

Accepted Manuscript

Drone delivery: Factors affecting the public's attitude and intention to adopt

Wonsang Yoo, Eun Yu, Jaemin Jung

PII: S0736-5853(18)30038-8

DOI: <https://doi.org/10.1016/j.tele.2018.04.014>

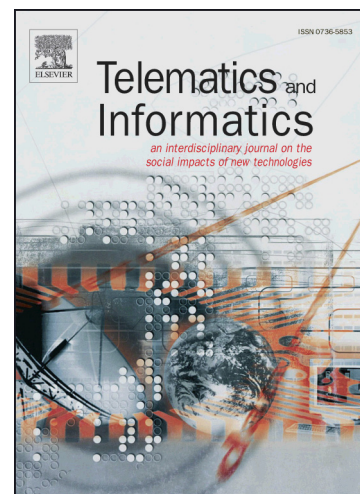
Reference: TELE 1118

To appear in: *Telematics and Informatics*

Received Date: 17 January 2018

Revised Date: 26 April 2018

Accepted Date: 26 April 2018



Please cite this article as: Yoo, W., Yu, E., Jung, J., Drone delivery: Factors affecting the public's attitude and intention to adopt, *Telematics and Informatics* (2018), doi: <https://doi.org/10.1016/j.tele.2018.04.014>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Drone delivery: Factors affecting the public's attitude and intention to adoptWonsang Yoo¹, Eun Yu^{2*}, Jaemin Jung³

Abstract

Drones, or unmanned aerial vehicles (UAVs), show high potential for parcel delivery. Drone delivery may be faster, less expensive, and more eco-friendly than traditional delivery modes such as trucks. Drones are not yet in commercial use, but many companies such as Amazon and Google have done pilot tests, and they will probably become common in the near future. Regardless of what companies decide, however, adoption intention among customers is vague. This study explores the factors affecting attitudes to drone delivery service and intention to adopt among 296 U.S. consumers by online survey. The results demonstrate that the relative advantages of speed and environmental friendliness, along with complexity, performance risk, and privacy risk, affect drone delivery adoption. Personal innovativeness also positively affects adoption intention. Furthermore, the results show that the determinants of drone delivery adoption differ according to the customer's area of residence.

Keywords: drone delivery, unmanned aerial vehicle delivery, diffusion of innovation, technology acceptance model, environmental friendliness

¹ TmaxSoft, Bundang-gu, Sungnam, Republic of Korea.

² *Corresponding author. College of Business, Korea Advanced Institute of Science and Technology, 86 Hoegi-ro, Dongdaemun-gu, Seoul, Republic of Korea. eunyu1031@kaist.ac.kr +82 2-958-3644

³ College of Business, Korea Advanced Institute of Science and Technology, Seoul, Republic of Korea.

Download English Version:

<https://daneshyari.com/en/article/6889490>

Download Persian Version:

<https://daneshyari.com/article/6889490>

[Daneshyari.com](https://daneshyari.com)