

Demand Elasticity and Market Segmentation for Innovative Delivery Solutions: A Stated Preference Analysis of Price Sensitivity of Indian Consumers for Traditional and Innovative Delivery Methods

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ABSTRACT

The advent of new services like drone delivery, dark stores, autonomous delivery, and hyperlocal services have resulted in major transformations in delivery in India. They are now offered along with the traditional courier services. The result of such a sudden change is a dynamic and competitive landscape, in which consumer tastes and price-sensitivity vary greatly amongst service types and cohorts of people. This paper is aimed at researching the price elasticity of demand in these delivery channels, to get a better understanding of how customers will react to price changes in the dynamically and diverse Indian delivery market. The research will aim at answering such key research questions as, how the price elasticity of the different delivery services is different between the old and new services, what factors socioeconomic, demographic and behavioral factors influence the segmentation of the Indian delivery market and how the perception of value influences the price elasticity among the different consumer groups.

The primary data was collected using a structured survey, among 255 respondents in India who belonged to various socioeconomic, geographic and demographic variables. To establish key trends in the price sensitivity and consumer decision making in the categories of delivery the statistical methods such as regression analysis, cluster analysis and a market segmentation modeling were used. It is expected that the results of this research are a thorough comparison of difference in elasticity of market segments identified. It will also shed light on the effects of technology flexibility, disposable income and disparities between urban consumer and semi-urban consumer on the responsiveness of the price. The research will also seek to provide a practical information into market segmentation which could inform them in their pricing policies.

The proposed paper is aimed at helping to fill a particular void in scholarly discussion on pricing strategies of logistics services and the responsiveness of consumers. It aims at contributing evidence based contributions to other delivery service providers, as well as policymakers and investors in the fast-paced and innovative delivery service market in India.

Keywords: Demand Elasticity, Market Segmentation, Consumer Price Sensitivity, Drone Delivery, Last-Mile Logistics, Pricing Strategies, Willingness To Pay.

BACKGROUND

Overview

The convergence of e-commerce growth, the ubiquitous availability of mobile internet, and a consumer base that is increasingly becoming more speed- and convenience-conscious has reshaped the delivery industry in India. The sector is highly diverse, encompassing both local and international companies with distribution networks that are both large and small, in terms of both size and type. GPS tracking, automated sorting, and predictive analytics have strengthened operational capabilities, and the proliferation of on-demand platforms,

as well as the growth in small business activity has further accelerated industry expansion. The long-term state government spending on physical infrastructure and digital connectivity have offered a pleasant starting point on further sectoral development.

In the field of logistics and supply chain management, a new wave of innovations in delivery is emerging, to address long-standing inefficiencies most notably the high cost and unreliability of last-mile operations. These innovations rely on automation, artificial intelligence, the Internet of Things, and unmanned aerial vehicles to enhance the speed, accuracy, and customer experience of the delivery. Multi-modal hybrid delivery configurations are more energy efficient and reach a broader geographic area especially in urban areas and enhance sustainability through electrification and shared infrastructure (Shuaibu et al., 2025). Regarding security and efficiency, integrating blockchain and Mobile Edge Computing has created a decentralized layer of control that is more transparent and fosters trust in all stakeholders of a delivery operation (Li et al., 2020).

Among these technologies, drones are, perhaps, the most radical change in the last-mile logistics. Their ability to perform autonomously in both densely populated cities as well as in remote rural terrain, where conventional modes of transport are not only inefficient but essentially impractical, gives them a distinctive versatility. The use of drones has shown the possibility to decrease the delivery time, minimize the operational costs, and decrease the carbon footprint compared to the logistics based on vehicles. To achieve these benefits consistently, however, requires technological maturity, sufficient physical infrastructure, enabling regulation, and standard operating procedures (Kumbhani and Kant, 2024).

These benefits are extended to hybrid truck-drone systems, which implement aerial vehicles to make constrained or short-range deliveries that ground transport performs poorly. It has been demonstrated that such systems will reduce carbon emission by about 20 percent and help cut operational costs by up to 20 percent and 30 percent respectively. Limitations on payload and energy consumption, which are typical challenges of early-stage drone technology, are being tackled progressively through intelligent route optimization, strategic planning, and the multi-agent reinforcement learning (Bi et al., 2024; Madani and Ndiaye, 2022).

Drones are also gaining increasing interest in India specifically, as a technology of enhancing the last-mile accessibility, especially among rural and underserved populations. To translate this potential into sustainable results, it is necessary to ensure that strong technological infrastructure, efficient regulatory frameworks, and the quality of the provided services are converged at the same time. Achieving this balance is what is the focus of current research and policy discussion, and the logistics sector increasingly considers drones as a key component of future delivery architecture, even though airspace management, regulatory clarity, and real-time optimization of operations remain issues yet to be fully resolved (Kumbhani and Kant, 2024).

One of the underlying principles supporting the business case of drone delivery is demand elasticity that is, the extent to which consumer demand reacts to changes in price, availability, speed, or convenience (Madani and Ndiaye, 2022). Demand is said to be elastic when a significant increase in demand is triggered by lower prices or enhanced reliability; when demand is relatively unresponsive to such changes, it is said to be inelastic. Companies that clearly comprehend this sensitivity are better placed to ensure that their pricing strategies are fine-tuned, their service propositions become sharper, and their drone logistics operations become commercially viable.

Market segmentation builds on this knowledge by dividing the larger consumer group into smaller groups based on geographical location (urban versus rural), buying habits, delivery needs and their sensitivity to price. An example of such usage is the drone services which could be targeted to underserved rural populations or to urban consumers who are innovation-oriented and place a high value on speed and novelty. Segment-level targeting will allow companies to design services that will truly respond to the needs of various customer segments, enhancing market penetration and overall service quality.

China has been one of the most prolific adopters of drone delivery as rural last-mile logistics, where poor road infrastructure makes aerial delivery a natural solution (Pratelli et al., 2024). At scale, hybrid truck-drone systems have been deployed, which reduces the costs and delivery times of goods thanks to the ability to

bypass road constraints, with AI-powered real-time routing being introduced to maximize performance in high-density urban environments (Dai et al., 2024). The United States has also aligned itself with the role of an innovation leader, through pilot programs of food, medical supplies and general parcel delivery. The range and endurance limits of large trucks and the implementation of AI, reinforcement learning, and edge computing have helped to overcome the operational efficiency and system security of large-scale deployment (Bi et al., 2024; Lei et al., 2020).

In the new economies like Thailand, individual predisposition towards new technology and their perceived ease of use are the driving forces of adoption, but privacy concerns moderate uptake, and retailers must consider social and psychological factors before implementing their market strategies (Chen et al., 2022). In last-mile and food delivery settings in Southeast Asia more generally and in Indonesia and Malaysia specifically, drone delivery is still in its early stages, stifled by regulatory ambiguities, lack of proper infrastructure, and divided popular opinion. The studies indicate that as much as innovativeness and usability perceptions support adoption, concerns related to privacy risk and habitual behavioral patterns are barriers that require implementation strategies to be made according to the local conditions (Chen et al., 2022; Khalil et al., 2024).

In short, although China and the United States are at the forefront in both technological implementation and regulatory creation, the markets in Southeast and South Asia remain in a situation of overcoming infrastructure gaps and socio-behavioral challenges. Some of the common themes in all regions include the use of hybrid models of delivery, optimization through AI, and concerted efforts to break the shackles of regulatory and acceptance barriers - all oriented towards making the drone logistics more efficient, sustainable, and widely available (Bi et al., 2024; Pratelli et al., 2024).

Problem Statement

The idea of drone-based delivery has been firmly established in the policy realm already since the framework of the Drone Certification Scheme in India is considered: the country has set its eyes on it turning into a drone hub by the year 2030 assuming that the drone-based delivery would become the novice in the arrangement of low-cost, fast, and environmentally friendly alternative of the last-mile delivery (Singh, Bhagwan & Kumar, Sachin., 2022). But despite these ambitions of an Indian policy, the Indian component of the equation is largely unknown, the Indian consumer. The existing literature directly acknowledges the fact that the essence of variables that are likely to determine the propensity of Indian consumers to drone delivery is quite xerox and that literally no behavioural study on the subject matter exists (Singh, Bhagwan & Kumar, Sachin., 2022).

That is to say that, though drones theoretically have a hypothetically high potential, in terms of speed and lower prices, nobody has been able to answer, yet, how conscious Indian consumers are of this feature, how they balance potential benefits (including speed and eco-friendliness) with a question of safety and privacy, and how demand responds to potential changes in price. Practically, this gap can be bridged: to implement the drone delivery at the scale in India, both the companies and the policy-makers are in need of an actual idea of who will take it up and at what price level we will be able to prove the success of the implementation. The main research problem is the quantification of the knowledge of Indian customers towards the innovative types of delivery - especially drone-based delivery - as compared to the traditional types of delivery, and then segregating the market based on these results.

Essentially what the study does is to work on the two levels at the same time. It is a discovery nature, that aims to establish the current state of Indian consumers in regards to knowledge and opinion surrounding new technology in delivering products. It has the evaluative orientation as well as trying to quantify the changes in demand of consumers in relation to changes in prices of delivery.

Combined, these dimensions enable the research to fill a well-defined gap in the existing Indian literature - a gap, which straddles on a junction of consumer behavior, innovation in logistics and pricing economics. By filling in these gaps, the research will provide both conceptual and empirical insights useful to the businesses,

logistics service providers and policymakers who operate within the rapidly developing delivery environment within India.

Research Objectives

This paper seeks to empirically explore how Indian consumers perceive conventional and drone-based delivery models by segmenting the market according to segmentation criteria in both the demographic and behavioral dimensions as well as attitudinal dimensions with specific reference to price sensitivity. The following quantitative goals are considered to be the most important:

- To measure the extent of the consumer awareness pertaining to the aspect of drone delivery, and the consumers attitude towards the aspects of the key feature of drone delivery.
- To approximate the degree to which the additional amount of expenditure which customers in various contexts are willing to incur in case of drone delivery, as well as an approximation of the price elasticity of demand to the latter.
- To disaggregate and to label consumer groups, which show a non-similarity as regards to the delivery and the different degrees of price sensitivity.
- To calculate the relative significance of antecedents that impact customer those who adopted the drone delivery and its connection to attitude to use the service.
- To examine the influence of privacy related issues in determining how consumer preference to adoption of drone delivery is influenced.

Research Questions

- While what are the awareness levels of Indian consumers to the option of drone delivery and the traditional delivery, their attitudes to each of them, and how they vary in their attitudes towards different demographic groups?
- What is the price-sensitive and/or price-insensitive, assuming any, is the demand of Indian consumers to the drone delivery and how the demand would differ in response to change of price relative to the conventional delivery option?
- What are the unique segments of the Indians consumers that have discernible differences in the adoption intent, and the price sensibility towards the adoption of the drone delivery service?
- Which delivery qualities and specifically what; some examples of these delivery qualities are speed, dependability and ease of use - have the largest impact on consumer preference on the use of drone technology in delivering; how do consumers balance benefits of these delivery qualities with their costs?
- Do problems with privacy, safety, noise and trustworthiness have a role to play in eroding the relationship between the perceived benefits of service, and consumer willingness to adopt and pay drone delivery?

Research Hypothesis

This research aims to test the following hypothesis:

Specific pricing scenarios will significantly shift preferences; if drones become cheaper than traditional delivery (e.g., ₹50 less), a majority will switch, whereas if they cost significantly more, most will stick with conventional delivery (reflecting high price elasticity).

LITERATURE REVIEW

Theoretical Framework

A degree scale is the own-price elasticity of demand which is illustrated as a percentage change of the quantity in-response to the price in percentages. The elements that get the levels of price elasticity comprised the presence of substitutes, percentage of the budget a commodity takes, as well as time in context price elastic commodities with easy to replace substitutes tend to occur more during a given period time (easy to substitute)

(Varian, 2014; Mankiw, 2017). When it is a field of research in the category of delivery service it is the value of elasticity which is normally estimated in terms of observed purchasing behaviour (revealed preferences) in case of a field research, or through hypothetical tools of survey such as choice experiments or contingent valuation (stated preferences) in case of a field research. The latter would be particularly useful working with emerging technologies because it will allow the researchers to attain implied willingness to pay (WTP), or switching probabilities across across the opportunities of delivery (Varian, 2014; Train, 2009). The concept of the market segmentation is based on further dividing economically non-homogenous population into internally consistent groups within the context of the marketing and service design process to adapt to the needs and preferences of a particular group of people in the population (Kotler and Keller, 2016). The current trend in support of e-commerce is increasingly predetermining a greater degree of data, such as cluster analysis, latent class models and machine learning to give a consumer sub-group that makes a fundamental difference in tastes and responsiveness to prices and then price differentiated levels of provision of the identical amount of product accordingly (Kotler and Keller, 2016; Wedel and Kamakura, 2012).

Consumption response of incremental and radical innovation can be modelled based on the adoption of technology body of literature that is an excellent theory. There are two frameworks which are of particular interest. Technology Acceptance Model (TAM) has been based on an assumption that the attitude and behavioural intention towards new technologies can be predicted when the perception towards the usefulness and ease of use is considered, TAM has been extended to imply consumer intent by applying the model to the struggling techniques of contactless and automated delivery (Davis, 1989). UTAUT2 can be seen as extension of the previous adoption models, except that it incorporates the following new constructs of hedonic motivation, value of price and habit which becomes particularly important when the consumer is obliged to make a choice whether to pay in order to obtain a new service or where existing routines of delivery becomes a possible barrier to adoption (Venkatesh et al., 2012). The perceived performance (speed and reliability), the perceived risk (safety and privacy) and the price value (WTP relative to perceived benefit) are perceived performance and perceived risk, respectively and price value (WTP relative to perceived benefit), which also happen to be all the ones that are likely to contribute to the adoption intent and demographic moderators and contextual enabling conditions (Davis, 1989; Venkatesh et al., 2012).

The Information on Drone Delivery Systems

Whether or not consumers are positively or negatively responding to aerial delivery is what all (and an increasing number of) bodies of empirical evidence focus on. The surveys, pilot programmes and choice experiments have continuously proven the two-sided perception: the customers can see the potential speed and convenience that the drone will offer - in particular, the urgent or far away deliveries, but, conversely, are also concerned about the privacy, safety, noise, and the safety of the packages (Schmidt and Saraceni, 2023; Jang, 2024). Thanks to the absence of any positive reference of the real and immediate benefits of the new technology, and the words of safety guarantees, insurance and regulatory control spoke with a very positive voice [26, 27]. The choice models that trade-off between discrete and hybrid choice in a study may be comparing the last-mile alternatives that includes robots, lockers and drones and will then realise that only a small percentage of the early adopters will be less price sensitive but the majority of consumer will not consider a premium or even a discount to change to a mode of delivery that will be associated with the perceived risk (Riahi Samani et al., 2025).

Where long TAM has been utilized such as; product innovativeness, subjective norms, perceived usefulness, subjective norms and attitude have been found to be the key drivers towards adoption of drone delivery in Pakistan. It turned out that the word-of-the-mouth proved to be the best marketing channel and in the context of influencing adoption of the context on emerging markets, the word-of-the-moth carried the day (Waris et al., 2022).

Instead of conducting the research in the US, it would have been conducted in the US so as to find attitude of the customers towards the implementation of drone to deliver e-commerce basing on the theory and technology anxiety. The perceived benefits (e.g. speed, environmentally friendly) but a factor of privacy was still seen as advantageous by the consumers, albeit the relationship between the perceived advantage and

technological fear was quite complex and multilayered and it was found that there was no significant correlation between the perceived advantage and technological fear in the Western context (Xie et al., 2022).

The Australian research on consumer preferences as between drones, conventional postal and parcel lockers has found that the traditional postal services is the default, although where they can offer an alternative that is both faster and cheaper the drones are attractive. The contextual factors, plays a crucial part in acceptance whereby the use of parcel lockers appears to be the other option used in where there are doubts that a parcel would be willingly delivered to its specified destination. The latter might be seen as the role played by the local infrastructures in helping to prepare the preparedness to conduct a drone delivery (Merkert et al., 2022).

