

## CHAPTER 2: Last Mile Distribution logistic operations and impacts

### UNIT 3: Operational trends for all operators

#### Capsule 2.3.2

#### Consumers' behaviour and expectations



To be done prior to this capsule:

Capsule 1.2.1, 1.2.4

Capsule linked with:

Capsule 2.2.2, 2.5.5

Authors:

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# Objectives of the Capsule

The objective of the capsule is to introduce students to the key importance of consumers' behavior and expectations for the Last Mile Distribution (LMD) business and provide an overview of current trends in consumers' behavior and expectations.

Category	Document, source	EQF		
		4	5	6
		X	X	X

Exercises included	NOT
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Effort for the capsule	Content 2 Min.	Exercises - Min.	Extra material 30 Min.
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# Content of the Capsule

1. Consumers' behaviour and expectations: key factors
2. The main current trends and impact of COVID-19 pandemic

# Instructions for the Capsule

You will find attached to this Capsule two sources of information:

1. An analysis of consulting firm Accenture that describes how customer expectations in the last mile delivery have evolved, and identifies key factors and trends every company has to be aware of to be successful.
2. In the second source, a web article, you will find additional information about current consumer delivery trends, also in the context of the COVID-19 pandemic.

By reading through those sources you should get a basic overview of current trends in consumers' behaviour and expectations. Besides that, the following pages of the capsule bring a brief summarization of the source's content most relevant to the topic.

## Consumers' behaviour and expectations

E-commerce has continuously grown in the last years and so a need to deliver more packages to the consumers. With the rise of e-commerce consumers' behavior and expectations become crucial. Consumers can provide immediate feedback and potentially influence other customers' decisions on which operator to choose. There are three main factors that consumers reflect: **delivery time**, **price**, and **tracking and control of delivery**.

# Consumers' behaviour and expectations

As delivery sector has grown, customer expectations also evolved. The main current factors of customer expectations can be summed up as follows:

- Fast or instant delivery (including same-day)
- Low cost or free delivery
- Transparent delivery (delivery tracking – enabling higher control and flexibility)

Source (pdf in EN):  
Accenture.com. (2019, February 14). *How could last mile delivery evolve to sustainably meet customer expectations?*

[https://www.accenture.com/\\_acnmedia/pdf-95/accenture-last-mile-delivery-meet-customer-expectations.pdf](https://www.accenture.com/_acnmedia/pdf-95/accenture-last-mile-delivery-meet-customer-expectations.pdf)



# Current trends and impact of COVID-19

The COVID-19 pandemic boosted some already existing trends and also gave life to new ones. Those are current consumer trends taking into account the impact of COVID-19 pandemic:

- Scaling back: The pandemic negatively influences some households' incomes. Therefore some consumers changed the way of their spending.
- Dissolving brand loyalties: Companies that have not adapted to the new situation, caused by pandemic, found a part of loyalties abandoning them.
- Safety concerns: Due to pandemic an upsurge in cleaning and sanitation concerns emerged.
- Digital excellence: As most of the commerce activities during the pandemic were moved to the internet, consumers got used to it and expect high-quality online services.

Source (web site in EN): Sickmon, S. (2021, September 23). *How To Survive as Consumer Delivery Trends Evolve*. Aptean.com.



<https://www.aptern.com/en-BE/insights/blog/survive-changing-home-delivery-trends>



## Document, Source 1

Accenture. (2019, February 14). *How could last mile delivery evolve to sustainably meet customer expectations?* [https://www.accenture.com/\\_acnmedia/pdf-95/accenture-last-mile-delivery-meet-customer-expectations.pdf](https://www.accenture.com/_acnmedia/pdf-95/accenture-last-mile-delivery-meet-customer-expectations.pdf)

## Document, Source 2

Sickmon, S. (2021, September 23). *How To Survive as Consumer Delivery Trends Evolve*. Aptean.com. <https://www.aptian.com/en-BE/insights/blog/survive-changing-home-delivery-trends>