

# Marketing Research Report



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## Executive Summary

The purpose of Uber's marketing research is to find consumer acceptance of Uber's self-driving technology. A survey was conducted with a random sample of 126 respondents who filled out and submitted an internet-based questionnaire. The responses indicated the following:

- 77% of the respondents most preferred ride sharing company is Uber
- 43% of the surveyors are likely to ride Uber's self-driving car, 34% are neutral and 24% are unlikely to try it
- 53% trust Traditional Car Manufacturers to introduce the self-driving technology while only 14% trust a ride sharing companies like Uber, Lyft to introduce it
- 65% of respondents feel safety is the biggest issue for Uber's self-driving cars followed by self-driving cars not driving as well as humans (18.4%)
- Majority of the respondents (48.4%) would watch the road instead of doing any other stuff while riding in Uber's self-driving car
- Most respondents (67%) would prefer paying less than current ride price for Uber's self-driving car
- 57% of the respondents would be willing to ride in an Autonomous Uber for free while only 10% would be unwilling

## Background and Objectives

Uber is a peer-to-peer ridesharing, food delivery, and transportation network company headquartered in San Francisco, California, with operations in 633 cities worldwide. Its platforms can be accessed via its websites and mobile apps.

Primary objective of Uber for conducting the Marketing Research is find the consumer acceptance of Uber's self-driving technology using a survey. Secondary objectives are to find how much more/less consumers will be willing to pay for self-driving Uber, their biggest concerns and whom do they trust for introducing the self-driving technology.

## Research Design and Data Collection

Google Forms was used to create a survey. The respondents were given a link through which they are redirected to the questionnaire on the Google Forms website. Respondents' responses are saved on the Google Forms website which can be

viewed/downloaded. Sample size of this survey was 150. Survey consisted of 18 questions which were a mixture of multiple choice, checkboxes and likert scale questions.

## Survey Results

Following are the questions were asked in the survey to meet the and we got consumer opinion of them.

- How likely are you going to ride Uber's self-driving cars?

Data from the survey reveals that 18.3% of the sample population are very likely to ride in Uber's self-driving cars, 24.6% will likely ride, 34.1% are neutral, 9.5% are unlikely to try out Uber's self-driving cars and 13.5% are very unlikely to try it out. With majority of the respondents displaying positive or neutral attitude towards Uber's self-driving, it would help Uber to determine whether to proceed with this technology.

- What is your biggest concern about Uber's self-driving car?

Over 65% of the respondent's major concern about a self-driving Uber is safety consequences of equipment failure or system failure. 18.4% feel that a self-driving vehicle would not drive as well as a human driving it. Uber can work on easing these concerns of the respondents.

- How much will you be willing to pay for a self-driving Uber?

51.6% of respondents are willing to pay 5 - 10% less than current rate of the ride while 15.9% are willing to pay 0 - 5% less than current rate. 23.8% have no issues in paying same rate as the current one. Only 6.3% are willing to pay 0 – 5% more than current rate whereas even less proportion are willing to pay 5 – 10% more than current rate. Responses from the survey indicate that consumer's expectation from a self-driving Uber. Since a driver is not involved, consumers feel that ride price of a self-driving Uber should be less than the current ride price.

- Would you travel in autonomous Uber if offered for free?

Majority of respondents (57.3%) would travel in an autonomous Uber if offered for free. 32.5% were unsure and only 10.3% revealed that they won't travel in an autonomous

Uber for free. Uber can use this data. They can offer first few rides for free and let the consumers get used to the new technology.

- Whom do you trust for introducing self-driving car?

53.6% respondents trust Traditional Car Manufacturers like Ford and BMW to introduce self-driving technology. Next is Existing Technology Company like Intel (16.8%) followed by New Autonomous Car Focused Company like Waymo. Respondents trusted Uber and Lyft the least for introducing a self-driving car.

- How likely do you think it is that the following benefits will occur when using completely self-driving vehicles?

According to respondents, less traffic congestion, better fuel economy, fewer crashes and shorter travel time are some of the advantages of self-driving vehicles. Their responses tell us that people do feel that autonomous vehicles will bring about a positive change.

- If you were to ride in a completely self-driving vehicle, what do you think you would use the extra time doing?

Majority of respondents (48.4%) said that they would watch the road while travelling in a self-driving car. Text or talk with friends/family, work and read would be the other choices of respondents while riding in a self-driving car.