The world is shifting towards the drone delivery environment which is influenced by the regulatory environments, change in technology and shift in consumer demand. The most prolific in terms of the amount of drones deployed are United States, China, and France, whereas commercial uses of drones in the logistics, delivery and healthcare sector have become far more common although regulation and regulatory obstacles remain a limiting factor on the use of drones in most countries (Jones, 2017; Kapustina et al., 2021).

The perceived usefulness, social influence, trust, considerations of privacy, perceived benefits in speed and costs and enabling infrastructure and regulation would be used to establish how far the consumers will go to accept the delivery of the drone into other regions. The positive attitudes of adopting provided that a combination of the mentioned conditions is positive are observed in the studies conducted in a broad geographic area (Jones, 2017; Kapustina et al., 2021; Merkert et al., 2022; Waris et al., 2022; Xie et al., 2022).

The most popular constraint to adoption that is the most common reason with the highest number of repetition of the reason. The customers are concerned about the failure of drones, falling packages, surveillance and sounds of the drones; the latter being a significant threat to big cities. They have found out that the perceived risk could be minimized with the help of visible and open data policies, perceived safety certifications and insurance by third parties (Schmidt and Saraceni, 2023). And examples where the net benefit to society is specifically visible (use cases of medical or disaster-doing delivery) are much more highly context-dependent than regular e-commerce delivery packages, which they propose are based on highly context-dependent consumer risk-benefit assessments (pilot case studies).

The potential of done delivery is enormous yet too far on the other side are extreme cases of security, privacy and security problems bearing the label of done delivery. The prerequisite of secure functioning of UAVs is the need to make use of systematic hazard identification, risk assessment and mitigation as measures that must be implemented should meet the international standards (such as ISO 12100 and ISO 13849) (Allouch et al., 2019).

One may perceive this as a privacy issue and how the data which can be detected by the drones can reveal people to surveillance. The absence of the standardization of UAV-specific privacy regulation has its fair share of devastating loopholes and unauthorized data collection has become an open issue and should be put into the control of purpose-designed protective measures (Altawy and Youssef, 2016; Siddique et al., 2022).

Security threat, posed by both cyber and physical threats, is high both at the cyberspace as well as at the physical space. Cyberattacks can occur on communication links, control or on board cryptography modules and can be impacted by an interception of the drone and the data which they carry towards the end of an unsupervised environment. Suggestions have also been made to implement white-box cryptography as an efficient resource-saving solution to protect valuable drone data against such an attack (Seo et al., 2016), and the basic authentication structures of the Internet of Drones (IoD) as an added layer of security against unauthorized UAV operation (Cho et al., 2020).

New forms of detection and classification - radar and radio frequency signal, acoustic sensor, computer vision, sensor fusion allow it to become simpler to identify and thwart illegal drones and therefore contribute to the overall safety of airspace. On a system level blockchain and mobile edge computing have been viewed as an opportunity of decentralising and ensuring the delivery data cannot be manipulated to reduce the reliance on

potentially vulnerable cloud infrastructure and increase the trust of all parties to the delivery chain (Li et al., 2020).

This alone can be realized by safe incorporation of drone delivery into civilian airspace through multi-layered approach that include regulatory within the framework of cryptography and authentication, privacy-protecting system designs and operation risk management. It needs to be researched further, enabling intersectoral collaboration to keep up-to-date with a constantly-changing series of challenges (Altawy and Youssef, 2016; Nguyen and Nguyen, 2021; Siddiqi et al., 2022; Sihag et al., 2023).

The pricing model of innovation in the case of last-mile delivery should take into consideration: the cost structure, perceived consumer value and competition, target market segments and scalability. Others are value based pricing (pricing based on customer value and not necessarily based on cost), the dynamic pricing (pricing which is altered by demand), as opposed to the tiered or subscription pricing which is a differentiation of the level of service. High price used, may reflect on either quality or exclusiveness whilst low price used may be used to expedite the process of penetrating the market with the new product. As innovative delivery could imply massive start-up investment in the technology many a times, the prices of products are in a position to repay the investment as well as to pass the efficiency gain to the consumer. Others that could determine the pricing choices to be informed by the ongoing experiments and customer reviews are regulatory compliance standards, the reliability of service and customer experience. Much less conclusive evidence suggests that a subscription model results in a decrease in the level of price sensitivity among the high-frequency consumers of a particular product and a much higher rate of adoption by the high-frequency shopper of a certain product (Jiang 2025; Capgemini and industry reports). Namely, the mentioned preference study of novel delivery modes is never unrelated to a small and highly-valued segment of the population that is willing to pay a premium and the rest of the population is either unresponsive or responsive to a higher price, in particular where the free/subsidized delivery got accustomed to perceiving a high reference price (Jiang, 2025; Masuch, 2024). The presentation of pricing (flat charge, percentage or subscription) is material in nature that will impact reported decisions, and thus, reports of estimates of elasticity.

Indian Context

Medical logistics in India, rural connectivity are the most active drones users and the very low numbers of pilots required in a small number of the applications of the drones in medical logistics. A speedy delivery and rapid business are the quickly emerging spheres of the industry and consultancy reports clarify how last-mile optimizers via the use of drones are investigated. Even shorter than 30 minutes promises to deliver the product have necessitated even the companies to consider alternative technologies of last-mile, but the unit economics and scale means that these technologies can only be viable in big urban centres (Bain & Company, 2025; RedSeer, 2024). The operational research of drone last-mile delivery in India has been oriented on the flight capacity, viable landing zones in crowded areas, limited flight endurance, integration of docking infrastructure, and safe returns paths of drones - issues, which were addressed using advanced mathematical tools, such as Mixed-Integer Linear Programming to reduce the travel distance and energy consumption (Pachayappan and Sundarakani, 2022).

Not only India among such progressive number of countries is already offering commercial use of UAVs in logistics and health care and both the sectors are expected to increase further in the commercial application of UAVs in both sectors. Special-purpose cybersecurity systems that incorporate physical and cyber-threats are also under development around drone-specific systems and white-box cryptography has been found to be an efficient cost-efficient system to handle sensitive information on drones as the domestic UAV ecosystem evolves (Seo et al., 2016). The introduction of drones to the system of smart cities, hyperlocal logistics hubs is a somewhat new trend in the Indian cities, and GIS technology could be presupposed as one of the most beneficial tools, in terms of the improved quality of the delivery, real time tracking, and urban planning. One of the defining factors of the rate at which commercial operators could potentially scale up the operations of drone delivery - in its dynamism (which is aligned with the dynamics of the global regulatory actions) (Kapustina et al., 2021).

The Ministry of Civil Aviation, which oversees the presence of drones in India is known as directorate general of civil aviation (DGCA). In 2021, the new Drone Rules causing the removal of the old structures with the new ones replaced them, in order to ease the UAV operations that are being outsourced as well as encourage commercial application of the UAVs. The Drones will be grouped by per weight and purpose (Nano to Large) with the permission to operate being managed, via the Digital Sky Platform, which is a centralized digital platform which manages registration, identification and approvals. Bigger or business drones ought to necessitate the individual possessing the remote pilot license and all drones should have identification and tracking systems. Operational restrictions may include altitude restrictions (they are not typically higher than 400 ft above ground level) and flight paths around airports, international borders and populated centers, and with special permission of night flights, Beyond Visual Line of Sight (BVLOS) flights, and drone swarms. The illegal monitoring and dealing with a manned plane, comes within the confines of privacy, and airspace security. The regulatory framework is also following the global trends of governing UAVs through adopting solutions based on technology, such as blockchain and AI to ensure compliance with the safety regulations as well as prevent tampering. Overall, frames offer a balance between the enablement of innovations on the one hand and the responsibility on the other hand expressed through the Digital Sky Platform and Drone Rules, 2021.

The interesting empirical contradiction to this is that great desire to have the ability to receive faster and more predictable delivery - and where young age groups and in particular in the urban population are concerned and where the effect of the predictability attribute is most political relevant then this is met with very low willingness to pay any additional-than-usual premium to receive it. It is established, based on a massive nationwide survey, that an overwhelming majority of the surveyed would not be willing to pay a fee to have their goods delivered to them by a drone and that only about 6% of them would be willing to do so, and the near term consumer WTP would be willing to pay to have their goods delivered to them by a drone under typical real world e-commerce conditions is extremely low (LocalCircles, 2024). Hitherto, the reality that a sudden flooding of fast business is a pointer of the actual requirement in terms of speed but hairpin-thin margins and cut-throat competition makes surcharge per-delivery a pagan commercial sleight-of-hand-dry ice tricky teeny weeny challenge to comprehend (Bain & Company, 2025; RedSeer, 2024).

A study into the Indian rates of the e-commerce delivery preferences has revealed that the consumer preference towards a safe and reliable delivery style with cash on delivery being one of the most trusted methods of payment customers make towards a delivery (Chawla and Kumar, 2021). An expedited speed of delivery is one of the most significant participants of the satisfaction but it is too fast delivery that is gradually gaining momentum, not to mention preferences towards digital payments (Aljohani, 2024). Extremely popular in South Asia, the case has articulated the positive correlation with online shopping satisfaction and efficiency in delivery to suggest that the price sensitivity would be avoided where the quality of services would demonstrate that the perceived price would not intervene with that of online shopping (Saha et al., 2020; Bauerova, 2018).

There are demographic factors which greatly influence the preferences towards delivery in India. Having more consumers with high incomes would lead to a greater adaptability towards high premiums, express delivery since consumers with low incomes would rather be price sensitive. More probably, by doing so a higher proportion of technologically orientated consumers (younger) can be targeted in terms of delivering fast and online payment whereas consumers of the older age group tend to gravitate towards such traditional methods of delivery as cash on delivery (Chawla and Kumar, 2021; Huwaida et al., 2024). The urban buyers (those that are much more likely to enjoy the benefits of better and more reliable services and faster delivery) will be more likely to expect and receive faster and more reliable services and much faster delivery whereas the rural buyers often will have to accept the drawbacks of even slower delivery and of lack of alternative (Chawla and Kumar, 2021).

Lastly, the Indian customers demand a speed, low price, reliability and convenience in terms of delivering e-commerce. The consumer price sensitivity is moderated by service quality where consumers would be willing to pay higher in case of services delivery, the performance is as per or even better. All these tastes can be determined by the income, age and urbanization most especially the older and low income earners who are

more preoccupied with the cost-effectiveness and quick delivery and younger and more urban customers who put a greater emphasis on the premium and fast delivery.

The prerequisite impracticability driving force of this dissertation is that the speed required and the low-readiness to pay large premiums is dissimilar.

Research Gap

The literature review presented above is a broad but fragmented set of topics, and consists of economic theory of elasticity, market segmentation methods, reporting on industry level, accounts of drone pilot programs. Nevertheless despite such a breadth, even in such breadth, pertinent synthesis of such domains as per the Indian context are not worked out.

To begin with a lack of **strong empirical estimates of the price elasticity of drone delivery**, which is India specific, exists. Newer Indian writings are mostly descriptive - relying to polling and pilot observations - or have an orientation based on policy rather than using rigorous evidence of elasticity, in the context of voting behaviour, based on segmented stated preference models.

Even more so the **elasticity analysis is only at its infantile stages in the analysis based on segment basis**. Even though the segmentation research can be applied to identify sets of consumer tastes (latent classes) virtually no literature has been used to segment the market into latent classes as well as estimating the elasticity of the segmentation, faced with the new last-mile technologies in India. More in-depth research, least explored is translation of such results into the working pricing frameworks - comparison of the practicability of subscription-based pricing scheme with more per-delivery-based pricing scheme.

Besides, **the interdependence of the regulatory policy and readiness of consumers to pay is also the area of great interest that should be further elaborated**. In other words, few studies have been done to relate the regulatory schemes, such as the Drone Rules and costs involved in the operation of the system to the consumer WTP and firm specific pricing. The three interrelated contributions of these gaps in this dissertation are to find the consumer WTP and implied demand elasticity using the data of the stated preference surveys under the influence of three regulatory and cost factors namely: regulatory requirements, cost factors and regulatory cost factors and put their findings into perspective of the regulatory and cost environment of the Indian market to derive practical implications which would be applicable across board to the industry practitioners and policy makers respectively.

RESEARCH METHODOLOGY

Research Design

The existing studies will be anchored on a research design of a quantitative, descriptive study; to explore the perceptions, awareness and pricing reactions of both the traditional and the new systems of delivery in India with a special focus on the drone delivery in India. The fact that the study will be interested in quantifying the relationship between the various numerical variables which include the age, income, frequency of delivery used and the perception scores and willingness to pay with some statistical tools led to the choice of a quantitative framework. It is both descriptive, in the sense that it characterizes the pattern of behavior of the consumers and analytical in the sense that it test hypotheses with respect to the elasticity of consumer behavior, as well as market segmentation.

Nature of Study

It will be cross sectional study: all the aspects will be measured at a point of respondent. Since the concept of drone delivery is still in its early stages in India; the study will take hypothetical prices to find out the likelihood of consumers paying and their willingness to switch in the aftermath of switching. This is based on the preference and contingent valuation methods of a standard approach towards estimating the demand on nascent or non-market services in which there exist no alternative real world options upon which we can base

our estimation of the demand. Both the hypothetical scenarios, viz., The early stage of development and the price sensitive development of the entire drone delivery operations in the Indian market can better answer the question of consumer intent and price responsive the drone delivery in the Indian market.

Data Collection Method

Primary data was obtained by distributing a set questionnaire; a structured, Google Forms based, questionnaire, to the consumers of difference demographics and regions in India utilising the questionnaire. The references to the academic journals, industry reports, government reports, or even the previous research where such topics as drone delivery, logistics areas of the industry, human behavior and price economics were discussed were utilised to help the usage of secondary data.

Sampling Design

The kind of sampling method that was used is the non probability convenience sampling method most of the respondents were sampled basing their selection on the basis of accessibility and willing to participate. The latter would have been the right thing to do because of the exploratory nature of the study as well as the lack of an expansive sampling frame of the potential users of the drone delivery in India. This sample was structured in such a way that it would cover a wide range of respondents (in terms of age, level of income, educational background, occupation and residential apartment) including within the metro, suburban, small-town and the rural section of respondents.

Research Instrument

A questionnaire was selected as the key information source as such a questionnaire comprising of structured and designed questions will be required to get primary data. The basic structure of the questionnaire will be organized in the following way: The demographic of the respondents; awareness and use of traditional and online delivery service; awareness and perception of the drones delivery; price sensitivity and intentions to pay under hypothetic circumstances; evaluation of the type of delivery characteristics which comprise speed, cost, reliability and environmental impact and security and convenience; privacy and security related, what identity does the delivery service of drones allude to and intentions to behaviour and prospective adoption. The scales that Northup resorts to include Likert scale with a response scale based on five scale response scale with anchoring of the responses based on Strongly Agree, Strongly Without or Strongly Disagree or on a Very Positive to Very Negative anchor.

Variables Under Study

The demographic (age, gender, income, education and location) aspects were used as the independent variables, along with the frequency of using online delivery, perceived drone delivery property (speed, innovativeness, and environmental friendliness) and privacy and security issues. The wishes to adopt a drone delivery, the wishes to spend an extra money to use it, the desire to alternate between the traditional delivery system and the use of drone delivery were the dependent variables.

Testing Techniques

The tests, which are listed below, are used to test hypothesis/research questions used in the study. The differences in the categorical variables, which are: age group, income, frequency of use, pricing conditions and adoption / payment decision was investigated due to the use of the chi-square test of independence. Correlation Analysis was used to correlate the score of perceptions, and Adoptions intention. The perceptual factors (such as innovativeness, environmental friendliness, privacy and security) were analysed using the Regression Analysis, to examine how the perceptual factors influence the odds of adoption and willingness to pay. Experience has shown that Analysis of variance (ANOVA) is effective to determine whether the attitudes, and the intentions to adopt the consumers attitudes were significantly different in the demographic subgroups e.g. age, income bracket and so on. The difference in the level of perception and willingness to adopt (in comparison to two different groups e.g. male and non-male respondents/ users and non- users). between them

was made cross-comparing the differences in the perception level and willingness to adopt between two differences in groups e.g. male and non-male respondents/ users and non-users). To be more specific in this analysis, cross- tabulated how the categorical variables are related to each other, in detail its frequency breakdowns to augment the Chi-Square results. Lastly The Cluster Analysis was applied to identify the many segments of consumers based on preference, perception and behavioral intentions to come up with a market segmentation and formulations of strategies used to target these market segments. All of them would be informed to the level of 5% level of significance (0.05).

