ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

Proposed Home Management Services Mobile Application in Virac, Catanduanes: A Business Perspective

John Edmund P. Manlagñit[1*] and Teresita C. Lanuzo[1,2]
[1]*University of Santo Tomas – Legazpi, Graduate School*
[*]*johnedmund.manlagnit@ust-legazpi.edu.ph,*[2] *teresita.lanuzo@ust-legazpi.edu.ph*

Date Submitted:
February 23, 2026

Date Accepted:
March 19, 2026

Date Published:
April 29, 2026

DOI:
10.5281/zenodo.19878209

ABSTRACT

This study evaluated the perceived feasibility of a proposed home management services mobile application in Virac, Catanduanes from a business perspective. It assessed stakeholder perceptions across five dimensions: marketing, organizational, technical, financial, and socio-economic feasibility using a mixed-methods descriptive design involving 350 households and 45 service providers. Results revealed a consistently high level of perceived feasibility, with weighted mean scores ranging from 4.17 to 4.48. Organizational and technical dimensions obtained the highest ratings, indicating strong confidence in system operability and alignment with users' digital readiness. Marketing feasibility reflected high perceived usefulness and adoption intent, while socio-economic feasibility highlighted expected benefits in employment generation and service accessibility. Financial feasibility received the lowest, though still high, rating, suggesting sensitivity to pricing and cost considerations. These findings indicate that stakeholders perceive the proposed platform as viable at a conceptual level. However, since the assessment is perception-based, actual feasibility remains unverified. Further validation through system development and pilot testing is recommended to establish practical viability.

Keywords: *Home Management Services, Mobile Application, Feasibility, Gig Economy, Service Providers*

INTRODUCTION

The rapid growth of mobile technologies has changed how people access services and perform daily tasks. Mobile applications are now widely used because they allow users to communicate, transact, and request services in a faster and more convenient way. Studies show that digital technologies help reduce transaction costs and improve access to information, making everyday activities more efficient (Bahia et al., 2020). During the COVID-19 pandemic, the use of mobile applications increased significantly as people relied more on digital platforms for essential services (World Bank, 2024). This trend highlights how mobile applications have become an important part of modern life.

At the same time, the rise of digital platforms has contributed to the growth of the gig economy. The gig economy allows individuals to offer services on a flexible, on-demand basis using digital tools (Vallas & Schor, 2020). This model has created new opportunities for income generation, especially in developing countries where access to traditional employment may be limited (Alauddin et al., 2025). In Southeast Asia, the increasing use of smartphones and internet access has supported the expansion of

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

platform-based services such as ride-hailing, delivery, and freelance work (Curtis et al., 2022). These platforms make it easier for users to access services while providing service providers with more job opportunities.

One area that is growing within this digital environment is home management services. These include tasks such as cleaning, laundry, repairs, and other household-related services. Research shows that digital platforms can improve how these services are delivered by making it easier for households to find service providers and for workers to find clients (Cruz & Gameiro, 2023). These platforms also help reduce information gaps between users and providers, which improves trust and efficiency in service transactions (Akerlof, 1970). In addition, mobile applications enhance customer experience by offering convenience, accessibility, and faster service delivery (Khrais & Alghamdi, 2021).

Despite these developments, many communities, especially in provincial areas, still rely on informal methods to access home management services. These include word-of-mouth referrals, social media posts, and personal networks. While these methods are accessible, they are often inefficient, time-consuming, and lack reliability (Ruaya Jr, 2023; Thakur et al., 2025). Households may struggle to find qualified and trustworthy service providers, while service providers may have difficulty finding consistent work opportunities. This situation highlights the need for a more organized and reliable system.

In Virac, Catanduanes, this challenge is evident. Households increasingly need assistance with home management tasks, yet there is no centralized platform to connect them with service providers. Instead, many people rely on scattered individual posts on Facebook groups and pages to find help, making the process time-consuming and inconsistent. Most transactions are still done informally, which limits efficiency and transparency. At the same time, service providers remain dependent on irregular and unpredictable sources of income. These conditions suggest a gap that can be addressed through a digital solution.

Existing research on mobile applications and digital platforms has mainly focused on urban areas or large-scale systems. There is limited research on the feasibility of localized mobile applications for home services in smaller, provincial communities. Feasibility studies are important because they assess whether a proposed project is practical, sustainable, and worth implementing (Hofstrand & Holz-Clause, 2009; Sidik et al., 2025). They examine key factors such as market demand, technical capability, financial viability, and socio-economic impact.

Given these considerations, this study aims to assess the feasibility of a home management services mobile application in Virac, Catanduanes from a business perspective. The study analyzes household demand, service provider supply, and important feasibility aspects to assess if such a platform can enhance service access, generate employment, and boost local economic growth.

Theoretical Framework

This study is anchored on three core theories (See Figure 1): the Technology Acceptance Model (Davis, 1989), the Theory of Planned Behavior (Ajzen, 1985), and the Diffusion of Innovations (Rogers, 2003). These theories explain how users form perceptions, intentions, and willingness to adopt the proposed mobile application. TAM emphasizes perceived usefulness and ease of use as key drivers of adoption. TPB highlights the influence of attitudes, social norms, and perceived control on user intention, while DOI explains how innovations spread within a community based on factors such as relative advantage and compatibility. These frameworks collectively influence the supply–demand dynamics, where households represent demand and service providers represent supply (Hofstrand & Holz-Clause, 2009). Their interaction shapes the need for a digital platform.

The proposed application is evaluated across five dimensions: market, organizational, technical, financial, and socio-economic feasibility. Since the system is conceptual, assessment is based on user perceptions (Sidik et al., 2025). Findings inform the development of the Management Operation Manual for implementation.

