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**An examination of perceptions towards artificial intelligence in daily life: Food delivery  
drones**

In Partial Fulfillment of the Requirements  
for the Bachelor of Science in Global Business

by

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## ABSTRACT

*Artificial Intelligence(AI) became more and more usual in many areas. In the future AI could be an important part in people's life. How would people think about this trend. Would they like to use the new technologies or they want to keep the current situation. Food delivery in China is one area that does not involved in AI for now. In the future, food delivery could have high possibility to use AI when a lot of other areas start to use AI. Using Robot like a man to deliver food may not be that easy to be true. However, drones, automatically controlled, may be easier to make true for overcome to technology difficulties. If the drones could replace delivery people to deliver food, would customer like it or not?*

*Thus, this research tries to investigate Chinese customers' attitude to AI in food delivery area, which is exactly focus on their perceived risk and perceived enjoyment to use drones to deliver food. Furthermore, this research also aims to see whether perceived enjoyment and perceived risk have influences on using intention on drones.*

Keywords: AI, drones, food delivery, perceived enjoyment, perceived risk, use intention.

## INTRODUCTION

MeiTuan, one of the largest food delivery companies in China, said their daily turnover get to 25 million on 04/20/2019. MeiTuan takes around 60% market shares in 2019 (Huan, 2019).

For the whole Chinese food delivery market, we can see there are so many customers. At the same time, a lot of delivery people should be hired to satisfy those customers. In the process of food delivery, there are always some unexpected accidents happened. Food may be damaged by delivery people. Delivery people drive too fast to cause traffic accidents so on. However, there are no other choice if people want to get food delivered, delivery people is necessary for this market.

With the trend that AI more and more involved different areas, could AI replace those delivery peoples? The AI is specifically drone. With the development of technology, Self-flying electric copter-style drones has also appeared, with gyros and intelligence, this aircraft could fly themselves and the only thing the user need to show them is where the aircraft are wanted to go (Gillette, 2016).

At this point, the process of delivery people deliver food may lead some problem. Drone technology developed faster and better. Can we just combine drone technology with food delivery? If we assume drone technology could totally support all the process of food delivery, and only consider about customers' attitude to this idea.

Thus, this research tries to investigate Chinese customers' attitude to AI in food delivery area, which is exactly focus on their perceived risk and perceived enjoyment to use drones to deliver food. Furthermore, this research also aims to see whether perceived enjoyment and perceived risk have influences on using intention on drones.

The paper is structured as follows. The first part introduces the reasons that drones may be a future trend for food delivery and provide theoretical background. The second part contains the research model and hypotheses. The third part introduces the research

methodologies. The fourth part provides the results and findings. Last part, this research makes conclusions and gives further direction.

## **LITERATURE REVIEW**

### **Artificial intelligence**

Recently years, scientists are keep studying AI technology. The attention has been mainly focused on developing new artificial intelligence information communication technology and robot technology (Lu, Li, Chen, Kim, & Serikawa, 2018). Some of the scientists succeed to involve it into many different areas. Such as, the AI in our life. When playing computer games, the player touching with the people in the game, they are actually playing with those AIs (Yannakakis, 2012). When we go to hospital, doctors used to judge everything by themselves. Now AI could help to analyze many terrible illness, which help healthcare industry a lot (Jiang et al., 2017). Various systems that have achieved great performance in medical inference shows the art of Artificial Intelligence (Feigenbaum, 1977).

### **Remote controlled aircraft**

With the development of technology, things become more and more automatic, one of the example is remote controlled aircraft. It is expected that these aircrafts will take a major role in the connected smart cities of the future (Vattapparamban, Güvenç, Yurekli, Akkaya, & Uluğağaç, 2016). Aircrafts now were used in many areas. For some area that far from people's life. Many years ago, remote controlled aircraft was already used in the war. Remotely-controlled attack aircraft are used in the battlefield and strike without putting a pilot at risk (Monitor, 2003). For some area that close to people's life. Someone open a company to take aerial photographs for business applications like real estate sales. Some aircrafts become much more popular for monitoring plant health (Gillette, 2017). Self-flying electric copter-style drones has also appeared, with gyros and intelligence, this aircraft could

fly themselves and the only thing the user need to show them is where the aircraft are wanted to go (Gillette, 2016).

