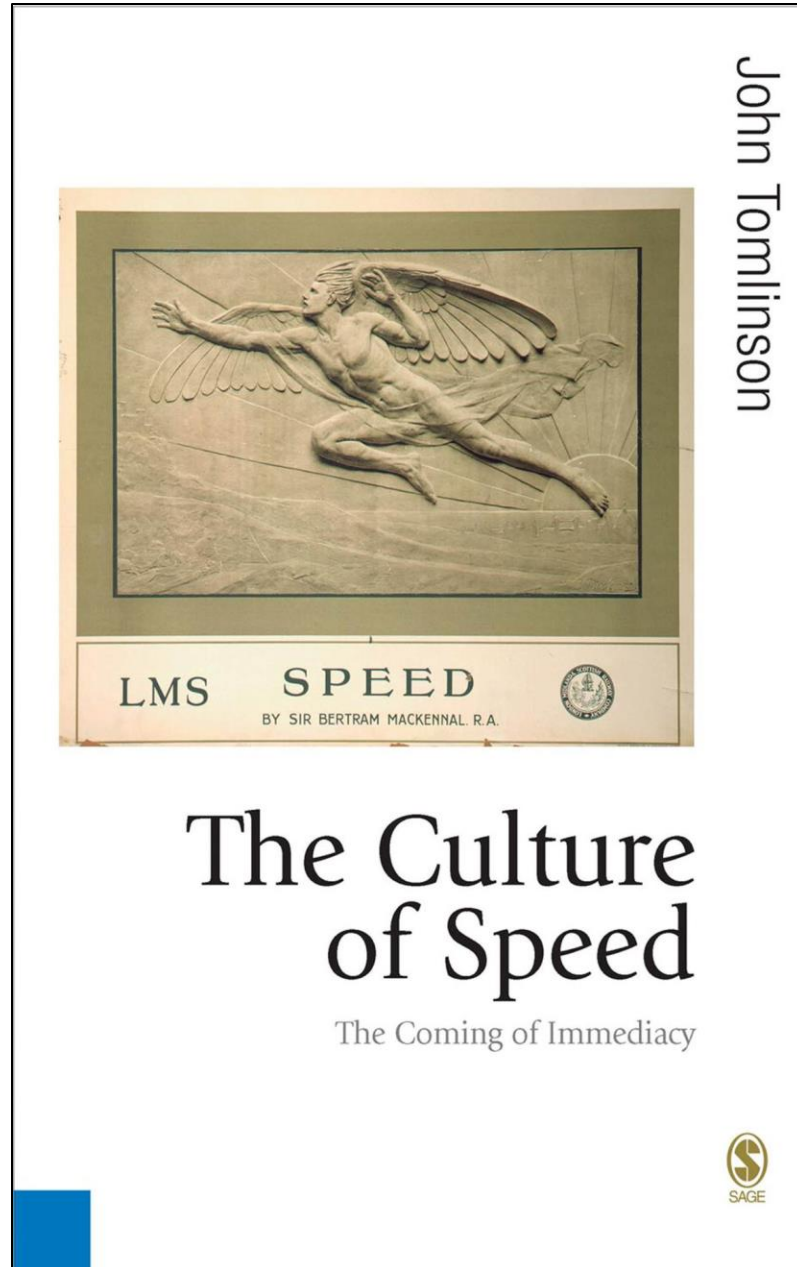
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