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

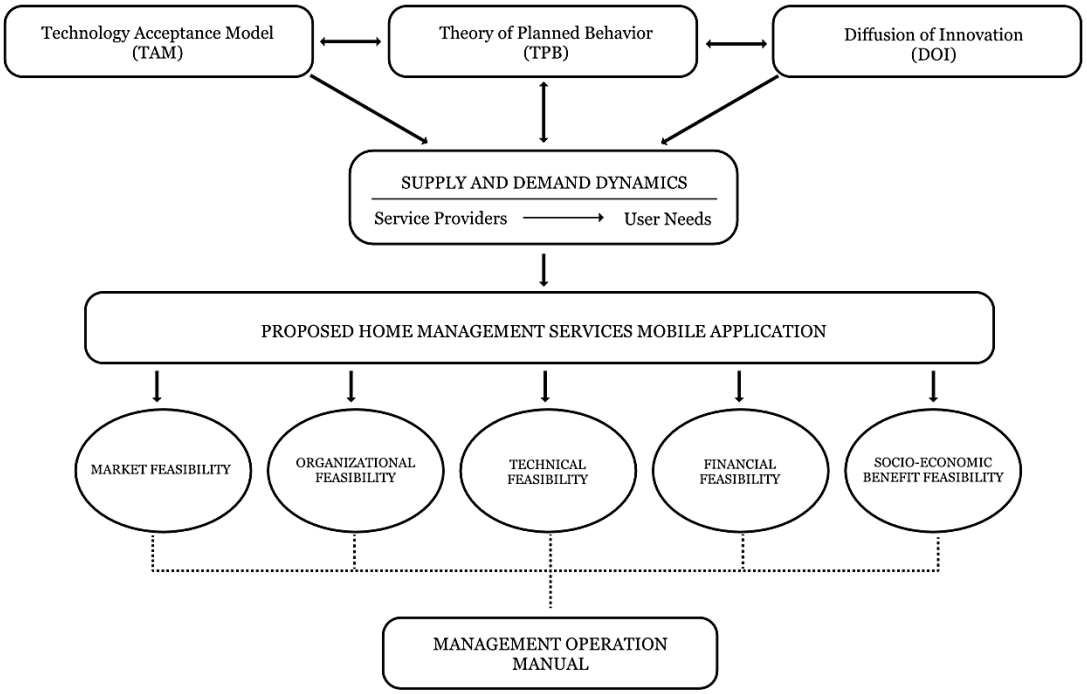

Figure 1. *Theoretical Paradigm*

Literature Review

Mobile Service Platforms

The rapid advancements in information and communication technologies have significantly changed how services are delivered and accessed by the people (Milosavljevic et al., 2024). In recent years, mobile applications have become a crucial part of digital service platforms because they enable businesses to deliver services efficiently while offering users easy access through their smartphones and other mobile devices. Mobile service platforms provide interactivity, ubiquity, and facilitate online transactions (Stocchi et al., 2022).

Mobile applications are important for service industries due to its ability to improve customer experience and service efficiency. According to Khrais and Alghamdi (2021), mobile applications enhance the customer experience as it provides convenience, faster service delivery, and improved access to services. The study also found that mobile applications allow businesses to communicate effectively with customers and provide personalized services, which contributes to overall customer satisfaction.

Furthermore, research on mobile service quality shows that the design and features of mobile apps affect customer satisfaction and how likely they customers will use the service. This means that a user-friendly interface, responsive systems, and real-time communications boost customer engagement and improve service efficiency (Syamsuddin et al., 2024). These digital platforms allow customers to request services, track service progress, and communicate with service providers through mobile devices.

In addition, the integration of various services into a single digital platform is supported by mobile applications for the development of digital service ecosystems. Stocchi et al. (2021) explain that mobile platforms allow businesses to create value as it facilitates interaction between customers and service providers through digital technologies. This becomes an organization's capability to streamline service processes and improve service delivery efficiency.

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

The increasing adoption of mobile applications across sectors and industries demonstrates their role in modern service delivery systems. As digital technologies continue to grow, mobile service platforms are expected to remain essential tools for businesses seeking to enhance service accessibility, efficiency, and customer satisfaction. Research in the Philippines shows that digital platforms are increasingly used to facilitate services and economic activities. The rise of mobile applications and digital labor platforms has enabled Filipinos to access services and job opportunities through online systems.

A report on digital labor platforms in the Philippines shows that online platforms enable Filipinos to work for both local and international clients without leaving the country, broadening employment opportunities through digital technologies (Socioeconomic Research Portal for the Philippines, n.d.). Similarly, research on digital labor in the Philippines explains that platform-based work is mediated through online systems where digital platforms act as intermediaries connecting workers with clients or service users (Soriano, 2021).

Gig Economy and Platform-Based Services

The rise of digital platforms has also fueled the growth of the gig economy. It has changed traditional employment structures and service delivery models. The gig economy describes a labor market made up of temporary, task-based, or freelance work arrangements enabled by digital platforms (Vallas & Schor, 2020; independent contractor - Sustain-Ability Media, 2023).

Digital platforms serve as intermediaries that link service providers with consumers in online markets. These platforms allow workers to provide services independently while giving consumers easy access to services through digital systems. According to Vallas and Schor (2020), platform-based labor markets depend on digital technologies to facilitate interactions between workers and clients in service transactions.

Studies show that gig economy platforms offer economic opportunities for freelancers and independent workers. Digital labor platforms lower barriers to entry by enabling workers to access job opportunities without traditional employment contracts (Alauddin et al., 2025). This system allows individuals to earn money by offering services aligned with their skills and availability.

Furthermore, gig platforms offer flexibility for workers by letting them decide when and where to work. Research by Sharma et al. (2025) indicates that many workers participate in gig platforms because they offer flexible work arrangements and the chance to earn extra income. This flexibility makes gig platforms attractive for individuals seeking alternative employment opportunities.

