Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies

Jafar Basalamah¹, Muh. Haerdiansyah Syahnur², Muhammad Ashoer³, Andi Faisal Bahari⁴
¹,²,³,⁴ Department of Management, Universitas Muslim Indonesia, Indonesia
Correspondent: jafarbasalamah@umi.ac.id

Submitted : June 20, 2020 Revised : July 5, 2020 Published : July 30, 2020

ABSTRACT
The reasons for the paper are: first, recognize the components of the online transportation Services with shopper conduct (utilizing, reusing, item returns); second, comprehend the connection between Services acknowledgment and purchaser conduct; third, for Research and improvement of client support system that considers this social reaction to arrange execution results. This paper depends on a precise survey of customer conduct and Services execution (particularly in the field of online transportation), which distributed in the International Journal from 2005 to 2017. The article shows that present writing on purchaser conduct centers around the utilizing of instruments for advertising to improve client support. There are not many examinations on the utilization of purchaser Services instruments to direct buyer conduct or to deal with the execution of corporate Services. The outcome is a system that incorporates the components of transportation Services and the relationship to shopper conduct. This article is a thorough audit of shopper conduct, thinking about all parts of Services execution from the point of view of business technique.

Keywords: Consumer behaviour; business strategy; online transportation services

INTRODUCTION
Today, consumers are dominated by Gene “Y” (or more famous as millennials). They control almost all online transactions. In this case, as technology advances, consumers certainly do not have to bother to buy or sell or even order what they want because the existence of technology has dramatically helped the work of millennials. In the past, the present and future world markets will always be marked by fierce competition. We can no longer avoid this situation. As long as the market remains attractive and demand remains, we will always face competition from new and existing players. One of the critical things in marketing is consumer behaviour. At present, consumer behaviour is greatly influenced by the development of digital technologies, social and cultural changes, and the impact of the closest people to their opinions. (Abdul-Muhmin, 2010), The world has been changing, and this change is driven by the development of information and communication technologies. Responding to every change is the key to the future growth, especially if these changes make a significant difference to the industry or the environment.

Usually, initial symptoms that are not necessarily clearly identified occur first. We are allowed to seize every opportunity to find ways to change and respond (Mosahab, Mahamad and Ramayah, 2010). In other words, the change will continue to happen. From the beginning of the first human to the end of time, we will face various changes. The error happens not because of
Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies
Basalamah, Syahnur, Ashoer, & Bahari

the change, but because of how we respond to each change. The change itself is unpredictable; it all depends on how we identify, analyze, make a correct, and quick response.

As millennial demand is very relevant to technology, transportation services are also forced to change. Also, transportation service companies have made significant routine changes to online transportation services companies. This is inextricably linked to the strategy adopted by the company to see a change in an era of constant development. Companies must also make decisions and must act to enable them to survive and survive. (Ranaweera, McDougall and Bansal, 2005). The use of online transportation services has increased; this is because business owners have easy access to the technology used to grow their business, that is, business-based applications. In this case, many services have begun to implement the application system. Necessarily, every company must have a way to compete with other companies.

Gojek itself prefers to focus on customer travel and customer experience. By sticking to these two things, the online trading company can understand the customer’s needs, expectations and the customer needs they can achieve in an application. Therefore, they use every service offered to attract loyal customers. In other words, consumers are the deciding factor for Gojek’s future strategy. From here, it can be said that Gojek determines the business strategy of its customers, where consumers are the key to Gojek’s business. This is different from the range of services offered by Gojek, and of course the satisfaction with their use of online transportation services. (Siddiqi, 2011), Determining the strategy is not easy, and there are many factors to consider to determine the next decision, thereby increasing customer loyalty.

Online consumer behaviour involves various stages of the consumer decision-making process, including introducing problems (i.e identifying consumer issues), information searches (e.g finding information to solve problems), evaluating (i.e assessing possible outcomes or events), selection (i.e. Determine which products will be purchased) and results (eg, satisfied/dissatisfied with the product, or discard the product) (Darley et al., 2010). Consumers tend to behave differently in an online buying environment. Rohm and Swaminathan (2004) identified four types of online food buyers with different shopping behaviours: convenience buyers; shoppers. Buyers were seeking change balance; and store-oriented buyers. For example, the convenience of buyers is to save time on online shopping, but various searchers want to have something new when choosing a brand, product or store; this different behaviour leads to different choices. Nunes and Cespedes (2003) found that individual consumers exhibit different behaviours in the five stages of the buying process: awareness, consideration, preference, purchase, and after-sales service. Order fulfilment operations can significantly address this heterogeneity. Order fulfilment covers all activities from online purchases by consumers to sent the consumers (Lummus and Vokurka 2002; Pyke et al. 2001). That can determine the success or failure of an online business. For example, in online retailing, the inability to fulfil order commitments can hurt online sales because out-of-stocks are closely related to consumer loyalty to online stores (Rao et al., 2011b). Given the importance of order fulfillment in the online retail supply chain, online retailers need to apply specific methods and strategies for distribution network design, inventory management and transportation (Maltz et al., 2004).

