



PUBLIC SUPPORT FOR DRONE IMPLEMENTATION IN PARCEL DELIVERY



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I hereby acknowledge that this project paper has been accepted as part of fulfilment for the degree of Bachelor Technology Management Supply Chain and Logistics



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This thesis is submitted in partial fulfilment of the requirements for the award of
Bachelor of Technology Management (Supply Chain and Logistics) with Honors



26 JANUARY 2023

DECLARATION OF ORIGINAL WORK

I hereby declare that all the work of this thesis entitled “PUBLIC SUPPORT FOR DRONE IMPLEMENTATION IN PARCEL DELIVERY” is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.

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DEDICATION

I would like to appreciate the dedication of my beloved family members who educated me and motive me to learn until degree level. And also, I express a deep sense of gratitude to my lecturer whom also my supervisor for my final year project, ASSOC. Prof. Dr Mohammed Hariri bin Bakri and my fellow friends. They have provided me fully support and advice throughout this research. Without their blessing and encouragement, this research is impossible to complete within short period of time. I want to thank me for believing in me, I want to thank me for doing all this hard work. I want to thank me for having no days off. I want to thank me for never quitting. I want to thank me for always being a giver and trying to give more than I receive. I want to thank me for trying to do more right than wrong. I want to thank me for being me at all times.



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ABSTRACT

Unmanned aerial vehicles (UAVs), or drones, were being used in more and more countries to get perishable goods like medicine and supplies to remote areas where they would never get there on time without them (such as trucks). Since delivery drones were expected to take over a large number of jobs that were currently done by traditional carriers, this change was likely to have a big impact on how much it cost to deliver packages in the last mile. In this research, there were three things that needed to be figured out: the UTAUT factors that affected the public's support for using drones to deliver packages, the relationship between UTAUT factors and the public's support for using drones to deliver packages, and the level of importance of the UTAUT factors for the success of getting the public to support using drones. Using a quantitative method, the researcher looked at how the variables were related. This method used a variety of Statistical Packages for the Social Sciences (SPSS) and graphical tools to measure and analyse the independent variable (PE, EE, SI, FC, and trustworthiness) and the dependent variable (public acceptance of using drones to deliver packages). A questionnaire with a Five-point Likert scale had been used to get information from the respondent. As part of a quantitative study, a questionnaire was used to interview 382 people living in Bandaraya Melaka. This study used Cronbach's Alpha analysis, descriptive analysis, and other types of analysis. Analysis of Pearson's Correlation and Analysis of Multiple Regression. In this study, the trustworthiness correlation value was the one with the highest correlation. There was a very strong link between trustworthiness and how the public felt about using drones to deliver packages. Lastly, the researcher could say that trustworthiness was an important part of the public's willingness to use drones to deliver packages.

Keywords: drone delivery, public's support, drone

ABSTRAK

Kenderaan udara tanpa pemandu (UAV), atau drone, digunakan di lebih banyak negara untuk mendapatkan barangan mudah rosak seperti ubat-ubatan dan bekalan ke kawasan terpencil di mana mereka tidak akan sampai ke sana tepat pada masanya tanpa mereka (seperti trak). Memandangkan drone penghantaran dijangka mengambil alih sebilangan besar pekerjaan yang sedang dilakukan oleh pembawa kurier biasa, perubahan ini berkemungkinan besar memberi kesan besar pada kos penghantaran pakej dalam jarak terakhir. Dalam kajian ini, terdapat tiga perkara yang perlu telah diambil kira: faktor UTAUT yang mempengaruhi sokongan orang ramai terhadap dron terpakai untuk menghantar pakej, hubungan antara faktor UTAUT dan sokongan orang ramai terhadap dron terpakai kepada pakej yang dihantar, dan tahap kepentingan faktor UTAUT untuk kejayaan mendapatkan orang ramai menyokong dron terpakai. Menggunakan kaedah kuantitatif, pengkaji melihat bagaimana pembolehubah tersebut berkaitan. Kaedah ini menggunakan pelbagai Pakej Statistik untuk Sains Sosial (SPSS) dan alat grafik untuk mengukur dan menganalisis pembolehubah tidak bersandar (PE, EE, SI, FC, dan kebolehpercayaan) dan pembolehubah bersandar (penerimaan awam dron terpakai kepada pakej yang dihantar.). Soal selidik dengan skala Likert Lima mata telah digunakan untuk mendapatkan maklumat daripada responden. Sebagai sebahagian daripada kajian kuantitatif, soal selidik telah digunakan untuk menemu bual 382 orang yang tinggal di Bandaraya Melaka. Kajian ini menggunakan analisis Alpha Cronbach, analisis deskriptif, dan jenis analisis lain. Analisis Kolerasi Pearson dan Analisis Regresi Berganda. Dalam kajian ini, korelasi kebolehpercayaan yang dinilai adalah korelasi yang paling tinggi. Terdapat hubungan yang sangat kuat antara kebolehpercayaan dan perasaan orang ramai tentang dron terpakai untuk menghantar bungkusan. Akhir sekali, penyelidik boleh mengatakan bahawa kebolehpercayaan adalah bahagian penting dalam kesediaan orang ramai untuk menggunakan dron untuk menghantar bungkusan.

