

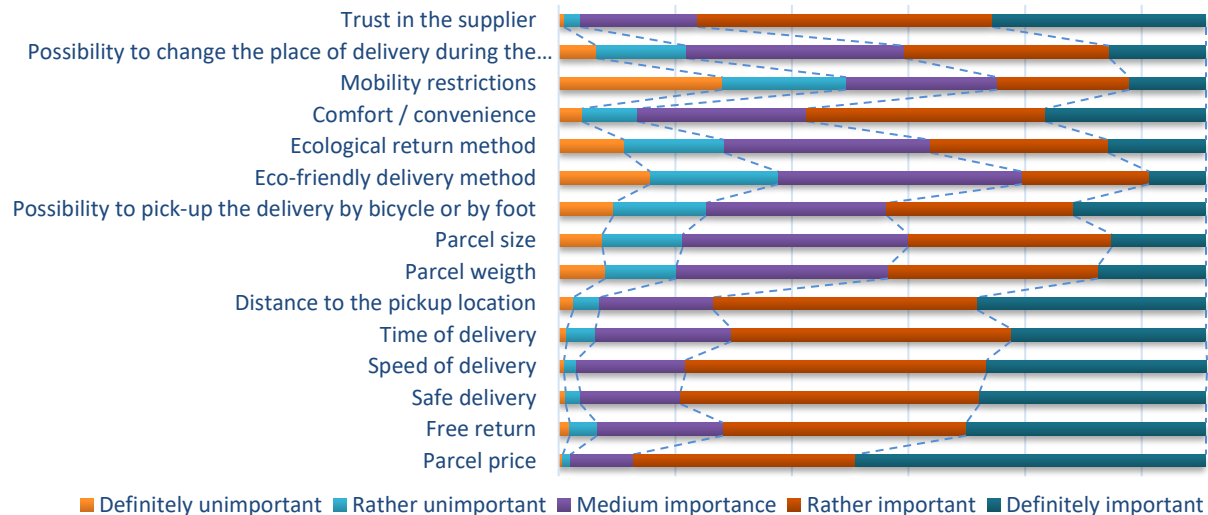
Sustainable last mile delivery on e-commerce market. Perspective of e-customers

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General conclusions

- ✓ Increased e-purchases since Covid-19 (30% increase)
- ✓ E-products categories: RTV, AGD, computers, cosmetics, medicaments, groceries
- ✓ **Parcel locker as a most popular delivery method in Poland**
- ✓ The most important factors while choosing delivery method: **parcel price, free return, trust in the supplier, safe delivery**
- ✓ The less important factors: **eco-friendly delivery method**
- ✓ Factors that motivate e-customers to choose eco-friendly delivery: **lower parcel price, distance to the pickup location, free return and speed of delivery**
- ✓ The less motivating factors for choosing eco-friendly delivery: **pressure on pro-ecological behavior and additional surcharge for a non-ecological means of transport**
- ✓ E-customers are interested in two ecological delivery methods: **mobile parcel lockers and EVs**

Factors considering when choosing the delivery method



Basic factors
• Free return • Speed of delivery • Time of delivery • Possibility to pick-up the delivery by bicycle or by foot

Factors of security, closeness, trust
• Safe delivery • Distance to the pickup location • Trust in the supplier

Ecological factors
• Eco-friendly delivery method • Ecological return method • Mobility restrictions

Functional factors
• Parcel weight • Parcel size

Convenience factors
• Comfort / convenience • Possibility to change the place of delivery during the delivery