

# “The Green Button” Consumer Demand for Green Logistics

## Motivation / Background

The Company is looking for sustainable delivery options that

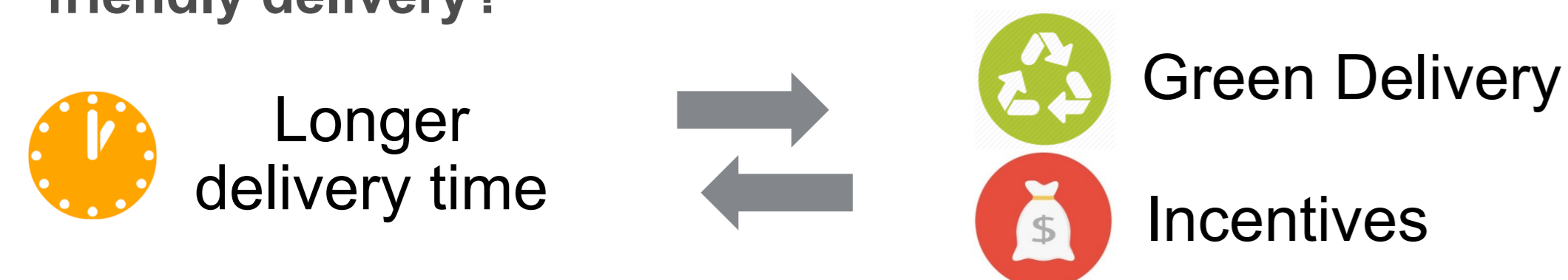
- Satisfy customer needs
- Appeal to Millennials and Gen Z



7 out of 10 Millennials and Gen Z will pay more for green products\*

## Key Question / Hypothesis

1. Would consumers choose a “green button” option for eco-friendly delivery?



2. What are the preferences by demographic clusters?

## Relevant Literature

1. Nielsen Company, 2015. Global Sustainability Report.
2. McKinnon, A.C. et al, 2010. Green Logistics: Improving the Environmental Sustainability of Logistics.
3. Demir, E. et al. 2014. A Review of Recent Research on Green Road Freight Transportation.

\*Source: Nielsen Global Sustainability Report, 2015.

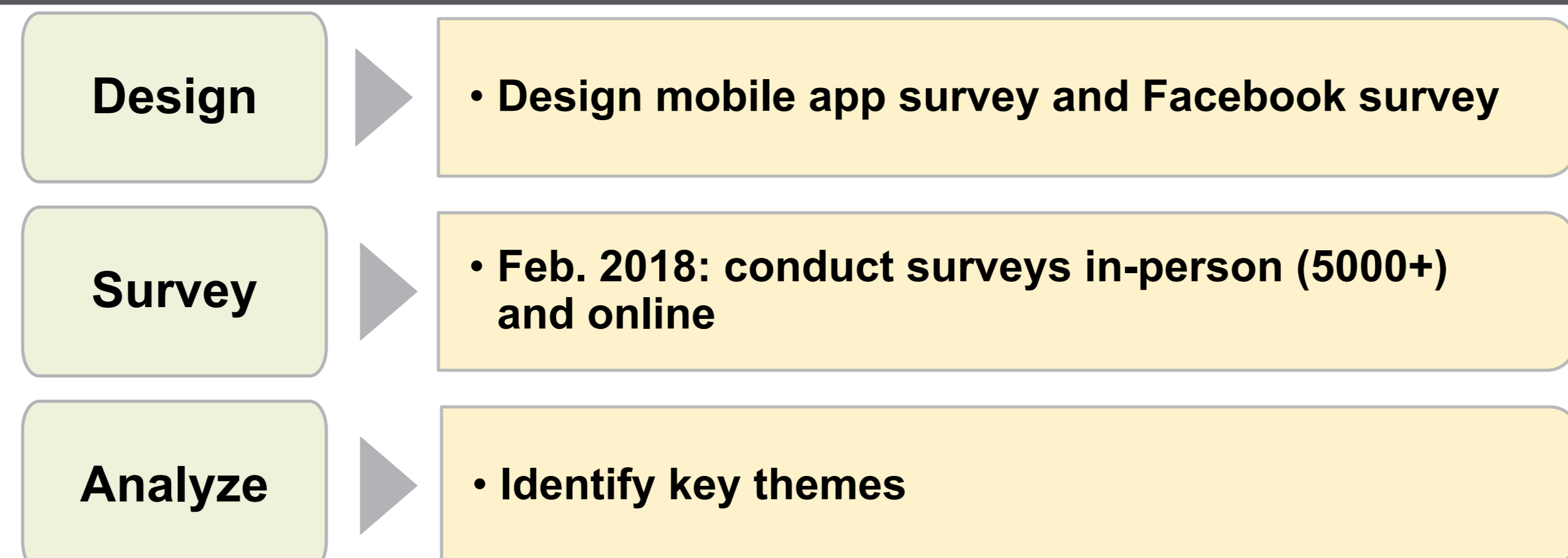


Source: left image(Coppel).

