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From Awareness to Action: Compassionate Consumers as Agents of Change in the Gig Economy

An Experimental Design Study on the Influence of Compassion on Prosocial Behavior in the Gig Economy.

Kerstin Larsson

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Handledare:	Luca Versteegen
Antal ord:	9180

Abstract

The growing gig economy is changing the modern workforce landscape where the new digital convenient services often overshadow its workers' needs. Gig work, a modern form of precarious working with pay-by-the-task rather than time, often neglects employment benefits and job security. The workers have primarily steered the efforts to improve the working conditions, which has led to unsatisfactory results. This study focuses on another crucial actor, the consumer, and their emotions, which have had minimal attention in research so far. The paper explores if knowledge about gig working conditions induces compassion, which sequentially leads to prosocial behavior, the consumers wanting to act for better working entitlements. The study tests this through a survey experiment where the treatment group participants get exposed to a knowledge treatment. All participants then answer questions on prosocial behavior divided into ethical attitudes, political willingness, and ethical consumption. The thesis findings show that knowledge of gig working conditions leads to compassion, which increases the perception of the importance of ethical matters and the willingness to take political action for the cause. The paper contributes to understanding how to encourage engagement for gig workers while also broadening the use of compassion as a mechanism of change.

Keywords: gig economy, gig work, prosocial behavior, compassion, ethical consumption.

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1. Introduction

Harry Heath, a worker at gig service platform Foodora, struggles with loneliness in his job. Although he has become accustomed to the low pay and physical strain during the winter, the lack of human contact affects him the most. The pandemic has worsened the situation because contactless deliveries have become increasingly common, so he rarely meets his employer and customers. Harry has few options since it is difficult as a foreigner to find a job in Sweden, and Foodora accepts anyone. Harry does not see food delivery as a permanent solution, but he keeps it because it allows him to support himself (Aldin Fares & Åberg, 2023).

In recent years, food delivery services have become increasingly popular. Unlike most other professions, the workers are self-employed, taking on “gigs” through online platforms. The working contracts are short-term, on a monthly basis. Performance, such as how many deliveries the workers complete per hour, determine continued employment. Factors that the workers have no control over, such as a delay at the restaurant or if they have a far-away delivery, affect their rating. Good performance does not guarantee continued work, as many workers have been terminated without cause (Ternby & Turesson, 2021).

The gig economy has grown rapidly since the 2010s, and scholarly interest in the subject has increased. Researchers started focusing on the nature of “gig” work, platform organization, and regulatory possibilities (De Stefano, 2016). Since then, the experience of the workers has been at the center of many studies (Goods et al., 2019). However, another crucial factor: *the consumers*, has had minimal attention, despite their central role in the gig economy (Healy et al., 2020). Digital gig platforms depend on the consumers since good customer relations validate their operation (Rahman & Thelen, 2019). The consumers’ role as “co-managers,” evaluating and affecting the workers’ ability to continue getting gig work, also expresses the gig service customers’ centrality in the gig economy (Rosenblat, 2018, p. 155).

The limited previous research on the consumers’ role in the gig economy suggests that people generally have limited knowledge of the working conditions (Smith et al., 2021). While people have mixed opinions on gig work, most people do not believe gig work creates financial stability (Healy et al., 2020). People are willing to pay more for gig services given

that the worker has reasonable working conditions but not as much needed to make a substantial change, as shown in a choice experiment by Smith and colleagues (2021). Knowledge on its own has not proven to lead to substantial engagement of the consumers for the gig workers.

Therefore, something else is needed to get the consumers to care. I argue this could be compassion, which differentiates from other emotions as it has behavioral tendencies, where one recognizes anguish and operates to prevent it (Singer & Klimecki, 2014). There has yet to be research on compassion as the mechanism for getting people to act prosocially to improve the working conditions for food delivery workers in the gig economy.

The paper's central question is; *Can compassion increase prosocial behavior in the gig economy?* This study explores whether people are willing to act for gig workers if they know about the working conditions and feel compassion. Based on theories on compassion (Singer & Klimecki, 2014), I predict that individuals who learn about the gig working conditions and identify the hardship will want to take action to prevent it, consequently acting prosocial.

The study uses an experimental design, where the participants are divided into a treatment group and a control group, answering an online survey. The treatment group reads a text about the unpleasant working conditions in the gig economy. Prosocial behavior measures on three levels; attitudes about the importance of ethical action, willingness to partake in political activism, and ethical consumption in the gig economy, estimating the actual price the consumers are willing to pay for food delivery gig services. The results of this paper show that knowledge of gig working conditions increases compassion. Furthermore, the findings present that compassion leads to higher prosocial behavior in the form of ethical attitudes and political willingness.

This paper contributes to the limited research on how consumers can be encouraged to act for the workers in the gig economy. For the first time, we use compassion in the case of gig workers, which helps us understand the opportunities of emotion for creating influence and specifically broadening the knowledge of compassion as a mechanism of change. Lastly, most former research on customer behavior in the gig economy has focused on Australia (Stewart & Stanford, 2017; Smith et al., 2021; Healy et al., 2020; Goods et al., 2019). This paper focuses on food delivery service consumers located in Sweden. New knowledge about

local circumstances in the gig economy is created by studying possibilities for prosocial behavior within the Swedish context.

This paper proceeds as follows; First, I discuss the literature on the gig economy and gig work. Following is a review of the gig consumer and the opportunities for improving the working conditions in the gig economy, as well as the Swedish context. I then theorize why compassion could be relevant in increasing customers' prosocial behavior. Next, in the methods section, I address the rationale behind the experimental survey design, the treatment, and the measures. The result section will present the study's findings, and the discussion will conclude the main findings together with strengths, contributions, limitations, and future research on consumers in the gig economy.

2. Literature review

2.1 The gig economy

The gig economy defines as a new work environment where people perform tasks or “gigs” through digital platforms instead of working for an employer. The most common types of work connected to these digital platforms are food delivery, ride-sharing service, and maintenance. Self-employed workers are promised flexibility and other benefits in the growing gig economy (Stewart & Stanford, 2017). In reality, the worker's flexibility is limited by stringent performance monitoring and fierce competition for the tasks that pay the most, especially if the worker depends on income (Lehdonvirta, 2018; Goods et al., 2019).

The idea of a “gig” carries both descriptive and normative connotations, implying that the work is temporary or brief and should be effortless, supplementary, and preferably pleasurable (Pongratz, 2018). Contrary to this description, researchers have found gig work precarious (Lewchuk, 2017; Stewart & Stanford, 2017; Montgomery & Baglioni, 2021).

Precarious work has the common attributes of low earnings, absence of employee benefits, and job insecurity. Workers within precarious jobs also experience unsafe physical and psychological working conditions and a lack of legal protection (Muntaner, 2016). The gig economy sets itself apart from other precarious work as it has the added attributes of irregular schedules, compensation by the task performed rather than time worked, and the work

centered around an online platform (Stewart & Stanford, 2017). This general discussion of gig work and its characteristics suggests much diversity in the actual gig jobs and why it is precarious. Next, I move on to what they have in common: their customers, a central element in the gig economy.