### **Food delivery**

Food delivery become more and more popular in recently years. With many third-party online ordering platforms are pushing this market, customer view food delivery as an important part in their life (Newswire, 2016). However, many problems are also appeared. One of them is the safety of delivery man. In 2007, Spotsylvania has had five delivery robberies. Three were for Domino's and two were for Pizza Hut. Restaurant start to limit their delivery area, especially at night (Williams, 2008).

And also the safety of customers. Customer can never know what the delivery man did to their food. Some delivery men do not follow the hygiene regulations, almost do not clean their equipment (Li, 2018). On 2018/08/13, in China, there was one delivery man ate customer's food and spit it back (Ming, 2018).

### **STATEMENT OF HYPOTHESIS**

For several reasons Perceived Risk and Perceived Enjoyment could be two important factors to influence people's intention to do something (Yang, Yu, Zo, & Choi, 2016).

Klerck and Sweeney (2007) pointed out when people feel high perceived risk, they will have low intention to try new technology, specially for genetically modified food.(Hirunyawipada & Paswan, 2006) discovered that physical risks and financial risks has a negative impact on acquiring novel information about new products.

Perceived enjoyment is an important endogenous factor affecting consumer attitudes and intentions toward use (Liao, Tsou, & Shu, 2008). Song and Han (2009) found perceived enjoyment has positive influence on the using intention of new technology products.

Drones, while can take benefit to the society, can also be used by malicious entities to conduct physical and cyber attacks, and threaten the society (Vattapparamban et al., 2016).

Altawy and Youssef (2016) thought Drones may cause some treats to people and our social.

As Williams (2008) pointed out that delivery people's safety cannot be protected well. Life Ne/wspaper and MingQingXianTan (2018) reported that customers' safety cannot be protect as well. Drones may be more fill people's perceived enjoyment.

Based on the existing body of knowledge reported above, the following hypotheses are derived.

**Research Question (RQ): What's Chinese customers' perceived risk and perceived enjoyment about "Using drones to deliver food"**

H1: People will have lower perceived risk about food delivery by drones than by delivery people.

H2: People will have higher perceived enjoyment about food delivery by drones than by delivery people.

H3: Perceived risk has a significant negative influence on the intention that using drones to deliver food.

H4: Perceived enjoyment has a significant positive influence on the intention that using drones to deliver food.

## **METHODOLOGY**

Collection and Analysis of Primary Data. Using WenJuanXing online survey to make a questionnaire to question the Chinese people to get primary data. Then use Jamovi analysis to analyze the data.

Two hundred people in China participated in this survey. The age range of the participants is from 10 to 60 years old. 81 percent of participants are students, 14.5 percent of participants are working and 4.5 percent of participants are searching for job or retire.

The questionnaire was first created in English. Then, the questionnaire was translated into Chinese. In order to make sure the precise meaning of the questionnaires, the questionnaires were back-translated into English and compared with the original questionnaire.

The study contains 22 items measurements, which were adapted from previous studies. The questions about Perceived enjoyment were adopted from (Moon & Kim, 2001). These items about Perceived risk were adjusted from (Corbitt et al., 2003) and (Nomura, 2008). Using intention was assessed with six items, which were adapted from (Chen & Barns, 2007), (Suh & Han, 2003), (Kuang- peng Hung, 2011) and (QinBian, 2012).

A Likert 7-point scale was used to measure the result, 1 stand for strongly disagree and 7 stand for strongly agree. At the end of the survey, gender, age and the frequency of shopping online were also measured.

### ***1. Survey Question on perceived risk on delivery people***

Four alternatives were provided to measure the perceived risk on delivery people:

- I would feel nervous to let delivery people deliver my food.
- I feel that I depend on delivery people delivering food too much, something bad might happen.
- I believe that let delivery people to deliver food are risky because the food delivered may be inferior.
- I believe that let drones to deliver food are risky because it may lead to financial loss for me.

### ***2. Survey Question on perceived enjoyment on delivery people***

Four alternatives were provided to measure the perceived enjoyment on delivery people:

- I shall have fun when delivery people deliver food.
- Let delivery people deliver food provide me a lot of enjoyment.
- I think that let delivery people deliver food shall be interesting.
- Let delivery people deliver food would provide me a lot of excitement.

### **3. *Survey Question on perceived risk on drones***

Four alternatives were provided to measure the perceived risk on drones:

- I would feel nervous to let drones deliver my food.
- I feel that I depend on drones delivering food too much, something bad might happen.
- I believe that let drones to deliver food are risky because the food delivered may be inferior.
- I believe that let drones to deliver food are risky because it may lead to financial loss for me.