## Conclusion

Based on the data obtained from the survey, following conclusions can be drawn:

- Uber is the most preferred ride hailing service
- People are likely to ride Uber's autonomous car
- Safety is the biggest concern when riding in a self-driving Uber
- Respondents expect to pay less in a self-driving Uber as compared to an Uber with a driver

## Appendix

### How likely are you going to ride Uber's self-driving cars?



126 responses

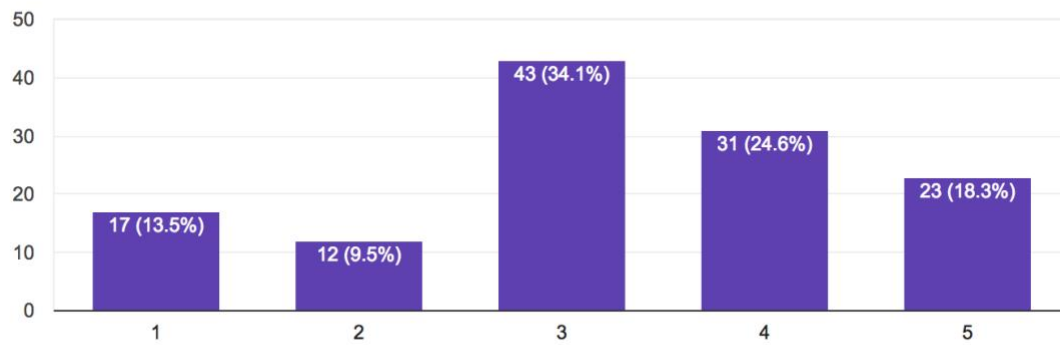


Figure 1

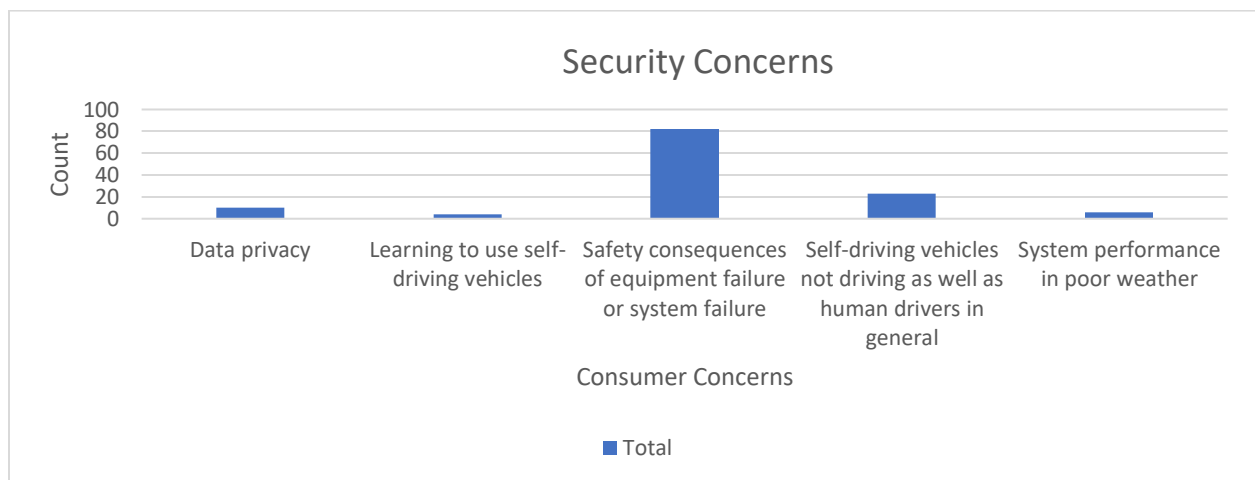