Kata kunci: penghantaran drone, sokongan orang ramai, drone

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CHAPTER 1

INTRODUCTION

1.1 Background of the research

The usage of drones, which are a mix of planes and unmanned helicopters, first began with surveillance tasks but has since expanded into civil applications in the sectors of military and defence, such as entertainment, photography, and the extinguishing of fires. Unmanned aerial vehicles, sometimes known as UAVs, are a kind of delivery drone that are capable of delivering lightweight products. The items are pushed and secured underneath the body of the drone with the help of anywhere from four to eight propellers and rechargeable batteries. Drones used for deliveries may be flown autonomously or remotely controlled, and their pilots may be responsible for monitoring many aircraft at once. Drones are being put to use in many different regions of the globe to make time-sensitive deliveries, such as those of medication, as well as those that are impossible to carry out using conventional vehicles. (Drone Delivery - Fehr & Peers,).

The focus is now shifting more and more toward logistical considerations. In a logistics warehouse, drones may be used to perform activities related to storage, transporting items by air, and security. Testing for usage in the delivery of products to the final customer has already begun in a number of enterprises in the United States (Stock Logistics, 2019). DHL Express has entered into a partnership agreement with UAV provider Aerodyne Group in Malaysia to investigate the commercial potential of drone technology and to establish business models for usage in maritime supply and life studies. The goal of the partnership is to develop business models for use in areas such as maritime supply and life studies (Joe, 2020).

Drones are becoming more prevalent in today's society as a means of putting more cutting-edge technology to work in the performance of routine human activities. Many customers are reluctant to adopt new technology because they are aware of the potential dangers involved. Traditional ideas of safety, security, privacy, ownership, responsibility, and regulation are being called into question as a result of the proliferation of drones. Drones

have the ability to collect data and transport loads, which is causing a shift in the way we think about our physical environment. They were also saddled with the image of being surveillance technology, and people as well as activist groups challenged their usage in business settings (Rao et al., 2016).

The amount of social awareness in a nation determines the degree to which its citizens will accept the adoption of drones (Kitanovic, 2020). At the moment, the Drone Readiness Index for Malaysia is positioned in the top three, and the country has the largest market size in all of ASEAN. IR4.0 will be implemented, Drone Technology will be improved, and more Malaysian Drone Technology companies will be made global champions. The Malaysian government sector is also helping to raise awareness on the Drone Technology local ecosystem, safe flying practises, and the benefits of Drone Technology (New Straits Times, 2021).

Because it offers several benefits to both consumers and businesses that provide delivery services, the usage of drones as a kind of future delivery technology must be examined and embraced by the public. It is less expensive when compared to a truck since distribution is simpler. On the other side, since there are less people using the airspace, it can be delivered more rapidly. In addition, drones can visit locations that are inaccessible by traditional forms of transportation. Because there are no roadways linking Sabah's rural and urban communities, for instance, it is frequently difficult for the villagers in the more remote areas of the state to get vaccinations and medications (Joe, 2020). Regardless of the terrain, this infrastructure gap may be closed with the use of drones that can deliver packages. Drones have a less carbon footprint than more conventional methods of transportation, such as vehicles or boats, in addition to having the advantages of being faster, costing less, and being safer.

1.2 Problem Statement

Unmanned aerial vehicles (UAVs), or drones, can deliver time-sensitive commodities like medicine and difficult-to-ship supplies. Delivery drones are expected to replace a large portion of traditional carriers' final-mile deliveries, changing the economics of package delivery. Multiple delivery drones may be monitored at once manually or remotely. Industrial giants, semiconductor firms, informatics consultants, and large defence contractors are investing heavily in the commercial drone market. Europe, Asia, and North America still have early-stage producers (Insider, 2021).