### **4. *Survey Question on perceived enjoyment on delivery people***

Four alternatives were provided to measure the perceived enjoyment on delivery people:

- I shall have fun when drones deliver food.
- Let drones deliver food provide me a lot of enjoyment.
- I think that let drones deliver food shall be interesting.
- Let drones deliver food would provide me a lot of excitement.

### **5. *Survey Question on use intention for drones***

Six alternatives were provided to measure the use intention for drones:

- I intend to use drones to deliver my food in future.
- I would strongly recommend others to use drones to deliver food.
- I have strong possibility to use drones to deliver food.
- I'm likely to use drones to deliver food.

- I have high intention to use drones to deliver food.
- The probability I would use drones to deliver food is high.

## ANALYSIS / RESULTS

A total of 200 online survey questionnaire responses were collected. Some basic information is collected at the end of the survey. For the age (Table 1), 71.5% participants are 20-29, 16% participants are 10-19. For the status, 81% participants are students, 14.5% participants are in job. For how often they order food with delivery service (Table 2), 71% participants choose more than one time per week.

Age	Number	Frequency
1-9	1	0.5%
10-19	32	16%
20-29	143	71.5%
30-39	15	7.5%
40-49	6	3%
50-59	2	1%
60 and above	1	0.5%
Total	200	100%

Table 1. Age group distribution of frequency

<b>How often people order food</b>	<b>Number</b>	<b>Frequency</b>
More than 1 time per day	14	7%
1 time per day	43	21.5%
2-6 times per week	64	32%
1 time per day	23	11.5%
2-3 times per month	35	17.5%
1 time per month	15	7.5%
Almost never	6	3%
Total	200	100%

Table 2. “How often people order food” distribution of frequency

This study conducted reliability test to gauge internal consistency. All the items’ Cronbach’s alpha in this research are higher than 0.7, which means these items are reliable (Nunnally et al., 1967). Each items’ Cronbach’s alpha result are shown in Table 3.

<b>Items</b>	<b>Cronbach’s Alpha</b>
Perceived enjoyment on food delivery by delivery people	0.925
Perceived enjoyment on food delivery by drones	0.939
Perceived risk on food delivery by delivery people	0.969
Perceived risk on food delivery by drones	0.957
Use intention on food delivery by drones	0.957

Table 3. The reliability test of all the data

This research measured the difference of Chinese customer's perceived risk on using drones and delivery people to deliver food. Chinese customer's perceived enjoyment on using drones and delivery people to deliver food. The T-Test analysis using jamovi computer software to test the difference between two different conditions. The data results are shown in Table 4.

Hypothesis	Variable		Use Deliver People	Use Drones	<i>t</i>	<i>p</i>	Result
H1	PR	M	4.53	4.20	3.04	<0.01	Supported
		SD	1.11	1.28			
H2	PE	M	3.98	4.85	-9.51	<0.01	Supported
		SD	0.80	0.87			

Note: SD: Square deviation; M: Mean; PE: Perceived Enjoyment; PR: Perceived Risk.

Table 4. Summary of T-Test Analysis

In hypothesis 1, this research supposed people will have lower perceived risk about food delivery by drones than by delivery people. To test H1, an independent-samples t-test was used (Table 4). The result showed there was significant difference between using delivery people to deliver food and using drones to deliver food on perceived risk ( $p < 0.01$ ). The Mean of using delivery people to deliver food are higher than using drones. This result suggested that people do have lower perceived risk about food delivery by drones than by delivery people. Hence, hypothesis 1 is supported.

In hypothesis 2, this research supposed People will have higher perceived enjoyment about food delivery by drones than by delivery people. The result (Table 4) of independent-samples t-test showed that there was significant difference between using delivery people to deliver food and using drones to deliver food on perceived risk ( $p < 0.01$ ). The Mean of using delivery people to deliver food are lower than using drones. This result implied that people do have higher perceived enjoyment about food delivery by drones than by delivery people. Therefore, hypothesis 2 is supported.

This research investigated the relationship between use intention to drones and perceived enjoyment, use intention to drones and perceived risk in Chinese customers. Jamovi software was used to conduct regression analysis. The results are shown in Table 5.