However, some studies also highlight challenges associated with gig economy platforms, such as income instability and limited employment benefits for workers. Despite these challenges, the gig economy keeps growing as digital platforms expand into various industries, including transportation, freelance services, and home service apps.

Home Management Mobile Applications

One emerging application of digital platforms within the gig economy is the development of home management mobile applications. These digital platforms enable households to request services such as cleaning, plumbing, electrical repair, appliance maintenance, and other home management tasks through mobile applications.

Home management mobile apps serve as digital marketplaces connecting customers with service providers who offer household services. Through these mobile platforms, users can search for available service providers, compare options, schedule appointments, and track service progress via digital interfaces (Cruz & Gameiro, 2023). These features make hiring service providers easier and enhance the coordination of service delivery.

Several concepts for home management services exist in certain countries. For instance, EasyClean addresses the growing demand for efficient cleaning services in Malaysia (Lee & Ali, 2025). Cleanster.com, on the other hand, is a platform accessing via web and mobile application which offers regular and deep

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

cleaning household and office services in the United Kingdom. Getcleaner, from Israel, provides similar offerings but also extends its services to Airbnb. All these mobile applications allow users to rate cleaners and make online payments.

Research shows that digital platforms enhance service coordination by enabling organized interactions between service providers and customers. Cruz (2023) explains that digital platforms are essential for organizing service transactions and facilitate efficient matching between service providers and clients. In traditional service markets, customers often struggle to find reliable service providers because information about service quality and availability is scarce. Digital platforms solve this problem by offering features like customer reviews, ratings, and service tracking systems that boost transparency and build trust in service transactions (Vallas & Schor, 2020).

Moreover, digital service platforms reduce search costs for customers and improve the efficiency of service matching. By enabling users to locate service providers quickly through mobile applications, home service platforms improve accessibility and efficiency in household service delivery (Stocchi et al., 2022). Home management services are not new to the Philippine market. However, most of these services are accessible through websites. Busy Bee Cleaning Co., the most well-rated cleaning service in Metro Manila, has been offering professional cleaning services since 2016. Happy Helpers, a social enterprise, offers home and office cleaning services such as deep cleaning, warehouse cleaning, decluttering, disinfection, and many more. GetKlean, located in the heart of Manila and extending up to Pampanga in the north and Laguna in the south, provides air-conditioning units and “move-in and move-out” cleaning services. These enterprises use websites as their main platform to reach consumers who need professional cleaning services.

As modern lifestyles become busier, many households depend on digital platforms to handle domestic tasks efficiently. The rise of home management mobile apps shows the increasing demand for easy digital solutions that assist with household service management.

Feasibility Studies on Digital Platforms

Before implementing technology-based systems such as mobile applications, organizations generally conduct feasibility studies to assess the practicality and chances of success for proposed projects. Feasibility studies offer a systematic way to determine whether a proposed business idea or technology solution can be successfully put into action (Sidik et al., 2025).

Feasibility studies involve analyzing several aspects of a project, including market demand, technical capability, financial resources, and socio-economic impact (Hofstrand & Holz-Clause, 2009). These analyses help organizations determine whether sufficient resources and market opportunities exist for the proposed project. In mobile application development, feasibility studies are especially important because technology projects often need significant funding and technical resources. By conducting feasibility assessments, organizations can find out if the proposed digital platform meets market needs and if it can be built with the available technological infrastructure.

Additionally, feasibility studies assist decision-makers in assessing potential risks and benefits of technology-based ventures. By conducting financial analysis, cost estimation, and revenue forecasting, feasibility studies offer valuable insights that support strategic planning and investment choices (Sidik et al., 2025). Generally, feasibility studies serve as a crucial tool for assessing the viability of digital platforms and technology-based business ventures. Conducting a feasibility study typically involves evaluating key aspects such as market demand, technical feasibility, financial viability, and socio-economic factors. Feasibility studies help organizations determine whether proposed digital solutions should move forward to implementation.

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

METHODS

Research Design

This study employed a mixed-methods feasibility research design to assess the perceived viability of a proposed home management services mobile application. The approach integrates quantitative measures of feasibility with qualitative insights on user experiences and challenges, which is appropriate for early-stage feasibility studies (Creswell & Plano Clark, 2017). The quantitative component focused on evaluating five dimensions: marketing, organizational, technical, financial, and socio-economic feasibility, while qualitative inputs provided contextual understanding of current service practices and anticipated concerns.

Research Locale

The study was conducted in selected barangays in Virac, Catanduanes, namely Calatagan Proper, Calatagan Tibang, and Cavinitan. These areas were chosen due to their active community settings and observable demand for home management services. The locale represents a provincial environment where service transactions are largely informal, making it suitable for assessing the feasibility of a localized digital platform.

Participants and Sampling Technique

The study involved two groups of respondents: households (n = 350) and service providers (n = 45), representing the demand and supply sides of the proposed mobile application. For household respondents, proportionate sampling was applied based on an adjusted population derived from estimated smartphone ownership. Since the study focuses on potential users of a mobile application, only households with smartphone access were considered.

Due to the absence of exact local data on smartphone ownership, a conservative estimate of 70–80% penetration was adopted, based on national and global reports indicating high smartphone usage in the Philippines (Kemp, 2024; Philippine Statistics Authority, 2021; Statista, 2024). Using an 80% estimate, the total household population of 3,461 was adjusted to 2,769. Slovin's formula with a 5% margin of error was then applied, resulting in a sample size of 350 respondents distributed proportionately across selected barangays (See Table 1).

For service providers, total enumeration was employed due to the small population size (n = 45), ensuring complete representation and minimizing sampling bias. This approach is appropriate for feasibility studies that prioritize context-specific insights and practical assessment over statistical generalization (Sekaran & Bougie, 2020; Thabane et al., 2010).

