



University of Antwerp  
Faculty of Business  
and Economics

# The role of logistics in consumers shopping channel choices (early-stage research)

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# BACKGROUND



(Source: <https://dutpartnership.eu/the-dut-partnership/the-15-minute-city-transition-pathway-15mc/>)

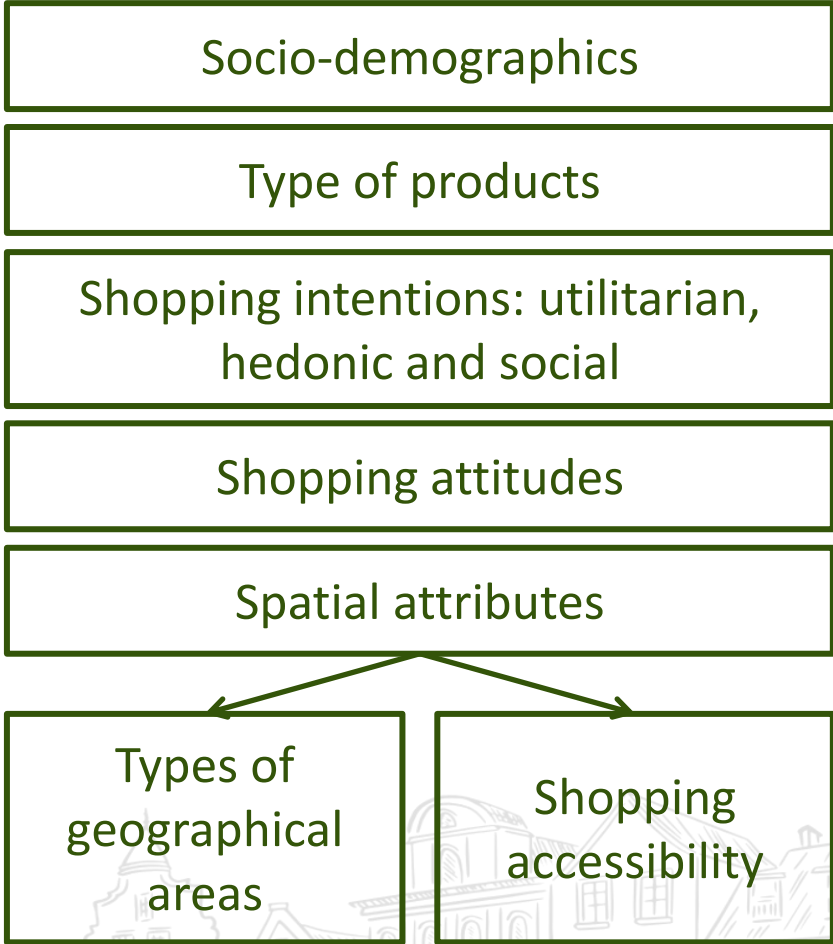
**Retail accessibility**

**Online shopping**

**Consumer behavior**

# LITERATURE REVIEW

## Consumer shopping behavior



# LITERATURE REVIEW

Consumer shopping  
behavior



Last mile delivery

The **availability and quantity** of last mile logistics services and facilities

The internal and external **costs** caused by the rising demand for tailored last mile delivery

