Sebastian Neumann

The Expectations Of Targeted Customer Segments Towards Food-Logistics-Services For Online Grocery Shopping. An Empirical Analysis with Recommendations for Action

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Sebastian Neumann

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Abstract

In recent years, the food retail sector in Germany entered the market with a new business model, which can be called "online-grocery-shopping". Unlike in other European countries, this business model is still at its beginning and encounters some challenges to develop and scoop its potential entirely. The research status mostly seems to consider just the trader, but little to no emphasis is on the transport service provider. Especially the processes of them must ensure that sensitive groceries are handled and delivered with maximum care until the goods reach the final customer. Also, the German population is a sophisticated customer base, due to their high expectations regarding quality and service. Furthermore, the younger people are represented by high internet affinity, and they count as one of the present and future purchasing powers. This thesis utilizes a questionnaire to study 18-35-year old people regarding their expectations towards the transportation of groceries to contribute to the development of this business model. An assessment by the participants helps to identify the essential expectations. Since Germans are tough customers, an ordinal logistic regression contributes to examine the identified expectations further. This reveals which properties of the customer, whether these are of demographic or fundamental nature, are affecting the expectations. Further, cross-pair comparisons of these properties are executed to cross-check, how exactly is a property affecting an expectation. After this, based on the results, recommendations for action are stated as specific as possible to help the transport service provider compensate the identified expectations.

Keywords: Transport Service Provider, German Food Retail, Online-Grocery-Shopping, E-Commerce, Ordinal Logistic Regression

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List of Abbreviations

A2A	Administration-to-Administration
A2B	Administration-to-Business
A2C	Administration-to-Customer
B2A	Business-to-Administration
B2B	Business-to-Business
B2C	Business-to-Customer
C2A	Customer-to-Administration
C2B	Customer-to-Business
C2C	Customer-to-Customer
Co2	Carbon Dioxide
FMCG	Fast Moving Consumer Goods
HACCP	Hazard Analysis and Critical Control Point
VIF	Variance Inflation Factor