

Consumers' perceptions and acceptance of last mile delivery methods in light of perceived sustainability

Patrick Klein

Saarland University, Chair for Business Administration, in particular Retail Management

Bastian Popp

Saarland University

Marius Mees

Saarland University

Cite as:

Klein Patrick, Popp Bastian, Mees Marius (2021), Consumers' perceptions and acceptance of last mile delivery methods in light of perceived sustainability. *Proceedings of the European Marketing Academy*, 50th, (94537)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Consumers' perceptions and acceptance of last mile delivery methods in light of perceived sustainability

Abstract

Today, the exchange of goods faces a multitude of challenges. In times of omni-channel retailing, suppliers are trying to address the problems through alternative ways of transferring goods. This paper contributes to the existing literature and shows how sustainability, in addition to perceived security, trust and the latent constructs of the Technology Acceptance Model, influences the acceptance of using a delivery method. The results show a high acceptance of home delivery, while parcel locker and click & collect were less in demand. For all three delivery methods, acceptance and the associated intention to use is influenced by the perceived sustainability of the respective delivery method. The perceived sustainability of a delivery method has a positive impact on perceived trust and is thus an important driver for the intention to use home delivery, parcel locker and click & collect, which yields interesting insights for logistics and e-commerce retailers alike.

Keywords: *Last Mile Delivery Methods; Sustainability; Technology Acceptance Model*

Track: Retailing & Omni-Channel Management