2.2 The gig service consumers' attitudes, behavior and role

Gig work divides the Australian population as approximately 50% of Australians have a generally favorable attitude towards gig work, while the other half does not. Individuals with favorable opinions about gig work are more inclined to use the platform than those with neutral views (Healy et al., 2020). Smith and colleagues (2021) research supports this, and their findings show that the regular consumers of gig services were more likely to prioritize service quality and price over the working conditions of the gig workers. This detection suggests that the gig economy divides the general public, although a relationship exists between being a regular user and having positive attitudes about gig work.

However, two-thirds of the participants in a survey believed that gig work does not foster financial security, regardless of whether they used these services or not (Healy et al., 2020). Financial insecurity for the workers in the gig economy can mobilize consumers since users and non-users notice it.

The frequent users of gig services are mostly younger urban-based employed individuals. Highly educated people also exhibit a higher likelihood of platform use, although this disparity is only statistically significant for those who have graduated from a university (Healy et al., 2020). The demographics of gig service users as younger, urban, employed, and highly educated match the ones of consumers concerned with ethical consumption. Stolle and Micheletti (2013, p.94) found that the consumers who are most likely to make ethical choices are female urban residents aged 30-44 with higher education and employment. This part of the population generally cares about good labor practices and is willing to act prosocial by buying ethically. Still, in the case of gig workers, they do not.

Customers in the gig economy have different reasons for their usage of gig services. Yeo and colleagues (2017) found that customers are motivated to use digital platforms because it gives them a convenient experience. Using the platform's app saves the consumer time and money.

There are at least three explanations for the customers disregarding the workers' experience. Firstly, Smith and colleagues (2021) found that gig service consumers in Australia often have a low and inaccurate awareness of the working conditions in the gig economy. Consumers overestimate what the workers are getting paid for the services, and a majority think that the workers have benefits such as annual leave, notice periods, unlawful dismissal, and additional pay, rights to which they are not entitled (Smith et al., 2021). The lack of information can explain consumers' usage of gig services despite substandard working conditions.

The second explanation for the gig service consumers' disregard for otherwise established norms about labor rights is that they, while being informed, still think that the benefits outweigh the costs (Smith et al., 2021). Healy and colleagues (2020) found that consumers sympathize with the gig workers' weak financial situation but acknowledge the gig work's flexibility. While the consumers have information about the gig working conditions, they still believe there are more important positive aspects that they focus on.

Lastly, a third explanation is that consumers disregard social norms to get efficient and cheap services (Smith et al., 2021). This disregard is a form of "willful ignorance," in which consumers intentionally disregard unfavorable information about a desired product or service (Ehrich & Irwin, 2005). This explanation states that the customers know the gig working conditions are harmful but ignore that.

The consumers are significant as they have a central role in the gig economy (Rahman & Thelen, 2019). Rosenblat (2018, p 155) presents how customer inputs such as performance ratings on the workers have given them the role of "co-managers." The consumers evaluate and rate the workers, which can limit their access to future "gigs," consequently affecting their income (Rosenblat, 2018, p. 155).

Consumers are essential not only for the worker but also for the digital platforms. Rahman and Thelen (2019) show how customer loyalty is crucial to the platforms since it legitimizes their business plan, emphasizing how their gig services meet the customers' needs. The central role of consumers suggests that their expectations and choices could potentially incentivize platforms to enhance their workers' conditions (Healy et al., 2020). Because digital platforms are so dependent on the customer, they have the power to make a difference and improve the working conditions for gig workers. This significance of the customer is

essential, and in the next section, I will discuss the possibilities for improving the working conditions in the gig economy.

2.3 Possibilities to improve gig working conditions

Newlands and colleagues (2018) found that the gig workers themselves have mainly led efforts to enhance labor conditions in the gig economy. These workers have diverse work identities and engagement levels, reflecting the various initiatives (Newlands et al., 2018). The workers' efforts have succeeded, particularly in raising public awareness of the gig economy and its negative impact on workers. However, most of the time, the improvements have been temporary or insufficient (Borkholder et al., 2018).

The gig consumers' ability to pressure the gig service platforms became visible through a boycott of Uber in 2017. The company reportedly tried to undermine a protest at airport JFK in New York, USA, which led to the hashtag #DeleteUber. People used the hashtag to encourage others to change digital gig platforms (Cresci, 2017). The protest shows the consumers' capacity to mobilize against a digital platform when they feel the company has done wrong.

Although, consumers can also oppose benefits for gig workers if other incentives drive them (Healy et al., 2020). Digital platforms have mobilized gig service customers to oppose improvements in the workers' working conditions. In 2017, London revoked Uber's right to operate in the city for safety reasons. Uber responded by urging their customers to sign a petition to preserve "customer choice", which got over half a million signatures in one day (Farrer & Khomami, 2017). Platforms effectively mobilizing their consumers gives them influence in regulatory processes (Rahman & Thelen, 2019). Digital platforms use customer loyalty to achieve their goals.

The public has been mobilized both for and against digital gig platforms. Because of individuals' many societal roles, such as citizens and taxpayers, the public opinion on gig work is conditional and can shift (Thelen, 2018). Developments in the public debate over the gig economy can both influence and be influenced by consumers' opinions and behaviors (Healy et al., 2020).

Research by Tully and Winder (2014) found that people are optimistic about paying a higher price for socially responsibly produced products. Interestingly, people are willing to pay more for products emphasizing good labor practices than those promoting positive environmental effects (Tully & Winder, 2014). Smith and colleagues (2021) discovered through an experimental study that customers were willing to pay more, given that the gig workers had better working conditions and higher earnings. This willingness shows an eagerness to act ethically to improve working conditions. Nevertheless, most consumers were unwilling to pay as high as needed for the workers to earn minimum wage and get good working conditions (Smith et al., 2021).

This unwillingness might be because while people know about the facts regarding poor working conditions in the gig economy, they do not sympathize with the workers. As I will discuss later, one emotion that could bridge the gap between knowledge and support is compassion. Before turning to compassion, I will briefly introduce the case in which I examine this argument. I study Sweden, a country that receives limited research attention despite the prevalent use of gig services.

2.4 The Swedish context

There is a lack of research on the gig economy in Sweden; therefore, the knowledge on the subject is minimal. Previous research has focused on gig workers and regulatory responses, while this paper focuses on the Swedish consumer, on whom there is no available data. Learning about the gig workers and the public response to the gig economy in Sweden is essential to understanding the larger picture and the options for better working conditions.

Thelen (2018) found that when Uber started operating in Sweden, it was relatively easy compared to other countries because of earlier deregulations of the taxi market in the 1990s. The deregulations meant no restrictions on the number of taxis, price competition between different contributors, and freelancing abilities for taxi drivers. This deregulation allowed Uber to create a solid foundation in Sweden.

