

1. Research Objective

- **Primary Goal:** Understand why users prefer paying for delivery on normal orders instead of opting for the Foodpanda Pro subscription.

2. Factors to Consider

- **Cost Sensitivity:** How price-sensitive are Foodpanda users? Do they perceive the 160 PKR as a high upfront cost?
- **Frequency of Orders:** Users who order less frequently may not see value in a subscription. How often do people order food online?
- **Perceived Value:** Does the subscription offer more than free delivery (e.g., discounts)? Are users aware of these benefits?
- **Usability:** Is the process to subscribe to Foodpanda Pro complicated or unclear?
- **Trust:** Do users trust Foodpanda enough to subscribe? Are there concerns about service consistency?
- **Awareness:** Are users aware of the Foodpanda Pro subscription?
- **Demographics:** Income levels, location (urban vs. rural), and age may influence users' choices.

3. Hypotheses

- **H1:** Users do not subscribe to Foodpanda Pro because they are unaware of the benefits.
- **H2:** Users who order food less frequently find the subscription unworthy due to infrequent use.
- **H3:** The subscription fee of 160 PKR is perceived as too high despite the potential savings.
- **H4:** Trust and satisfaction with normal Foodpanda service affects subscription decisions.
- **H5:** Users find the current one-time delivery fee more manageable than a subscription.
- **H6:** The process of subscribing seems difficult, unclear and a hassle to the users
- **H7:** Users don't know how to subscribe to Pandapro
- **H8:** Users don't subscribe because with Pandapro free delivery is above Rs. 599, and mostly order is less than this amount.

4. Survey Questionnaire

- **Demographics:**
 - Age, location, occupation, monthly expenditure/income (not compulsory to answer)
- **Usage Frequency:**
 - How often do you use Foodpanda? (Daily/Weekly/Monthly)
- **Awareness:**
 - Are you aware of the Foodpanda Pro subscription?
 - Do you know how to subscribe to it? (If yes, how?)
- **Perception of Value:**

- Why do you choose normal delivery instead of subscribing to Foodpanda Pro? Do you think it is a hassle to subscribe to FoodPanda?
 - Do you think 160 PKR/month for free delivery is worth it?
 - *What additional benefits (e.g., exclusive discounts) would make you consider subscribing?*
- **Cost Sensitivity:**
 - How much are you willing to pay for food delivery?
- **Trust:**
 - How satisfied are you with the quality of Foodpanda's service?
 - Does this satisfaction affect your willingness to subscribe to Foodpanda Pro?
- **Usability:**
 - Have you found any difficulties in subscribing to Foodpanda Pro?