Figure 2

### How much will you be willing to pay for a self-driving Uber?

126 responses

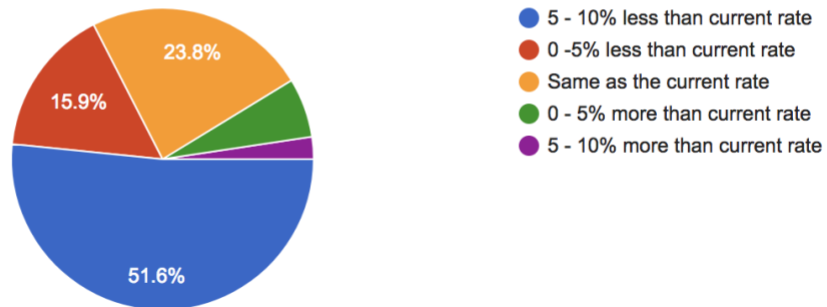


Figure 3

### Would you travel in autonomous Uber if offered for free?

117 responses

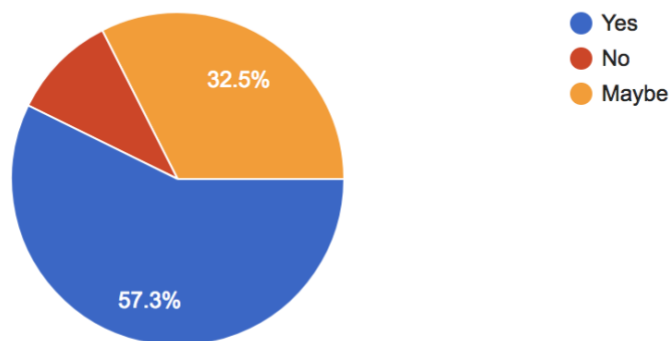


Figure 4

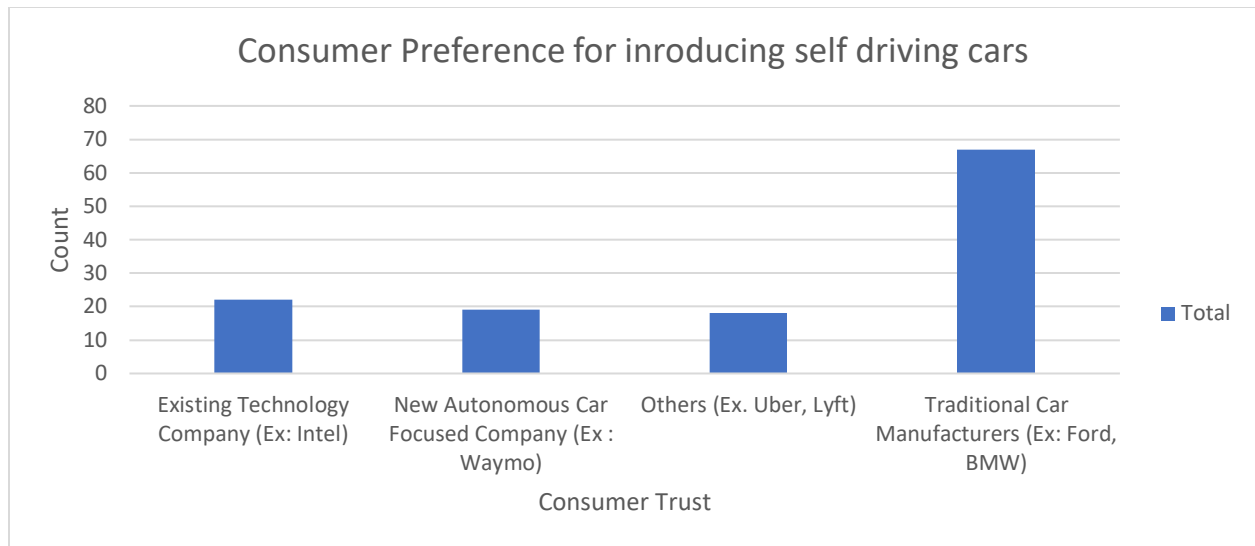


Figure 5

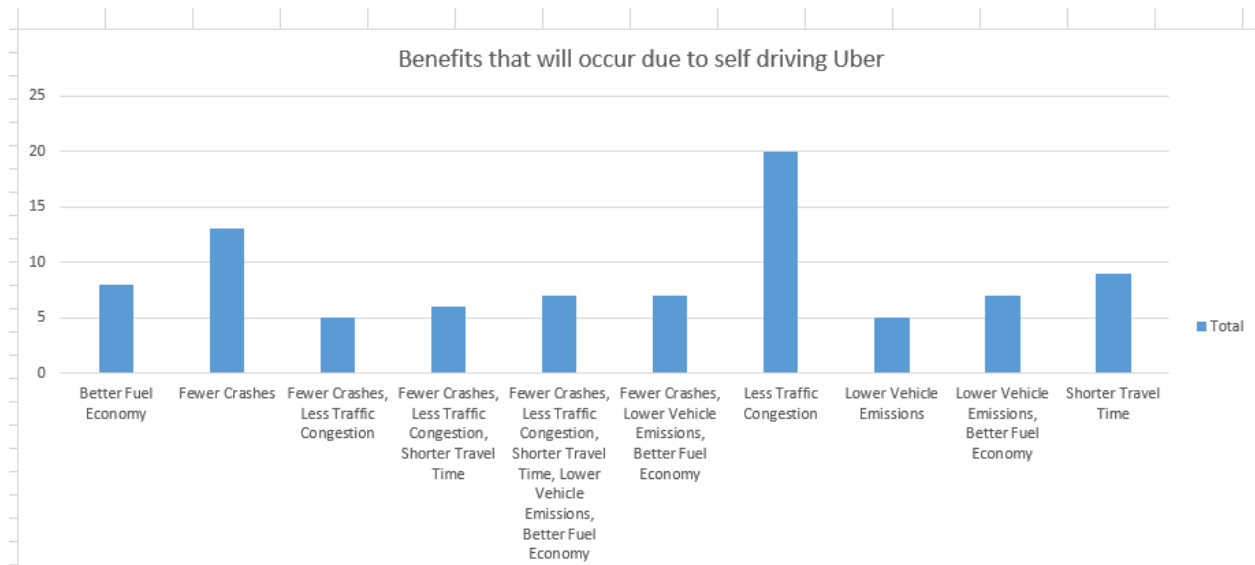


Figure 6



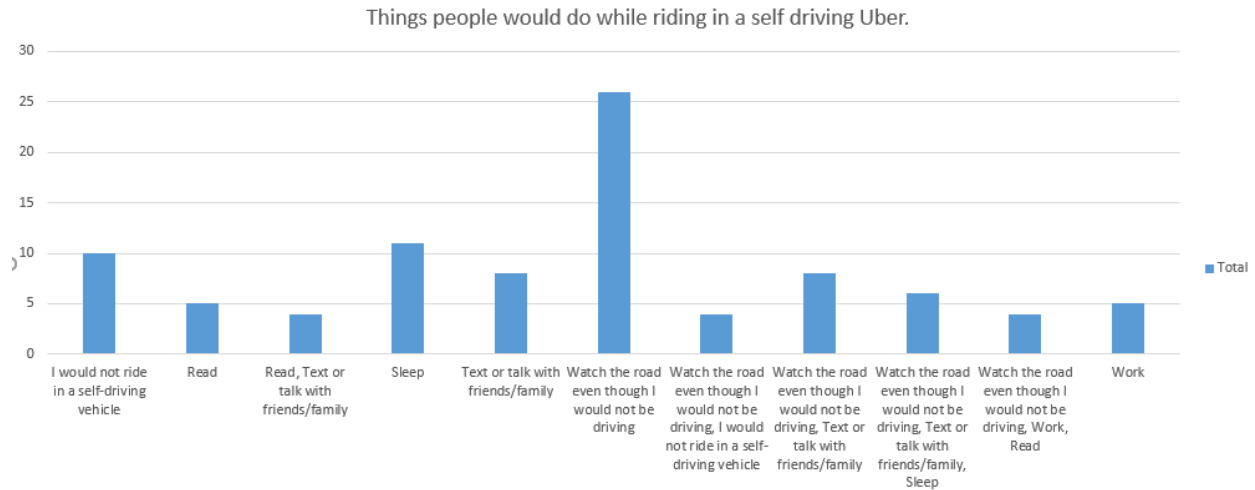


Figure 7

## Statistical Analysis

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
How likely are you going to ride Uber's self-driving cars?	126	409	3.246031746	1.562984127		
5 - 10% less than current rate	126	65	0.515873016	0.251746032		
0 -5% less than current rate	126	20	0.158730159	0.134603175		
Same as the current rate	126	30	0.238095238	0.182857143		
0 - 5% more than current rate	126	8	0.063492063	0.059936508		
5 - 10% more than current rate	126	3	0.023809524	0.023428571		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	993.4510582	5	198.6902116	538.0778048	3.1624E-245	2.226044984
Within Groups	276.9444444	750	0.369259259			
Total	1270.395503	755				