Table 1. *Sample Size Computation*

Barangays	N	*Conservative Estimate (80%)	n
Calatagan Proper	1152	922	116
Calatagan Tibang	719	575	73
Cavinitan	1590	1272	161
TOTAL	3,461	2,769	350

Note. Conservative estimate of 80% is supported by national and global reports indicating high smartphone penetration in the Philippines, which ranges from 70% to over 80% (Kemp, 2024; Statista, 2024; Philippine Statistics Authority, 2021).

Research Instrument

Data were collected using a structured survey questionnaire designed to assess the feasibility of the proposed home management services mobile application. Two versions of the instrument were developed: one for household respondents and another for service providers, in order to capture both demand-side and supply-side perspectives. To ensure clarity and accessibility, the questionnaire for service providers was

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

translated into Filipino, which helped respondents better understand the items and provide accurate responses (Brislin, 1970).

Prior to data collection, the instrument underwent face validation by three experts with relevant backgrounds in research and business feasibility. Their feedback was incorporated to improve the clarity, relevance, and alignment of the items with the study objectives. Following validation, a pilot test was conducted to assess the reliability of the instrument. Reliability analysis using Cronbach's alpha yielded coefficients of 0.94 and above across all constructs (see Table 2), indicating excellent internal consistency and confirming the suitability of the instrument for data collection (Nunnally & Bernstein, 1994).

Table 2. *Cronbach's Alpha Coefficients for the 50-item Survey Instruments*

Constructs	Household Survey Instrument Cronbach's Alpha	Service Provider Survey Instrument Cronbach's Alpha
Marketing Feasibility	0.950	0.965
Organizational Feasibility	0.963	0.962
Technical Feasibility	0.973	0.973
Financial Feasibility	0.951	0.953
Socio-Economic Benefit Feasibility	0.958	0.961

The questionnaire consisted of two main parts: (1) respondent profile and screening questions, and (2) feasibility assessment across five dimensions; marketing, organizational, technical, financial, and socio-economic. All items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Open-ended questions and checklists were also included to capture additional insights and contextual information.

Data Gathering

Data collection followed a systematic and ethical process. Permission was secured from local authorities prior to data gathering. The researcher personally administered the questionnaires to respondents and provided a brief orientation on the study's purpose. Informed consent was obtained, and respondents were assured of confidentiality. A pilot test was conducted to refine the instrument, followed by actual data collection. A total of 373 valid responses were obtained after screening for completeness, from which 350 household responses were selected for analysis. The process ensured data accuracy, reliability, and alignment with research objectives.

Data Analysis

Quantitative data were analyzed using descriptive statistics, including frequency distribution and weighted mean. The weighted mean was used to determine the level of perceived feasibility across the five dimensions. A five-point Likert scale was applied for interpretation, where higher mean scores indicate higher feasibility. Data processing was conducted using Microsoft Excel and Jamovi statistical software to ensure accuracy. Qualitative responses from open-ended questions were analyzed using thematic analysis to identify recurring patterns and insights (Braun & Clarke, 2006). This combined approach allowed for a comprehensive interpretation of both numerical and narrative data.

The Likert scale in Table 3 was used in the study, where mean scores from 4.50 to 5.00 are interpreted as Very High, 3.50 to 4.49 as High, 2.50 to 3.49 as Moderate, 1.50 to 2.49 as Low, and 1.00 to 1.49 as Very Low. This scale forms the basis for assessing the perceived feasibility of the proposed mobile application.

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

Table 3. *Qualitative Interpretation of 5-point Likert Scale Measurements*

Range	Adjectival Rating	Interpretation
4.50 – 5.00	Very High	Indicates very strong agreement and high perceived feasibility of the proposed mobile app
3.50 – 4.49	High	Indicates strong agreement and reflects a high level of perceived feasibility
2.50 – 3.49	Moderate	Indicates moderate agreement and reflects a moderate level of perceived feasibility
1.50 – 2.49	Low	Indicates low agreement and reflects a low level of perceived feasibility
1.00 – 1.49	Very Low	Indicates very weak agreement and reflects a very low level of perceived feasibility

Ethical Consideration

The study adhered to ethical standards in research involving human participants. Participation was voluntary, and informed consent was obtained prior to data collection. Respondents were informed of their right to withdraw at any time without penalty. Confidentiality and anonymity were strictly maintained by excluding identifying information from the dataset. Data were securely stored and used solely for academic purposes. Special consideration was given to service providers, recognizing their potential vulnerability in informal work settings. The study ensured that participation did not affect their employment conditions and that all interactions were conducted respectfully and responsibly (International Labour Organization, 2021).

RESULTS AND DISCUSSION

Profile of Households and Service Providers in Virac

The study involved a total of 350 household respondents and 45 service provider respondents, representing both the demand and supply sides of the proposed mobile application. The analysis of respondent profiles covering age, gender, and occupation, provides an essential baseline for understanding the characteristics and readiness of potential users and service providers. Profiling respondents is a standard practice in feasibility research, as it helps identify the primary target market and assess the likelihood of platform adoption (Sekaran & Bougie, 2020).

Table 4 presents the demographic profile of both household respondents and service providers in terms of age, gender, and occupation. These variables are essential in understanding the characteristics of the target users and labor supply, as well as their readiness to adopt the proposed home management services mobile application.