Hypothesis	Items	$\beta$	$t$	Result
H3	PR-UI	0.115*	2.06	Supported
H4	PE-UI	0.634*	11.39	Supported

Note: \* $p < 0.05$ ; \*\*  $p < 0.01$ ;  $\beta$  = Standardized coefficient; (PE: Perceived Enjoyment; PR: Perceived Risk; PI: Use Intention)

Table 5. Summary of Regression Analysis

In hypothesis 3, this research posited Perceived risk has a significant negative influence on the intention that using drones to deliver food. The result (table 5) indicated that, perceived risk have significant negative influence on purchase intention ( $p < 0.05$ ). That is, people are more likely to use drones to deliver food when they feel low perceived risk. Thus, Hypothesis 3 is supported.

In hypothesis 4, this research proposed Perceived enjoyment has a significant positive influence on the intention that using drones to deliver food. The result (table 5) implied that,

perceived enjoyment have positive significant influence on purchase intention( $p < 0.01$ ). That is, people are more likely to use drones to deliver food when they feel high perceived enjoyment. Consequently, hypothesis 4 is supported.

## **CONCLUSIONS AND PRACTICAL IMPLICATIONS**

With the result that hypothesis 1 and 2 are supported. I predict that if in the future drones are really used to deliver food, people will be willing to try it. Two reasons here. First reason is people feel risky about delivery people. When there are totally automatic drones deliver food to them, they could feel more comfortable. Second reason is drones as a new thing, could attract people's attention and interest.

With the result that hypothesis 3 and 4 are supported. I suggest that in if drones really be used in food delivery area in the future, perceived risky and perceived enjoyment should be considered much. Low perceived risk and high perceived enjoyment will lead people to accept this new idea. More reliable drones should be created to make sure that food could be arrived safety and quickly. More interest functions of drones could be joined to make people be interested more, such as combine more AI factors with the drones, makes it looks like a Robot not only a machine.

## **LIMITATIONS AND FUTURE RESEARCH**

The amount of survey could be one of the limitations, this research only got 200 participators to answer the survey, which may disturb the result. For the future research, there will be two directions. First, in this research, only perceived risk and perceived enjoyment are studied. In the future, more different kinds of perceive would be researched. Second, I will go to the detail of perceived risk and perceived enjoyment. If people have high perceived risk about using drones, then what are they worry about exactly. Same thing as perceived enjoyment. If people have high perceived enjoyment about using drones. Then where they think is interesting on drones.

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## Appendix

### An Examination of Perceptions Towards Artificial Intelligence in Daily Life: Food Delivery Drones

Now when you use a variety of takeout platforms to order meals, it is generally delivered by deliver people. Please answer the following questions according to this situation.

Question1. In the following 4 questions, please choose your approval level from "very disagree" to "very agree"

Title \ options	Strongly Disagree	Disagree	Some Disagree	Normal	Some Agree	Agree	Strongly Agree
I would feel nervous to let delivery people deliver my food.	8(4%)	17(8.5%)	13(6.5%)	31(15.5%)	51(25.5%)	70(35%)	10(5%)
I feel that I depend on delivery people delivering food too much, something bad might happen.	4(2%)	11(5.5%)	12(6%)	34(17%)	52(26%)	73(36.5%)	14(7%)
I believe that let delivery people to deliver food are risky because the food delivered	5(2.5%)	6(3%)	11(5.5%)	35(17.5%)	55(27.5%)	77(38.5%)	11(5.5%)

may be inferior.							
I believe that let drones to deliver food are risky because it may lead to financial loss for me.	4(2%)	12(6%)	12(6%)	39(19.5%)	49(24.5%)	76(38%)	8(4%)

Question2. In the following 4 questions, please choose your approval level from "very disagree" to "very agree"

Title \ options	Strongly Disagree	Disagree	Some Disagree	Normal	Some Agree	Agree	Strongly Agree
I shall have fun when delivery people deliver food.	6(3%)	3(1.5%)	28(14%)	113(56.5%)	32(16%)	14(7%)	4(2%)
Let delivery people deliver food provide me a lot of enjoyment	7(3.5%)	4(2%)	30(15%)	111(55.5%)	35(17.5%)	10(5%)	3(1.5%)
I think that let delivery people deliver food shall be interesting	7(3.5%)	3(1.5%)	31(15.5%)	111(55.5%)	32(16%)	11(5.5%)	5(2.5%)
Let delivery	6(3%)	7(3.5%)	32(16%)	112(56%)	29(14.5%)	9(4.5%)	5(2.5%)

people deliver food would provide me a lot of excitement.							
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In the future, when you use the take out platform to order meals, Drones will generally deliver them. Please answer the following questions according to this situation.