Anova: Single Factor						
SUMMARY						
	<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>	
How likely are you going to ride Uber's self-driving cars?						
		126	409	3.246031746	1.562984127	
Safety consequences of equipment failure or system failure						
		126	82	0.650793651	0.229079365	
Data privacy						
		126	10	0.079365079	0.073650794	
Self-driving vehicles not driving as well as human drivers in general						
		126	23	0.182539683	0.150412698	
Learning to use self-driving vehicles						
		126	4	0.031746032	0.030984127	
System performance in poor weather						
		126	6	0.047619048	0.045714286	
ANOVA						
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>
Between Groups						
		1009.206349	5	201.8412698	578.6663431	1.4991E-254
Within Groups						
		261.6031746	750	0.348804233		
Total						
		1270.809524	755			

Anova: Single Factor						
SUMMARY						
	<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>	
How likely are you going to ride Uber's self-driving cars?						
		126	409	3.246031746	1.562984127	
Traditional Car Manufacturers (Ex: Ford, BMW)						
		126	67	0.531746032	0.250984127	
New Autonomous Car Focused Company (Ex : Waymo)						
		126	19	0.150793651	0.129079365	
Existing Technology Company (Ex: Intel)						
		126	22	0.174603175	0.145269841	
Others (Ex. Uber, Lyft)						
		126	18	0.142857143	0.123428571	
ANOVA						
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>
Between Groups						
		918.2063492	4	229.5515873	518.937491	5.7014E-197
Within Groups						
		276.468254	625	0.442349206		
Total						
		1194.674603	629			

## Conjoint Analysis

SUMMARY OUTPUT					
Regression Statistics					
Multiple R	0.252395212				
R Square	0.063703343				
Adjusted R Square	-0.026641071				
Standard Error	1.266737423				
Observations	126				
ANOVA					
	df	SS	MS	F	Significance F
Regression	11	12.44591427	1.131446752	0.705116566	0.73148111
Residual	114	182.9271016	1.604623698		
Total	125	195.3730159			
Coefficients		Standard Error	t Stat	P-value	Lower 95%
Intercept	3.269034771	0.934575967	3.497880201	0.000669647	1.417646979
5 - 10% less than current rate	0.036336367	0.757798123	0.047949929	0.96184005	-1.464855879
0 -5% less than current rate	-0.282298913	0.8072466	-0.349705917	0.72720462	-1.881448211
Same as the current rate	-0.226596941	0.783566162	-0.289186736	0.772963726	-1.778835473
0 - 5% more than current rate	0.025670718	0.865376278	0.029664226	0.976386713	-1.688633023
Safety consequences of equipment failure or system failure	0.511799013	0.508526422	1.006435438	0.316337608	-0.495587914
Data privacy	0.498065839	0.654805507	0.76063172	0.448447448	-0.799098827
Self-driving vehicles not driving as well as human drivers in general	0.660588795	0.561450808	1.176574663	0.241816251	-0.451640931
Learning to use self-driving vehicles	-0.061071477	0.845622305	-0.07222075	0.942552788	-1.736242749
Traditional Car Manufacturers (Ex: Ford, BMW)	-0.497097044	0.343480988	-1.44723307	0.150575968	-1.177530236
New Autonomous Car Focused Company (Ex : Waymo)	-0.327505236	0.427390722	-0.766289999	0.445087615	-1.174162963
Existing Technology Company (Ex: Intel)	-0.699593481	0.418888951	-1.670116816	0.097639809	-1.529409266

## Residual Analysis

31				
32	RESIDUAL OUTPUT			
33				
34	Observation	Predicted How likely are you going to ride Uber's self-driving cars?	Residuals	
35	1	3.458197239	0.541802761	
36	2	3.309407457	1.690592543	
37	3	3.81717015	1.18282985	
38	4	3.320073106	-0.320073106	
39	5	3.475931741	-2.475931741	
40	6	2.428567337	-1.428567337	
41	7	3.320073106	1.679926894	
42	8	3.150227609	-0.150227609	
43	9	3.806504501	-0.806504501	
44	10	3.255700803	-0.255700803	
155	121	3.226731607	1.773268393	
156	122	2.598159146	0.401840854	
157	123	3.489664915	-0.489664915	
158	124	2.854643362	-1.854643362	
159	125	3.001437827	-0.001437827	
160	126	3.965959932	-0.965959932	
161		3.246031746		
162				