Understanding the Drivers Behind Users' Preference for Normal Delivery Over Foodpanda Pro Subscription

1. Research Objective

- **Primary Goal**: Understand why users prefer paying for delivery on normal orders instead of opting for the Foodpanda Pro subscription and identify factors that could drive them to switch to the Pro subscription.

2. UTAUT2 Variables and New Variables

1. **Performance Expectancy**:
   - **Definition**: The degree to which using the subscription is perceived to enhance performance (e.g., savings).
   - **Hypotheses**:
     - **H1a**: Users believe that the subscription does not significantly improve their experience compared to normal delivery.
     - **H1b**: Users don't subscribe because, with Foodpanda Pro, free delivery is only for orders above Rs. 599, and most orders are below this amount.
2. **Effort Expectancy**:
   - **Definition**: The ease of use associated with subscribing to Foodpanda Pro.
   - **Hypothesis**:
     - **H2**: Users find the process of subscribing to Foodpanda Pro complicated and unclear.
3. **Social Influence**:
   - **Definition**: The degree to which users perceive that important others (friends, family) believe they should use Foodpanda Pro.
   - **Hypotheses**:
     - **H3a**: Users perceive a lack of recommendations for the Foodpanda Pro subscription from friends and family, leading them to avoid subscribing.
     - **H3b**: Users are discouraged from subscribing due to negative opinions or skepticism expressed by their social circle regarding the benefits of the subscription.
4. **Facilitating Conditions**:
   - **Definition**: Resources and support available to users that enable engagement with the Foodpanda Pro subscription, including information access, account creation, and payment options.
   - **Hypothesis**:
     - **H4**: Users are deterred from subscribing to Foodpanda Pro due to a lack of clear information and difficulties in providing payment details, such as not having credit or debit card information available.
5. **Hedonic Motivation**:
   - **Definition**: The fun or pleasure derived from using the service.
   - **Hypothesis**:
     - **H5**: Users enjoy the flexibility of paying for individual deliveries rather than a fixed subscription fee.
6. **Price Value**:

- o **Definition**: The perceived value of the subscription relative to its cost, including cost sensitivity and benefits.
- o **Hypotheses**:
  - ▪ **H6a**: Users perceive the subscription fee of 160 PKR as too high for the benefits offered, leading them to prefer the pay-per-delivery model.
  - ▪ **H6b**: Users find the current one-time delivery fee more manageable than a subscription.

7. **Habit**:
   - o **Definition**: The regularity with which users utilize Foodpanda services, influencing their preference for familiar processes and their perceived value.
   - o **Hypothesis**:
     - ▪ **H7a**: Users' habitual reliance on normal delivery methods reduces their likelihood of switching to a subscription model.
     - ▪ **H7b**: Users who order food less frequently find the subscription unworthy due to infrequent use.

8. **Trust**:
   - o **Definition**: Users' confidence in Foodpanda's service reliability.
   - o **Hypothesis**:
     - ▪ **H8**: Higher trust in Foodpanda's normal service increases willingness to subscribe to Foodpanda Pro.

9. **Awareness**:
   - o **Definition**: Users' knowledge about Foodpanda Pro and its benefits.
   - o **Hypothesis**:
     - ▪ **H9**: Lack of awareness regarding the benefits of Foodpanda Pro contributes to low subscription rates.

10. **Demographics**:
    - o **Definition**: Factors such as income levels, location (urban vs. rural), and age that may influence users' choices.
    - o **Hypothesis**:
      - ▪ **H10**: Demographic factors influence users' decisions regarding Foodpanda Pro subscription preferences.

3. Research Questions

1. What are the key factors influencing users' decision to opt for normal delivery over a Foodpanda Pro subscription?
2. How does the perceived value of the Foodpanda Pro subscription affect user preferences?
3. What role does cost sensitivity play in users' decisions regarding food delivery subscriptions?
4. How does awareness of Foodpanda Pro's benefits impact subscription intentions?
5. How do trust and satisfaction with normal delivery influence the decision to subscribe to Foodpanda Pro?
6. How does the frequency of orders impact users' perceptions of the subscription's value?
7. How does habitual usage of normal delivery methods influence the decision to consider a subscription?

4. Survey Questionnaire

Demographics (DEMO)

- **DEMO1**: What is your age? (Open-ended)
- **DEMO2**: What is your income level?
  (1 = Low, 2 = Lower-Middle, 3 = Middle, 4 = Upper-Middle, 5 = High)
- **DEMO3**: Where do you reside?
  (1 = Urban, 2 = Suburban, 3 = Rural)

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1. Performance Expectancy (PE)

- **PE1**: How useful do you find the Foodpanda Pro subscription in enhancing your delivery experience?
- **PE2**: Do you believe using Foodpanda Pro saves you time on your orders compared to normal delivery?
- **PE3**: Do you think using Foodpanda Pro improves the overall quality of your delivery experience?
- **PE4**: Do you feel that the subscription helps you save money in the long run?
- **PE5**: To what extent do you believe that a subscription service like Foodpanda Pro would improve your delivery experience compared to regular delivery?
- **PE6**: How significant do you think the potential savings are when using a subscription service for food delivery?
- **PE7**: Do you think the requirement for free delivery to be above Rs. 599 affects your decision to consider a subscription like Foodpanda Pro?

2. Effort Expectancy (EE)

- **EE1**: How complicated do you find the idea of subscribing to a service like Foodpanda Pro?
- **EE2**: How clear do you find the information available regarding how to subscribe to Foodpanda Pro?

3. Social Influence (SI)

- **SI1**: Do your friends and family recommend using Foodpanda Pro?
- **SI2**: How much do you value the opinions of your friends and family when deciding to use Foodpanda Pro?
- **SI3**: How often do you hear recommendations for Foodpanda Pro from your friends or family?

4. Facilitating Conditions (FC)

- **FC1**: Do you have the necessary resources to subscribe to Foodpanda Pro (e.g., payment methods)?
- **FC2**: How easy is it for you to find information about the Foodpanda Pro subscription?

- **FC3**: Have you encountered difficulties in providing payment details for Foodpanda Pro if you ever tried subscribing or are subscribed?

5. Hedonic Motivation (HM)

- **HM1**: How enjoyable do you think it would be to use a subscription service like Foodpanda Pro compared to pay-per-delivery options?
- **HM2**: Would you prefer the flexibility of paying for individual deliveries rather than a fixed subscription fee?

6. Price Value (PV)

- **PV0**: Why do you choose normal delivery instead of subscribing to Food panda Pro?
- **PV1**: How do you perceive the subscription fee of 160 PKR for Foodpanda Pro?
- **PV2**: Do you believe the benefits of Foodpanda Pro justify its cost?
- **PV3**: How much are you willing to pay for food delivery?
- **PV4**: How much are you willing to pay for foodpanda pro?
- **PV4-O:** *What additional benefits (e.g., exclusive discounts) would make you consider subscribing?*

7. Habit (HT)

- **HT1**: How often do you use Foodpanda for your food delivery?
- **HT2**: Do you find yourself choosing normal delivery methods out of habit?
- **HT3**: Do you typically stick to familiar delivery options instead of trying subscription services?
- **HT4**: Do you think your ordering frequency affects your perception of the subscription's value?

8. Trust (TR)

- **TR1**: How satisfied are you with the quality of Food panda's service?
- **TR2**: Does your trust in Foodpanda influence your willingness to subscribe to Foodpanda Pro?

9. Awareness (AW)

- **AW1**: Are you aware of the benefits offered by Foodpanda Pro?
- **AW2**: How well do you understand the subscription process for Foodpanda Pro?