## The Problem

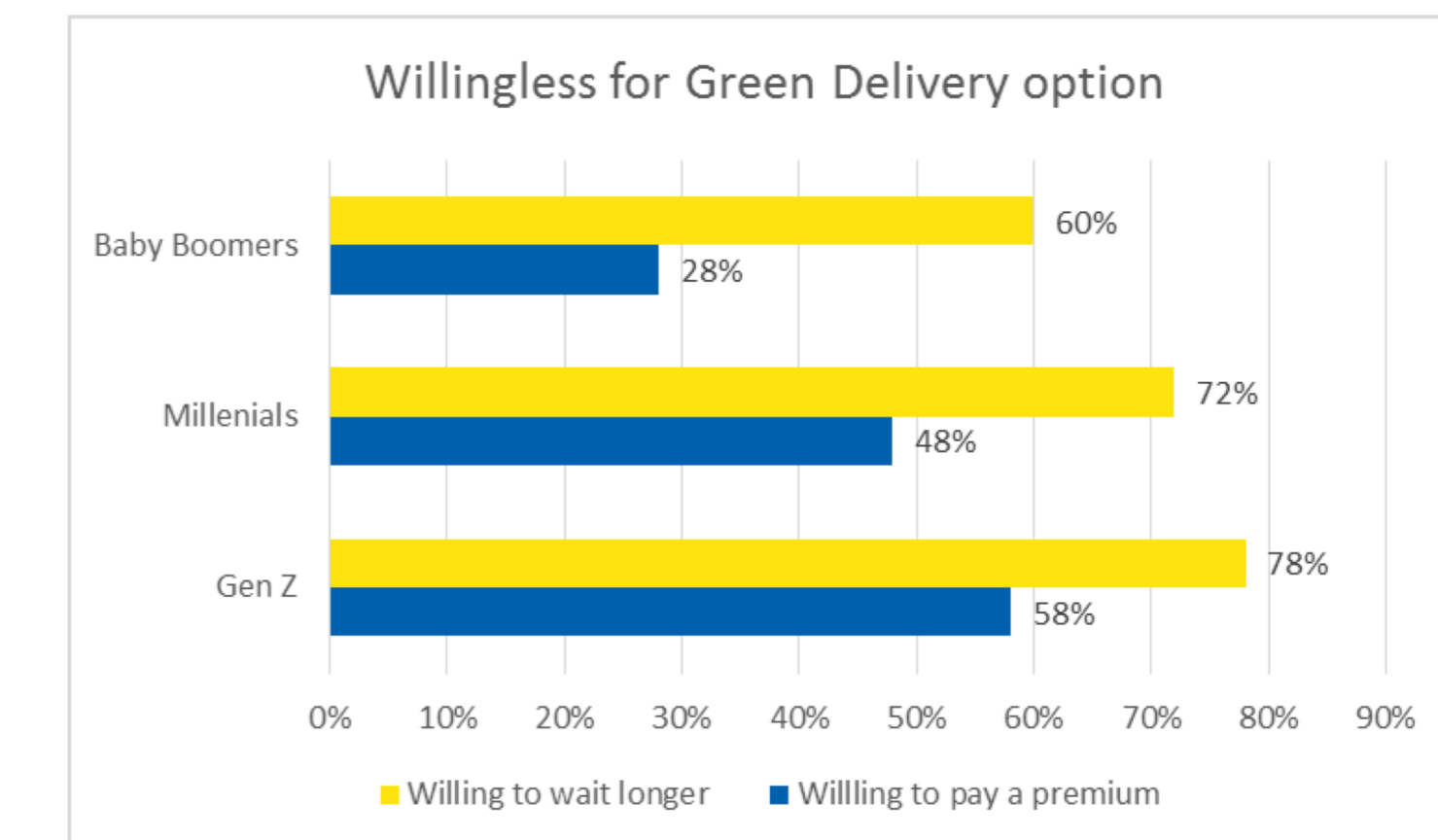
- Currently, Coppel offers a one-day delivery option resulting in more trips for less cargo.
- How should the Company provide a green delivery option for the customer?

## Methodology



## Initial Results

Sample Results (We will run the surveys in Feb. 2018):



Partners:



## Expected Contribution

1. **Identify** Mexican consumer attitudes towards retail companies that are eco-friendly.
2. **Quantify** time and price sensitivities for green button delivery option.
3. **Demonstrate** the impact of introducing such green delivery options on Coppel’s current delivery network.
4. **Establish** a framework for possibly extending survey to the United States.

Andrew J. Fu



Mina Saito