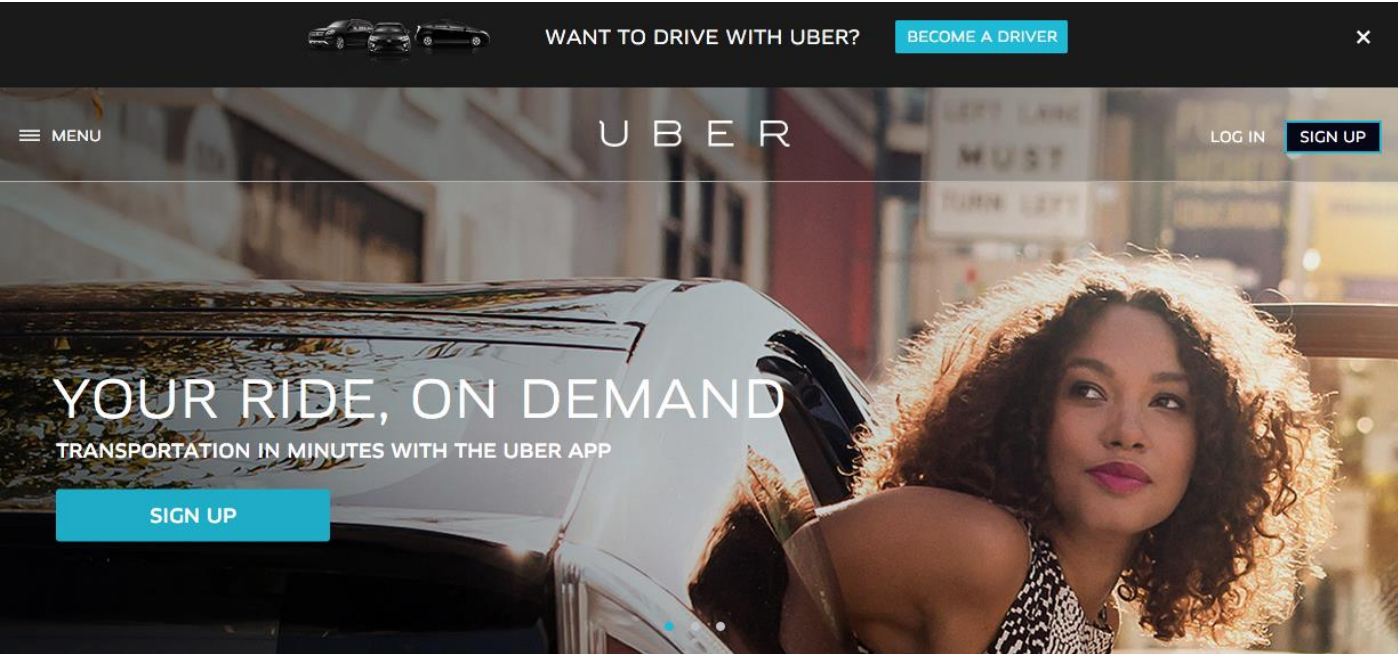