Despite Uber's solid base, Thelen (2018) continues that when the company arrived in Sweden, a political debate about taxation sparked as Sweden is a welfare state dependent on taxes. The issues of taxes emerged as Uber employs the workers as individual contractors

who report their earnings to the tax authorities. Uber receives the payment and transfers back 80% to the workers, with the Swedish tax authorities having no insight into the transactions. This tax issue created a coalition including taxi operators who emphasized unfair competitive advantage, unions skeptical of Uber not contributing to society, and tax authorities. They argued that the social model of Sweden was only possible if everyone contributed, appealing to the public as taxpayers, not consumers. Despite this public debate on taxes, Swedish regulators were generally open to Uber and its business (Thelen, 2018).

In the Swedish labor market, most labor law issues, such as overtime compensation and minimum wages, are regulated through collective agreements instead of laws, as is usually the case in other countries. There is a minimal number of gig workers that collective agreements cover. Being un-unionized in Sweden can result in additional negative consequences for the worker, such as job insecurity (Palm, 2019).

In February 2021, food delivery digital platform Foodora became the first gig company in Sweden to sign on to a collective agreement with the trade union Transport. The historic agreement includes insurance, wage increases, and pension (Lindkvist, 2021). However, the agreement has been subject to criticism from the beginning since it only covers around 2500 bike and moped delivery workers. The agreement excludes around 2000 car couriers and 500 warehouse workers since subsidiaries hired them (Bengtson, 2021). While bringing change to the gig economy, the collective agreement has meant lower earnings for some long-time workers. Workers who refuse to sign the new agreement get terminated because of a shortage of labor (Dahlgren, 2021).

To summarize, the gig economy is growing fast with promises of flexibility for the worker. Gig work is precarious, with poor working conditions and low wages. Both regular users and non-users of gig services recognize financial insecurity for the gig worker. The consumers in the gig economy are essential for both the gig workers because of their role as “co-managers” and the digital platforms, as they can impact the legitimization of their whole operation. Consumers also have the power to affect the gig workers working conditions by putting demands on the digital platforms, threatening to switch platforms if not met. Despite having this power, the consumers still do not act to improve the gig workers’ entitlements. Sweden is a particularly good case for my research question of increasing prosocial behavior in the gig economy since it is a welfare state dependent on taxes and has a tradition of strong unions.

This tradition should encourage citizens to care about the workers from a taxation and labor rights perspective. I now turn to one way to deal with the problem, through the emotion of compassion.

3. Theory

Compassion is defined as “the feeling that arises in witnessing another’s suffering, and that motivates a subsequent desire to help” (Goetz et al., 2010, p.351). Gilbert (2019) presents how compassion is an interaction between individuals where one expresses distress and needs help from others while the other observes these hardships and is committed to addressing them (Gilbert, 2019). This motivation to reduce suffering distinguishes compassion from empathy (Goetz et al., 2010). Unlike other emotions, research suggests that feeling compassion is associated with specific action tendencies (Goetz et al., 2010; Singer & Klimecki, 2014; Strauss et al., 2016). Recognizing a problem and taking action to solve it are critical components of compassion (Singer & Klimecki, 2014). Kim and colleagues (2020) present studies showing that compassion can be temporarily activated.

High levels of compassion are associated with prosocial attitudes and behavior (Goetz et al., 2010; Gilbert, 2019). *Prosocial behavior* is defined as self-imposed intentional actions that benefit someone else (Eisenberg & Miller, 1987). Prosocial behaviors involve relieving the physical and emotional suffering of others (Dutton et al., 2014). More precisely, prosocial behaviors include helping others, working together to achieve a common goal, and making ethical choices in consideration of others' well being and rights (Penner et al., 2005), such as through ethical consumption (Auger et al., 2003).

Feldman and colleagues (2020) explore political ideologies’ impact on compassion and show that empathy leads to compassion when it does not interfere with opinions about individualism. The debate about government welfare pushes non-individualists to greater support while individualists position themselves more toward opposition (Feldman et al., 2020). I propose that in the Swedish context, a country being a universalistic welfare state with social benefits should generally mean a higher probability for compassion as it does not interfere with individualism in the same way it would in a minimal state. Although, important to note is that the state structure does not necessarily correlate to personal political affiliations.

This paper examines the food delivery gig service, which is in-person, where the customer and worker are in each other's eye line. This transparency between the two parties is important as customers tend to appreciate workers whose efforts they can witness (Buell et al., 2017). Therefore, I argue that the visibility of food delivery gig work could increase the customers' compassion for the worker, prompting them to act prosocial.

I argue that by informing the consumers about the gig working conditions, they will feel more compassion. These elevated feelings of compassion for the gig workers will lead to an eagerness to improve the workers' situation by acting prosocial.

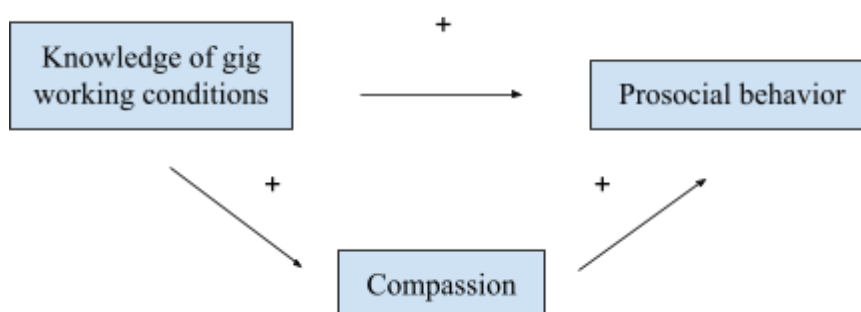
In other words, I expect the gig service consumers to feel compassion and want to act prosocial when learning about the gig service working conditions. Still, I want to test the effect of knowledge of gig working conditions on prosocial behavior because of inconsistent findings in previous research. This paper will build upon the following hypotheses:

- *Hypothesis 1: Knowledge increases prosocial behavior.*
- *Hypothesis 2: Knowledge increases compassion.*
- *Hypothesis 3: Compassion increases prosocial behavior.*
- *Hypothesis 4: Compassion mediates the effect of knowledge on prosocial behavior.*

The independent variable is “knowledge of gig working conditions,” and the dependent variable is “prosocial behavior.” The mediator between the independent and dependent variables is “compassion.” I suspect a positive correlation between the variables; see Figure 1.

Figure 1

Hypothesized Model.



4. Methods

This study aims to test if consumers will act prosocial in the gig economy if they know the working conditions and feel compassion for the workers. The gig economy consumers are a new phenomenon in academia, and not much data is available about this actor. An experimental survey design has been chosen for this paper because an experiment is the most reliable way of discovering cause and effect (Esaiasson et al., 2017, p. 338). The experiment has a posttest-only control group design. The participants were randomly assigned to two groups; one group received treatment, and the other did not. The treatment's impact is measured only once after the experiment to evaluate its significance (Teorell & Svensson, 2007, pp. 75-77).

