

# Anger in a box: Online shoppers' reactions to excessive delivery packaging

**Simon Elschenbroich**

University of Innsbruck

**Benedikt Schnurr**

TUM School of Management, Technical University of Munich

**Nicola E. Stokburger-Sauer**

Innsbruck, School of Management

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## **Abstract**

While the advantages of online shopping have long been outlined, disadvantages, like negative environmental effects, are increasingly being discussed. In this research, we investigate how online shoppers react to getting a product delivered in excessive packaging. While excessive delivery packaging is obviously associated with negative environmental consequences, we argue that it is also associated with increased effort for the customer. As one of the primary reasons why consumers decide to shop online is convenience, having this goal obstructed by excessive packaging increases customers' feelings of anger. In turn, these feelings of anger decrease customers' loyalty intentions toward the retailer. In the course of three qualitative and quantitative studies, we not only show a significant negative direct effect of excessive delivery packaging on loyalty intentions but also a significant serial mediation of perceived effort and anger. We conclude with a rich agenda for future research.

**Keywords:** *Online shopping; Delivery packaging; Anger*

**Track:** Retailing & Omni-Channel Management