Tools and Software

Data processing, data evaluation, data interpretation, descriptive (frequency, past percentage per frequency, central tendency measures, frequency dispersion measures) and inferential statistics were performed with the help of version 16.0 of SPSS to work with windows. To establish how reliable the usage of the instruments is the Cronbachs Alpha has been used. Data were firstly cleaned and given out on Microsoft Excel with tables and charts then generated to enable easy interpretation of the data.

Ethical Considerations

The survey was carried out on purely at the discretion of the respondents and made it clear to the respondents the academic nature of the study prior to any one of them joining in. Before any of participants could be included in the study none of the personally identifiable information was obtained and informed consent to all the participants was taken.

Methodological Limitations

It is subtle in that the premise on hypothetical pricing situations underpinning the study, means that the results may not be as generalizable on practical way drivers of consumer would actually behave under the hypothetical pricing situations. This is also limited by the convenience sampling; where the findings they come up with can be applied to the rest of the population. But not surprisingly such a methodology would be appropriate when it comes to an exploratory research on a form of emergent nature of a delivery technology where the actual actual market data are yet to be obtained.

DATA ANALYSIS AND RESULTS

Consumer Awareness and Attitudinal Disposition Toward Drone Delivery Before examining how consumers respond to prices and what drives their adoption decisions, it was essential to first establish a foundational understanding of where Indian consumers stand in relation to drone delivery specifically, how aware they are of its existence and whether their general attitude is one of openness or resistance.

This baseline was critical, because any analysis of pricing behavior or segmentation would carry limited meaning if consumers were largely unaware of the service being studied.

Have you heard of "drone delivery"?

Table 1: Frequency Distribution of Consumer Awareness of Drone Delivery (n=255).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	43	16.9	16.9	16.9
	Not Sure	52	20.4	20.4	37.3

Yes	160	62.7	62.7	100.0
Total	255	100.0	100.0	

Frequency analysis revealed that 62.7% of respondents were aware of drone delivery services, indicating that a clear majority of the sample had at least encountered the concept. This level of awareness is meaningful in the Indian context, where drone delivery remains at an early commercialization stage, and it suggests that consumer-level familiarity has already crossed a significant threshold — one that provides a realistic basis for examining pricing responses and adoption willingness in subsequent analyses.

Descriptive Statistics

Table 2: Descriptive Statistics for Consumer Attitude Toward Drone Delivery (n=255).

	N	Minimum	Maximum	Mean	Std. Deviation
Overall Attitude Score for Drone Delivery	255	1	5	3.77	.655
Valid N (listwise)	255				

Beyond awareness, descriptive analysis of overall consumer attitude yielded a mean attitude score of 3.77 on a five-point Likert scale, with a standard deviation of 0.655. A mean exceeding the scale midpoint of 3.0 reflects a broadly positive attitudinal disposition toward drone delivery across the sample. The low standard deviation further indicates that this positivity is not confined to any narrow subgroup but is distributed consistently across respondents, reflecting a degree of consensus that strengthens the reliability of subsequent inferences. To assess whether this positive attitude varied across demographic lines, independent samples t-tests and one-way ANOVA tests were conducted for gender, age, and income groups respectively.

Table 3: One-Way ANOVA and T-Test Results - Demographic Differences in Consumer Attitude.

Demographic Variable	Test Used	p-value	Significance
Gender	Independent T-Test	0.088	Not Significant
Age	One-Way ANOVA	0.432	Not Significant
Income	One-Way ANOVA	0.345	Not Significant

None of these demographic variables produced statistically significant differences in attitude scores — gender ($p = 0.088$), age ($p = 0.432$), and income ($p = 0.345$) all exceeded the conventional significance threshold of 0.05. This uniformity across demographic groups is a particularly important preliminary finding: it establishes that positive attitudes toward drone delivery in India are not segment-specific but are rather a market-wide characteristic.

This sets an important backdrop for the questions that follow — if consumers broadly view drone delivery positively regardless of who they are, then the subsequent variation in their actual willingness to pay, adoption behavior, and preference must be driven by factors beyond basic demographics, namely price, perceived value, and trust. This is precisely what the following research questions examine.

Price Elasticity and Willingness to Pay Across Delivery Pricing Scenarios

Having established that Indian consumers are broadly aware of and positively disposed toward drone delivery, the analysis turned to a more complex and commercially critical question: does this positive attitude translate into an actual willingness to pay a premium for drone services, and how sensitive are consumers to different pricing levels?

The answer to this question is where attitude meets economic reality, and the findings reveal a considerably more nuanced picture than the uniform positivity observed in RQ1.

Frequency analysis of the ₹50 premium scenario — which asked respondents whether they would still choose drone delivery if it cost ₹50 more than traditional delivery — revealed substantial price resistance. Only 23.5% agreed and 10.2% strongly agreed to absorb this modest premium, while 27.5% disagreed and 6.3% strongly disagreed. A further 32.5% remained neutral, indicating that even a small surcharge introduces meaningful hesitation among consumers who had otherwise expressed positive general attitudes.

If drone delivery costs ₹50 more than traditional delivery, would you still choose drone delivery?

Table 4: Frequency Distribution — Willingness to Pay ₹50 Premium for Drone Delivery

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	70	27.5	27.5	51.0
Disagree	83	32.5	32.5	83.5
Neutral	26	10.2	10.2	93.7
Strongly Agree	16	6.3	6.3	100.0
Strongly Disagree	255	100.0	100.0	
Total				



Figure 1: Bar Chart — Consumer Responses to ₹50 Price Premium Scenario

This divergence between attitude and willingness to pay is itself a significant finding — it confirms that favorable sentiment toward drone delivery does not automatically translate into price acceptance, and that the Indian consumer market is considerably price-elastic when it comes to delivery services.

Table 5: Descriptive Statistics — Willingness to Pay Across Delivery Pricing Scenarios (n=255)

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
WTP_50_num	255	4	1	5	3.04	.068	1.082	1.172
WTP_100Reg_num	255	4	1	5	2.93	.068	1.093	1.195
WTP_100Emer_num	255	4	1	5	3.62	.072	1.153	1.330
WTP_299Sub_num	255	4	1	5	3.34	.071	1.135	1.289
WTP_PriceDiff_num	255	4	1	5	2.60	.071	1.138	1.296
WTP_MaxPremium_num	255	4	1	5	2.27	.064	1.015	1.031
Valid N (listwise)	255							

Descriptive statistics across the full range of WTP scenarios deepened this understanding considerably. The mean WTP score for the ₹50 routine premium was 2.27 (SD = 1.082), falling well below the midpoint and confirming low tolerance for routine price surcharges.

However, a markedly different picture emerged in time-sensitive scenarios. The mean WTP for ₹100 emergency delivery was 3.62 (SD = 1.153) — the highest mean recorded across all pricing scenarios — indicating that urgency and the perceived necessity of speed substantially elevate price tolerance.

Meanwhile, the ₹299 monthly subscription model yielded a mean of 3.34 (SD = 1.135), suggesting that consumers are more receptive to predictable, bundled pricing structures than to variable per-delivery premiums. Taken together, these mean scores reveal that price elasticity in India's delivery market is not uniform — it is highly contextual, shifting dramatically based on urgency, delivery format, and the perceived nature of value being received.

Table 6: Crosstabulation — Willingness to Pay vs. Switching Behavior When Price Decreases (WTP_50 × WTP_50cheaper)

Willingness To Pay ₹50 Premium	n	Would Not Switch Even If Cheaper	Neutral	Would Switch If Drone Delivery Becomes Cheaper
Strongly Disagree(Price-Resistant)	16	31.2%	12.5%	56.3%
Disagree	70	11.4%	10.0%	78.6%
Neutral	83	3.6%	24.1%	72.3%
Agree	60	6.7%	15.0%	78.3%
Strongly Agree(Price-Tolerant)	26	3.8%	7.7%	88.5%
Total Sample	255	8.2%	15.7%	76.1%

Crosstabulation analysis between willingness to pay and price reduction scenarios reinforced the elasticity argument from a behavioral perspective. A strong and consistent pattern emerged: demand for drone delivery increases significantly when prices decrease, with higher switching behavior observed when drone delivery becomes cost-competitive with traditional alternatives. This pattern held even among consumers who had initially indicated relatively higher WTP, confirming that price sensitivity remains an active force across all consumer segments rather than being confined to lower-income or price-conscious groups alone.

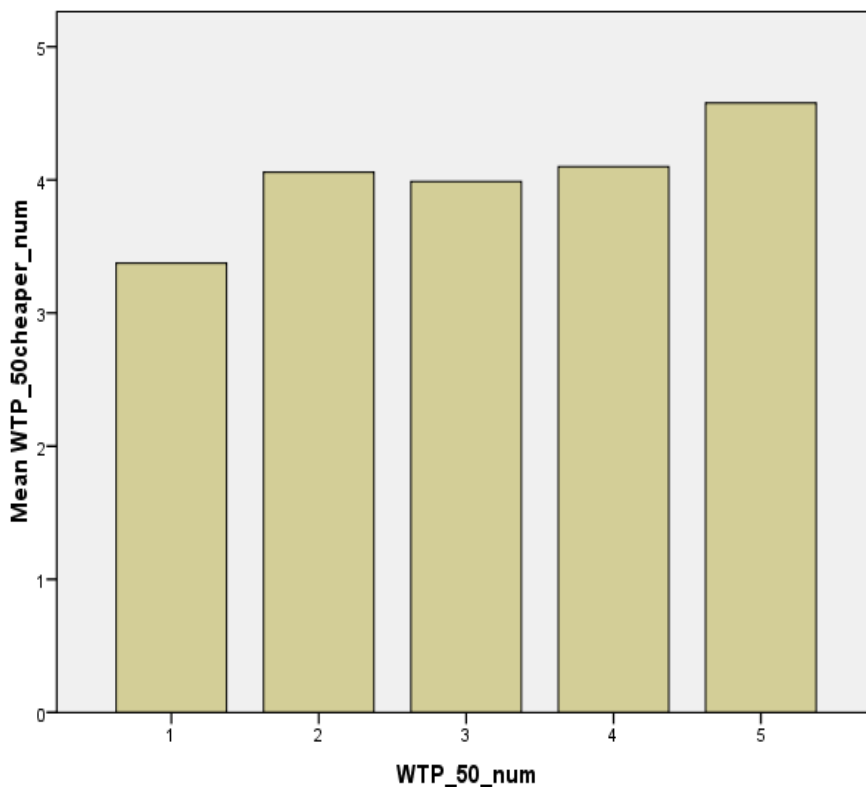


Figure 2: Mean Switching Behavior by Willingness to Pay Group — Price Reduction Scenario

This finding provides a critical transition into the next layer of the analysis. If all consumers — regardless of their baseline WTP — respond to price incentives, then the question naturally becomes: are all consumers

responding in the same way, or can the market be meaningfully divided into distinct segments with different pricing thresholds and adoption profiles? It is this question that Research Question 3 addresses.

Market Segmentation and the Demographic Drivers of Adoption

The price elasticity findings in RQ2 established that consumers differ in their responsiveness to pricing, yet those differences did not map neatly onto demographic variables in RQ1. Research Question 3 was therefore designed to move beyond demographics and explore whether the Indian delivery market can be segmented in a more behaviorally meaningful way — one that captures the heterogeneity in adoption intention and price sensitivity simultaneously. Before conducting segmentation analysis, a reliability test was performed on the four adoption intention items (interest in drone delivery, likelihood of use within two years, recommendation intent, and likelihood of abandoning traditional delivery).

Reliability Statistics

Cronbach's Alpha	N of Items
.699	4

Table 7: Reliability Analysis — Adoption Intention Scale (n=255)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DDInterest_num	11.07	4.861	.545	.600
DDuse2years_num	11.18	4.700	.600	.566
DDreccomend_num	11.07	4.842	.572	.585
DD_stoptraditionalD_num	11.74	5.004	.290	.782

Table 8: Item-Total Statistics — Adoption Intention Scale

The resulting Cronbach's Alpha of 0.699 met the threshold of acceptable internal consistency, validating the use of a composite Adoption Score as a reliable construct for subsequent analyses. This methodological step was necessary to ensure that the segmentation that follows rests on a psychometrically sound foundation rather than isolated single-item measures.

Demographic Variable	F Value	Df	p-value	Significance
Age	0.264	4	0.907	Not Significant
Gender	4.282	2	0.015	Significant
Income	1.279	4	0.279	Not Significant

Occupation	1.128	4	0.344	Not Significant
Location	0.294	3	0.830	Not Significant

Table 9: One-Way ANOVA Results — Demographic Differences in Drone Delivery Adoption Score

One-way ANOVA tests were then conducted to examine whether the composite Adoption Score differed significantly across demographic variables. Consistent with the attitudinal uniformity observed in RQ1, the results confirmed that age ($p = 0.901$), income ($p = 0.279$), occupation ($p = 0.344$), and location ($p = 0.830$) produced no statistically significant differences in adoption intention. The sole exception was gender, which yielded a significant ANOVA result ($F = 4.282$, $p = 0.015$), suggesting that gender plays a modest but meaningful differentiating role in adoption intention — a nuance that was not visible at the broader attitudinal level measured in RQ1. A chi-square test of association between age and adoption score further confirmed the absence of an age-based adoption pattern ($\chi^2 = 67.081$, $p = 0.148$). These demographic results collectively reinforce the pattern established earlier: standard socioeconomic and demographic variables have limited explanatory power in the Indian drone delivery context. This makes the case for a behavioral, value-based segmentation approach all the more compelling.

Final Cluster Centers

	Cluster		
	1	2	3
Adoption_Score	3	4	3
Price_Score	2.26	3.63	3.11

Table 10: K-Means Cluster Analysis — Final Cluster Centers and Segment Profiles (n=255)

K-means cluster analysis was accordingly done on both of Adoption Score and Price Score, as the clustering variables, and using three clusters. The algorithm halted at the sixth iteration and came up with three different consumer segments that they could distinguish:

Cluster 1 - Price-Resistant Non-Adopters (n=26): It is the smallest cluster with low adoption intention centroid=3) as well as high price sensitivity centroid=2.26). The latter are the most responsive to drone delivery primarily because of price reduction concerns, and are the least successful in responding to the common approach of value propositions with a modest price reduction.

Cluster 2 - Value-Driven Adopters (n = 101): A gasp of the value-driven adopters, who have a strong intention to adopt drone delivery, but will act with moderately high sensitivity to the price, before reaching a large size group of adopters. This happens to be the largest category, on which the premium service positioning will be done.

Cluster 3 Cautious Mainstream Consumers (n = 128): The most important and consumers and businesses opportunity of greatest significance (n = 128): The most significant of Cautious Mainstream Consumers (n = 128) with moderate adoption intention (centroid = 3) with moderate price awareness (centroid = 3.11). This is the consumers that are not yet devotees adopters and are firm resistance towards the drone delivery as a mainstream adoption in India will highly depend on their conversion.

This outcome of segmentation is not only important itself in respect of its commercial significance but it also tells us something about the decision making system underlying at the consumer level of decision making. The segments - not a demographic variable - and the fact that what consumers perceive of the value and cost of drone delivery is integrative of price sensitivity and adoption intention in defining the segments is the price

sensitivity and adoption intention as one. This also brings the question of what exactly it is, that moves that perceived value and this is the very question Research Question 4 will attempt to answer.

The Role of Functional Attributes and Perceived Value in Shaping Consumer Preference

The cluster analysis in RQ3 established that adoption is driven by perceived value rather than demographics, and that price sensitivity modulates this relationship across segments. Research Question 4 now examines the specific functional attributes that constitute perceived value in the drone delivery context — that is, which performance characteristics consumers actually respond to when forming their delivery preferences, and how these attributes interact with price sensitivity to shape adoption decisions.