**Innovative** delivery service solutions

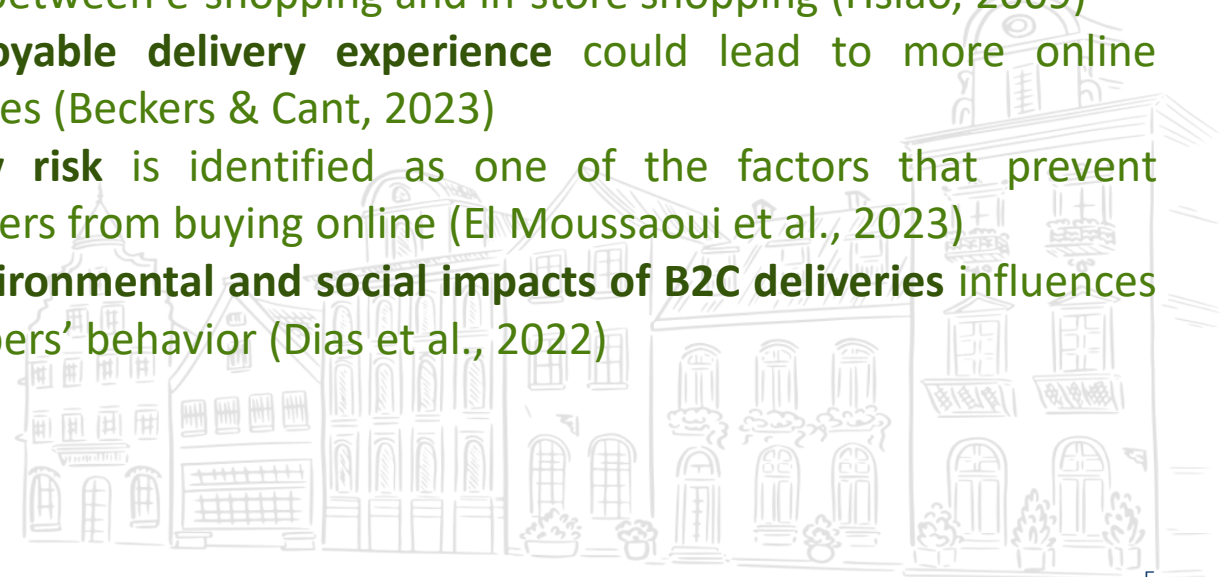
# LITERATURE REVIEW

Consumer shopping  
behavior

Last mile delivery

## Delivery is an important component in online shopping

- purchasing and **delivery phases** will influence shopping mode choice between e-shopping and in-store shopping (Hsiao, 2009)
- an **enjoyable delivery experience** could lead to more online purchases (Beckers & Cant, 2023)
- **delivery risk** is identified as one of the factors that prevent consumers from buying online (El Moussaoui et al., 2023)
- the **environmental and social impacts of B2C deliveries** influences e-shoppers' behavior (Dias et al., 2022)



# LITERATURE REVIEW

Consumer shopping behavior

Last mile delivery



**GAP**

- The influence of **logistics** is barely considered in **consumer behavior** research.
- It is necessary to pay more attention to the role of **last mile delivery** in consumers' **online and in-store shopping decisions**.

# OBJECTIVE

## OBJECTIVE:

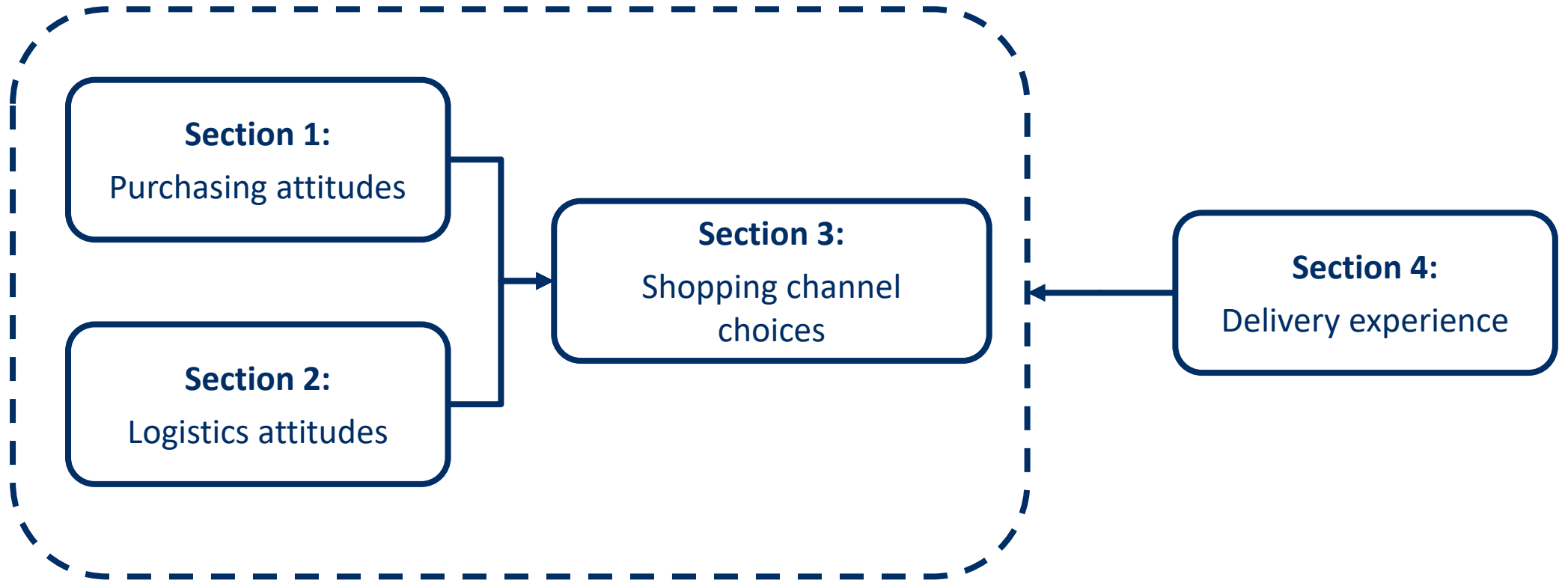
- To understand the role of logistics in consumers' shopping channel choices (online vs offline)