Table 4. *Distribution of Respondents based on Profile*

Profile	Category	H (f)	H (%)	SP (f)	SP (%)
Age	18 – 24	51	15%	6	13%
	25 – 34	111	32%	22	49%
	35 – 44	88	25%	10	23%
	45 – 54	64	18%	6	13%
	55 – 64	26	7%	1	2%
	65+	10	3%	-	-
Gender	Male	124	35%	16	36%
	Female	218	62%	26	58%
	Prefer not to say	8	3%	3	6%
Occupations	Private/Other	200	57%	41	92%
	Government	36	10%	-	-

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

Business	33	9%	2	4%
Education	31	9%	-	-
No response	23	7%	-	-
Students	19	5%	2	4%
Unemployed	6	2%	-	-
Retired	2	1%	-	-

Legend: H – Households, SP – Service Providers

The age distribution shows that most household respondents are aged 25–34 (32%), followed by 35–44 (25%) and 45–54 (18%). Service providers are similarly concentrated in the 25–34 group (49%) and 35–44 (23%). This indicates that both demand and supply are dominated by working-age individuals. This segment is typically economically active and digitally engaged, making them more likely to adopt mobile platforms. National data also show that Filipinos aged 18–44 are the most active mobile app users (Kemp, 2024; Statista, 2024). This supports the Technology Acceptance Model, which explains that users adopt technologies they perceive as useful and easy to use (Davis, 1989). Studies further note that younger, working-age adults are more inclined to use digital service platforms due to convenience and familiarity with technology (Khrais & Alghamdi, 2021; Syamsuddin et al., 2024). Overall, this reflects a technology-ready market, strengthening feasibility.

In terms of gender, household respondents are mostly female (62%), and service providers are also predominantly female (58%). This suggests that women play a key role in both household management and service provision. Prior studies show that women are often primary decision-makers in domestic activities, increasing their engagement with home-related services (Tambe et al., 2020; Anitha et al., 2024).This implies that platform design should prioritize safety, trust, and usability—such as verified profiles and secure booking systems. At the same time, the presence of male providers highlights opportunities for a gender-inclusive workforce, supporting equitable access to livelihoods (Chambers & Conway, 1992).

Occupationally, most household respondents are employed in private or other sectors (57%), followed by government workers, business owners, and educators. This diversity suggests that demand for home management services spans multiple sectors, particularly among individuals with time constraints and competing responsibilities (Murgai, 2022; Thakur et al., 2025).

Table 4 shows current service access, mobile use, and adoption intent of households and providers. The data overview includes engagement in home management, digital readiness, and willingness to adopt the mobile app. These indicators inform market potential and user readiness.

Table 4**.** *Service Access, Mobile Usage, and Adoption Intent*

Indicators	Household (f)	Service Provider (f)
Currently hiring/offering services	84	37
Smartphone ownership	344	44
Uses mobile applications	307	30
Willing to use app (Yes/Maybe)	347	45

Despite high digital readiness, only 24% (84 out of 350) of households currently hire service providers, indicating limited access rather than lack of demand. However, 99.7% expressed willingness or openness to using the proposed application. This gap between low current usage and high willingness highlights a demand, which is a strong indicator of market feasibility (Hofstrand & Holz-Clause, 2009).

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

Demand and Supply Alignment

To assess platform viability, the study examined the alignment between household demand and service provider supply. Table 5 presents the gap analysis across the demand and supply dimensions.

Table 5. *Variance Between Household Service Demand and Provider Supply (Multiple Responses)*

Needs	Household Demand (f)	Service Provider Supply (f)	Variance (f)	Variance (%)
Cleaning	174	39	+135	78%
Laundry	171	35	+136	80%
Cooking	141	33	+108	77%
Childcare	72	9	+63	88%
Others	71	4	+67	94%

While the results show that "others" (94%) and childcare (88%) have the highest variance percentages, these categories have relatively lower total demand (71 and 72, respectively). This means that although a large proportion of their demand is unmet, the actual market size is smaller compared to other services. In contrast, cleaning (174), laundry (171), and cooking (141) exhibit slightly lower variance percentages (around 77–80%), but they represent the highest absolute demand and supply volumes. This indicates that these services form the core market, where a large number of households actively seek them and where most service transactions are likely to occur. Therefore, while childcare and other services reflect high unmet need intensity, cleaning, laundry, and cooking represent high-demand, high-volume service categories that are more critical for immediate platform utilization and revenue generation.

Assessment of Perceived Feasibility Indicators Based on Household and Service Provider Responses

The perceived feasibility of the proposed home management services mobile application was evaluated across five key dimensions (marketing, organizational, technical, financial, and socio-economic) using weighted mean analysis.

Table 6 presents the summary of feasibility results, and it shows that all constructs were rated highly by both households and service providers, with mean scores ranging from 4.17 to 4.48, indicating an overall positive perception of the platform's viability. These findings suggest that the proposed system is feasible at a conceptual level; however, the absence of "very high" ratings implies that successful implementation will depend on how operational strategies address user concerns and expectations.

Table 6. *Summary of Feasibility Results*

Indicators	Households (Mean)	Service Providers (Mean)	Interpretation
Marketing	4.22	4.23	High
Organizational	4.23	4.24	High
Technical	4.22	4.33	High
Financial	4.17	4.19	High
Socio-Economic	4.20	4.48	High

Marketing Feasibility

Marketing feasibility obtained mean scores of 4.22 for households and 4.23 for service providers, reflecting strong user interest and perceived relevance of the platform. This supports the Technology Acceptance Model, which emphasizes perceived usefulness as a key driver of adoption (Davis, 1989). However, the results also suggest that trust and familiarity remain critical factors influencing user decisions. From an operational perspective, this implies that the management operations plan should prioritize community-based marketing strategies, including localized promotions, referral programs, and onboarding incentives. Additionally, incorporating trust-building features such as verified profiles, user ratings, and

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

transparent service information is essential to reduce uncertainty and enhance user confidence in digital transactions (Cruz & Gameiro, 2023).