4.1 Participants and Design

The study used individuals as units of analysis who partook in a survey experiment. The survey was published on Facebook and LinkedIn to recruit participants. It was launched on April 24th and stayed open until April 30th; after that, no more responses were recorded. In total, 145 participants were recruited for this experiment. After removing inattentive participation, 135 participants were analyzed further. The participants' age ranged from 19 to 80 (Mean(SD)=30.59(13)), with 71.64% female respondents. Of the participants, 60% had obtained a Bachelor's or a higher-level degree. The study focuses on the Swedish context, and the survey was directed at Swedish nationals and written in Swedish. There were no other restrictions on participants other than their nationality.

Since the paper examines the consumers' prosocial behavior in the gig economy, it is relevant for the experiment to have consumers answer. However, non-users of gig services were not excluded as the study aimed to understand the mechanism for prosocial behavior in the gig economy, where both users and non-users of gig services are relevant. Considering previous research (Healy et al., 2020; Smith., 2021) has shown that regular gig customers generally have a more positive attitude towards gig work, I wanted to ensure that gig service frequency did not affect the results. Questions about if and how many times the participants had ordered restaurant food from a digital platform within the last three months were included in the survey; see Figures 7 and 8 in Appendix. Only participants who had ordered food from digital platforms received the question on frequency.

In the survey, 85% of the participants had used a digital platform to order food, but 33% had not done so in the last three months. Of the regular users, 45,6% had ordered food from a digital platform 1-3 times, and 17,5% 4-7 times in the last three months. I conducted two chi-square tests of independence which showed that the users and non-users, as well as the number of times the participants had ordered restaurant food from a digital platform, were evenly distributed between the control and treatment groups, see Tables 5 and 6 in Appendix. The users and non-users and the gig service usage frequency were not further analyzed since the groups were not statistically different. Therefore, there is no need to account for differences between them.

A power analysis was calculated before the experiment for a small to medium effect requiring 128 to 787 participants. The number of participants in this experiment, 135, falls into that frame. More participants would have ensured higher statistical power (Esaiasson et al., 2017, p. 59), but the short time frame limited the possibilities for recruitment.

The participants of this experiment were part of an online convenience sample and not representative of the Swedish population. Mook (1983) argues that many experiments do not have generalizing intentions but rather intentions to contribute to understanding processes happening. He continues to write that it is this understanding which can have external validity, not the results. This study is interested in discovering if compassion can lead to prosocial behavior in the gig economy in the recruited pool of participants, providing information on mechanisms of engaging people.

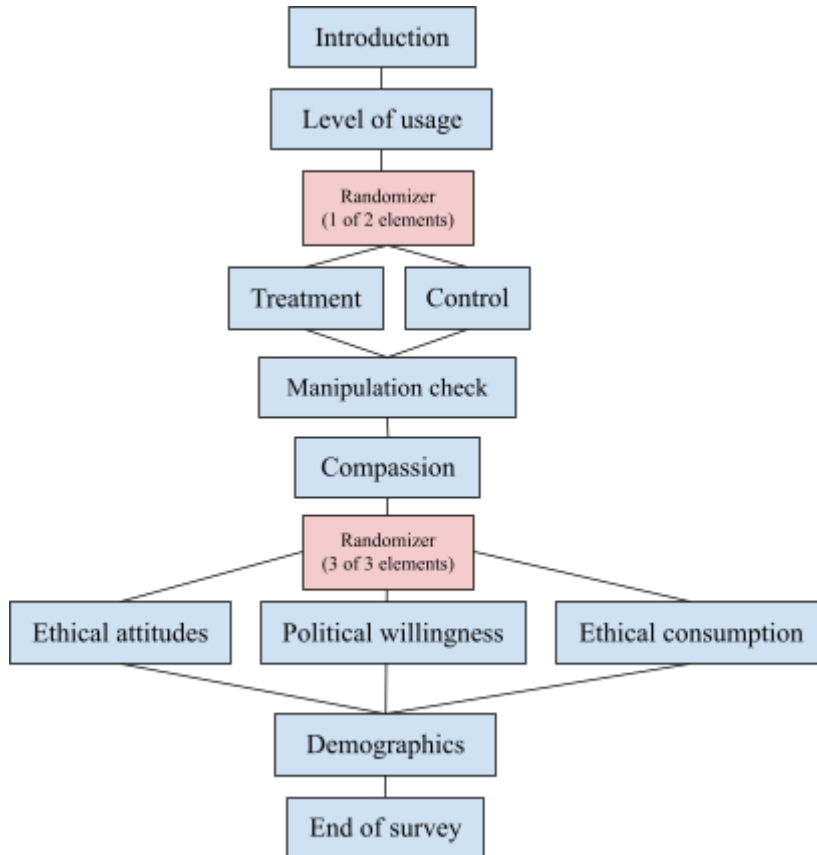
Before starting the experiment, the participants gave their consent and were informed that they could conclude their partaking at any time. They were also informed that their answers would be coded so no personal identifiers (age, gender, level of education) would be part of the paper. My email address was also included in the survey's beginning and end for the participants to contact me if they had any additional questions. These precautions were added to ensure that the paper was conducted ethically, as the experiment's benefits should not exceed the cost for the participants (Esaiasson et al., 2017, p. 354).

The survey was approximately five minutes, and the short time limited the risk of the participants ending the survey before answering all questions. Before moving on to the experiment, the participants read an introductory text. In the introduction, they learned that

they were partaking in a survey about customer behavior. For the complete survey flow of the experiment, see Figure 2.

Figure 2

Survey flow of the experiment.



The participants were divided into two groups through automatic randomization in Qualtrics (63 control, 72 treatment). The control and treatment groups were similarly composed regarding age, as the mean was 29,68 in the control group and 31,38 in the treatment group. A t-test showed that the groups' ages were not statistically different. For the gender and education level, I conducted the chi-square tests of independence, which showed that both were evenly spread and not statistically different across the control and treatment groups; see Tables 7-9 in Appendix for a complete compilation of demographics. I did not analyze the participants' demographics further, as they are balanced. The tests show that random assignment through Qualtrics has been successful, which is essential for ensuring that it is not another variable responsible for the possible observed connection (Esaïsson et al., 2017, pp. 71-72).

4.2 Treatment

The participants in the treatment group read a text with information about the working conditions in the gig economy based on news articles on Foodora workers in Sweden (Aldin Fares & Åberg, 2023; Ternby & Turesson, 2021). See Figure 3 for the treatment condition.

Figure 3

Treatment condition.

Vänligen läs igenom följande text.