From vehicle standards to airspace control, regulatory authorities must formulate unambiguous rules. The Civil Aviation Authority of Malaysia (CAAM) is in charge of all aircraft-related affairs in Malaysia; however, it does not have drone operator licences according to Malaysian legislation (Chih, 2020). Customers were unfamiliar with drone supply and had a negative opinion of it because it is uncontrolled, unsafe, risky, lacks quantifiable risk assessments, intimidation, military, and defense-related concerns, and a long procedure is necessary to run food supply services using drones. (2019)

Drones are still in the early stages of development, and over the next few of years, their capabilities will continue to expand. Society and law enforcement agencies need to be aware of the potential dangers that this might cause. The concept of using drones as a mode of delivery transportation is still in its early phases of growth, which means that there is still room for a great deal of progress as well as observation. In addition, drones may also travel to places that aren't reachable by other means of transportation. Vaccinations and drugs are often difficult to obtain in rural regions of Sabah since there are no roads connecting rural and urban populations, for example. However, one obstacle that drone companies must overcome is the lack of coverage in more remote places, making it impossible for clients to receive items via drone. Furthermore, drones cannot reach their objective since there is no link to the area. As a result, the purpose of this research is to explore the public's attitude toward the introduction of drone-based package delivery in the nation.

1.3 Research Question

Following the explanation of the context of this study and the issue statement that was presented earlier, the purpose of the current research is to answer three questions concerning the link between public support and the use of drones in the delivery of packages.

- a. What is the level of public acceptance for the use of drones for parcel delivery?
- b. What are the elements that contributed to public acceptability of the usage of drones for package delivery?
- c. What is the future suggestion on how to get the public to accept drones?

1.4 Research Objective

The following research objectives have been developed to guide the aim and direction of this study:

- To determine the UTAUT factors that influenced the public support for drone implementation in parcel delivery
- To analyze the relationship between UTAUT factors and the public support for drone implementation in parcel delivery
- To examine the level of importance among the UTAUT factors toward the successfulness of public support for drone implementation

1.5 Scope of study

The people in the public who have prior experience with a courier service will be the focus of this research. This study will establish whether customers are willing to accept packages being delivered by drones and will provide suggestions for the development of future technologies related to drone-delivered packages.

1.6 Significance of study

The usage of drones for package delivery will revolutionise the delivery system now in place and will be beneficial to the logistics industry in Malaysia. People in Malaysia may have their perspectives on the usage of drones and the adoption of drone technology altered if there is a favourable influence on the use of drones. The results of this research will contribute to a greater level of public awareness about the use of drones for delivery purposes. When used as a mode of delivery transportation, particularly over shorter distances, drones may be more energy efficient than vehicles. However, when transporting larger products over greater distances, drones release more carbon dioxide than lorries do (French, 2020) This research will help Malaysia Digital Economy Corporation (MDEC) MyDroneTech Initiative achieve its goal of rapidly expanding Malaysia's drone technology industry and high-potential businesses through the implementation of forward-looking policies, the development of collaborative ecosystems, and connections between relevant communities and the growth programme.

1.7 Structure of the Thesis

This thesis is organised into five chapters that each have a central subject.

In the first chapter, a quick overview of the research on public support for the deployment of drones in package delivery was offered. This support, which has been steadily deteriorating owing to the ageing problem, was discussed. Additionally, the need of educating the general public about drones was emphasised in this chapter. In its most basic form, unmanned aerial vehicles (also known as drones) are a cross between aircraft and helicopters that are designed to carry out certain tasks. Drones used for deliveries may fly independently or be controlled remotely, and their controllers can monitor many drones at once. In many parts of the globe, people use drones for deliveries of time-sensitive items like medicine, as well as for deliveries that are impossible to complete with traditional vehicles. The results of this study will also serve to further educate the general public on the use of drones. In the latter part of the chapter, the research questions, and goals, as well as the overall purpose of the study and the research implications, were discussed.

In the second chapter, we conduct a literature analysis on public support for drone deployment in package delivery. Additionally, we provide an overview of public support for drones and the theory that was used in this research. In addition to that, the research's conceptual framework as well as its hypotheses are presented below.

The research methodology that was used in this study is discussed in Chapter Three. This covers topics such as the population and sample size, in addition to the procedures that were utilised to operationalize the components of the study's theoretical model. In conclusion, a comprehensive explanation of the statistical methods that were used throughout the data analysis is presented below.

The outcomes of the investigation are presented in Chapter Four utilising the statistical methods that were used throughout the study. After presenting descriptive statistical figures to the audience, the next part of the talk will focus on factor analysis. After that, an examination of the dependability of the variables is presented, which is then followed by a description of the correlation and regression analyses that were carried out, along with the conclusions of each of those analyses.