Organizational Feasibility

Organizational feasibility recorded mean values of 4.23 for households and 4.24 for service providers, indicating a high level of confidence in the platform's manageability and operational structure. The consistency of responses suggests that the proposed system is perceived as organized and implementable within the local context. This aligns with organizational readiness theory, which highlights the importance of perceived capability in successful implementation (Shea et al., 2014). Consequently, the management operations plan should adopt a lean organizational structure, with clearly defined roles, streamlined workflows, and scalable processes. This approach is consistent with lean startup principles that emphasize flexibility and efficient resource utilization during early-stage operations (Ries, 2011).

Technical Feasibility

Technical feasibility yielded mean scores of 4.22 for households and 4.33 for service providers, indicating high feasibility and slightly stronger confidence among service providers. These results confirm that both groups are technologically prepared to adopt the application, supported by high levels of smartphone ownership and mobile application usage. The findings are consistent with Task–Technology Fit theory, which suggests that adoption increases when technology aligns with user needs and capabilities (Goodhue & Thompson, 1995). In terms of operational implications, the platform must prioritize system usability and reliability, including a user-friendly interface, fast response time, and minimal downtime. Core features such as booking systems, real-time notifications, and service tracking should be integrated to enhance user experience and engagement (Khrais & Alghamdi, 2021).

Financial Feasibility

Financial feasibility obtained the lowest mean scores among all constructs, with 4.17 for households and 4.19 for service providers, although still within the high range. This indicates that while respondents recognize the economic value of the platform, there is sensitivity to pricing and affordability. This finding aligns with cost–benefit theory, where users assess whether the perceived benefits outweigh the associated costs (Boardman et al., 2018). As such, the management operations plan should incorporate a cost-sensitive pricing strategy, including low initial service fees, commission-based revenue models, and transparent pricing structures. Introductory pricing and promotional incentives may also be necessary to encourage early adoption and build a stable user base.

Socio-economic Benefit Feasibility

Socio-economic feasibility recorded mean scores of 4.20 for households and 4.48 for service providers, reflecting strong perceived benefits, particularly among service providers. The higher rating from service providers indicates recognition of the platform's potential to generate employment opportunities, improve income access, and support local economic activity. These findings are consistent with literature on digital labor platforms, which emphasize their role in promoting inclusive economic participation and flexible work opportunities (Vallas & Schor, 2020; Alauddin et al., 2025). From an operational standpoint, this implies that the management plan should integrate community-centered and inclusive strategies, such as prioritizing local service provider onboarding, offering basic training programs, and ensuring fair and transparent job allocation systems. These strategies enhance both platform sustainability and stakeholder support.

Proposed Home Management Services Management Operations Plan

The proposed management operations plan is developed based on the findings of the feasibility assessment, which indicated that all five dimensions (marketing, organizational, technical, financial, and

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

socio-economic) are rated high, suggesting that the platform is viable but requires strategic implementation. The operations plan translates these findings into practical structures, processes, and systems to ensure effective deployment, user adoption, and long-term sustainability.

From a marketing perspective, the high level of user interest and willingness to adopt the platform implies the need for a community-centered marketing approach. Since respondents showed strong openness but not absolute certainty, the platform must prioritize trust-building strategies. These include the use of verified user profiles, ratings and review systems, and referral-based onboarding. Localized promotion through barangay networks, social media groups, and partnerships with community leaders is also essential to accelerate adoption. These strategies align with research emphasizing that trust and social influence are critical in the adoption of digital service platforms (Cruz & Gameiro, 2023; Vallas & Schor, 2020).

Organizational feasibility results support the implementation of a lean and scalable organizational structure, which minimizes initial costs while maintaining operational efficiency. As shown in Table 7, the proposed lean team consists of key functional roles, including a system administrator/project manager, a full-stack mobile developer, a customer support and operations staff, and a part-time finance and marketing personnel. This structure enables efficient coordination of platform activities such as user management, service matching, scheduling, and dispute resolution. The adoption of a lean structure is consistent with startup and digital platform models, which emphasize flexibility and gradual scaling (Ries, 2011).

Table 7. *Proposed Lean Team for Home Management Services Mobile Application*

Lean Team	Job Description	Job Specification
System Administrator / Project Manager	Oversees overall system operations; manages user accounts and service providers; monitors transactions through the admin dashboard; ensures system security and performance; coordinates with team members and makes operational decisions.	Bachelor's degree in Information Technology, Business Administration, or related field; basic knowledge of mobile applications and system management; strong leadership and organizational skills; good decision-making and communication skills.
Full-Stack Mobile Developer	Develops and maintains the mobile application (frontend and backend); ensures system functionality, performance, and security; fixes bugs and implements updates; integrates APIs such as payment systems and notifications.	Bachelor's degree in Computer Science, Information Technology, or related field; proficiency in mobile development frameworks (e.g., Flutter, React Native); knowledge of backend development (e.g., Node.js, Firebase); problem-solving and programming skills.
Customer Support and Operations Staff	Handles customer inquiries, complaints, and feedback; coordinates bookings and schedules between users and service providers; assists in onboarding and verifying service providers; ensures smooth daily operations.	At least college level or graduate of any business-related course; good communication and interpersonal skills; basic computer and mobile app literacy; ability to handle customer concerns effectively.
Finance and Marketing Staff (Part-time)	Manages financial transactions, monitors revenues and commissions; prepares basic financial records; promotes the application through social media and digital marketing; assists in user acquisition strategies.	Background in Business Administration, Marketing, or Accounting; knowledge of basic bookkeeping and digital marketing; familiarity with social media platforms; analytical and creative skills.

Note: The proposed lean team structure is based on industry practices where early-stage startups typically operate with a small core team (3–6 members) to reduce operational costs and focus on essential functions (CB Insights, 2021). This approach is further supported by studies on digital platforms in the gig economy, which emphasize maintaining a lean internal team while leveraging external service providers to efficiently scale operations (Lehdonvirta et al., 2017).

