

The Role of Sustainability for the Acceptance of Last-Mile Delivery Methods: Do Consumers Really Care?

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Abstract

Retailers face a growing demand from consumers for convenience and an increase in environmental awareness. Last-mile delivery constitutes a relevant area, in which retailers and logistics providers must jointly fulfil these needs. Drawing on the Technology Acceptance Model and the Theory of Planned Behaviour, this paper contributes to previous literature by studying the relevance of perceived sustainability for the acceptance of three common delivery methods in omni-channel-retailing. The results show that perceived sustainability influences usage behaviour, with the influence being stronger for Click & Collect than for home delivery and parcel lockers. Convenience, represented as perceived usefulness, is an important driver of acceptance behaviour in all three delivery methods. Retailers therefore are advised to increase the network of collection points, to develop more sustainable and convenient delivery options, and to intensify collaborations with logistics providers.

Subject Areas: *Distribution, Retailing*

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