Under de senaste åren har matleveranser genom budföretag blivit alltmer populära. Till skillnad från de flesta andra yrken är arbetarna inte anställda utan tar på sig "gig" genom digitala plattformar. Gigjobb kännetecknas av **låga löner, frånvaro av anställningsförmåner** och **osäkra anställningar**. Fortsatt tillgång till gig baseras på prestation, mätt genom hur många leveranser som slutförs per timme. Faktorer som arbetarna inte har kontroll över, såsom förseningar på restaurangen eller om de har en leverans långt bort påverkar deras betyg.

Möt Peter, en gigarbetare som många andra kämpar med **ensamhet** i ett jobb där kontaktlösa leveranser blir allt vanligare. Han känner ofta en känsla av **ekonomisk osäkerhet**, vilket gör honom **stressad** och **orolig inför framtiden**. Peter ser inte matleverans som en permanent lösning men han måste fortsätta jobba eftersom det ger honom pengar och möjligheten att försörja sig själv.

The first part of the text gives general information on food delivery services and the workers. The words in bold, “low wages, absence of employment benefits and unsafe working conditions,” are chosen based on earlier research on the aspects of gig work that the gig service customers often are unaware of (Smith et al., 2021). In the second part of the text, participants are introduced to a fictitious gig worker named “Peter” and read about his

struggles working as a gig service delivery person. The aim is to make the gig work real for the participants by having them read about a person living in this reality of being a gig worker. The bolded words “financial insecurity, stressed and worried about the future” are chosen based on research by Healy and colleagues (2020) which shows that even people with a generally good perception of gig work still think it does not lead to financial security.

The treatment group was also shown a picture of a gig service worker bicycling in the snow taken from a news article by Ternby and Turesson (2021). I chose to include a picture based on research by Morais et al. (2022), which explores the effect of using visualizations in public spaces to evoke compassion and affect prosocial behavior through donations. They found that showing a visualization had a more significant impact on donations than just presenting the information. In this study, the text and the picture were chosen to increase the feelings of compassion of the participants for the workers.

The control group read a shorter written text without a picture; see Figure 9 in Appendix. In the control text, the participants only read the two first sentences in the treatment text, which provided general information on the gig economy. The participants also get introduced to “Peter” but are only informed that he is a gig food delivery worker. He is introduced to the control group so the participants understand who is referred to in the following questions. The control condition text is not meant to induce any emotions.

4.3 Measures

This paper aims to see if knowledge of gig working conditions can lead to compassion and create prosocial behavior in the gig economy. The dependent variable, “prosocial behavior,” is measured through three different outcomes; “ethical attitudes,” “political willingness,” and “ethical consumption.” I choose these three measures as they cover different aspects of prosocial behavior; considering others’ welfare, engaging in cooperative activities, and making ethical choices. The first outcome, “ethical attitudes,” measure thoughts and opinion on general ethical actions. The second is “political willingness,” which measures eagerness to act politically for the gig worker cause. Finally, ethical behavior is measured through the “ethical consumption” outcome, where the participants put the actual price they are willing to pay for the gig services. The outcomes differentiate as they measure thoughts (ethical attitudes), willingness (political willingness), and behavior (ethical consumption). By having

three different measures of prosocial behavior, I can get a broad picture of the effects of the treatment and compassion.

All participants responded to different questions to examine the prosocial behavior outcomes, which were later listed into indices. The order of the outcomes and questions within each outcome were randomized to rule out that the sequencing affected the answers. The ethical attitudes outcome index measured the participants' assessment of general ethical matters. I constructed the index, and the five items are common attributes of ethical attitudes ($\alpha = .75$). Examples of questions answered by the participants were "Please indicate the extent to which you agree with the following statements. It is important to...reflect on human action." (1 (Not at all) to 5 (Very much)).

Furthermore, I also developed the political willingness index, which was used to determine the participants' self-assessed probability for political action in favor of the workers in the gig economy. The index measures political behavioral intentions, while most survey research focuses on attitudes. Political willingness was measured through five items ($\alpha = .79$) concerning political activism, such as "To improve the working conditions of gig workers, how likely are you to...sign a petition." (1 (Very unlikely) to 5 (Extremely likely)).

A price-setting index was created to measure ethical consumption. The participants were first given a scenario where they were going to order food from a food delivery service. Next, they were asked to put their price on home delivery of dishes ordered through a digital platform. They were presented with four dishes (Pizza, Hamburger, Sushi, Tikka Masala) to limit the influence of personal preference. The price range was between 0 to 500 SEK, and the dishes were presented like a menu designed to look realistic as if they were from an actual delivery site; see Figures 14-18 in Appendix. The participants set their prices themselves, reducing the influence on how much they are expected to pay. Participants' prices on the dishes mean were combined to create the price setting index ($\alpha = .92$), which sought to determine the actual price of ethical consumption.

The compassion index was created to measure if the participants felt compassion for the gig worker Peter. The questions on compassion were adapted from Lee and Gibbons (2017), although reduced from eight to five items to shorten the time answering for the participants ($\alpha = .90$). Questions included, "Please indicate the extent to which you agree with the following

statements. When I think of the gig worker Peter, I feel...a strong desire to end his emotional pain.” (1 (Not at all) to 5 (Very much)).

Following the treatment or the control condition, all participants answered to what extent they agreed with statements about the working conditions in the gig economy. These four items ($\alpha = .78$) included statements that coincided with the information in the treatment condition to see if the participants correctly interpreted the treatment. An example question read, “Please indicate to what extent you agree with the following statement. Gig jobs mean...unsafe working conditions for the workers” (1 (Do not agree at all) to 5 (Agree to a great extent)). The manipulation check proved successful as there was a statistically significant difference between the groups ($p < .01$) on these questions, meaning that the participants perceived the treatment as expected. See Figures 5-22 in Appendix for the complete survey experiment question guide.

5. Results

In this paper, I tested if knowledge increases compassion, resulting in prosocial behavior. The four hypotheses have been tested by using an experimental design. The independent variable, “knowledge of gig working conditions,” was the treatment, and the dependent variable, “prosocial behavior,” was measured through ethical attitudes, political willingness, and ethical consumption.

For Hypothesis 1 to be supported, there has to be a difference between the control and the treatment group on the outcomes, showing a direct effect. See all variables’ means and standard deviations in Table 1.