Pearson correlation analysis was conducted across five key variables: delivery speed, reliability, convenience, cost, and overall consumer preference for drone delivery.

Correlations

		DDspeed_num	DDreliability_num	DDconvenience_num	DDcost_num	DDInterestpref_num
DDspeed_num	Pearson Correlation	1	.420**	.342**	.444**	.361**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	255	255	255	255	255
DDreliability_num	Pearson Correlation	.420**	1	.471**	.423**	.252**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	255	255	255	255	255
DDconvenience_num	Pearson Correlation	.342**	.471**	1	.378**	.288**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	255	255	255	255	255
DDcost_num	Pearson Correlation	.444**	.423**	.378**	1	.180**
	Sig. (2-tailed)	.000	.000	.000		.004
	N	255	255	255	255	255
DDInterestpref_num	Pearson Correlation	.361**	.252**	.288**	.180**	1
	Sig. (2-tailed)	.000	.000	.000	.004	
	N	255	255	255	255	255

** . Correlation is significant at the 0.01 level (2-tailed).

Table 11: Pearson Correlation Matrix — Functional Attributes and Consumer Preference for Drone Delivery (n=255)

The results revealed a clear hierarchy of influence. Speed had the strongest bivariate correlation with consumer preference ($r = 0.361$, $p < 0.001$), followed by convenience ($r = 0.288$, $p < 0.001$) and reliability ($r = 0.252$, $p < 0.001$). Cost exhibited the weakest correlation ($r = 0.180$, $p = 0.004$). This hierarchy is consistent with the segmentation findings from RQ3: consumers who prioritize functional performance are more likely to fall into the value-driven adopter segment, while those for whom cost is the primary consideration are more likely to belong to the price-resistant cluster.

Multiple regression analysis was subsequently conducted to determine which attributes remain significant predictors of consumer preference when all factors are considered simultaneously

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.405 ^a	.164	.151	.830

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	33.907	4	8.477	12.290	.000 ^a
Residual	172.430	250	.690		
Total	206.337	254			

Table 12: Regression Model Summary and ANOVA — Functional Attributes Predicting Consumer Preference

The overall model was statistically significant ($F = 12.290$, $p < 0.001$), explaining 16.4% of the variance in consumer preference ($R^2 = 0.164$).

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.938	.336		5.772	.000
DDspeed_num	.284	.066	.294	4.331	.000
DDreliability_num	.065	.070	.065	.923	.357
DDconvinience_num	.195	.076	.173	2.561	.011
DDcost_num	-.046	.072	-.044	-.640	.523

Table 13: Regression Coefficients — Functional Attributes as Predictors of Consumer Preference

In the multivariate context, speed emerged as the strongest and most significant predictor ($\beta = 0.294$, $p < 0.001$), with convenience also retaining significance ($\beta = 0.173$, $p = 0.011$). Reliability ($\beta = 0.065$, $p = 0.357$) and cost ($\beta = -0.044$, $p = 0.523$) did not achieve statistical significance when controlling for the other predictors, indicating that their individual effects are absorbed by the stronger influence of speed and convenience in driving consumer preference.

The interaction between preference and price tolerance was further examined through crosstabulation, which revealed a statistically significant association between willingness to pay ₹50 extra and consumer preference

scores ($\chi^2 = 96.685$, $p < 0.001$). This confirms what the segmentation analysis implied: higher preference for drone delivery is meaningfully linked to greater price tolerance.

DInterestpref_num

DDcost_num	Mean	N	Std. Deviation
1(Lowest Sensitivity)	3.60	5	1.673
2	4.25	4	.957
3	3.60	40	.928
4	3.91	116	.753
5(Highest Sensitivity)	4.16	90	.970
Total	3.95	255	.901

Table 14: Mean Consumer Preference Scores by Level of Cost Sensitivity

The means table supported this association - consumers who have lower cost sensitivity indicated mean preference score of 3.60 in comparison to those consumers who have a higher degree of cost sensitivity who indicated the mean preference score of 4.16.

Taken altogether, the results that were obtained in RQ4 make coherent sense: consumers base their preferences in delivery based on the notions of functional performance, with the speed and convenience taking the first stage. The cost is an indirect, secondary, factor - a factor which is a driver of adoption when itself is moderately high but is a moderate to high when high itself. Such understanding is paramount as it re-orientes the pricing challenge: instead of merely decreasing the price, providers need to initially transcend the receptive segments with a firm commitment to creating a high functional value perceptions first - through the infusion of speed and convenience - which may in turn justify the higher price points among willing segments.

However functional value and price are not entirely pertinent in explaining the behavior of adoption. RQ4 regression model was only able to explain 16.4% variance of preferences, and thus a significant amount of variance in adoption was not explained by the model. This highlights a further level of psychological determinants; trust, privacy issues, perceptions of safety and perceived social risk being the determinants in deciding whether consumers will ultimately transfer their taste into action adoption intentions. It is this more in depth question that is answered by the final research question and hypothesis.

Moderation of the relationship between the Adoption and the Functional benefits is moderated by Trust, Privacy, Safety and Noise The four study questions above have gradually developed a stratum of knowledge about the Indian market of drone-delivery. RQ1 created awareness and positive attitudes, in general; RQ2 showed price-elasticity of attitudes that in turn are mediated by the perceived value; RQ3 identified in-all three behaviorally differentiated consumer groups that are in turn mediated by the perceived value; and, RQ4, showed that speed and convenience were the functional drivers of preference, and that price sensitivity was the mediating variable between speed and convenience and preferences. Nevertheless, the fact that the RQ4 regression equation relative explanatory power as a factor elucidating adoption behavior is somewhat modest, was an indicator that the explanatory power of functional performance as a factor in explaining adoption behavior is not as sufficient as we want. The proposed gap will be considered in the Research Question 5 that

can be formulated as the primary hypothesis of the study: whether the relationships between functional benefits and adoption intention would be mediated by the psychological and contextual factors (in this case, the factors are trust, privacy concerns, safety perceptions and noise concerns).

In order to perform this analysis, all the constructs, which are relevant in this case, were firstly calculated using descriptive statistics.

Descriptive Statistics

	N	Mean
Functional_Benefit	255	3.91
Privacy_Score_num	255	3.94
Safety_Score	255	3.98
Noise_Score	255	3.28
Trust_Score	255	3.40
Valid N (listwise)	255	

Table 15: Descriptive Statistics — Functional Benefits and Perceived Risk Constructs

Functional benefits averaged 3.91, safety perceptions averaged 3.98, privacy concerns averaged 3.94, trust averaged 3.40, and noise concerns averaged 3.28. The relatively high means for safety and privacy suggest that these are active considerations in respondents' minds, while the comparatively lower trust score indicates a degree of residual skepticism that has meaningful implications for the moderation analysis that follows.

Mean-centered interaction terms were computed for each moderator variable (functional benefits $\times$ trust, $\times$ privacy, $\times$ safety, $\times$ noise) and entered alongside main effect terms into a moderated regression model with adoption intention as the dependent variable.

Table 16: Moderated Regression Model Summary — Functional Benefits, Perceived Risk, and Adoption Intention

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.716 ^a	.513	.495	.495	.513	28.675	9	245	0.000 ^a
NOVA									
Model	Sum of Squares	df	Mean Square	F	Sig.				

1	Regression	63.363	9	7.040	28.675	.000 ^a
	Residual	60.152	245	.246		
	Total	123.515	254			

Table 17: ANOVA — Moderated Regression Model Significance

The resulting model was highly significant overall ($F = 28.675$, $p < 0.001$) and demonstrated substantially stronger explanatory power than the RQ4 model, with $R^2 = 0.513$ and an adjusted R^2 of 0.495. This means that the expanded model — incorporating both functional attributes and psychological moderators — explains 51.3% of the variance in drone delivery adoption, a nearly threefold improvement over the functional-attributes-only model. This dramatic increase in explanatory power itself constitutes a major finding: it confirms that psychological factors are not peripheral considerations but are central to understanding why consumers adopt or resist drone delivery, regardless of their functional preferences.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.638	.034		108.238	.000		
	func_c	.570	.063	.516	9.111	.000	.621	1.610
	privacy_c	.010	.056	.011	.173	.862	.472	2.119
	safety_c	.013	.043	.020	.310	.757	.473	2.115
	noise_c	-.065	.038	-.089	-1.729	.085	.745	1.342
	trust_c	.216	.034	.341	6.385	.000	.696	1.437
	func_privacy	-.029	.093	-.026	-.311	.756	.280	3.577
	func_safety	-.022	.059	-.031	-.372	.710	.291	3.437
	func_noise	-.184	.047	-.198	-3.954	.000	.796	1.257
	func_trust	.134	.048	.155	2.798	.006	.644	1.553

Dependent Variable: adoption_score_mem

Table 18: Moderated Regression Coefficients — Predicting Drone Delivery Adoption Intention

Analysis of the individual coefficients showed that functional benefits was the strongest and direct predictor of adoption ($\beta = 0.516, p = 0.001$), and were in line with and extended the results of the RQ4 study. Another significant direct predictor found to be positive and had an important value ($\beta = 0.341, p = 0.001$) was the trust which made the trust the second most important driver of adoption intention in the model. This finding is directly related to the findings of the segmentation in RQ3: it is precisely the consumers of the mainstream segment (Cluster 3) who are cautious which can be influenced to adopt them through the interventions of trust-building.

The only of the four terms of interaction (with outcome statistically significant) that are moderating the relationship between the functional benefits and the adoption intention is the functional benefits (ben) $\times$ trust (trust) interaction (func_trust) whose output is statistically significant (with $\beta = 0.155, p = 0.006$). The more the level of consumer trust, the greater will be the positive influence of functional benefits on adoption working in the given case, that is, the functional benefits in speed, convenience and reliability have a positive influence on the adoption. Quite to the contrary, the high functional performance is not altogether transferred to the intent to adopt as they have low trust levels. The latter moderating mechanism can be defined as particularly consequential in terms of the Indian market, where the level of institutional trust of services based on technology is at an early-stage and where the consumer education level and the openness of the communication stand out as critical levers of adoption.

The privacy concerns (3 modes of functionality) or the noise concerns (3 modes of noise) were not found to be statistically significant as moderators meaning that although functionality concerns had negative effects on adoption as a direct predictor of adoption, the same functionality concerns did not influence the underlying mechanism of how functional benefits influenced the adoption decisions. The safety, and noise issues, respectively, are both insulated perceptions opposed to situational in nature and shape the benefits-adoption pathway. Diagnostic of collinearity revealed that, none of the VIF values were unusually large, but rather they stayed within the acceptable range of the thresholds (all VIF < 4).

These conclusions cause the entire analytical continuum of the research to a single conclusion. The broad consumer attitudes and awareness to the product (RQ1) are accompanied by sensitive response of behavior across consumer segments (RQ3) that are triggered by the perception of functional values in terms of speed and convenience (RQ4). But in the long run, anyway, the pre-eminence of functional taste into actual adoption can be most effectively under the phenomenon of trust - which, on its part alone, also advocates the adoption, and, when it comes to it, increases the effectiveness of all the service-orientated functional advantages that the service has to offer (RQ5). All these findings when combined all give us a wholesome and empirically based picture of the consumer landscape of the drone delivery consumer consumers in India.

Shift Consumer Preference which was price-based and High Price elasticity.

As the study has already determined (through the previously asked raised research questions) that Indian consumers (generally) have predominantly positive attitudes (about drone delivery), are divided into three separate clusters of consumer in terms of their prices sensitivity, and living in response to increasing or decreasing levels of price as their overriding driving influence behind consumer preference. The formal hypothesis of the research, is therefore to test a specific and directional predictive hypothesis, to the effect that an increase or decrease in price will then result in a growth or decline in consumer preference respectively. To provide a test of this there were two binary variables built. These aspects were captured by Switch_Cheaper_Bin and Choose_Drone_Costly_Bin respectively: When respondents were asked whether they would switch to drone delivery were it cheaper, the majority of the respondents even with lower financial records would answer the question in the affirmative (1 = Yes, 0 = No). Both the variables have undergone tests of Chi-Square Goodness-of-Fit tests where the actual response was compared to the expected case of the variable would have assumed equal distribution of 127.5 respondents in each category- the baseline that would have been otherwise had the consumer preference been purely matched on price.

The descriptive statistics of the two variables were then computed prior to going further with the use of inferential testing to determine the numerical image of consumer preference in the two situations.

	Switch_Cheaper_Bin	Choose_Drone_Costly_Bin
N Valid	255	255
Missing	0	0
Mean	.76	.34
Std. Deviation	.427	.474

Table 19: Descriptive Statistics — Pricing Scenario Variables (n = 255)

The descriptive statistics presented in Table 19 reveal an immediate and substantial divergence between the two pricing conditions. The mean of 0.76 for Switch_Cheaper_Bin indicates that approximately three-quarters of the sample expressed positive switching intent when drone delivery is price-competitive, whilst the mean of 0.34 for Choose_Drone_Costly_Bin indicates that only approximately one-third of respondents maintained preference for drone delivery when it carried a price premium.

The 0.42-unit difference between these two means — on a binary scale of 0 to 1 — represents a 42-percentage-point gap in consumer acceptance across the two price conditions, providing compelling preliminary evidence of high price elasticity of demand before any inferential analysis is conducted. This gap alone signals that price direction — rather than any demographic or attitudinal variable identified in earlier research questions — is the most powerful single determinant of consumer behavioural intent in this market.

Scenario A — When Drone Delivery is Cheaper: Switching Behaviour

The first component of the hypothesis predicted that a majority of consumers would switch to drone delivery if it were offered at a lower price than traditional delivery. Frequency analysis of Switch_Cheaper_Bin provided direct and unambiguous empirical support for this prediction.

Switch Cheaper Bin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Would NOT Switch (0)	61	23.9	23.9	23.9
Would Switch (1)	194	76.1	76.1	100.0
Total	255	100.0	100.0	

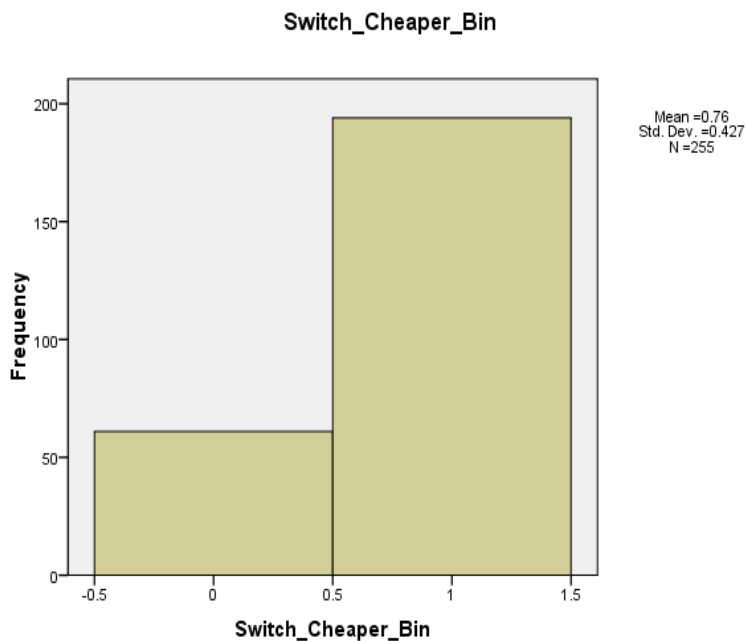


Table 20: Frequency Distribution — Consumer Switching Behaviour When Drone Delivery is Cheaper

Figure 3: Histogram Consumer Switching Behaviour Under Price-Advantage Condition (Switch_Cheaper_Bin, n = 255)

As presented in Table 20 and visually confirmed by Figure 3, **194 respondents (76.1%)** indicated they would switch to drone delivery under the price-advantage condition, whilst only 61 respondents (23.9%) expressed resistance. The histogram in Figure A makes the distributional asymmetry immediately apparent — the bar representing affirmative switching intent towers substantially over its counterpart, providing a visual confirmation of the majority behaviour that the frequency data establishes numerically. To determine whether this distribution departed significantly from price-neutral expectations, a Chi-Square Goodness-of-Fit test was conducted.