The broad findings and implications of the research are discussed in Chapter Five. This chapter addresses the most important findings and explains how those findings have implications for knowledge, practise, and policymakers. The limitations of this study are also highlighted, along with some recommendations for further research and some last thoughts and observations.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter includes a review of past literature considered important to the issue of this research in satisfying the study's aims and objectives, as stated in Chapter 1. Discussion of the chosen theory used in this research, as well as the selected independent and dependent variables, is also included. The final component of this chapter goes into the creation of the research framework and hypotheses.

So, for this chapter we can get know many things such as benefits of drone delivery. Drone delivery benefits are presently being explored, but they might include cheaper prices, increased operational efficiency, new income sources, immediate fulfilment, less crowded streets, fewer accidents, and lower emissions. Because delivery drones are not yet a well-established solution, some of the limitations being investigated include package weight limitations, flight time and range constraints due to battery life, collision avoidance systems, and how to deal with unpredictable events such as weather or being hacked.

As for other aspects such as e-commerce continues to rise and traditional modes of distribution become less effective, delivery businesses are experimenting with the use of drones. Drone trials have been conducted by companies such as USPS, Amazon, and Google as a viable alternative for expansion. Time-sensitive products such as medication and food, as well as tiny items for same-day delivery, are now the most common use cases for delivery drones.

2.2 Overview of drone technology

An unmanned aircraft is referred to as a drone. Unmanned aerial vehicles, or UAVs, are another name for drones. Unmanned aircraft systems (UAS) is another term for drones. A drone is essentially a flying robot that can be controlled remotely or flown autonomously using software-controlled flight plans in its embedded systems. These software-controlled flight plans work in conjunction with onboard sensors and a global positioning system. Drones have become increasingly popular in recent years (GPS). The flying mode and the navigation system are the two primary functions of a drone. Drones cannot take off without some kind of power source, such as a battery or fuel. In addition, they are equipped with rotors, propellers, and a frame. In order to decrease its overall weight and improve its mobility, the frame of a drone is often constructed out of a lightweight composite material (Lutkevich & Earls, 2021). Controllers are essential to the operation of drones because they allow the pilot to launch, steer, and land the aircraft via remote controls. Radio waves, such as Wi-Fi, are utilised for communication between the controller and the drone.

The use of drones to carry packages and other sorts of commodities is attracting significant investment from major companies located in a variety of countries across the world. It is just a matter of time before the drone package delivery service aspirations of huge firms such as Amazon, Walmart, UPS, Google, and other global postal organisations become a reality. These companies have all invested in drone delivery initiatives. (Corrigan, 2020)

Will there be a day when we may gaze up into the sky and see thousands of drones buzzing around, working hard to carry packages, pizza, medication, and other items ranging from little to medium in size? It will probably only be a matter of a few years until the skies are filled with drones that are delivering packages to customers. There are unquestionably a great number of technical obstacles to be conquered. In addition to this, there are broad privacy concerns that need to be addressed. It's possible that package delivery through drones will only be available in particularly remote or inaccessible areas. (Corrigan, 2020)

2.2.1 Types of drones

Below is a list of the best drones for delivering packages, which are now being utilised by the most successful organisations to transport packages and are shown below. Wing delivery drone, Matternet M2 package delivery drone, Wingcopter 178 Heavy Lift delivery drone, Rakuten Tenku delivery drone, Condor parcel delivery drone, Zipline autonomous delivery drone, and Flirtey delivery drone. This drone has previously been put to service by their firm to complete deliveries. There are a wide variety of applications for drone technology, including package delivery, advertising, cinematography, site surveying, mining, humanitarian and environmental missions, and other fields. (Corrigan, 2020)

2.2.2 Uses of drone

Drones are employed in a wide range of industries, and the answers to that question may be found here. Drones are saving lives, helping the environment, helping archaeologists, farming, managing properties, mining, and building infrastructure, just to name a few of the many applications. There is a steady stream of news releases and academic publications outlining the many new applications for drones that are being developed. In some of these areas, the use of helicopters and aircraft was already completed by employing drones. However, they are expensive to hire and may not be available at the time they are needed. It takes a long time to fly in helicopters and planes, because they have to fly in from other places and then do their tasks. Additionally, we examine potential future applications for drones that are still in the experimental and research stages, as well as current applications. In the future years, drones will be used for a wide range of purposes. This post also includes a number of excellent videos. (Corrigan, 2019)