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Investigating Resistance Factors in Last-Mile Drone Delivery

Research-in-Progress Paper

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Abstract

This paper aims to fill an emerging research gap in alleviating general resistance to using drones in last-mile delivery. The risks that pertain to its program codes, package objects, and communication signals are what we identify and propose to be the significant resistance reasons. Our theoretical basis includes Diffusion of Innovations Theory (DIT) and Equity Theory (ET). Our methodological approach is based on a structured experiment where there are drones and delivery scenarios for our experimental participants to experience, followed by data collection and statistical analysis. Overall, this paper contributes to enhancing general satisfaction with last-mile drone delivery.

Keywords: Diffusion of Innovations Theory, Equity Theory, Resistance, Last-mile drone delivery.