“... new media technologies have characteristic scripts which incite expectations and attitudes of **immediacy**, providing the model for **broader assumptions** of **instant delivery** and **effortlessly achieved abundance.**”



Today, Deliveroo operates a hyperlocal three-sided marketplace, connecting local consumers, restaurants and grocers, and riders to fulfill a mission critical, emotional purchase in under 30 minutes. By offering fast and reliable delivery which consumers can track online, Deliveroo has grown rapidly. Deliveroo now operates in 10 markets worldwide, working with thousands of restaurants and grocers, thousands of riders, and serving millions of consumers.

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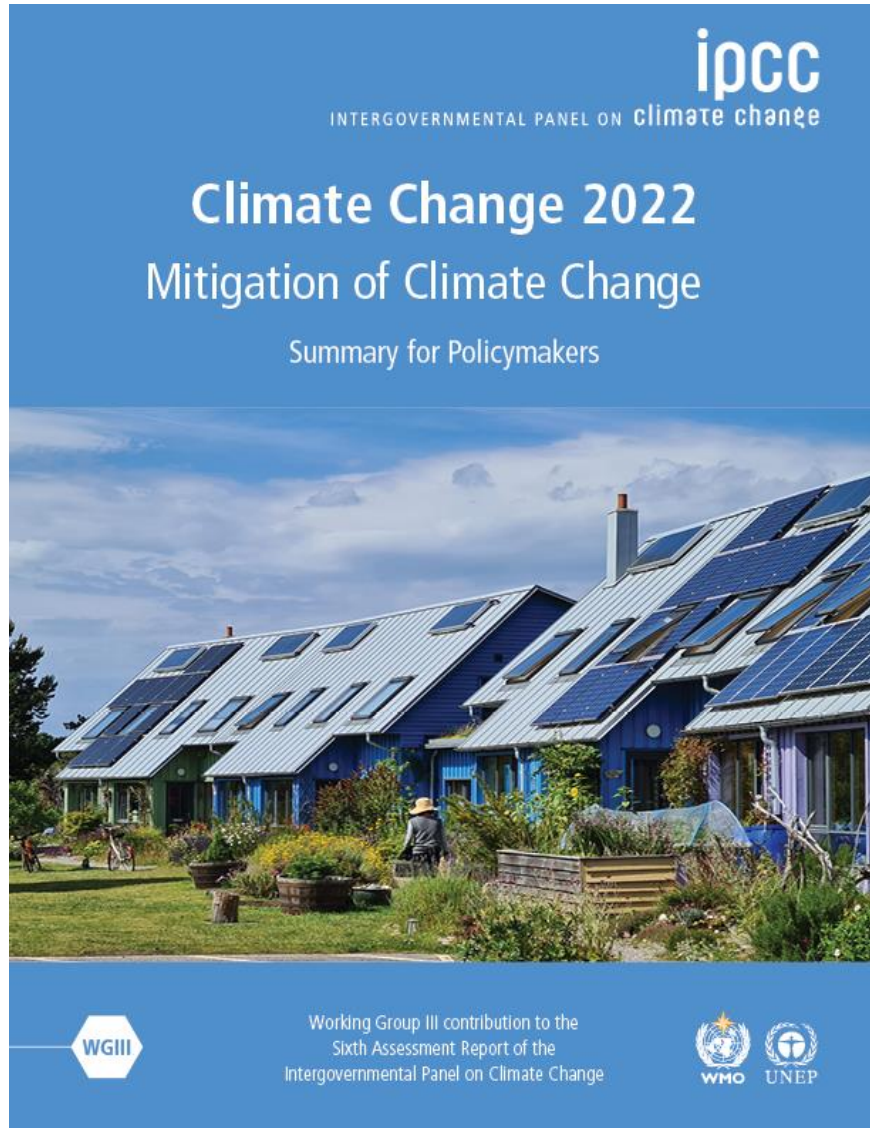
On-demand digital services

Services that enable companies or individuals to supply products or services **immediately** at the request of the customer through **the use of online applications or platforms**.¹

		On-Demand	Sharing Economy	Dematerialisation	Subscription
Entertainment	Netflix	X		X	X
	Spotify	X		X	X
	Kindle	X		X	
Travel	Uber	X	X		
	BlaBlaCar		X		
	AirBnB		X		
Food & Grocery	Ocado				
	Tesco	X			
	Whoosh				
	Deliveroo	X			
	HelloFresh				X
Retail	Amazon Prime	X			X
	Vinted		X		
	Olio		X		

More time sensitive ↑

↓ Less time sensitive

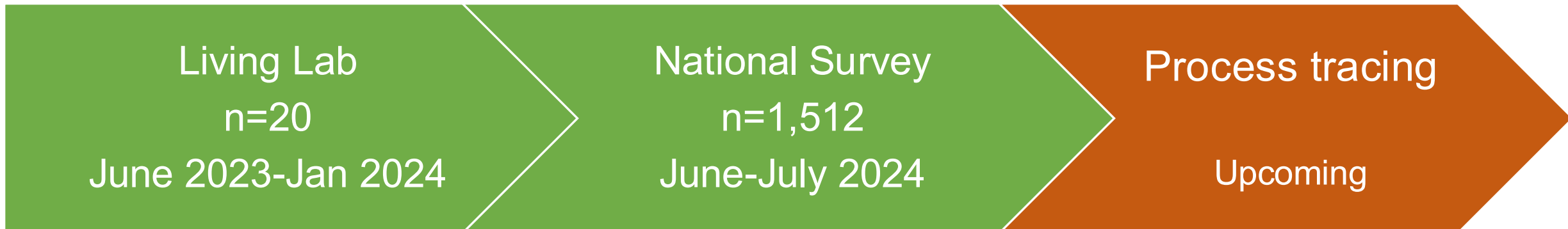


Chapter 5: Demand, Services and Social Aspects of Mitigation

While digitalisation through specific new products and applications **holds potential for improvement** in service-level efficiencies, without public policies and regulations, it also has **the potential to increase consumption and energy use.**