The test yielded a highly significant result: $\chi^2 (1, N = 255) = 69.369, p < .001$, with a residual of +66.5 for the affirmative switching category — meaning 66.5 more respondents expressed switching intent than the price-neutral baseline of 127.5 would predict. This is an exceptionally large departure from the null expectation, confirming that the observed majority switching behaviour is statistically robust and cannot be attributed to sampling variation or chance. The first component of the hypothesis is therefore empirically supported with high statistical confidence.

An additional crosstabulation conducted between Switch_Cheaper_Bin and age group produced a non-significant result ($\chi^2 = 1.824, df = 4, p = .768$), confirming that switching propensity under the price-advantage condition is consistent across all age cohorts. This finding extends the demographic uniformity identified in Research Question 1 — where attitudes did not differ by age, income, or gender — into the domain of concrete price-driven behavioural intent, establishing that price reduction is an equally effective adoption lever across the full consumer spectrum regardless of generational group.

Scenario B — When Drone Delivery is More Expensive: Rejection Behaviour

The second component of the hypothesis predicted that when drone delivery costs significantly more than traditional alternatives, a majority of consumers would reject it and remain with conventional delivery. Frequency analysis of Choose_Drone_Costly_Bin confirmed this prediction with equal statistical clarity.

Choose_Drone_Costly_Bin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	169	66.3	66.3	66.3
	1	86	33.7	33.7	100.0
	Total	255	100.0	100.0	

Table 21: Frequency Distribution — Consumer Choice Behaviour When Drone Delivery is More Expensive (n = 255)

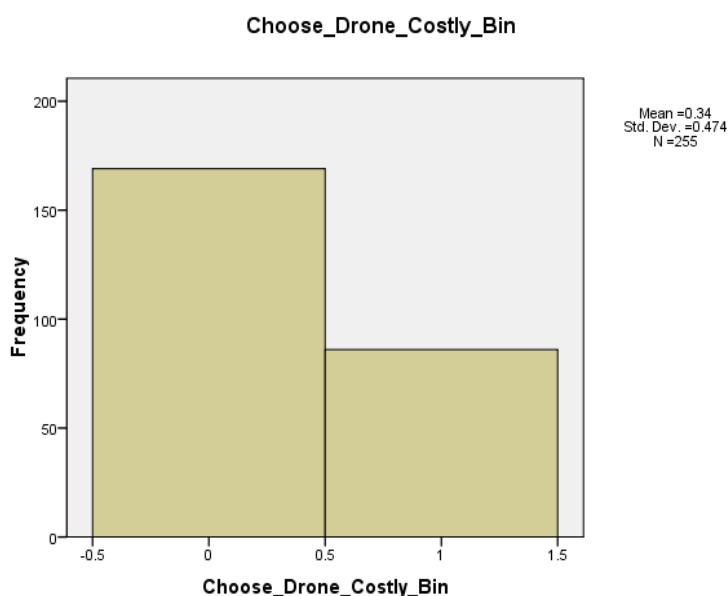


Figure 4: Histogram-Consumer Choice Behaviour Under Price-Disadvantage Condition

As presented in Table 21 and visually confirmed by Figure 4, **169 respondents (66.3%)** indicated they would not choose drone delivery under the price-disadvantage condition, whilst only 86 respondents (33.7%) maintained preference for the more expensive drone option. When Figures 3 and 4 are examined in conjunction, the directional symmetry of the price elasticity effect becomes visually self-evident — the dominant response category shifts from affirmative in Figure 3 (majority switches when cheaper) to negative in Figure 4 (majority rejects when costlier), providing a visual narrative of high price elasticity that requires no statistical interpretation to be immediately understood. The Chi-Square Goodness-of-Fit test formally confirmed the significance of this pattern.

The test yielded: $\chi^2 (1, N = 255) = 27.016, p < .001$, with a residual of -41.5 for the affirmative category, indicating that 41.5 fewer respondents chose the costly drone option than price-neutral expectations would predict. Although the chi-square value of 27.016 is lower in magnitude than the 69.369 recorded in Scenario A, both are unambiguously significant at $p < .001$, and their directional consistency across both scenarios establishes the coherence and symmetry of the price elasticity effect. It is analytically noteworthy that the positive response to a price advantage ($\chi^2 = 69.369$) is statistically stronger than the negative response to a price disadvantage ($\chi^2 = 27.016$), suggesting that price reduction generates a somewhat more powerful and uniform consumer response than price elevation — a nuance consistent with established behavioural economic principles regarding asymmetric responses to gains and losses.

Integrated Analysis: The 42-Point Price Elasticity Gap

With both scenarios individually confirmed, the integrated comparative analysis presented below synthesises the full hypothesis evidence into a single analytical framework, making the price elasticity effect directly measurable and interpretable.

Pricing Conditions	Would Choose Drone	Would NOT Choose Drone	Mean	χ^2	Df	p-value
Scenario A: Drone is Cheaper	194(76.1%)	61(23.9%)	0.76	69.369	1	<0.01
Scenario B: Drone is Expensive	86(33.7%)	169(66.3%)	0.34	27.016	1	<0.01
Price Elasticity Gap	-42.4 percentage points	+42.4 percentage points	-0.42			

Table 22: Integrated Comparative Analysis — Consumer Preference Under Opposing Pricing Conditions (n = 255)

Table 22 presents the most analytically significant finding of the hypothesis test: a **42.4 percentage point differential** in consumer acceptance between the two opposing price conditions. This magnitude of directional shift — observed within the same respondent population of 255 individuals, across two structurally parallel but directionally opposed pricing scenarios — constitutes the empirical definition of high price elasticity of demand. When drone delivery is cheaper, 76.1% of consumers express adoption intent. When it is more expensive, that figure contracts to 33.7%.

Variable	Observed YES	Expected N	Residual	χ^2	df	Asynp. Sig.
Switch_Cheaper_Bin	194	127.5	+66.5	69.369	1	0.000
Choose_Drone_Costly_Bin	86	127.5	-41.5	27.016	1	0.000

Table 23: Chi-Square Goodness-of-Fit Test Statistics — Hypothesis Testing Summary (n = 255)

The residual values reported in Table 23 — +66.5 and -41.5 respectively — quantify precisely how far each observed distribution departs from the price-neutral null expectation, with both values large enough to produce chi-square statistics that are significant at the $p < .001$ level. Taken together, Tables 22 and 23 provide a statistically unambiguous and analytically complete confirmation of the hypothesis.

This 42-point gap connects directly back to the segmentation findings of Research Question 3. The K-means cluster analysis identified that the largest consumer segment — Cluster 3, the Cautious Mainstream Consumers (n = 128) — was characterised by moderate adoption intention and moderate price awareness. It is precisely this segment whose behaviour is most responsive to directional price changes: when price moves in their favour, they become adopters; when it moves against them, they retreat to traditional alternatives. The price elasticity documented in the hypothesis is, in this sense, the behavioural manifestation of the price-sensitivity structure that the segmentation analysis had already identified at the attitudinal level.

Hypothesis Verdict

Hypothesis — ACCEPTED

Both directional predictions of the hypothesis are confirmed at $p < .001$:

- Prediction 1 confirmed: 76.1% of consumers would switch to drone delivery if it were cheaper ($\chi^2 = 69.369$, $p < .001$)
- Prediction 2 confirmed: 66.3% of consumers would not choose drone delivery if it were more expensive ($\chi^2 = 27.016$, $p < .001$)
- Price Elasticity Gap = 42.4 percentage points
- The data confirms that consumer preference for drone delivery in India exhibits high and statistically robust price elasticity of demand.

The formal hypothesis is accepted in its entirety. The evidence is statistically robust, directionally consistent, and analytically coherent with the findings established across all five research questions. Price is not merely one variable among many in this market — it is the single most powerful behavioural determinant of drone delivery adoption, capable of converting a majority of the consumer population from non-adopters to adopters when it moves in their favour, and equally capable of driving two-thirds of the market back to traditional delivery when it does not. This finding does not stand in isolation but rather serves as the empirical culmination of everything the study has progressively established: the broad awareness and positive attitudes of RQ1 create the receptive population whose behaviour the hypothesis measures; the WTP gradients of RQ2 explain the threshold conditions that govern when that receptivity converts into action; the cluster structure of RQ3 identifies which consumer segments are most and least responsive to price movement; the functional attribute findings of RQ4 establish that price operates not as a direct preference driver but as the economic condition that determines whether formed preferences are acted upon; and the trust moderation of RQ5 demonstrates that psychological confidence in the technology amplifies the adoption effect when price conditions are favourable. The hypothesis, in confirming that price movement produces measurable, statistically significant, and demographically universal behavioural shifts, provides the definitive empirical foundation upon which the study's conclusions and recommendations are built.

DISCUSSION

The answers to the questions of the study when put together will tell a story which can be translated into facts as well as be generic in nature. It is also a story of a market, who are ready in theory, and searching yet fearful in reality; of a market where individuals are knowledgeable about what drone delivery would involve, and where they love the idea of it, but they are on the cusp of a market action. The reason(s) why there is gap in attitude and action and the factors that would assist in bridging this gap is what this study was designed to determine. In the discussion that follows, each of the findings of this study will be re-interpreted but not as a standalone, but as a part of a story of continuous and relationship structures which yields a holistic picture of the drone delivery consumer of India.

The Good Attitude Good Economic Hesitation.

The holistic difference between the interpretation of RQ1 and RQ2, is by far one of the most interesting, and provoking discovery of this study. The findings of RQ1 might at first glance appear exciting for the drone delivery industry as almost half of the population have been exposed to the drone delivery and the average consumer attitude is the highest of all above the average that would point towards a rather positive attitude. Much more interesting is that there is no demographical clique which holds this attitude - it is spread across the age group, income and gender with a tectonic level of familiarity and the fact that it is virtually impossible to lay a framework of such a high level of familiarity in India, with drone delivery. The result can be compared with the literature on technology adoption in general which acknowledges the role of consumer awareness and cognitions as the precursor to the final behavioural intention and finds that it is most likely the attitudinal perceptual formation with a technology, rather than the certainty of using the technology. The high level of familiarity in this case study implies that there is a segment of consumers already familiar with technology based delivery of services (as in the case of India in particular, where the explosion of smartphones and usage of e-commerce have already primed the masses of consumers to the next generation of innovation in the use of logistics.

But as soon as price takes a role as in the RQ2, then a very important stress test to the above mentioned positivity is made. Considering the willingness to pay so low a premium on the traditional delivery of ₹50 which is a rather modicum quality of premium is ranked on the basis of 2.27 on average only, which is quite low in comparison to the neutral position. This separation of overall perception and economic behaviour is not only a statistical reality; it also a stress in consumer decision that has been well documented between the cognitive uneasiness which accompanies the good as the prospect of a service is first evaluated as part of the service, and the cognitive uneasiness which accompanies the moment when some concrete price consideration. It has been suggested that it is the difference between value perception and value exchange - in that when consumers are not cognitively committed to the existence of hypothetical benefits of a service, they may end up appreciating the benefit of the specified service. This difference is further implied in the drone delivery where consumers are further charged a premium on the service, which in India is more of an imaginary than an experiential experience since consumers, as yet, have not been able to directly test whether the increase in speed and convenience outweighs that of traditional delivery and is worth the additional expense which makes resistance to price an instinctive and natural response.

This finding has a bearing on delivery by drones industry. This implies that even the most beneficial (as good for you) awareness raising and product trial programs would not win the market. The shift in attitude into action on Indian delivery market is less a product of the enthusiasm (itself) and more a result of the principles of pricing architecture. The other aspect which providers might consider is, don't worry too much about awareness creation - rather build pricing architecture, which responds to the situations where Indian customers will be paying premiums. The results of this research reveal emergency delivery (average WTP of 3.62) and subscription (average WTP of 3.34) quite tolerable as compared to the per delivery. This follows the research on the psychology of pricing of services which has demonstrated that a larger gap between the price of a service and alternatives will attract a more favourable reaction from the customers than variable (per unit) prices which make the price of the service more conspicuous with each usage.

Price Elasticity is Universal, Ubiquitous and Situational

The results of the price elasticity will be of particular interest as it weighs in the simplistic narrative that is typically clouding the research on the adoption of technologies by individuals, such as, early adopters are price inelastic and the mass market will somersault to follow them when prices come down. The crosstabulation analysis of the present study can further explain that while participants that report being willing to pay more in the first instance are more likely to report being willing to pay more in the second instance (when prices come down) it is clear that price sensitivity cannot be seen as a trait of a certain type of consumer, but a structure of the Indian delivery market. The same, more broadly, in a literature review of the nature of the drone-based delivery service, was also reported as the price-sensitivity is one of the most apparent barriers to the use of drone delivery service in the consumer markets and that the effect it has had is not consistent, but depends on the nature of the service and consumer.

Hence, delivery service providers' pricing strategies will be essential. We found that in the context of this service-perception, there is an elasticity (not an inelasticity) in price elasticity - across scenarios of use, urgency and value. For example, an incremental (additional) cost of ₹50 may not be acceptable to some for delivery of, say, parcelment services but an additional cost (increment) of the same service, say, with medicines or documents might be worth an additional cost (increment) of ₹100.

This elasticity suggests that proving a range of price (rather than a "one price (fits all model) of drone services is more likely to work! This is something that researchers have speculated to be the most effective way of pricing services - by trying to play up elasticity differences in different situations, charging not a "random" price for a service but a price that is part of a particular value proposition for the consumer in the context of purchase decision making. The emergence of the subscription economy in India (such as subscription based video streaming and grocery delivery, subscription based online and offline medical services), also add context to this space.

Age Is Nothing But Number

Another key theoretical implication supported by the results of RQ1, RQ2 and RQ3 is that there are no statistically significant differences between attitudes and usage intentions for levels of demography (age, income, occupation and city) of the customers. This may seem to be a negative finding (in terms of the non-finding) but it is significant in its own right, and has business as well as theoretical implications.

For example, a lot of research in the past has been based around technology adoption in services (and other) markets that have segmented, moderated and predicted adoption and diffusion through demographics. An adapted version of the extended Unified Theory of Acceptance and Use of Technology (UTAUT2) model does include demography moderators (age and gender) as part of the foundation of its technology adoption model and these have been shown to be significant in other technology markets. But in the present study results show that, traditional moderators (demography) of technology adoption are not significant in explaining the variance in consumer technology adoption of a new technology such as personal delivery (by drones) in the present Indian market - which is still very young in terms of technology use (use of the technology in the Indian market is only limited to couple of applications), but has a technology awareness (impacts). And this is consistent with the recent review of UTAUT model that suggests that although this model has been applied to a number of technologies and cultures, not much has been discussed about the moderators (demographic) of the model and that in certain instances, such as in the case of emergent technologies, demographics are neither significant in technology adoption, than attitudes and intentions. The moderator in this case (gender, which is significantly different $p = 0.015$), could be one such case and it would be interesting to see if this is a common trend in some other researches because, while gender moderators for technology adoption are common in the UTAUT2 model, they are not for drone delivery.

The lack of difference between demographics, adds to the importance of another form of market segmentation (by peoples' attitude to drone delivery services). The three sub-segments (clusters) using the K-Means cluster analysis in the case are demographic segments (not socio-economic) with differing attitudes on their willingness to adopt and pay for drone delivery services.

A seminal book on market segmentation, revealed that market segmentation based on a clustering technique for market segmentation using the attitudes and behaviours of consumers, produces more valid (good) segments and has significantly greater impact on commercial marketing, than socio-economic (demographic) segments in innovating services markets where the consumers attitudes to the new services are as yet to be formed. The biggest sub-segment (128 consumers) or the Cautious Mainstream is the "best" example of what has been called the "conditional persuaded majority" and the segment is the "market of destiny" for an innovative service in terms of being a popular market or a niche market. This segment in the context of the Indian drone delivery market, is the "market of destiny" of the products.

