

Pay Less, Emit Less? The Role of Incentives in Shaping Sustainable Delivery Preferences

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Abstract

Due to the significant growth of online shopping, last-mile deliveries have contributed to a substantial rise in CO₂ emissions. Unlike previous studies, the present research examines the impact of both financial and non-financial incentives on consumers' selection of sustainable delivery methods (home delivery vs. parcel station) across different product categories (specialty vs. convenience goods) in Germany. The findings reveal that financial incentives effectively promote more sustainable choices for both types of goods, while non-financial incentives influence behavior only in the case of convenience goods.

Track: Sustainability, CSR and Marketing