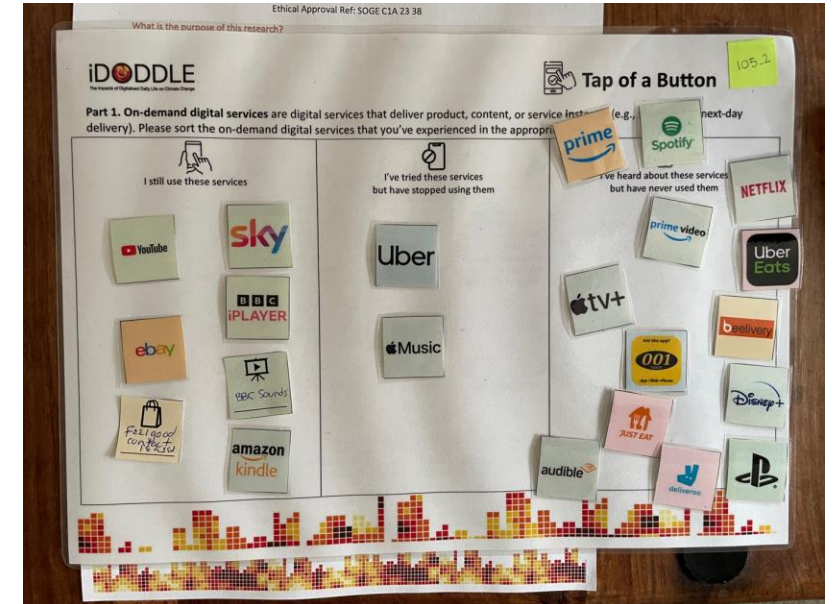
Research questions and approach

1. How do households domesticate **on-demand digital services**?
2. How do on-demand digital services shape **households' consumption**?
3. What are the **environmental implications** of consumption using on-demand digital services?



Living Lab

- Living Lab households
- 14 households in (12 in Oxfordshire, 1 Edinburgh, 1 Belfast), 20 individuals (11 female, 9 male, age 32-87)
- In-depth semi-structured interviews, trial



First home interview
Baseline survey

3-month experience

Second home interview

Debrief interview

Survey

Demographic profile	Sample statistics (N=1,512)
Female	71%
Male	29%
18-24	9%
25-34	21%
35-44	22%
45-54	18%
55-64	16%
65 or older	14%
Up to secondary school	1%
Secondary school	22%
Diploma	25%
Bachelors or equivalent	30%
Postgraduate or higher	22%
Up to £19,999	20%
£20,000-29,999	20%
£30,000-39,999	14%
£40,000-49,999	13%
£50,000-59,999	9%
£60,000 and above	22%

250 adopters and 250 non-adopters for:

- Ride-hailing
- Online food delivery
- Next-day delivery retail

Heightened expectations

- Increased expectations of immediate gratification
- Moments of “urgency”
- Influenced by identity, time demands

When I was growing up, you'd watch a show on TV and a new episode would come out once a week and you would wait all the time. Now that everything's on demand ... I would say maybe **I have higher expectations** ... I think maybe slightly less so for like food delivery services, because obviously that's constrained a bit more by where you're located and what's available in the place, but, yeah, definitely, I have expectations of **being able to get stuff quickly and having a big selection.**

Jessica, F, 33

Post-pandemic, we're in this world where **if you don't get something immediately, you start questioning why**... I don't think I had any expectation that something would come next day at all, but now if Prime takes more than one day, you're like, why?

Sophia, F, 34

Reasons for adoption



n=756

	Relative Advantage of On-Demand Services								
	Ride-hailing			Food delivery			Retail		
	B	SE B	β	B	SE B	β	B	SE B	β
Constant	-1.869	.245		-2.459	.222		-1.853	.224	
Pace of life¹	.038	.004	.384*	.027	.004	.283*	.019	.004	.191*
Time scarcity²	.008	.008	.042	.040	.008	.223*	.051	.007	.293*
Model summary	R ² = .156, p <.001			R ² = .166, p <.001			R ² = .150, p <.001		

* p <.001

n=1,512

Induced consumption

- Induced consumption as a response to digital design (10 households)
 - Easy return
 - Minimum spend
 - Frictionless window shopping
 - Seamless advertisements and promotions