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

From a technical standpoint, the high level of digital readiness among respondents supports the implementation of a user-friendly and reliable system architecture. The proposed system architecture, illustrated in Figure 2, outlines the interaction between users (households and service providers), the mobile application interface, and backend systems. The platform is designed to support core functionalities such as user registration, service booking, real-time notifications, communication, and transaction management. Given the importance of usability and system reliability, the application must ensure minimal downtime, fast response time, and compatibility across devices. These features are critical for sustaining user engagement and satisfaction, as supported by studies on mobile service platforms (Khrais & Alghamdi, 2021; Stocchi et al., 2022).

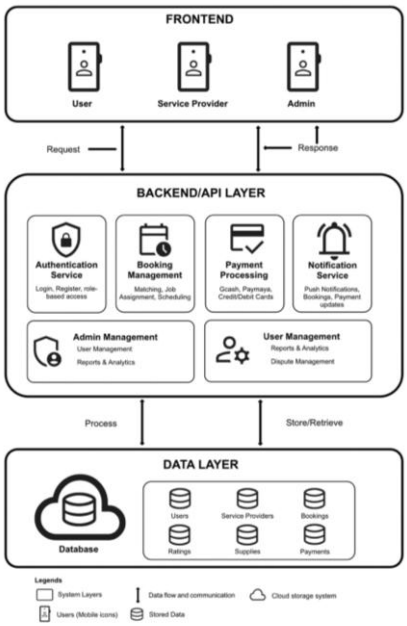

Figure 2. *Proposed System Architecture for Home Management Services Mobile Application*

Financial feasibility findings indicate that while the platform is economically viable, users exhibit sensitivity to pricing. Table 8 provide a clearer overview of the financial viability of the proposed home management services mobile application. The detailed cost and revenue estimates were consolidated into a summarized financial projection. This summary integrates the startup costs, projected monthly operating expenses, and expected revenue streams to present a simplified view of the application's financial outlook. Such consolidation is essential in feasibility studies, as it allows for easier interpretation of the project's economic sustainability and profitability potential (Hofstrand & Holz-Clause, 2009). The summarized table highlights the key financial components that determine whether the proposed platform can operate efficiently, generate sufficient income, and recover initial investments within a reasonable period. These projections are based on estimated transaction volumes and cost structures, reflecting the application's potential performance under expected operating conditions.

Table 8. *Summary of Financial Projections for the Proposed Mobile Application*

Financial Component	Estimated Amount (PHP)	Description
Startup Costs (One-time)	233,000 - 480,000	Includes app development, system setup, initial marketing, and administrative expenses

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

Monthly Operating Costs	43,000 – 113,000	Covers salaries, maintenance, hosting, marketing, and miscellaneous expenses
Projected Monthly Revenue	27,000 – 67,500	Based on estimated transactions and service commission fees

In terms of socio-economic impact, the high feasibility rating indicates that the platform has strong potential to generate employment opportunities and improve access to services within the community. Therefore, the operations plan incorporates inclusive and community-oriented strategies, such as prioritizing local service providers, providing basic training on platform usage and service standards, and ensuring fair and transparent job allocation. These initiatives support local economic development and align with frameworks that emphasize inclusive growth and livelihood enhancement (Freeman, 1984; Chambers & Conway, 1992).

The proposed management operations plan integrates the key findings of the feasibility assessment into a structured implementation framework. It emphasizes trust-building, operational efficiency, system reliability, financial sustainability, and community engagement as core components of success. Aligning operational strategies with user expectations and local conditions provides a practical roadmap for transforming the proposed mobile application from a concept into a functional and sustainable digital platform.

CONCLUSION

This study assessed the feasibility of a proposed home management services mobile application in Virac, Catanduanes using a perceived feasibility approach across marketing, organizational, technical, financial, and socio-economic dimensions. Findings show household demand aligns with service provider availability, indicating a viable two-sided market. Widespread smartphone use and familiarity with apps suggest community readiness for digital platforms.

Across all five feasibility constructs, the proposed system was rated as highly feasible based on respondents' perceptions. Marketing, organizational, and technical feasibility obtained consistently high ratings, indicating that the application is perceived as useful, manageable, and accessible. These findings are consistent with the Technology Acceptance Model, which posits that perceived usefulness and ease of use significantly influence user adoption of new technologies (Davis, 1989).

The study also identified key challenges in the current system, including difficulty in finding trusted service providers or clients, safety concerns, lack of centralized coordination, and inefficiencies in service matching. These issues reflect the presence of information asymmetry, where both households and service providers lack reliable information about each other, leading to uncertainty and inefficiency in transactions (Akerlof, 1970). Furthermore, the absence of a structured platform contributes to fragmented service delivery, which has been observed in informal and gig-based labor markets (Vallas & Schor, 2020).

Despite the positive findings, it is important to emphasize that the results are based on perceived feasibility, as the proposed mobile application remains conceptual and has not yet been implemented. As noted in feasibility studies, perceived assessments provide initial insights into potential success but must be validated through actual system development and real-world testing (Hofstrand & Holz-Clause, 2009).Therefore, while the study confirms strong potential for adoption and impact, the actual performance, usability, and sustainability of the platform can only be determined through implementation.

ISSN: 3116-3475
International Journal
of Education, Research, and Innovation Perspectives
Volume 2 Issue 4 (April 2026)

Recommendation

Based on the findings of the study, several recommendations are proposed to guide future research and development.

First, it is recommended that a full-blown feasibility study and system development phase be conducted to validate the results of this research. While perceived feasibility provides valuable preliminary insights, actual feasibility requires empirical validation through implementation, testing, and performance evaluation (Hofstrand & Holz-Clause, 2009). This step is essential to determine the technical reliability, operational efficiency, and financial sustainability of the proposed system.