Table 1*Mean difference table.*

Condition	Control M(SD)	Treatment M(SD)
Compassion (Index)	2.39(0.95)	3.11(0.95)
Prosocial behavior		
Ethical attitudes (Index)	4.33(.48)	4.22(0.55)
Follow ethical norms	4.22(0.75)	4.18(0.72)
Reflect on human action	4.46(0.62)	4.35(0.72)
Be a role model for others	4.05(0.83)	4.04(0.83)
Value different actions	4.14(0.67)	4.03(0.91)
Be considerate of others	4.78(0.46)	4.51(0.69)
Political willingness (Index)	2.62(.86)	2.66(.81)
Sign a petition	3.73(1.27)	3.78(1.17)
Donate money	2.43(1.09)	2.39(1.13)
Write letter to a state official	1.73(0.87)	1.78(1)
Demonstrate	1.98(1.14)	2.08(0.98)
Partake in boycott	3.22(1.29)	3.26(1.33)
Ethical consumption (Index)	138.49(52.58)	146.73(49.29)
Pizza	126.71(50.79)	134.42(45.4)
Hamburger	128.62(58.38)	136.65(52.53)
Sushi	146.02(58.59)	153.88(55.17)
Tikka Masala	152.79(67.00)	161.97(67.25)

As the table shows, the participants in the control group had almost the same mean as the ones in the treatment group regarding ethical attitudes and political willingness. However, ethical consumption differed, and the mean was higher in the treatment group than in the control group. After doing a regression analysis of the treatment on the prosocial behavior outcomes, the results showed no statistically significant difference between the groups on any of the outcomes. See Table 2 for the regression analysis table of the treatment on the

prosocial behavior outcomes. These results suggest that knowledge alone does not lead to prosocial behavior, thus rejecting Hypothesis 1.

Table 2.

Regression of Treatment vs Control on Ethical attitudes, Political willingness, and Ethical consumption.

Outcome variables:	Ethical attitudes	Political willingness	Ethical consumption
Treatment vs Control	-0.11 (-1.21)	0.04 (0.27)	8.24 (0.94)
Constant	4.33*** (66.68)	2.62*** (24.94)	138.5*** (21.62)
<i>N</i>	135	135	135
<i>R</i> ²	0.011	0.001	0.007

Standard errors in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

To test Hypothesis 2, if information about gig working conditions leads to compassion, there has to be a difference between the conditions. As shown in Table 1, the mean of the compassion variable in the treatment group ($M(SD) = 3.11(.95)$) is higher than in the control group ($M(SD) = 2.39(.95)$). The relationship between the treatment and the compassion outcomes was tested through a regression analysis shown in Table 3.

Table 3.

Regression of Treatment vs Control on Compassion.

Mediator variables:	Compassion
Treatment vs control	0.72*** (4.40)
Constant	2.39*** (19.93)
<i>N</i>	135
<i>R</i> ²	0.127

Standard errors in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

The table shows that the relationship between the treatment and the mediator variable compassion is positive and statistically significant (.72***), as $p < .001$. This finding demonstrates that the treatment “knowledge of working conditions” successfully induced compassion in the participants, thus supporting Hypothesis 2.

The next step is to test Hypothesis 3 through a regression analysis to analyze the relationship between compassion and prosocial behavior, see Table 4. The result shows a statistically significant positive relationship between compassion and ethical attitudes (0.19***) and political willingness (0.46***). This significant finding indicates that the connection could be visible outside this experiment. The results revealed that compassion affects people’s perception of the importance of ethical matters and their willingness to take political action regarding gig workers. Nevertheless, the treatment and ethical consumption relationship is not statistically significant. The results partly support Hypothesis 3, as two of the three prosocial behavior outcomes were positive and significant.

Table 4.

Regression of Compassion on Ethical attitudes, Political willingness, and Ethical consumption.

Outcome variables:	Ethical attitudes	Political willingness	Ethical consumption
Compassion	0.19*** (4.70)	0.46*** (7.78)	2.28 (0.53)
Constant	3.74*** (31.00)	1.37*** (7.88)	136.6*** (10.66)
<i>N</i>	135	135	135
<i>R</i> ²	0.142	0.313	0.002

Standard errors in parentheses

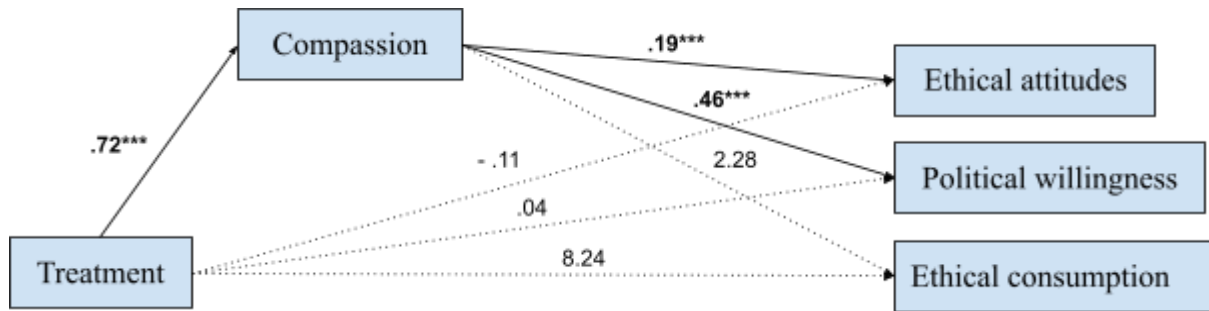
* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

In this paper, compassion has been measured as a mediator variable between the independent and dependent variables. There are better ways of measuring the relationship between these variables than these regressions. However, Baron and Kenny (1986) present a way of testing the mediator effect through several regressions analysis. These are: independent on the mediator (Table 3), independent on the dependent variable (Table 2), and mediator on the dependent variable (Table 4). The independent variable must affect the mediator and the dependent variable, while the mediator must affect the dependent variable. They argue that mediation is established when the effect between the independent and dependent variables is less significant than the effect of the mediator on the dependent variable (Baron & Kenny, 1986). The results in Table 2 show no statistically significant relationship between the independent and dependent variables. There is, however, a statistically significant positive relationship between the independent variable and the mediator, as well as the mediator and the dependent variable. These results show full mediated effect, which supports Hypothesis 4.

To summarize, the results show that the treatment successfully induced compassion in the participants for the gig workers. Although, the treatment on its own does not lead to prosocial behavior. Compassion leads to prosocial behavior in the form of ethical attitudes and political will but not ethical consumption. For complete summarization of the results, see Figure 4.

Figure 4

Summary of results based on Hypothesized Model



Note. *Prosocial behavior*= ethical attitudes, political willingness, ethical consumption.

6. Discussion and Conclusion

This paper has explored if compassion can increase prosocial behavior in the gig economy. The growing gig economy is changing the workforce to center around digital platforms where the workers' conditions often get forgotten. I argued that the consumer, an essential factor for change, could be impacted to act for the gig workers' rights. Knowledge of the working conditions would lead to compassion and a higher probability of prosocial behavior, including ethical attitudes, political willingness, and ethical consumption.

Using an online survey experiment, I found that information could induce compassion temporarily, in line with research by Kim and colleagues (2020). Compassion made people more prosocial in the form of ethical attitudes and political willingness. These findings align with the theory and previous research on compassion (Goetz et al., 2010; Singer & Klimecki, 2014; Gilbert, 2019). Compassion has two parts; recognizing suffering and acting to solve it, which is needed to engage people and make them act prosocial. Knowing about the gig working conditions alone did not bring prosocial behavior.