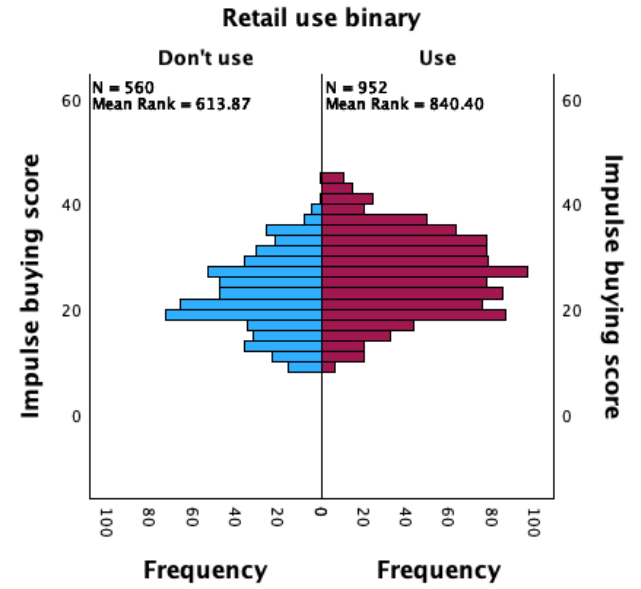
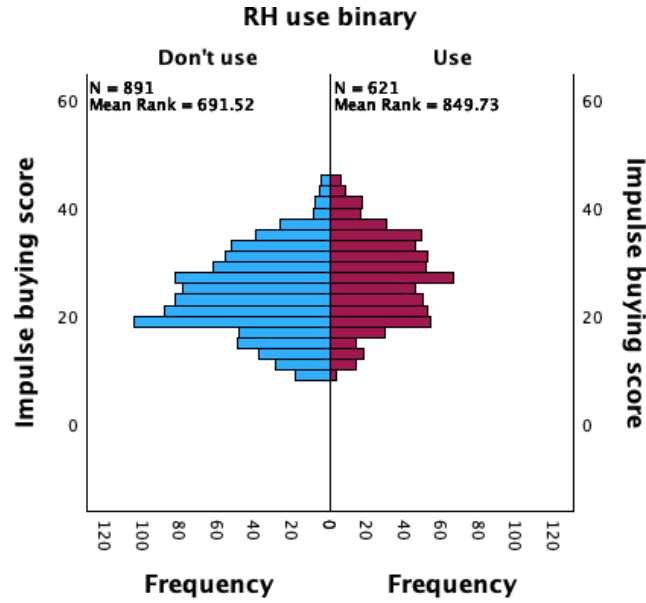
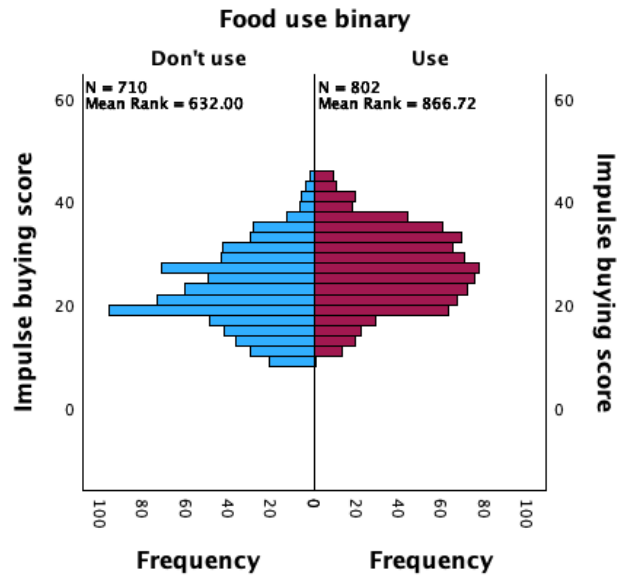
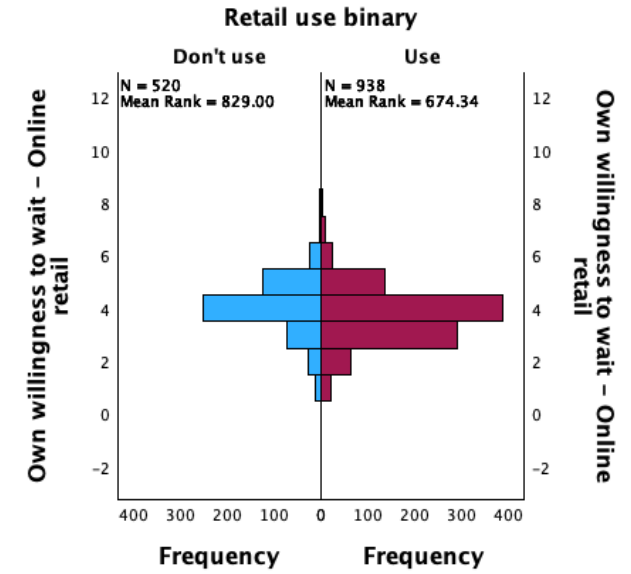
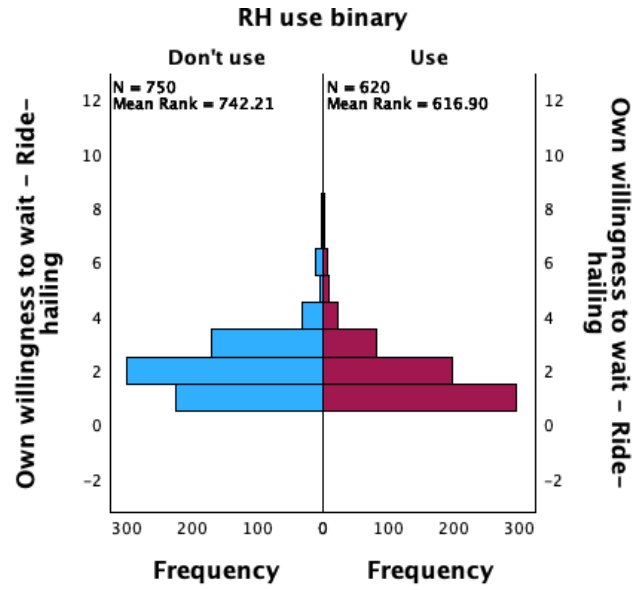
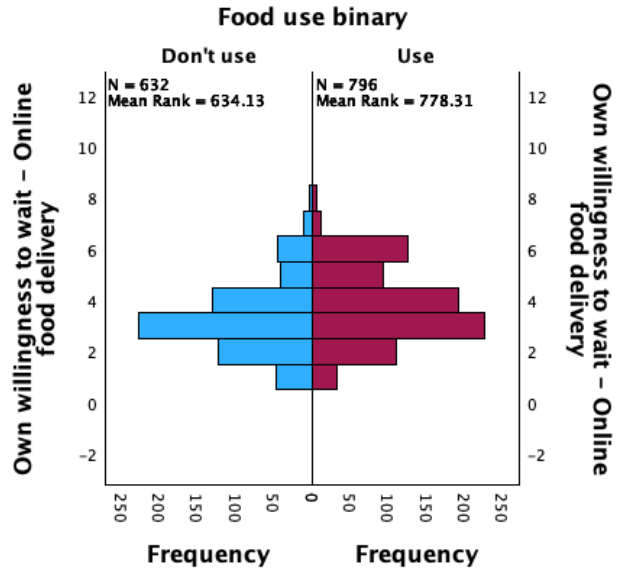
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I would buy things because I just see it there. I kind of do that in the shops, but I feel more prepared when I go to the shop to stick to what I want to buy. **I do impulse shop a little bit, but I feel like I did it way more online.**