## RESEARCH QUESTIONS:

- How do logistics preferences affect consumers' shopping channel choices?
- What is the delivery behavior of different population groups?

# METHODS

## survey design



- **Consumer-centric**
- **Purchasing process + delivering process**
- **Stated preference + revealed preference**



# METHODS

## survey design

### Section 1 (Purchasing attitudes)

1. Please indicate to what extent you agree with the following statements about your time and cost sensitivity and whether you like to interact with others when shopping.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Cost consciousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time consciousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social interaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Section 2 (Logistics attitudes)

1. Please indicate to what extent you agree with the following statements. The questions are about your attitudes towards delivering time, location and cost.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Delivery time	I think it is important to be able to choose the <u>day</u> my package is delivered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I think it is important to be able to choose the <u>specific hour</u> my package is delivered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	If deliveries are quicker, I would shop more online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am worried about delay in delivery when I shop online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery location	I think it's important to be able to choose where my package is delivered (at home, workplace or a pick-up point)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery fee	Free delivery is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I will increase my order value just to get free delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Section 4 (delivery experience)

Thinking about the last three parcels you received, please indicate how many were delivered directly to your home and how many were picked up from a designated pick-up point

★ Number of parcels delivered directly to home ( $n1$ )

★ Number of parcels picked up from a pick-up point ( $n2$ )

If  $n1 \neq 0$

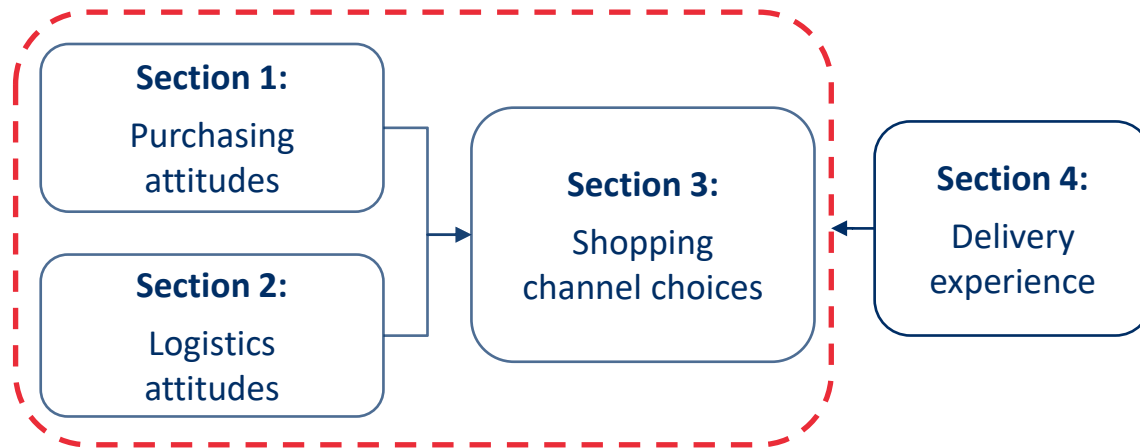
Where did the courier put the parcel?  
Was the receiving process smooth?  
Why did you choose home delivery?  
.....

If  $n2 \neq 0$

How did you go to the pick-up points?  
How long did it take to go there?  
Is it the nearest pick-up point?  
.....