There was an increase in the importance of general ethical matters and a higher willingness to act politically. These findings matter as they show that we can use the knowledge on

compassion as a mechanism of change, making people care about the gig workers and increasing their willingness to act politically for them. However, the findings did not support compassion leading to ethical consumption in the gig economy. These findings contradict research discussed in the literature review on ethical consumption by Tully and Winder (2014), which found people enthusiastic about paying more for products emphasizing good labor standards. The results also go against research on ethical consumption in the gig economy, where the participants are willing to pay more for decent working conditions and wages for the gig wages (Smith et al., 2021).

Ethical consumption was measured through a price-setting index, where the participants were asked to put a price on dishes. The participants were unaware that this price setting was a measure of ethical consumption, as the purpose was to see the actual price. Leaving the participants unaware was to prevent them from putting an exaggerated, higher price, as they might have done if they knew it was about ethical consumption. The price-setting outcome differentiates from experimental research by Smith and colleagues (2021) as they explore willingness to pay more, whereas this paper examines the actual price consumers are paying.

This paper has shown a gap between the consumers' willingness to act for the gig workers and their actual behavior in the gig economy. A possible explanation for this gap is that the participants might have thought that a price increase would solely benefit the digital platform in terms of increased profits rather than translating into improved wages and working conditions for the gig workers. This perception may have prevented the participant from setting a higher price for the gig services.

Much like the gig workers' cause, there is a separation between thought and action for environmental engagement. Consumers are concerned about climate change but are unwilling to sacrifice convenience for sustainability and act in favor of the environment (Peattie & Crane, 2005). Similar factors may contribute to the divide between willingness and action in both the gig economy and environmental engagement. Valuable lessons can be learned from research on promoting green behavior to engage consumers in the gig economy effectively. Lastly, another possible explanation for the disparity between willingness and action can be "willful ignorance," as indicated by Ehrlich and Irwin (2005).

This paper contributes to the limited knowledge of mobilizing the gig economy consumers to take action for the workers. The study tests an emotion-based argument of compassion on a relevant case: the gig consumers. The findings have increased our knowledge of compassion as a mediator, influencing people to take action. The compassion argument was tested through an experiment, where I manipulated the independent variable and excluded extraneous variables (demographics and gig service usage frequency), which was beneficial in ensuring high internal validity. The study has also contributed with some knowledge on the case of Sweden, as it tested on Swedish participants.

7. Limitations and Future Research

The limitations of the work can be used to understand what needs to be done in future research. The participant size was within the span of small to medium effect, although increasing the number of participants would improve the accuracy and reduce the risk of errors. The paper focuses on Sweden; however, the sample was an online convenience sample and, therefore, not representative of the Swedish population. Efficiently impacting the participants through the treatment was crucial in this study to see if knowledge increases compassion and induces prosocial behavior. The treatment design could have been more lifelike to engage the participants further and increase the external validity. This enhancement could have been made by creating a news-article style text or filming the gig workers and having them tell about the working conditions, which future research should consider.

Prosocial behavior is in this study measured as ethical attitudes, political willingness, and ethical consumption. The ethical attitudes index measured the participants' general thoughts regarding ethical actions, not explicitly concerning the gig economy. This means that while participants might think that ethical activities are essential in most cases, they might not be concerned about these aspects regarding the gig workers. For future research, tailoring the ethical attitudes measure to the gig economy would be relevant. Political willingness measures eagerness to act politically for the cause of the gig workers. While some might want to act to improve the working conditions, they may not do it. Consumers' actual political actions for the gig workers would be interesting to explore further.

There needs to be more research on the gig economy in Sweden and the rest of Europe. Regarding the consumers in the gig economy, research is almost nonexistent. Relevant

information on the gig economy in Sweden should include information on working conditions and experiences among workers and regulatory opportunities for improving working conditions. Concerning the consumer, this study finds that 85% of the participants had used a digital platform to order food. There is a need to understand on a large scale how many citizens use the services, their motivation, attitudes, and relationship approach to the workers. Furthermore, there is a need for longitudinal data that shows differences over time and in different countries, as there is no sign that the gig economy is leaving anytime soon.

Another exciting area for future research would be to explore how the visibility of the gig economy affects possibilities for change. Other issues, such as poor working conditions in developing countries, are problems that are geographically far away. The gig economy, on the other hand, is visible on the street, delivering to the door, and still, people do not act to improve the working conditions. Further exploration of this visibility and how it affects efforts to improve working conditions would be interesting.

This study has focused on the gig economy consumers and possibilities for making them care about the workers. I argued that knowledge of working conditions in the gig economy could lead to increased compassion and prosocial behavior. The study found that information on the working conditions led to compassion, which improved ethical attitudes and increased willingness to act politically for the worker. The consumers showing engagement for the gig workers' cause is an important step toward a future where convenient digital services align with optimal working conditions.

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Appendix

Survey

Figure 5

Introduction text.

Välkommen!

Du har blivit ombedd att delta i denna enkätundersökning till ett kandidatarbete som handlar om **konsumentbeteende**. Denna undersökning bör ta dig ungefär **5 minuter att slutföra**. Du kommer först att läsa en kort text och sedan svara på några frågor om vad du har läst. Genom ditt deltagande bidrar du till ökad förståelsen om konsumentbeteende.

I kandidatuppsatsen kommer det inte att finnas någon information som skulle göra det möjligt att identifiera en deltagare. Data som samlas in från enkäten kommer att kodas för att ta bort personliga identifierare.

Din medverkan är frivillig och du kan när som helst välja att avsluta din medverkan i undersökningen.

Om du har frågor eller andra funderingar angående undersökningen kontakta Kerstin Larsson på guslarkea@student.gu.se.



Figure 6

Informed consent.

Genom att välja knappen "Samtycke givet" nedan intygar du att du är minst 18 år, har läst detta formulär som förklarar undersökningen, du vet att delta i undersökningen är frivilligt, och du förstår att du kan avsluta ditt deltagande i undersökningen när som helst.

<input type="radio"/> Samtycke givet	<input type="radio"/> Samtycke inte givet
--------------------------------------	---



Figure 7

Ever used gig services (food delivery).

Har du någonsin beställt hemleverans av restaurangmat via en digital plattform?

<input type="radio"/> Ja	<input type="radio"/> Nej
--------------------------	---------------------------



Figure 8

User frequency (food delivery).

Under de senaste 3 månaderna, hur många gånger har du beställt hemleverans av restaurangmat via en digital plattform?

- Ingen gång
- 1-3 gånger
- 4-7 gånger
- 8-12 gånger
- Fler än 12 gånger



Figure 9

Control condition.

Vänligen läs igenom följande text.

Under de senaste åren har matleveranser genom budföretag blivit alltmer populära. Till skillnad från de flesta andra yrken är arbetarna inte anställda utan tar på sig "gig" genom digitala plattformar.

