

Mappings and Key insights

1. Mapping Survey Questions to Hypotheses

Here's an overview of the hypotheses from the research model:

Hypothesis	Definition
H1 Performance Expectancy	Users may find the subscription unhelpful due to delivery minimum requirements or lack of perceived improvement.
H2 Effort Expectancy	Complexity or lack of clarity in the subscription process deters users.
H3 Social Influence	Social circle influences the decision to subscribe, positively or negatively.
H4 Facilitating Conditions	Lack of resources or payment methods prevents users from subscribing.
H5 Hedonic Motivation	Users enjoy pay-per-delivery flexibility more than a fixed subscription. – ordering frequency
H6 Price Value	Perceived high cost relative to benefits makes pay-per-delivery preferable.
H7 Ordering Frequency	How often the user uses food panda for delivery?
H8 Trust	Trust in Foodpanda's services encourages a subscription.
H9 Awareness	Lack of awareness about benefits reduces subscription rates.
H10 Demographics	Demographic factors (age, income, location) influence subscription preference.

2. Detailed Mapping with Survey Questions

Question	Mapped Hypothesis	Explanation
Do you currently use Panda Pro?	N/A General)	Determines user segmentation (Pro users vs. non-users) for hypothesis relevance.
How useful do you find Foodpanda Pro in enhancing delivery experience?	H1 Performance Expectancy	Measures perceived performance enhancement of Pro.
Why have you not subscribed to Panda Pro?	H2, H6, H9	Identifies major deterrents—complexity H2, perceived high cost H6, lack of awareness H9.
Do you know how to subscribe to Panda Pro?	H9 Awareness	Assesses user knowledge on subscribing.
How complicated is subscribing to Panda Pro?	H2 Effort Expectancy	Evaluates perceived complexity of the subscription process.
Would you consider subscribing if additional perks were offered?	H5 Hedonic Motivation, H6 Price Value	Indicates user preference for flexibility and additional value in exchange for subscription cost.
Do you think the subscription cost is too high for the benefits offered?	H6 Price Value	Explores cost-related hesitations toward subscribing.
How much does your order frequency impact your perception of Pro's value?	H7 Habit and Frequency	Habit and frequency of orders can affect perceived subscription utility.
Do friends/family recommend Panda Pro?	H3 Social Influence	Determines the influence of social recommendations on subscription likelihood.
How often do you use Foodpanda for delivery?	H7 Habit	Frequency of app usage may impact familiarity preference and subscription choices.

Do you think your ordering frequency impacts your perception of the subscription's value?	H7 Habit	Examines habitual ordering frequency's influence on subscription interest.
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Do you use other delivery apps besides Foodpanda?	H10 Demographics	Evaluates potential cross-app loyalty and its impact on Foodpanda Pro preference.
If you had a friend with a Pro subscription, would you rely on their account to avoid subscribing?	H3 Social Influence	Social recommendations' impact, with a focus on preference for sharing over individual subscription.
Do you think having multiple eateries nearby influences your decision to not use delivery services?	H10 Demographics	Proximity and local access to restaurants impact on decision to subscribe to delivery services.