Conditionally Persuasiveness Voice is Functional Value

The RQ4 findings add a new twist to this picture in the context of the Indian drone delivery's market; by identifying the "value" of the market for the Indian consumer in case of the drone food delivery. Functional "speed" and convenience are the favourite functional preference forming factors and speed is the first predictor of choice in preference model, controlling for other variables. This is more in line with the outcome of the previous research in the drone delivery sector, in which the consumer's willingness to adopt drone food deliveries is studied, concluding speed and "convenience" as the main functional factors of preference in the willingness to adopt the drone delivery service (although price is found to be a variable in the study, this is merely due to convenience). Similarly, literature review on the consumer of drone delivery services indicate that speed and time saving (or speeding up the delivery) are the most common services' benefits of drone delivery, over traditional delivery methods, in preference formation.

While the absence of direct factors from reliability on preference in the multivariate model (though it was bivariate-correlated with preference) might seem surprising, this can be explained both in terms of the attribute and potential service failure resulting from unreliability. This may suggest that reliability of a service is an

irrelevant purchase attribute for a consumer of drone delivery but the more likely actual reason is that reliability is a "must have" (not differential) attribute required by a consumer. Reliability seems to be the expected attribute of a delivery service whilst speed and convenience are the (perceived) desirable attributes of services. This is not an unexpected result if we consider some of the work that looks at the quality of services in technology based services (such as the delivery industry) which suggests some of the attributes of these services are "delighters" whilst other attributes are "expectations".

The fact that cost is not a direct predictor of preference (despite the fact that cost sensitivity is predictive of adoption of a service) is also interesting. Here we see that the effect of cost sensitivity is moderated by service value in that it is a necessary - but not the only predictor for service acceptance. If the consumer perceives to service delivery (drone delivery) to be of value (in the sense that it meets their needs) then the influence of cost sensitivity is tempered (as the low cost-sensitive consumers' preference score is significantly higher (mean = 4.16 vs 3.60 among the high cost-sensitive consumers). The price/value ratio is not uncommon in the field of marketing but a study has shown that the consumers are less price sensitive if they consider the product to be of high value and that one way to solve the price problem of a new market (new offer of new services) is not in the form of price reduction but in the form of an increase in the perceived value of the offering so that the price/value ratio is satisfactory for the consumer. So the Indian consumers (we considered), do not "price shop" (as we shop), but "value for money". An industry that can answer to the second question will have highest market share (this can be avoided if s/he is not in the lowest cost industry).

How trust is the Connection Between Preference and Adoption

The moderated regression of RQ5 is likely the most important outcome of the study - in terms of added value for both theory as well as practice. Preference (adoption) is predicted by functional benefits but adoption is not and functional benefits are moderated by trust on adoption. This contribution that what moderates this relationship ($\beta = 0.155$, $p = 0.006$) is in fact trust - but trust also predicts adoption ($\beta = 0.341$, $p < 0.001$) means that trust is at the top of the list of important strategically relevant variables.

This is certainly in line with the recent studies on trust in a technologically-based service. In the e-service trust study, through the use of longitudinal data analysis, found trust to have two effects - motivational (on intention to use) and moderational (of the relationship between usefulness and intention) which is close to the moderational effect seen here. And as with a meta-analysis of trust in the online (e-commerce) environment, where we found that trust has a distributive (not additive) impact on the adoption of new services - with all other positive service attributes being enhanced by higher trust levels and reduced with lower trust levels (even when these attributes are present). Our survey is next in confirming the trust amplification effect observed with drone delivery, as one of first empirically tests of the presence of this effect on a real (logistics) service - rather than a digital (online) service.

There are a number of implications of this effect. If the consumer perceives drone delivery as safe and easy to do - but also as "untrustworthy" (for example because the consumer does not trust the aircraft, the issue of privacy of data, security of delivery or even simply the unfamiliarity of autonomous flying vehicles) - and as fast (convenient) - the consumer will not perceive adoption as feasible. But if the consumer sees drone delivery as safe and easy to do and also fast (convenient) - that is, as trustworthy - she will be highly sensitive to the influence of speed and convenience: a 1 unit increase in speed and/or convenience will have a bigger effect on perceived adoption (if safe and easy for consumer to perform). This moderating effect of trust has a bigger effect and it explains the three-fold jump in model fit between RQ4 and RQ5: RQ4 has a model fit of 16.4% to preference, whereas the whole model from RQ5 - which include not only trust but all the psychological considerations - has a model fit of 51.3% to adoption: a triple increase in model fit which can only be due to psychological considerations and not to functional performance considerations. Hayes suggests that a moderation effect like the one we find (that is, the effect of a functional benefit on an outcome score goes from a very low level to a very high level if conditional on a psychological construct) is related to what he calls "conditional process mechanisms" - that is a service or a product's benefits are very context dependent on the psychological context. In our study we show that, in the context of India, trust is the main psychological contextual factor that moderates trust.

The finding that there is a main effect of privacy concerns on adoption, but that there is not a strong moderation effect of privacy concerns on functional preferences-adoption relationship is also very interesting. Our study on the impact of data-privacy on users, demonstrated that privacy concerns are more a threshold variable than moderating variable in the effect of technology adoption across levels of privacy concerns - privacy concerns often create a threshold above (below) which technology adoption (behaviour) is aborted despite all other variables (like functional preferences) being present - it is only when the threshold level is exceeded (when privacy concerns are lower), that there is an impact on behaviour and action as privacy concerns increase. This is consistent with our findings - privacy concerns do have a main effect of deterring consumer in getting services (technology) but does not impact the functional preferences-adoption relationship in consumers who are lower in their propensity to be influenced by privacy concerns. Other important takeaways from these studies include that the negative effect of privacy concerns on technology (and by extension, services) adoption can be the strongest, and at other times can be weakest - for example it is most relevant in services involving personal data, and least relevant in services of a logistical (or transactional) nature - which is reflective of the limited impact and non-significant moderation role of privacy concerns in the context of the current study (drone delivery).

The non-significant direct (and moderation) results for noise and safety concerns are consistent with the risk perception study of drone operations, where consumers' safety concern is more conceptual than operational in contexts where drone is yet to be a reality - consumers are willing to profess their conceptual concern for safety, but the operational (behavioural) safety concern is only relevant in the operational implementation (behaviour) of drone. As the shift from conceptual (ideational) to operational (behavioural) of drone delivery takes place in India, this could change and is future area of research. The confidentiality of the discussions is that if the Indian market is optimal if the market for drone delivery is open, and economically open. The market (consumers) is conversant with and overwhelmingly beneficial (in terms of time and convenience) and can be further segmented in terms of consumer usage. This openness is likely to translate to adoption with two imperatives - pricing that fit with the "market" agreed price and the usefulness of the service in different service applications and a trust management approach where the service can ride on the usage benefits of the particular service points of differentiation. For service providers, policy makers and investors to get a handle on this double imperative of service delivery in India will be well served by the possible future of India's delivery market.

CONCLUSION

The subjects of the current research are testing the price elasticity (demand) of pricing of consumers in both the traditional and the new formation of the delivery market in India and more specifically in testing the pricing of new service delivery market (drone delivery) which holds a growth potential. The quantitative and survey based approach of the study and sample size (255) have not only enabled us to successfully answer the five research objectives; but also to build a way of an integrated and kernelised set of empirical findings which, not only allow us to contribute to the existing literatures and research in the field of consumer perceptions in relation to the new market sector of delivery; but also are able to build a set of knowledge base to be applied by the players in this industry.

The study started with the validation of awareness of the Indian consumers and the attitude which they have towards drones (new type of delivery) which is benign. The random sample has indicated that the antecedents towards the acceptance in terms of awareness (knowledge) and attitudinal is already in the prevalence among Indian consumers (62.7 of the sample is already aware and opinion mean at 3.77). After the long UTAUT2 continuum predicting the acceptance of the system (adoption) as influenced by the two salient variables being, performance expectancy and effort expectancy, this current level of awareness and positive attitude (as shown in RQ1) suggest that the Indian consumers have already gone through the UTAUT2 continuum of awareness and is in the persuasion level where the attitude needs to be strengthened and brought to the intention of performing the actions based on value and cost factors.

Our study also has shown that there is a stringent monetary concern (price) in this positive mind. The customers are not willing to pay a normal price premium in services offered by the drones; therefore, this

means it has a high level of elasticity. This is not true in other variants since we observed that this elasticity is declining with the value of time (for example subscription type of services) and the emergency situation (emergency call), where we observed that the price sensitivity and the sensitivity to criticality of the value proposition to be delivered and consistency with other examples of the persona (see the analysis of persona for the Indian Market) that we observed in the Indian market is higher. This insight goes against the grain of the stereotyped opinion that price sensitivity of the emerging markets is a "uncontrollable segment variable" that needs to be battled with; rather it is a variable to be considered in an ingenuous and ecologically sensitive price strategy.

The segment analysis has identified 3 types of segment in terms of behavior based on different positioning of proposition including the adoption and prices to that of other proposition attributes like demography: the Price-Resistant Non-Adopters (who are price resistant non adopters); the Value-Driven Adopters (who are value proposition sensitive adopters) and Cautious Mainstream (who are moderate adopters and price sensitive). The size of the biggest Cautious Mainstream segment demonstrates the need for a strategy with the potential to influence the switching middle to switch (the "waverers") and this shows that market segments based on behavioural types are more predictive and influencing in terms of adoption for innovative services than the market segments based only on demography.

Based on the functional attributes analysis, the benefits of using drones like speed, convenience are the most aligned with literature that found that any functional value proposition features related to speed are the most successful functional attributes of drone delivery innovations in different markets. The competition cost variables is significant as a moderating variable (as price) but not the most significant variable in terms of preference so a competitive strategy involving low price delivery capability (but high functional capability) of a drone delivery provider will be important.

Finally and arguably most importantly: trust was a direct, as well as highly moderating influence of the functional benefits on adoption relationship. By inserting faith to the model with the moderated regression R^2 value triple that of the model it turned out that when faith had been inserted into the model (along with the functional attributes) tripled explanatory power of the model had been obtained and this gave the evidence that the reclassification of trust as a taken for granted background element to a front of mind strategic necessity had been realized. The moderating effect of the psychological variable that dramatically increases the power of the channel effect on functional performance to adoption intention is a significant contribution to the practice of consumer research as discussed by Hayes in his iconic paper on moderation analysis as it not only provides a visibility to the determining factors for channel effect but also when they are operating. The confirmation of the hypothesis of the study that trust is the leading moderating variable of the impact of functional attributes on intention to adopt shows that while the Indian companies in the drone industry are technically more advanced, none will succeed without developing trust among consumers.

There are also several novel insights for the consumer behavior research in the integration of the above mentioned insights. It includes one of the few, empirically gained, multi-dimensional, explanations of the consumer pricing and price elasticity in the up-and-coming market of drone delivery in India. It demonstrates that conventional, demographically based, segmentation process is inappropriate here and implies that a type of segmentation, behaviorally oriented, value and sensitivity based, could prove to be more applicable. It shows the contingent nature of price elasticity in a situation where what is not desirable by the consumer in the daily process as "premium value", is desirable as extremum value in a "crisis situation" and "a certainty of subscription". And it acknowledges trust not as an admirable attribute of a service but as a _multiplier of the other variables in the new product (drone delivery) proposition which potentially has a higher chance of being accepted.

With regard to an ecosystem of drone deliveries that is in a transpunk phase of relevance since it is in, in the location of India, in the stage of regulatory readiness, technological readiness and commercial readiness these observations infer an effortless and useful adoption plan of; first establish an extent of trust, then can provide speed and convenience inevitably, price prudence in circumstances, and differentiate between awareness and preparedness to adopt. Freezing of the market is experienced. It has to satisfy itself.

RECOMMENDATIONS

Overview

The findings provided above by empirical study indicate the following pyramids of variables applied in the current study: The pyramids of variables applied wholesale in the presence of the drone delivery of the Indian consumers are actually mediated by the pyramid variables that commences with the variables of awareness and attitude, secondly the variables of price sensitivity and market segmentation and thirdly the variables of functional value perceptions that determines the.

Recommendations to the Logistics companies and Delivery Service

This is because it would have had to pre invest in Awareness to the consumers, prior to scaled up operations.

The share of those who, though this was the first occasion that they had received the delivery of the drone, had had the news about it at least, is 62.7 per cent - and that it is not 37 to 62.7 per cent of the population that was being targeted who had not done so at the first place can be also taken as a measure of this fact. The fact that the research is developed on such big mixed socioeconomic and geographic group of people, so that, in the event, the companies as such will decide to further develop in the processes of the delivery using drones process, the situation would be highly underrated, would not be so underrated, to invest in the process of educating it, anyway. They are highly recommended to delivery service providers who will be the most receptive to undertake a program of awareness in which they will not only be on the receiving end of the knowledge of the reality of drone delivery process, time saving and convenience as discussed earlier of the research as the most urgent area of investigating.

This campaign would mostly be conducted under the idea of online mediums; since by then the people would be on smartphones in mind boggling percentages and would also be personalized in terms of the huge territory that the population covers. The implication that there are no significant differences in the attitudes of the ages, sexes as well as financial status in Research question 1 would be implication, in that in the circumstance where it is known that the person has well developed message awareness an impact can be made on the product by the whole market at a stage that it is not known that necessarily it must be very fragmented at that stage. The providers should target the less-knowledgeable geographic markets because in cluster-analysis in Research Question 3 of the analysis, there was a price-resistant / low-adoption consumer, which would have otherwise reacted to either of the price-first not education-first or outreach strategies.

Accept Discriminating Pricing

Agree with a financial program, but this should be grounded on the people partitions.

The three types of the diverse consumers that were identified based on the Research Question 3 with various variations based on the extent to which they will change and the ability to be adapted to price based on degree of their preparedness to change is among the market implications of this research that can be adopted in a massive proportion in a market place. The drone deliveries will not only not be a non-optimal solution in India, but will in fact push as many consumers (Cluster 3) out of mainstream, who are risk-averse, and whose decision making may not be causal affected by the price, but by the perceived value. With the delivering companies it is much to be recommended, to prepare differentiated based system of design; to the product of such researley in relation to the scheme as follows:

The action plan to be followed in the approach to non adoptors who are entrenched into/price resistant in Cluster 1 would be to offer/sell a price at a discount or, offer/sell a price (it can be a giant-reduction initial-delivery price). This market segment will not be subjected to the traditional price strategy in this case which is the premium price because they are highly price-sensitive (centroid = 2.26) and will not have high adoption intention. The reason is that they may shift the attitude of the drone delivery as a good-to-have and turn it into utility as a result of testing it.

In case of a merger between Cluster 2 - Value-Driven Adopters what they would be I up to would be service bundling which they can sell at high price since they can demonstrate their potential in offering much faster and convenient service. Only in direct realisation useful value (constantly providing product) would the background that was already positive towards their participation to the high levels of adoption (centroid = 4) and moderate levels of price taking (centroid = 3.63) have been possible in direct realisation.

The most appropriate one that can be transformed into Cluster 3- Cautious Mainstream Consumers include target price vehicle subscription model. That the 3-priced 299 monthly subscription had the highest mean WTP value (3.34) on the 2nd research question which was way ahead of the variable per-delivery 50 renewal type of pricing, can be quoted as a clue that this population was to be pre-programmed in predictable and bundling pricing as opposed to the variable per-delivery 50 renewal type of pricing. The invention of the subscription service, which had no price to bargain and could more easily turn them around would topple the price obsession that such service would drive such kind of transactional service.

Put Attention on Speed, and Convenience as Differentiation of the Products

The study research question 4 was that, the two statistically significant functional prediction of the consumer preference of the drone delivery in the multivariate and in cost and reliability, failed to contribute any insight to the consumer preference respectively. It would have an impact at least literally on the service/product-design, at least, it has real-world implications: the companies performing the delivery would likely be certain to reap the benefits of monumental investments they will have invested in the venture and would dramatically shorten the service time that would make the whole process significantly more comfortable than the competition-where-you-deliver pricing of the regular delivery service.

Particular implications are the more efficient drone routing plans, which will in turn, reduce on final-mile delivery window, healthier location coverage provided by the drone market and enhance user experience, and order to delivery experience, which, in turn, will be underlying the appearance of fast delivery and reliability. This picture or art that, in the case of the low price selective consumer of the research among the high consumers, that the average score of 4.16 of the high price selective consumer 3.60, that the highest opportunity to amend the price shock would have been achieved by the satisficing action of brilliance in the expediency and convenience of the high consumers.