Peter är en gigarbetare som levererar mat som kunder beställt online.

Figure 10

Manipulation check.

Vänligen ange i vilken utsträckning håller du med om följande påstående.

Gigjobb innebär...

	Instämmer inte alls	Instämmer inte helt	Varken instämmer eller instämmer inte	Instämmer delvis	Instämmer i hög grad
...osäkra arbetsvillkor för arbetarna.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...låg inkomst för arbetarna.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...ekonomisk osäkerhet för arbetarna.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...en oro för framtiden för arbetarna.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Figure 11

Measuring compassion (mediator variable).

Vänligen ange i vilken utsträckning du håller med om följande påståenden.

När jag tänker på gigarbetaren Peter känner jag...

	Inte alls	Lite	Måttligt	Mycket	Väldigt mycket
...att jag kunde hjälpa honom att må bättre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...en stark önskan att få slut på hans känslomässiga smärta.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...mig orolig för honom.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...en överväldigande önskan att trösta honom.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...att det är synd om honom.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Figure 12

Measuring ethical attitudes (prosocial behavior).

Vänligen ange i vilken utsträckning du håller med om följande påståenden.

Det är viktigt att...

	Inte alls	Lite	Måttligt	Mycket	Väldigt mycket
...vara en förebild för andra.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...följa etiska normer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...värdera olika handlingar mot varandra.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...ta hänsyn till andra människor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...reflektera över mänskligt agerande.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Figure 13

Measuring political willingness (prosocial behavior).

För att förbättra gigarbetares arbetsförhållanden, hur sannolikt är det att du skulle...

	Väldigt osannolikt	Osannolikt	Varken osannolikt eller sannolikt	Sannolikt	Extremt sannolikt
...skriva brev till en statstjänsteman.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...donera pengar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...delta i en bojkott.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...skriva under en namninsamling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...demonstrera.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[→](#)

Figure 14

Measuring ethical consumption (prosocial behavior), introduction text.

Vänligen föreställ dig följande scenario:

Det är fredagkväll och du kommer hem efter en lång arbetsvecka. Du känner ingen ork för att laga mat så istället bestämmer du dig för att beställa mat med hemleverans via en digital plattform.

Du ska nu själv sätta pris för hur mycket du är villig att betala för varje maträtt inklusive hemleverans.

Figure 15

Measuring ethical consumption (Sushi).

Hur mycket skulle du betala för hemleverans av följande maträtt? (SEK).



Sushi
Japanskt

0 50 100 150 200 250 300 350 400 450 500

SEK



Figure 16

Measuring ethical consumption (Hamburger).

Hur mycket skulle du betala för hemleverans av följande maträtt? (SEK).



Hamburgare
Amerikanskt

0 50 100 150 200 250 300 350 400 450 500

SEK



Figure 17

Measuring ethical consumption (Pizza).

Hur mycket skulle du betala för hemleverans av följande maträtt? (SEK).



Pizza margherita
Italienskt

0 50 100 150 200 250 300 350 400 450 500

SEK



Figure 18

Measuring ethical consumption (Tikka Masala).

Hur mycket skulle du betala för hemleverans av följande maträtt? (SEK).



Tikka Masala
Indiskt

0 50 100 150 200 250 300 350 400 450 500

SEK



Figure 19

Demographics: gender.

Hur definierar du din könsidentitet?

Man	Kvinna	ickebinär	Annat	Föredrar att inte berätta
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[→](#)

Figure 20

Demographics: age.

Vänligen dra punkten till din ålder i år.

18 26 34 43 51 59 67 75 84 92 100

Ålder i år

[→](#)

Figure 21

Demographics: education level.

Vänligen skriv in din högsta nivå av utbildning.

<input type="radio"/> Grundskola
<input type="radio"/> Gymnasiet
<input type="radio"/> Kurser på universitet
<input type="radio"/> Kandidatexamen
<input type="radio"/> Masterexamen
<input type="radio"/> Doktorexamen

[→](#)

Figure 22

End text.

Tack för din medverkan!

Denna studie har som mål att undersöka effekten av medkänsla på konsumentbeteende i gigekonomin. Förväntningen var att personer kommer att agera mer etiskt om de är medvetna om de dåliga arbetsförhållandena i gigekonomin.

Detta testades genom att slumpmässigt dela in deltagarna i två olika grupper. Om du var i behandlingsgruppen fick du se en bild på en gigarbetare och läsa en informationstext om de dåliga arbetsförhållandena i gigekonomin. Tanken är att det skulle leda till medkänsla för arbetarna. Tillhörde du kontrollgruppen fick du ta del av en kort övergripande informationstexten om gigekonomin. Du svarade sedan på olika frågor om dina tankar och potentiella beteende gällande gigekonomin.

Vid frågor eller övriga funderingar kontakta Kerstin Larsson på guslarkea@student.gu.se

Klicka på pilen för att skicka dina svar!



Supplementary Data

Table 5

Chi-square test of independence between Ever used gig service and Control vs Treatment.

Control vs Treatment	Ever used gig service		
	Yes	No	Total
Control group	55	8	63
Treatment group	59	13	72
Total	114	21	135

Pearson Chi2 = 0.73 Prob = 0.3916

Note. Survey question; Have you ever ordered restaurant food through a digital platform?

Table 6

Chi-square test of independence between User frequency and Control vs Treatment.

Control vs Treatment	User frequency					
	1	2	3	4	5	Total
Control group	17	24	10	2	2	55
Treatment group	21	28	10	0	0	59
Total	38	52	20	2	2	114

Pearson Chi2 = 4.59 Prob = 0.3315

Note. Survey question: How many times have you ordered restaurant food through a digital platform within the last three months? Answers: Never once = 1, 1-3 times = 2, 4-7 times = 3, 8-12 times = 4, More than 12 times = 5.

Table 7

T-test of Age by Control vs Treatment.

	Control	Treatment	Control Mean	Treatment Mean	dif	St Err	t value	p value
Age by Control vs Treatment	63	72	29.683	31.389	-1.707	2.247	-.75	.449

Table 8*Chi-square test of independence between Gender and Control vs Treatment.*

Control vs Treatment	Gender		
	Male	Female	Total
Control group	14	48	62
Treatment group	24	48	72
Total	38	96	134

Pearson Chi2 = 1.90 Prob = 0.1685

Table 9*Chi-square test of independence between Education level and Control vs Treatment.*

Control vs Treatment	Education level						Total
	1	2	3	4	5	6	
Control group	2	10	18	21	10	2	63
Treatment group	1	5	18	34	13	1	72
Total	3	15	36	55	23	3	135

Pearson Chi2 = 5.22 Prob = 0.3896

Note. *Grundskola* = 1, *gymnasium* = 2, *kurser på universitetet* = 3, *kandidatexamen* = 4, *masterexamen* = 5, *doktorandexamen* = 6.