**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?
   - Longer delivery time ➔ Green Delivery ➔ Incentives
2. What are the preferences by demographic clusters?

**Relevant Literature**


**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**

- **Design** ➔ Design mobile app survey and Facebook survey
- **Survey** ➔ Feb. 2018: conduct surveys in-person (5000+) and online
- **Analyze** ➔ Identify key themes

**Initial Results**

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

<table>
<thead>
<tr>
<th>Willingness for Green Delivery option</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast delivery</td>
<td>28%</td>
</tr>
<tr>
<td>Free shipping</td>
<td>20%</td>
</tr>
<tr>
<td>Longer delivery time</td>
<td>22%</td>
</tr>
<tr>
<td>Willing to pay premium</td>
<td>20%</td>
</tr>
<tr>
<td>Willing to use a premium</td>
<td>20%</td>
</tr>
</tbody>
</table>

**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.

**Partners:**

- **Coppel**
- **Tecnológico de Monterrey**