Counting on Emergency and Timeliness Delivery

This is one of the priorities of the market entry segment and is that not so much the bigger and very great of the emergency delivery of drone (100 emergency mean = 3.62) than is the routine delivery (50 mean = 2.27) of this paper of commercial discoveries? The difference is that the emergency/ time sensitive delivery (e.g. emergency medical delivery), the perishable and potentially life threatening documents, the last minute shopping are psychologically divergent consumer situations in which price barrier is significantly lower and the benefits of saving time of the drone delivery system are perceived high. The new entrants/ therefore taking part in the business of delivering will have to keep in mind the emergency and timely delivery as their first avenue to venture out before they can put themselves down to venture into the atmosphere of the more successful regular delivery business. The stepwise entry would allow the companies they are introducing onto great brands to reach it bitterness by bit until that way one time they will have finally found themselves on great price and learning to accumulate an asset of reputations would have (them) saved them in making it more general and broader in the long-run.

The idea of an attachment to the business strategy is one of the elements of strategy, but not of the business strategy that has been published under 5.2.5 Build Trust.

The result of hypothesis test of the Research Question 5: trust not only he has a positive relationship with adoption ($= -0.341$, $p = -0.001$) but, is the other the only significant moderator of relationship between the functional benefits and adoption (functrust) would be the most interesting, as far as the level of strategy is concerned.

That it invests in bequesting the firms, in bequesting the constructions of the trust, in de bequestant, as really charge, as that which it invests of all the repertoire of consumer experience, is re materialized, is in itself, to a certain extent, a cascade of the communication campaign, which is not so fundamentally exercised. Some of the initiatives are given below literally. To begin with, operation radical transparency - obtain information about the efficiency of its delivering, the figures of safety and reliability of the system provided in the form of simplified and easy to read typeset. Secondly, it needs to possess the most sought-after desirable beneficial complaints control and service reimbursement plans that portray a responsible nature in either successful delivery or failure delivery. Third, the local participation method in each of the locales of the target releases as the customers would have had some intimate up feel of the activity of drone to assure them that they are being victimised by the purely no-junk technologies that builds confidence on their side because of less exposures to technologies. Besides this, sign joint ventures with already reputed brands of retail stores whose initial pilot program of implementation of drone delivered services, will get an already established brand name of the retail store and sell the same to the new delivery truck.

The terror is also appalling to the mainstream segment (Cluster 3) which is the largest section in the market and may want to form Trust imperative so as to create Trustful conversion to adoring adoption. The moderation analysis tells us that the relative gain on the share of the consumer trust the segment will introduce along with the functional service investment in the company is marginally greater with the current percentage of consumer trust change introduces an increment in the consumer trust of 0.1 or otherwise.

Policy Recommendations to the Policy-Makers

Make sure that the customer centric regulatory mechanism of Drone Delivery that can be discriminated and hooked.

Many of the most trusts that could perhaps intervene in adoption behavior and which in fact do not intervene in it are actually being negatively correlated with the adoption behavior with far affecting (in fact, diffusing) consequences on the side of single firms and between regulation and one. The consumers will not be reposing trust on the drone delivery primarily, as a clarification act with respect of delivery arrangement service but most will be doing so based on the entire system of the control law of service acts performed. The policy makers will then be lured into hastening the integration and modularisation of the overall regulatory system on a drone delivery which would be in a position to create fear in the problem of consumer.

Specifically, the responsible legislator in the chapters of any of the drone aircraft that is used in the police, piece down the level of such aircraft will help reduce the number of panic among the citizens on the matter of safety of their lives and will not push the specialists of such services out of business in terror of making money. The latter is explained by the fact that they also need to develop legislations that will govern the data that will at least deliver some sort of a road map on the matter of data privacy that can be achieved in connection with this project under certain conditions but also legislations that would specify what type of data the drone delivery systems will receive and offer out to a party in what condition. This would imply that, as in Research Question 5, privacy is directly related to factor of privacy in an inverse manner, one of the other impediments to mainstream adoption would be the availability of a factor of certainty because of concerns regarding data protection.

Design Incentive System

The high percentage (using normal) of the consumer population of the Indians based on the Question 2 of the research comment had shown high percentage of zero price-premium taking their means in the WTP. This is self-polarizing in the sense that it would have to close down delivery by drone to high-income population relying on it which would then become city-consumers as well as it would avoid scale economies of scale which it would then generate violently-cursed would then form lasting reputations of economic efficiency. The policymakers can achieve that by introducing incentive mechanisms i.e. tax system; or program i.e. drone delivery program first use (or new use) subsidy program; model of public-privacy partnerships in underserved

or underserved-via-drone-delivery (or some form of) partnership; preferential access to spectrum and airspace can be offered to the operators with inclusive pricings.

Moreover, the efficiencies like building a standard drone delivery services - landing facilities, charging stations, air traffic traffic controllers can be financed by funding development of the general infrastructure of investments, roads and postal service. This would have also assisted in guiding individual service provider to issue out a more competitive price to the consumer since the cost of the infrastructure problem at the level of individual service provider would now have been fully removed that would also contribute to simple solution of price elastic problem as well as Research Question 2.

Launch Invest in Public Education and Digital Literacy

To continue inculcating the awareness about drone delivery the gap in knowledge (of the Research Question 1) which is 37 percent may not be that gap as such between the marketing and the individual firms but rather the gap in the general population which will have to wear the gap and which in the case of semi-urban and rural areas may be wider than that in the case of the intruding familiarity. The artificial ideas of the conscience of the drone delivery as they are presented by it can be trolled by the state institutions and other tools of such forms of controlling agencies to demonstrate at the community level in order to explain how the delivery technologies are being carried out on the spot in the terms of safety, control and in the general direction, in order to serve the interest of other societies. This would go a step further and eliminate the issues of identification gap (RQ1), and the issue of trust gap (RQ5) which will be skeptic consumer group informational and psychological validation.

Investor/Market Strategist Concepts

Scale vs Focus and Trust infrastructure vs Bare Technology.

The capital allocation outcome i.e. the decision of the capital allocation which mediates the outcome of the research question 5 itself in turn influences the outcome of the adoption of it in terms of strategy approach to investment. The trust (a diffusion-inducing payoff which dilutes the functional payoff to adoption) is not an attractive payoff in itself to induce adoption, but is appended to the payoff of all the other functional investments to technology. The probability of the trust-building practice, as well, needs to be presupposed as one of the functions of skills the most, the signaler of delivery requirers of operational and technological drones, in India, should have.

The Growth Mainstream emphasis on Cautious Mainstream Segment.

The highest number cluster award winning mainstream consumer major consumer (Cluster 3, n = 128, 50.2 of the sample) that is the cluster having the greatest commercial significance was defined with the help of the cluster analysis of the Research Question 3. The middle-level (at least, no longer needs to unlock itself, even the case of a structural price cut being practiced) mainstream customer would be more price-sensitive (at least, no longer) and would need to be highly responsive to the convenient-packaged subscription offer, to the desirable message of value, and to the functionality upgrading being announced: to the convenient-packaged subscription offer. At least, the pages of this brief will see the projects that it enabled and, consequently, will need to take the first place, when making decisions related to investments, in the Indian market drone delivery.

The Other High-Value Quick Growth Revenue Intercept is the value Emergency Delivery

Because the fact that this high WTP of an emergency delivery drone delivery (3.62 on average versus 2.27 when it happens to be an emergency delivery) suggests that time sensitive business like medical supplies, an emergency retail and delivering perishable goods to drones can receive a flow of revenue soon enough and that it can be gamed down not yet knowing the reality of the latent price sensitivity of the fact that it indeed will occur. So that until such a condition of dranging up evenly silent programming may permit a kind of business-practice of pure drone-delivery to be produced it is propose that it may find ways of experimenting

business so that its power may make possible and animate the productions of trust-building and of priceless setting already mentioned.

CONCLUDING RECOMMENDATION

It should be made clear again that the recommendations are not the parallel prescriptions, but may be chosen to the ones that add up together to constitute an internally shared web of an ecosystem. Every rate, convenient investing organization will be entire. A tolerant yet capable of explaining or rather explaining to the consumer that he/she is going to empower him/her by making him/her in a position to be educated about the law a regulator who says nothing had occurred will understand that he/she has insisted that the consumers be informed about the law. Or to the investor, upon whom has been imposed a trust build company with a good policy, he/she (investor), will find out after the happening, would not have been carried home with such a rush as it would otherwise have been due to expansion. On the fact that such suggestions are so connected with the other, the fact that, whether the results are there or not, were also connected image. The drones desire; low status and uniary consumption in the provision of the Indian market place. Then, with added responsiveness to price, perceived value, trust and a stratified strategic response, only the stratified, stratified ecosystem of responsiveness would begin to contribute to reaching the maximum possible of the ecosystem.

LIMITATIONS

Every empirical research effort, including this study, is saddled with limitations that inevitably constrain its conclusions and findings. Recognising and articulating such limitations is a mark of academic integrity and transparency, enabling future researchers to build upon or depart from a study (in this case, consumer pricing behaviour and demand elasticity for drone delivery in India) by understanding exactly where and how more work is needed to address these limitations.

Cross-Sectional Research Design and the Limitation of Temporal Generalizability

A key methodological limitation of this study is its Cross-Sectional Research Design, which does not lend itself to temporal generalizability. The data and analysis in this study capture consumer attitudes, price sensitivity and adoption intentions among Indian consumers at a single point in time (viz., early 2026). Such 'snapshot' data are subject to various exogenous influences including media coverage, personal experiences and influence from peers, as well as exogenous shocks to the system including regulatory changes. For example, the nature of willingness to pay among Indian consumers to use drones for last-mile delivery could change over time as commercial drone deliveries become more prevalent in various Indian cities.

Six months down the line, consumers might express different levels of awareness and willingness to pay due to repeated exposure to media reports and positive word-of-mouth from friends and family. This limitation makes it difficult to adjudicate between stable attitudes and temporary reactions to new technology. This limitation might especially be true for the findings related to trust, where future experience might instil or mitigate trust, depending on the actual experience of using the technology in one's daily lives, as opposed to initial pre-experience dispositions.

As such, without longitudinal data that measures attitudes and intentions over two or more time periods, the current study cannot create temporal generalizability of its findings. This, in turn, implies that the findings should be viewed with the caveat that the temporal setting of this study (early 2026, before the first visible commercial drone deliveries start in India) might not prevail six months down the line (and beyond) as more Indian consumers become repeat users of drone delivery services.

Other research designs, such as a cohort study or a time-series with repeated measures, are better equipped to set up temporal generalizability of results. This study does not claim to capture temporal changes in the measures. Rather, it is needed to be aware of the Cross-Sectional Research Design and its limitations in establishing temporal generalizability.

Sample Size and Representational Constraints

The sample size of 255, while not uncommon for survey research, limits the ability to detect statistically important differences within the population of India, with a total population of 1.4 billion people spread across 28 states. Given the size of the potential market, the sample size is relatively modest to allow strong exploratory and confirmatory analyses but may not capture the full nuance of the market. The sample size, when combined with the use of a variety of analysis techniques (regression analysis, cluster analysis and one-way ANOVA), may not provide an accurate representation of the views of current drone delivery adopters in India. However, the sample size is only sufficient to detect medium to large-sized effects for specific demographic sub-segments. It may not be sufficient to detect small-sized or trivial effects or to determine whether any observed effects exist for all sub-segments of the sample. This may result in a Type II error, where an observed non-important result is interpreted as evidence that no relationship exists between the variables being tested, rather than evidence that the relationship is indistinguishable from zero. The relatively small sample size also means that any sub-samples created for cluster analysis, such as the 'Price-Resistant Non-Adopter' segment identified in the results, may be even more prone to the issues of label instability. There may be small differences between this segment and other segments, which the analysis was not able to detect. Readers should exercise caution when interpreting these results. Future research should aim to use larger sample sizes, ideally stratified by key demographics, to further understand the drone delivery market in India. This could provide a more complete understanding of the sub-segments and their characteristics. This would also allow researchers to further explore specific attitudes towards drone delivery services within each segment.

Sampling Procedure and Self-Selection Bias

The data collection procedure used in this research based on a structured survey tool that was administered with the help of purposive and convenience sampling procedures presented a risk of self-selection bias, but on the other hand, the data collection tool is practical and has been widely used in academic fields in consumer behavior research. Self-selection bias is when those people who decide to take part in a survey are different in a systematic way compared to those who do not take part in the survey, and they could be relevant in addressing the questions that the research is investigating. The willingness to fill out a survey on drone delivery in the context of this study might already imply that consumers who were willing to do so already have greater-than-average interest in, or curiosity towards, technology-enabled delivery services, such that the awareness levels (62.7%), and attitudinal scores (mean = 3.77) may be overstated by the true population parameters of Indian consumers overall.

The price sensitivity results are sensitive to this concern, especially. Self-selected consumers participating in a survey on the pricing of drone delivery could have a higher degree of economic interest in the subject, leading to estimates of WTP that are systematically biased towards either an over or an under estimate on the part of the general population, those consumers who chose to specifically participate in the survey to convey skepticism on the topic. Although the findings of the study have internally consistent and theory consistent findings, the question of external validity, to what extent the findings can be extrapolated based on the rest of the Indian consumer population, cannot be completely verified unless evidence is supported by evidence of probability based sampling designs.

Depending on Behavioral Intentions

One weakness inherent in the survey based methodology used on this study and that is well accepted by the vast body of technology adoption and consumer behavior literature is that self-reported behavioral intentions are used as proxys to actual adoption behavior. Instead of observing behaviour under real conditions of purchase, the respondents were invited to report their willingness to pay a certain price premium based on the functional characteristics and trust which were measured using Likert-scale items instead of assessing their perceived likelihood of adopting drone delivery. The difference between the intention and reality concerning the actual performance (behavior) in real market situations, commonly known in behavioral sciences as the intention-behavior gap, is well-reported and may be big, especially in the context of new technologies wherein

consumers lack prior experience that allow them to accurately foresee their own behavioral performance in the future.

This gap is probably going to be especially severe, in the case of drone delivery, because of two factors. To begin with, since the concept of drone delivery has not been implemented on a large scale in India yet, interviewees are being requested to express intentions towards a service they have not used yet, a cognitively overloading task that can be affected by social desirability bias, where respondents may report more positive attitudes towards novel technologies than their behavior can possibly display. Second, even well constructed survey instruments that generate willingness-to-pay estimates have infamous variances in actual price acceptance in real buying contexts, where other contextual dimensions like competitor prices, time constraints and alternatives in particular products have substantial impacts on the ultimate choices. The WTP results of the present study should thus be interpreted as reflective of the consumer price elasticity thresholds other than reflecting the actual monetary levels that Indian consumers would be willing to pay drone delivery when it comes to the commercial market.

Urban Bias and Geographic Concentration

Though the study sample was constructed so that it could be reflective of respondents with diverse geographic demographics, the realities of how survey would be distributed, in India, with most respondents being city and semi-urban dwellers and good internet connectivity, most likely led to the overrepresentation of the urban and digitally connected consumer in relation to the population of India in general. As a major fraction of the total population, and perhaps the most affected target market, as the last mile logistics problem is the most severe in rural areas, it is likely that India did not well fit the current sample due to its rural population which is traditionally a large portion of the total population.

Two significant implications of this urban bias to the interpretation of the findings are important. Firstly, the awareness rates and positive attitudinal scores of this study could have been even higher than when using a truly nationally representative sample, as urban consumers in India are more likely to be exposed to the services provided by technology and are thus more inclined to be aware and feel positive about such advancements as drone delivery.

Second, the results of the price sensitivity, especially those defining drone-delivery WTP thresholds in various delivery scenarios, might not be relevant to the pricing dynamics of rural or semi-urban markets, which perhaps have a much stronger value proposition of drone-delivery as a delivery model (based on its ability to deliver previously unreachable goods) but very different disposable income levels and purchasing power parity. A purposive rural oversampling plan would be needed in future works to be able to get results that can be generalized to the entire geographic consumers of India.

