

Current solutions supporting last mile logistics as perceived by e-consumers

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Abstract

The purpose of the article is to presents results of a quantitative survey of Polish e-consumers concerning the forms and tools of deliveries related to last-mile logistics. The research confirmed the following research assumptions: Polish e-consumers are most likely to choose parcel machine delivery when making an online purchase; lack of a preferred form of delivery or courier company result in cancellation of purchases from the previously selected online store; last-mile logistics services affect the final evaluation of the online store by the customer. A novelty of the research is to show the impact of the last-mile logistics on the overall evaluation by customers of the online store and on customer satisfaction with their purchases.

Subject Areas: *Consumer Behavior; Customer Satisfaction and Delight; Electronic Commerce and Internet Marketing; Technology, innovations, robotics*