Question3. In the following 4 questions, please choose your approval level from "very disagree" to "very agree"

Title \ options	Strongly Disagree	Disagree	Some Disagree	Normal	Some Agree	Agree	Strongly Agree
I would feel nervous to let drones deliver my food.	3(1.5%)	11(5.5%)	55(27.5%)	23(11.5%)	85(42.5%)	16(8%)	7(3.5%)
I feel that I depend on drones delivering food too much, something bad might happen.	3(1.5%)	10(5%)	52(26%)	23(11.5%)	93(46.5%)	12(6%)	7(3.5%)
I believe that let drones to deliver food are risky because the food delivered may be inferior.	5(2.5%)	9(4.5%)	50(25%)	27(13.5%)	91(45.5%)	12(6%)	6(3%)
I believe that let drones to deliver	5(2.5%)	7(3.5%)	47(23.5%)	34(17%)	88(44%)	12(6%)	7(3.5%)

food are risky because it may lead to financial loss for me.							
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Question4. In the following 4 questions, please choose your approval level from "very disagree" to "very agree"

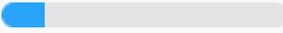
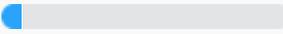
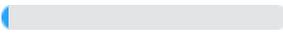
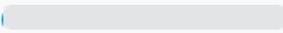
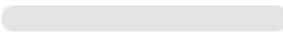
Title \ options	Strongly Disagree	Disagree	Some Disagree	Normal	Some Agree	Agree	Strongly Agree
I shall have fun when drones deliver food.	3(1.5%)	3(1.5%)	2(1%)	43(21.5%)	57(28.5%)	78(39%)	14(7%)
Let drones deliver food provide me a lot of enjoyment	3(1.5%)	2(1%)	3(1.5%)	37(18.5%)	59(29.5%)	79(39.5%)	17(8.5%)
I think that let drones deliver food shall be interesting	4(2%)	1(0.5%)	3(1.5%)	41(20.5%)	53(26.5%)	80(40%)	18(9%)
Let drones deliver food would provide me a lot of excitement	4(2%)	2(1%)	4(2%)	37(18.5%)	51(25.5%)	78(39%)	24(12%)

Question5. In the following 6 questions, please choose your approval level from "very disagree" to "very agree"

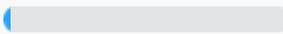
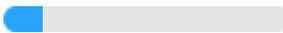
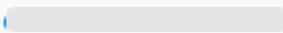
Title \ options	Strongly Disagree	Disagree	Some Disagree	Normal	Some Agree	Agree	Strongly Agree
I intend to use drones to deliver my food in future.	3(1.5%)	3(1.5%)	1(0.5%)	43(21.5%)	57(28.5%)	85(42.5%)	8(4%)
I would strongly recommend others to use drones to deliver food.	3(1.5%)	3(1.5%)	2(1%)	55(27.5%)	52(26%)	76(38%)	9(4.5%)
I have strong possibility to use drones to deliver food.	3(1.5%)	4(2%)	4(2%)	46(23%)	51(25.5%)	80(40%)	12(6%)
I'm likely to use drones to deliver food.	3(1.5%)	4(2%)	2(1%)	40(20%)	58(29%)	81(40.5%)	12(6%)
I have high intention to use drones to deliver food.	3(1.5%)	3(1.5%)	3(1.5%)	44(22%)	46(23%)	85(42.5%)	16(8%)
The probability I would use drones to deliver food is high.	3(1.5%)	3(1.5%)	3(1.5%)	43(21.5%)	47(23.5%)	78(39%)	23(11.5%)

Question6. Your age:

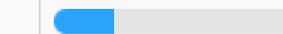
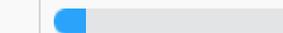
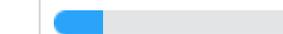
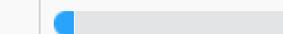
选项	小计	比例
0-9	1	0.5%

10-19	32	 16%
20-29	143	 71.5%
30-39	15	 7.5%
40-49	6	 3%
50-59	2	 1%
60 and above	1	 0.5%
本题有效填写人次	200	

Question7. Your status :

选项	小计	比例
Student	162	 81%
Ready for job	7	 3.5%
In job	29	 14.5%
Retire	2	 1%
本题有效填写人次	200	

Question8. How often you order food :

选项	小计	比例
More than 1 time per day	14	 7%
1 time per day	43	 21.5%
2-6 times per week	64	 32%
1 time per day	23	 11.5%
2-3 times per month	35	 17.5%
1 time per month	15	 7.5%
Almost never	6	 3%
本题有效填写人次	200	