## Partial Least Squared Structural Equation Model (PLS-SEM)

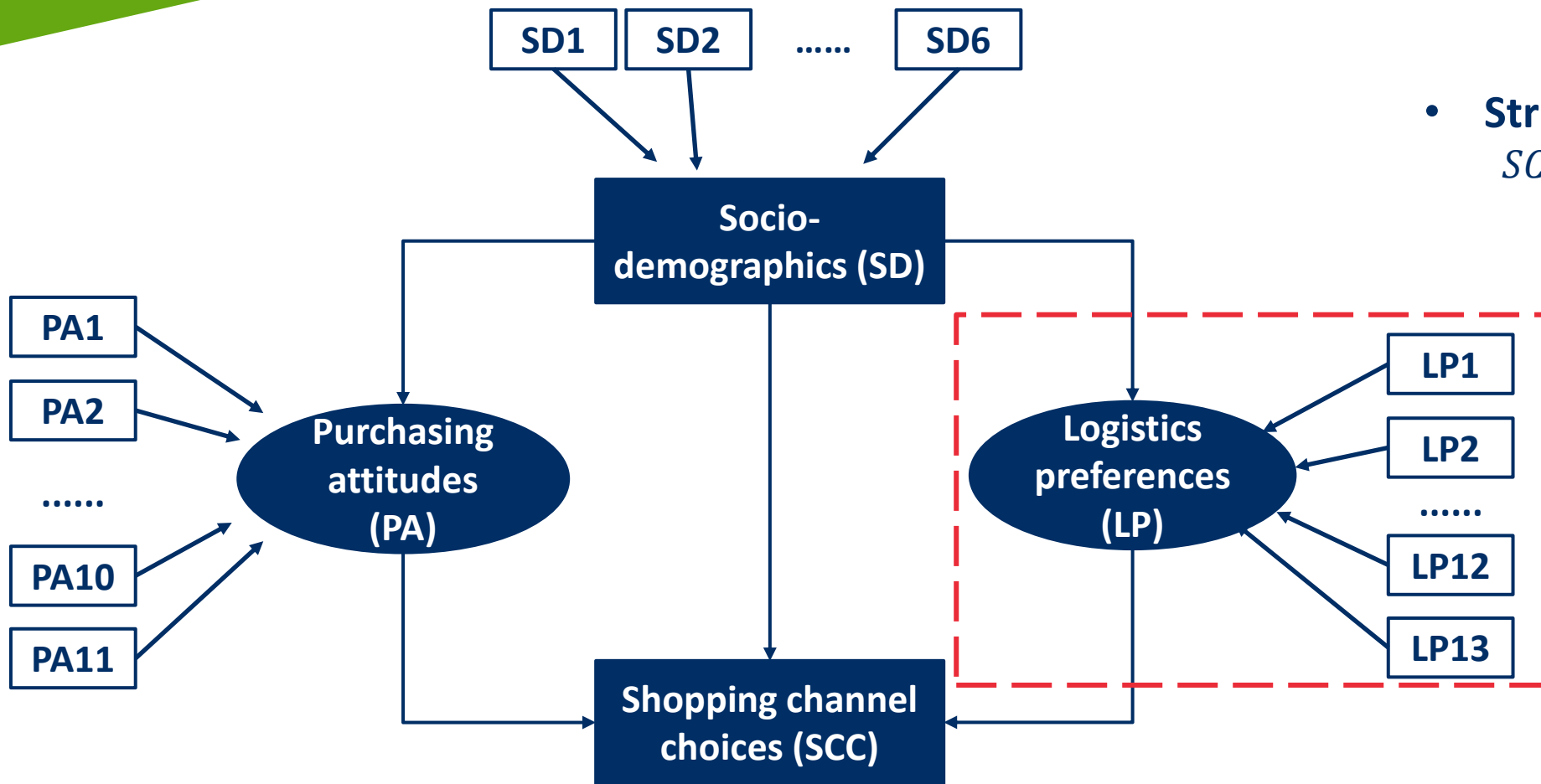
- **Latent variables**
- **Multiple and interrelated** dependence relationships



“PLS-SEM is especially useful when the user’s structural model objective is to predict and explain the target outcomes as obtained by the in-sample and out-of-sample metrics” (Hair & Alamer, 2022)

# METHODS

## model



- **Measurement models**

$$PA = f(SD)$$

$$LP = f(SD)$$

- **Structural models**

$$SCC = f(SD, PA, LP)$$

# NEXT STEPS

**Sending out survey and collecting data**



**Conducting data analysis to examine the impacts of delivery factors**



**Exploring the delivery preferences of different population groups**



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# Thank you very much

Do you have any questions or thoughts?

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