Shortcomings of Measurement Tool

In this study the scales used to measure the attitudes of the consumers who were intended to pay, their intentions towards adopting the products as well as the perception of the functional product features, that were trust and the perceived risks were measured by the use of the five-point Likert scales. Though Likert scales are among the most popular in consumer behavior research, and can produce well-determined psychometric measures where proper designed to measure the same, the item is vulnerable to a number of popular measurement limitations that may affect the accuracy of the constructs to be measured in this study.

The most valuable of these limitations of the presented scenario is the rather low Cronbach's Alpha of adoption intention scale that, although belonging to the typical range of 0.70 to 0.80 acceptable range of internal consistency measures, does not go beyond the range of 0.70 to 0.80 of good reliability. As much as this value is justifiable given that the study is an exploratory study, and adoption intention is a multidimensional scale, which might bring about some degree of measurement error, it introduces some degree of measurement error to the composite Adoption Score that would be subject to segmentation and moderation analysis which may subsequently weaken some of the observed relationships. Subsequent investigations would be better by creating and validating a more multi-dimensional adoption intention scale that is directly applicable to

adoption of drone delivery in India and encompasses those items that may be specifically relevant to the behavioral intention (even though this is already measured by other items), but also the affective and normative dimensions of adoption propensity.

Also, the pragmatically-favorable willingness-to-pay measures (Likert scale) used in lieu of an open-ended or incentive compatible elicitation approach in the form of conjoint (alternative value) or a Becker-DeGroot-Marschak (BDM) auction limits the accuracy of the estimated WTP values in this study. Based on this, Likert-scale WTP questions, as aforementioned, are more apt to produce ordinal price acceptance rankings- rather than cardinal WTP approximations- since it is highly difficult to simply convert WTP scale averages reported in this type of research into specific price advice, without additional fine-tuning on actual market pricing information.

Limited Modalities of Delivery

Even though it is legitimately justifiable to consider the use of drone delivery as the main purport of the research (it is the most inventive and promising of new delivery systems in India at least incommmercially), the need to restrict the scope of the research to this concept is also an opportunity cost that blocks the comparative interpretive potential of the results. Although the phrasing of the research questions leaves the study in a long tradition of traditional vs advanced systems of delivery, it does not (empirically) address consumer reactions to other novel delivery systems such as dark store hyper local delivery, autonomous ground vehicles delivery or same-day express courier. Neither can it be inferred on the basis of the already known data whether the same degree of price responses, patterns as well as dynamics of the trust moderation, which are involved in the drone delivery, are a unique phenomenon of the drone delivery modality itself or are generally applicable to the Indian consumers of innovative delivery services as a whole.

This is a weakness particularly in explanations of the results of the segmentation. The three groups of consumers identified in this paper like Price-Resistant Non-Adopters, Value-Driven Adopters and Cautious Mainstream Consumers were motivated by a measure of adoption and price sensitivity which was drone delivery oriented. Supposing that the analysis will be performed with consideration on the attitudes of the consumers in various modalities of delivery simultaneously, one can assume that these segments would be more consistent, or completely new hierarchy of segmentation will be established. The above research designs should also include some of the delivery modalities so that it will make a grave contribution to the generalization of the theoretical basis of segmentation framework proposed in this paper.

Failure to have Qualitative Depth.

Even though there is relevancy in the quantitative nature of the current research in terms of the way it is applied to test the hypotheses and other research questions formulated, it has inevitably engaged a trade off between detail of knowledge and domain that has to be measured. The type of question used in Likert scale surveys (question type) only amounts to the direction and the intensity of customer attitude as opposed to capturing thoughts, emotional feeling or situation behind the attitude. Why then do consumers trust or mistrust drone delivery then? What are the specific mental models that are behind the price opposition that would be experienced in the case of routine delivery? How have we been impacted by select experiences, communication or social forces to generate the patterns on awareness that are documented on RQ1? These are the questions that can only be tackled in a singular manner through qualitative methods like the use of focus groups, in depth interviews, ethnographic observation, which are beyond the scope of the research methodology of the current study.

The fact that there was no quantitative data is particularly limiting in terms of the trust results. Finding that trust mediates the benefits-adoption functional relationship is not only important but also statistically significant which, however, cannot be directly determined with the regression run and can only determine how trust builds, develops/fades in the minds of the Indian consumers as they deliberate upon accepting drone delivery. Such understanding of such mechanisms, both experiential and narrative would go an incredibly long way in informing the trust-building mechanisms that this study deems as strategic requirements and which

such understanding can be generated solely through a qualitative study. A mixed research design consisting of the quantitative rigor of the research completed so far and a qualitative detail study of the research would thus be far more comprehensive of the research questions answered in this paper and is an excellent suggestion as a future research direction.

Possible Bias Method

Since all the variables in this study (independent, dependent and moderate) were measured with a single survey item, simultaneously, with the same research respondent, this study would be susceptible to a common method bias (or common method variance). The prevalent method bias inflated relationship between the two variables since both of the two variables are also measured by a counter-response that includes the same measure of self reporting and therefore relationship will be determined to have been stronger in between the variables than would have been the case when the two variables are measured using other different sources or measures. This fits better into the moderation test of the RQ5 of the current study where the terms of interaction, moderation of functional benefits, trust and adoption intention are conditionalized on the same result of the survey respondents. Although, the theoretically consistent and coherent relationship exists between statistically significant moderating effect on the functional benefits-adoption relationship and the existing literature; it is possible that the common method variance is overstating the behavior. The discussion in the present paper did not suggest one scale measure of Harman without criticism and future researchers in the same area should make the attempt to frustrate at the procedural and statistical inadequacies of the common methodological stratagem, e.g. time-lagged measurements, multistatic source of data or marker variable research with the perspective that to not only to demonstrate the finding of confidence moderation would be obviated by the methodological ubiquity.

Indian Market-Specificity

Last, but by no means, is the fact that the environment in the Indian market is just what this paper will target; and, on the other hand, it is also a criminal to generalising the findings to the external environment. The country-specific parameters to consider are that The researchers and practitioners applying the frameworks to other emerging markets must remember that the parameter estimates of the country (mean WTP scores of all the scenarios of prices, cluster centroid, regression coefficients, etc.) are country-specific not global parameters.

It would require cross national replication investigations to find out to what extent the higher conceptualization that is being advanced in this paper will be feasible in all those other cultural as well as economical and regulatory environments.

FUTURE SCOPE OF RESEARCH

The current research provides an idea of how lucrative the drone-delivery system is in India, and it cannot be considered differently, but rather as a research of discovery. The results of our research provide us with an idea of what further research can achieve- which can assist in filling some of the research gaps of our current research paper.

Vitality: Time Participations

This has allowed us to engage in a cross-sectional study that provides us with one time attitude and intentions picture. Drones-delivery however has the highest chances of having a consumer sentiment of perambulating and people will get used to the idea and regulatory hurdles will be cleared and some of the pilots will be tested on the Indian cities. Longitudinal (i.e., with the same sample over time - e.g., before the delivery, at the same time of the first delivery and after the service taste) could prove the most enlightening and indicate the numerous changes in attitude, price to the service (reflecting the value of the service) and trusting to the service. In more contemporary critiques of the UTAUT model (and specifically of SUA), it has been pointed out that it is time that longitudinal research in the technology services marketing domain (which merely tries to explain the over-estimated behavioural intentions as being merely prosaic, and the under-estimated changes

in the developments of adoption of the one-time marketing surgeries over time) occurred. This will be useful not only to realise the behavioural intends (in this case) but the other consumer behaviours which would otherwise have been washed away over time and space by the assistance of surgeons.

Add More Geographical and Cultural Congurations

All the segments of consumers have been considered in this paper but in relatively developed (urban) markets in India. Indian market can be considered as being heterogeneous and attitudes of perceived value of the tech-enabled services may vary between the capital/ billion-dollar cities, Tier 2 cities and rural market where the logistic infrastructure may not be advanced, yet the latter could transform the industry disruptive with the application of drones. In analysing the potential market in India under the different geographical places when it comes to considering drone delivery that we found out that in places that have poor road network infrastructure (poor) and places where there is lack of established and well developed traditional infrastructure of logistics (mostly rural India) there will be enormous value that will be transferred by drone delivery. I think it would be worthwhile to see another work by exploiting this divide separating the consumers in a way such that this gap in literature can be articulated and we may realise our dream of having inclusive development technologies. It would also be welcome that this theoretical concept of the segmentation and price elasticity model would then be applied to simulate the demand and revenue in this study and add a cross-cultural but yet a cross-cultural study of India compared to other emerging markets (like South East Asia, Africa and Latin America) to the theory and say that there may be a difference in infrastructures to adopt the technology and the digital sophistication.

The Conjoint and Choice Experiment

Though the approach to the survey research used in the study fits quite well the approach deployed in the research study at hand - that of segregating the consumers according to their key attributes and behaviours - this fails to address what the customers perceive (pricing, speed, reliability and safety) in the real evaluation of the services. Instead, the researchers need to get acquainted with the methods of conjoint analysis (CA) or discrete choice experiment (DCE) that involves the numerous, realistically profiled (full profile), or varying levels of speed, reliability and safety that consumers need to make a choice, not to rate. This will assist in estimating the extent (or rather to what extent larger (fitting into the Cautious Mainstream cluster) of this service) the Indian customer will require charging a more premium price, in the case of signalling (e.g., a government seal) or safety is offered. Specifically, the researchers mentioned that they could use other methods, including conjoint or discrete choice, to create the research form of the drill-down in the service delivery with the help of others (drone-based) attitudinal surveys) and the results of the current research could become a potential test ground.

Exploring Post-Adoption Considerations

This paper has been responding to the intentions of adoption but not adoption (in the respect of actual application of drone in delivery) since the adoption is on the level of development in India. The deployments contributions would also be intriguing to the future studies in the area of consumer appraisal of consumers-what was the first experience of consumers using drone delivery like (or unlike) the expectations put across in the research study? Results of other adoption studies of the drone delivery have foreshadowed that that literature that suggest that post adoption experience may vary especially in the five-years scenarios of a new technology-based service where the consumers may have some expectations of the new services based on media and personal awareness on the new services. Nevertheless, perhaps, more worthy input of a future research project on the topic at hand in India would be to provide another frame of the role of trust (created in the current study as a mediator of the process of building trust during the post adoption phase in response to a positive experience) of the post-adoption phase. However, as long as this is the case it proves to be rather useful as far as an application of the first-market approach to who to target goes as it applies in the case of new service of drone delivery.

Credit Side of Environment

The rest of the environmental factors that the current research makes no direct mention of yet are most likely an influential variable in India are the regulatory environmental factor on willingness to accept consumer. Together with the drone industry in general, India drone delivery regulatory landscape (and the wider drone industry) continue to develop very fast due to the Directorate General of Civil Aviation (DGCA) and global pilot drone policy best practice. Conducted an extensive research about the various UAV regulatory environment in the different markets and comprehended that the market with the clear UAVs rules, that are clear, even and communicated, is more acceptable (acceptance of the drone deliver services) in comparison to the market with the ambiguous rules. Explanatory studies that show how other types of such regulations endorsement (government role in drone safety, interaction with governments, awareness of accidents, etc.) can affect trust and how price sensitivities (in attempting to implement drone-delivery in India) will assist fill in the gap in knowledge of policy to consumer behaviour research in the new and applicable sense. A conclusion that would lead to an intervention of trust in this study that would come to act on the effect of functional benefits on the adoption of the service would mean that the institutional trust (e.g. government certification of safety, cooperation factors with governments, knowledge of the service accidents etc) would be a potential point at which lever would be injected so that the consumers would just start adopting the new service; (a form of institutional trust), and would most likely lead.

Proper Execution of Various Solutions in Delivery

The effect on the drone delivery system (the new service delivery system (SDS) but there are other novel forms of distribution including dark stores, hyperlocal, and even robotics on the road (at least in the context of ground movements) is the main point of concern in this report. Actually that it has occurred simultaneously to other more recent mode of last-mile service (delivery), which are competing with the former in their effort to gain a presence (or customer) is not the only one. A customer experiment (many modes) on the feedback of the elasticity of each mode of delivery would be beneficial in achieving a better understanding regarding the picture on innovation of the Indian delivery system as well as regarding the mode(s) of delivery preferred by the customers. It also can assist in responding to the question, are some of the issues of trust and value (under debate) particular to this innovation (drone delivery) or are more likely to become a characteristic of the new reality of innovation, in forms of last mile delivery (curious problem in the theory of adoption and diffusion).

Investigates Gender Difference in Adoption

The age and gender difference had only one significant ($p = 0.015$) problem but not the most unfavorable: they were heterogeneous (diversified in terms of demography) in the current study. The current study design is a realisation and yet, we are not being given the chance to consider the possibility of gender difference in the application of drone to deliver (i.e. are there gender differences in experience in technology, risked aversion, e-commerce experience or other psychological/sociological factors that could explain the possibility of gender difference in acceptance of technology). The UTAUT2 moderation by the hedonic motivation and habit then behavioural intention to use the technology would specifically mediate the gender difference in use of technologies and therefore would indicate a difference based not only on the type of technology (and service) but also on the culture. We should have more training on this development in more advanced terms on the acceptability of the drones to delivery in India (e.g. the composite of surveys, focus group or interviews). This knowledge of the mind and impulse behind these two identified gender differences in this experiment shall be then infused in the field to appropriately place the services to target consumers (men and women) in the Indian parcel delivering services industry.

Sensitivity to the Environment and Sustainability

The other-consumer decision variable that is currently not investigated in this research but on the back of the Indian consumer choicecape (because of the environmental issue like the traffic jam, pollution and carbon emission) is of environment of parcel delivery variable. Recent intensive costs-benefit analyses of the ecosystems, where the drone will operate, have indicated that the volume of carbon dioxide (CO₂) emissions would considerably decrease when the final-mile package will be transported by the drone system (the latter is very costly operation wise with the cost of carbon emission-per-parcel equivalent being (stop-and-go) traffic

and congestion in urban centres) It Price sensitive and willingness-to-pay (WTP) differences between eco-consumers when adopting the use of drone delivery would create a new unique positioning proposal to the eco-consumers of drone delivery (price-sensitivity to the environmental benefit in the use of the drone delivery, is also a growing concern to (young and urban) consumers), unless there exists a lower price-sensitivity of this group.

Moderator: Technology-Use

The previously used service (i.e. the ordering of grocery with the help of apps, the hiring of a taxi with the assistance of the Uber service and the implementation of digital money as a payment/billing tool) may become a quite interesting variable to study in the future, and that might have an impact on the desire to use a drone delivery service. In one of the studies carried on the co-evolution of the technology of drone and innovative markets, where the existing assumption is that consumer decision to continue using the use of drone services are influenced by the experience of using digital services in the past- the more the current technology based service has been used the less is the cognitive dissonance to use a different service. As the uptake of the digital services in India had been on an ascending trend over the last 10 years, chances that the difference in the experience the consumers had the digital services in the past, can factor in the differences in the uptake scores of consumers (as reported in the current paper), it cannot be attributed to the demographic variables. This provides an excellent potential avenue of future research that may be extended by incorporating the measure of historical exposure to technology-based services (including the ones that may potentially as well engage sensor technologies) into the segmentation framework here.

Closing Reflection

It was written, at a time when the Indian retail distribution system has been undergoing paradigm shift - human to technology based. I would recommend the work, that it is a work which is to be moderated. It is a moderated transition - by the feeling it will give and insight it will give into the psychological nature of the Indian consumers in relation to its pre-research and pricing policies on the different forms of use on different locations; its comprehension of the size of the Indian market and the requirement of obtaining possession of the normalization as opposed to the innovators; and more crucially by its knowledge of the necessity of creating a form of relationship with the consumers that will

And this sample of 255 real Indian consumers telling us what they want of sharing economy delivery services and what they would pay; what they hope, fear is not congruent with what we would believe the sharing economy delivery services market evolved to be romantically. The latter is that market that shows not only interest in the implementation of new technologies, but also it is naively optimistic at the fringes, price sensitive and trusting. We want not what we theorize about the market, but its biography: that then, is good research It is a safe design.

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