

🔍 Data Mapping to UTAUT2 & Custom Constructs

1. Performance Expectancy (PE)

Relevant Columns:

- `pro_subscription_saves_money`
- `experience_pro_vs_normal_delivery`
- `satisfaction_with_cost_savings`
- `satisfaction_with_delivery_speed`
- `satisfaction_with_food_quality`
- `satisfaction_with_pro_service`

Insights Mapped:

- Users who responded “No” to Foodpanda Pro were significantly influenced by the **Rs. 599 minimum for free delivery**, supporting H1b.
 - Pro users expressed **moderate satisfaction with cost savings**, showing that while Pro *can* offer value, it’s not seen as compelling enough by non-users — aligning with H1a.
-

2. Effort Expectancy (EE)

Relevant Column:

- `I find the process of subscribing unclear or complicated. (binary column from parsing reasons)`

Insights:

- A significant portion of non-subscribers indicated this reason, which validates H2 — that the **subscription UX is unintuitive** for many.
-

3. Social Influence (SI)

Relevant Column:

- `recommendation_from_family_or_friends`

Insights:

- Low recommendation rates from social circles reinforce H3a.
- If negative feedback or silence is prevalent, it confirms H3b: **social proof is missing**, and that discourages Pro adoption.

4. Facilitating Conditions (FC)

Relevant Column:

- Indirectly inferred from:
 - I wasn't aware of Foodpanda Pro and its benefits.
 - I find the process of subscribing unclear or complicated.

Insights:

- A **lack of accessible information and payment convenience** acts as a barrier (supports H4).

5. Hedonic Motivation (HM)

Relevant Column:

- I prefer ordering from nearby eateries directly instead of using delivery services.

Insights:

- This suggests that users enjoy the **freedom/flexibility** of informal methods (aligns with H5).

6. Price Value (PV)

Relevant Columns:

- The subscription cost is too high for the benefits offered.
- Free delivery only over Rs. 599 isn't appealing
- satisfaction_with_cost_savings

Insights:

- Strong support for H6a and H6b: Users **feel they don't get enough in return** for the price, or that individual delivery feels more “manageable.”

7. Habit (HT)

Relevant Columns:

- foodpanda_usage_frequency
- I don't order food frequently enough to justify a subscription.

Insights:

- Strong support for H7a and H7b:
 - Low-frequency users find the subscription useless.
 - Habitual normal delivery users resist switching due to **inertia**.
-

8. Trust (TR)

Relevant Columns:

- I don't trust Foodpanda's delivery service.

Insights:

- While this wasn't the most common reason, **distrust still exists** and can block conversion — supporting H8.
-

9. Awareness (AW)

Relevant Column:

- I wasn't aware of Foodpanda Pro and its benefits.

Insights:

- This is one of the most commonly marked reasons among non-Pro users, strongly supporting H9 — **marketing gaps are evident**.
-

10. Demographics (DEMO)

Mapped Columns:


- age, income_level, current_residence

Insights:

- Urban dwellers & middle-to-high income respondents are **more likely to consider Pro**.
- Users in lower income brackets showed **stronger price sensitivity**, aligning with H10.

Summary of Key Research Questions

Research Question	Finding
What are the key factors influencing user choice?	Cost, low awareness, minimum order limits, unclear process
Does perceived value affect preference?	Yes — Pro is seen as low ROI
What role does cost sensitivity play?	Major — Rs. 249 feels too much for unclear gain
How does awareness impact adoption?	Critically — lack of awareness is one of the top barriers
How does trust impact subscription?	Moderate — not a leading reason but still present
Does order frequency affect value perception?	Yes — infrequent users see no benefit
Do habits influence subscription consideration?	Strongly — many users stick with what they know

 **For more detailed findings, visualizations, and data workings, please refer to the accompanying Jupyter Notebook.**