Second, the development of a prototype and pilot testing is strongly recommended. Pilot implementation allows researchers to evaluate actual user experience, usability, and system effectiveness in real-world conditions. Studies have shown that pilot testing is critical in identifying system limitations, improving design, and ensuring user acceptance prior to full deployment (Shadish et al., 2002). This will enable the transition from perceived usefulness to actual usage behavior.

Third, future research should focus on conducting a comprehensive financial feasibility analysis, including detailed cost structures, pricing models, and return on investment. While respondents expressed willingness to pay, actual financial behavior may differ from stated preferences, as explained in cost–benefit and willingness-to-pay theories (Boardman et al., 2018). This ensures that the platform remains economically viable in the long term.

Fourth, it is recommended to integrate trust and safety mechanisms in the system design, including user verification, rating and review systems, and secure communication features. Trust has been identified as a critical factor in online and platform-based transactions (Gefen & Straub, 2000), particularly in services involving personal interaction and entry into private spaces. Addressing trust concerns will significantly enhance user adoption and retention.

Fifth, future studies may examine actual user behavior, engagement, and satisfaction after implementation. While this study focused on perceived feasibility, longitudinal studies can provide deeper insights into sustained usage, platform loyalty, and service quality over time. This aligns with adoption theories that distinguish between intention and actual system use (Venkatesh & Davis, 2000).

Lastly, it is recommended to expand the study to other geographic areas to assess the scalability and generalizability of the proposed platform. Digital platforms often exhibit network effects, where value increases as more users participate (Parker et al., 2016). Expanding the scope will help determine whether the model can be successfully replicated in other communities.

References

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), Action control (pp. 11–39). Springer. https://doi.org/10.1007/978-3-642-69746-3_2

Akerlof, G. A. (1970). The market for lemons: Quality uncertainty and the market mechanism. The Quarterly Journal of Economics, 84(3), 488–500. https://doi.org/10.2307/1879431

Alauddin, F. A., Aman, A., Ghazali, M. F., & Daud, S. (2025). The influence of digital platforms on gig workers: A systematic literature review. Heliyon, 11(1). https://doi.org/10.1016/j.heliyon.2024.e41491

Bahia, K., Castells, P., Cruz, G., Pedros, X., Pfutze, T., Castelan, C. R., & Winkler, H. (2020). The welfare effects of mobile broadband internet: Evidence from Nigeria. World Bank.

Boardman, A. E., Greenberg, D. H., Vining, A. R., & Weimer, D. L. (2018). Cost-benefit analysis: Concepts and practice (5th ed.). Cambridge University Press. https://doi.org/10.1017/9781108235591

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. Qualitative Research in Psychology, 3(2), 77–101. https://doi.org/10.1191/1478088706qp063oa

Brislin, R. W. (1970). Back-translation for cross-cultural research. Journal of Cross-Cultural Psychology, 1(3), 185–216. https://doi.org/10.1177/135910457000100301

Creswell, J. W., & Plano Clark, V. L. (2017). Designing and conducting mixed methods research (3rd ed.). SAGE Publications.
Cruz, S. A., & Gameiro, A. (2023). Digital work platforms: Understanding platforms, workers, and clients. Frontiers in Sociology, 7, 1–15. https://doi.org/10.3389/fsoc.2022.1000000
Curtis, H., Hogeveen, B., Kang, J., Le Thu, H., Rajagopalan, R. P., & Ray, T. (2022). Digital Southeast Asia. Australian Strategic Policy Institute.
Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340. https://doi.org/10.2307/249008
Gefen, D., & Straub, D. W. (2000). The relative importance of perceived ease of use in IS adoption. Journal of the Association for Information Systems, 1(1), 1–28. https://doi.org/10.17705/1jais.00008
Hofstrand, D., & Holz-Clause, M. (2009). What is a feasibility study? Iowa State University Extension.
Kemp, S. (2024). Digital 2024: The Philippines. DataReportal.
Khrais, L., & Alghamdi, A. (2021). The role of mobile application acceptance in shaping e-customer service. Future Internet, 13(3), 77. https://doi.org/10.3390/fi13030077
Nunnally, J. C., & Bernstein, I. H. (1994). Psychometric theory (3rd ed.). McGraw-Hill.
Philippine Statistics Authority. (2021). Information and communications technology in households.
Ries, E. (2011). The lean startup. Crown Business.
Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.
Sekaran, U., & Bougie, R. (2020). Research methods for business (8th ed.). Wiley.
Shea, C. M., Jacobs, S. R., Esserman, D. A., Bruce, K., & Weiner, B. J. (2014). Organizational readiness for implementing change. Implementation Science, 9, 7. https://doi.org/10.1186/1748-5908-9-7
Sidik, R., Samsudin, A. Z., Rozali, E., Sham, F., Hanafiah, M., Safiai, M., & Murtza, M. (2025). Feasibility studies across disciplines. International Journal of Research and Innovation in Social Science, 9(3), 209–212.
Statista. (2024). Smartphone penetration rate in the Philippines.
Thabane, L., Ma, J., Chu, R., Cheng, J., Ismaila, A., Rios, L. P., Robson, R., Thabane, M., Giangregorio, L., & Goldsmith, C. H. (2010). A tutorial on pilot studies. BMC Medical Research Methodology, 10, 1. https://doi.org/10.1186/1471-2288-10-1
Thakur, M., Rasekar, N., Kosalkar, U., & Chmalatpure, S. (2025). Improving household service delivery. International Journal of Trend in Scientific Research and Development, 9(6), 657–663.
Vallas, S. P., & Schor, J. B. (2020). What do platforms do? Annual Review of Sociology, 46, 273–294. https://doi.org/10.1146/annurev-soc-121919-054857
Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of TAM. Management Science, 46(2), 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926
World Bank. (2024). Digital progress and trends report 2023. World Bank.