

CHAPTER 3: Trends for more effective LMD logistics

UNIT 4: Improving logistics' effectiveness & impact

Capsule 3.4.7

Raising consumers' awareness



To be done prior to this capsule:

Capsules 2.3.2 and 2.5.5 should be done in advance of this capsule as it will provide the knowledge about consumers' behaviour and expectations.

Capsule linked with:

This capsule is furthermore linked with 1.2.4, 2.2.2, 2.5.7, 3.1.1, 3.3.1.

Authors:

AFT, SUSMILE consortium member



Objectives of the Capsule

Last mile delivery is the most "visible" part of the supply chain for end consumers, regardless of the delivery channel chosen.

In addition to the logistical performance of the LMD, it is also important to influence changes in end-consumer behaviour in order to offer more sustainable LMD modes (e.g. consolidated flows, longer delivery times, use of pick-up stations, etc.). The aim of this capsule is to raise thoughts in this direction, initiated by various Supply Chain actors.

Category	Document, source	EQF		
		4	5	6
			X	X

Exercises included	YES
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Effort for the capsule	60 Minutes (40 min reading and 20 min test)
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Content of the Capsule

1. Case study of a T&L company, which managed to implement an innovative approach to raise the customers' awareness and provide more sustainable LMD
2. Various sources and case studies to reflect effective or challenging solutions in regard of customers' sensitiveness to urban logistics

Instructions for the Capsule

You will find attached to this Capsule several documents:

1. SUSMILE synthesis for the different documents attached, and the reason why we selected these examples to reflect and inspire good professional practices
2. Case study documents, presenting a successful case on customers' influencing strategy over sustainable services, and other studies with actions in progress or unsuccessful to raise a critical analysis.

Other case studies may be more adapted in the future with more recent data and more innovative operations to suit the needs of urban logistic demand. We invite you to keep watch for those updated reviews that may bring additional value to this SUSMILE MOOC content.

Source 1 – SUSMILE Synthesis

This document is meant to present briefly the case study for this Capsule:
“Raising consumers awareness”

This topic is among the least developed in terms of literature or scientific analysis for the logistic sector, yet all professional are well aware about its impact on their operations and how it could improve significantly the optimisation of their organisation. We have tried to collect what could provide information in that regard and express the way professionals do see it at this point.

Please note it may be time-related as the initial production of this synthesis was done in 2022 and new technologies, practices or company models may have merged in the years to come.

The objective of such sources is to invite students putting theoretical elements into perspective and understand each private sector model to face either its environment, competition, etc.

Source 2 – Online article

Partoo (2022), blog article “Etude consommateurs : Les comportements des Français sur les avis en ligne”

<https://www.partoo.co/entreprises/blog/2022/03/28/etude-consommateur-comportement-avis-internet/#chap6>

Article in French

Translated document available in English; please refer to “3.4.7 S2 Translated document”.

Summary:

Please refer to the translated document.

Source 3 – Online article

SupplyChain Digital (2020, May), “Consumer behaviour changes require supply chain agility”

<https://supplychaindigital.com/logistics/consumer-behaviour-changes-require-supply-chain-agility>

Article in English

Summary:

Better access to information and networking among consumers, including at international level, tends to create higher expectations from the customers due to the possibility of comparing more easily than ever. Supply Chain actors need to take every factor into consideration as “one driver is changing consumer behavior”.

Source 4 – Online article

LogisticJobs.Asia (2018, July), “How the evolution of consumer behaviour is changing logistics service”

<http://blog.logisticjobs.asia/evolution-consumer-behaviour-changing-logistics-service/>

Article in English

Summary:

The evolution of the shopping experience compared to just ten years ago: the convenience and ease of access to digital technologies for almost everyone in the world. The rapid development of e-commerce has led to major changes in the logistics sector as well as in the way consumers consume.

Source 5 – Online article

Practical Ecommerce (2021, March), “Do consumers care about green commerce?”

<https://www.practicalecommerce.com/do-consumers-care-about-green-commerce>

Article in English

Summary:

Ecommerce became a critical supply line during the pandemic in 2020. Beyond shopping, however, Covid-19 has shone a light on the next big crisis: the environment. Does it affect the way consumers shop? What can merchants do to make their operations greener?

Source 6 – Information source: attached document (S6)

Jonas Lehmann & Yossi Sheffi - MIT Center for Transportation and Logistics (2021, March), “Consumers’ (not so) Green Purchase Behavior”

<https://www.practicalecommerce.com/do-consumers-care-about-green-commerce>

Document in English.

Summary:

This paper aims to complement existing research by intercepting consumers in the shop aisle, thus using more objective behavioural data. The analysis conducted by the researchers indicates a negligible impact of attitude on intention. Purchase intention appears to be a determinant of actual purchase behaviour, although the overall impact on the likelihood of choosing a sustainable product is limited. It is thus interesting to note that even consumers who are positively inclined towards the environment do not change their purchasing behaviour mainly because of economic barriers.

Exercises

The questions are listed in the second part of Source 1.

There is limited guidance on the expected answers (provided in the document “S1 Answers”), to allow teachers to adapt their messages or to deepen some of the information available to their students. The aim of this capsule is to invite them to formulate a synthesis of the key messages and to be able to defend them.

The questions are directly linked to the documents and sources provided. Teachers are free to challenge their students with the questions they find interesting or possibly to formulate their own questions, especially for EQF 6 levels.