Stephanie, F, 37

It's a constantly available shopping experience, isn't it? One thing that's a bit dangerous about it is that **you can buy anything anytime** and people do. And they don't need half the stuff... it's difficult to roll back.

Harriet, F, 76



Normalisation

- From “added nice things to have” to becoming “so much part of our everyday life,” “fabric of society”
- Supported by the visibility of on-demand digital services

A lot of these services, their usefulness is based on some kind of network effect. Like grocery delivery doesn't really make sense if one family is doing it, but the whole neighbourhood is then it makes sense. So as they develop more and get used more, **I kind of assume they'll just be more and more commonplace.**

Austin, M, 35

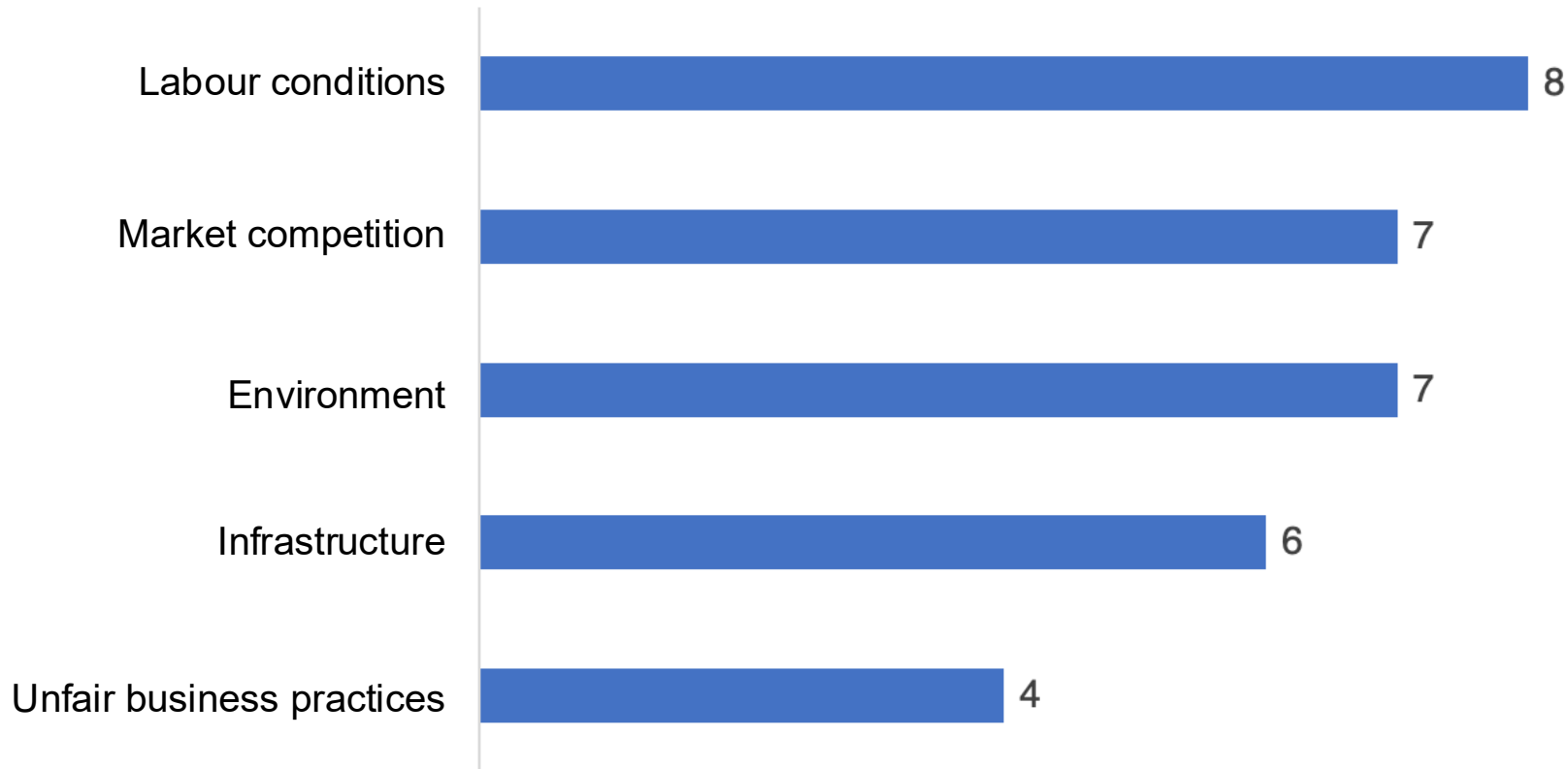


Tension

- Constant social, temporal, and spatial negotiation
- Moral and social tensions
- Dissonance between beliefs, intentions, thoughts, and action

It's very much a situation where **we do not like the company, but sometimes the convenience and the price win out over that.** Or the ability to get it at all.
Adam, M, 37

Social and environmental concerns



Strategies to alleviate concern: bulk buying, grouping deliveries

I'm not so keen on deliveries by motorbike because I think they drive quite badly and it's actually quite **dangerous**. And if you're getting somebody coming over on a petrol bike, it's quite a lot of **pollution** for what it is. These people don't really have a base, they just kind of hang around in different shops and then cycle somewhere and it's not probably a very fair way of being treated. I expect **they don't earn much money**.

Caroline, F, 45

Implications

- Digitalisation is transforming consumption
- Expectations of immediacy and abundance from media to non-media
- Ratcheting up of **expectations** among consumers and businesses will have massive resource implications for provisioning systems and logistics
- Expectations of time and acceleration⁴ are crucial considerations for thinking about sustainable consumption

Thank you!

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