Besides, our review considers online consumer behaviour in reusable products after purchase. Although we have only found three studies that have reused consumer behaviour (Lantz and Hjort, 2013; Li et al., 2013; Rao et al., 2014), we believe that given the increase in returns and reverse logistics costs, This activity is essential (De Leeuw et al., 2016; Mollenkopf et al., 2007). By studying the relevant literature, particularly in marketing and operations, we present
and detail an integration framework that covers all aspects of order fulfilment and consumer behaviour in online retailing, as shown in Figure one Online consumer behaviour. Our analysis and synthesis will be compiled based on this implementation.

The development of technology and information has brought about changes in the economy. The community began to innovate in business. The economy that used to be only an industrial economy is currently heading towards a service economy. Business owners use readily available technologies to grow their business, that is, application-based business. In this case, many services have begun to implement the application system. Therefore, every company must have a way to compete with other companies.

A company strategy is a model of internal decision-making in a company that identifies and expresses goals, intentions, or goals that produce vital policies and plans that achieve the goals and details the various businesses the company will engage in. According to Jain, the definition of a policy is a strategy that describes the direction of business that follows the chosen environment and is a guide to allocating resources and organizing work. (Tjiptono Fandi, *Marketing Strategy*, Yogyakarta: Andy Press, 2002).

According to this strategy, the management process develops and maintains harmony between company goals, company resources and changing market opportunities to shape and align the companies' businesses and products so that they can achieve profitable and productive growth rates. (Philip Kotler and Gary Armstrong, *Principles Marketing*, Jakarta: Erlanga, 2008: p. 250). According to the definition of the above strategy, it can be concluded that the strategy is to implement the competitive advantage of the company by setting the business direction and considering the internal and external environmental factors to achieve the competitive advantage of the company, thereby realizing the company's competitive advantage means or tools.

Development will have an impact on the growth of new entrepreneurs. The more business owners, the more intense the competition between merchants. The commercial competition that takes place is not only the competition between the domestic market but also the competition between the global markets. With the trend of adopting a free market, enterprises can meet the needs of consumers by providing diversified and efficient products. (Mustafa Kamal Rokan, *Business Competition Law: Theory and Practice in Indonesia*, Jakarta: Rajawali Press, 2012, p. 2).

Business competition refers to the competition between merchants who operate in the marketing activities that produce or sell goods or services. Will achieve the desired goal. Business competition is divided into two types: perfect business competition and unfair business competition. Perfect business competition is a market structure that will enable very efficient production of goods and services. There are a lot of buyers and sellers, but this will not affect market conditions. Unfair competition is an unbalanced competition between people in business, while people in business who compete with other people in business have dishonest behaviour. Based on all of the above explanations, business competition strategies are a way for merchants to develop their business and compete in global markets to enable companies to achieve their highest goals.

Very important for humans because the transportation between regions is getting closer. The development of transportation systems has also promoted and accelerated travel. With the development of the economy, transportation services are no longer transport service providers, but partners in economic activities. As a result, transportation service owners have developed a service delivery system that is easy for the public to access and can compete with other transportation services.
Service is an activity, and its products are not for consumption, but provide value-added in terms of satisfaction, entertainment and other forms. Services are generated from human behaviour, so the leading players in the service are humans, who help by using the devices that support them. A service is an activity or behaviour that can be offered to someone else that is not real good. There is a connection between the provider and the customer, but it does not result in ownership of the consumer. Andika Wijaya, *legal aspects of online transportation*, Jakarta: Sinar Grafika, 2016, p. 9. Transportation can be interpreted as the movement of goods or people from one place to another with the help of a vehicle. Online is a network that connects to the Internet. Online shipping is a way to people and services through the Internet by using the downloaded app on the *play store*. Online transportation is the same as providing the same transportation service as the traditional one, except for the way the order is ordered and the freight rate is determined. Online transportation uses connected application system *customers* and *drivers*. Traditional transportation does not use the application, but the direct *customer* handed over to the *driver*.

With the development of technology, the transportation system has also developed. Currently, there are many application-based transportation companies in Indonesia. This is a form of economic progress in the transportation or transportation services industry. Internet services offer business owners the opportunity to enter new categories. Internet services are different from traditional services. Here is a difference that can be seen from the table below:

| personality/characteristics | e-services | Business traditional |
|-----------------------------|------------|----------------------|
| type meetings,              | not face-to-face | face-to-face          |
| Availability                | whenever   | hours of standard work are |
| Received                    | from home  | conditions To place sales |
| The market area             | global     | around the            |
| Atmospheric                 | Boundary electronic | the physical environment |
| differences in of competitive | facilities / flexibility | Personalized |
| Privacy                     | No interaction | social interaction services |

The case strategy is based on the idea of providing services to target consumers with special needs. This strategy can target a specific consumer group. The fundamental strategy is based on the assumption that companies that focus on individual consumer groups will be more effective than companies that try to serve all types of consumers. The fundamental strategy is the application of the previous two strategies, namely the low-cost strategy and the differentiation of particular market sectors.

**METHODS**

**The proposed question**

Successful review depends on the clear research questions raised at the beginning of the process. When presenting research questions, we focus on the interface of online transportation services. Through discussions with the millennials of the Makassar and several electronic providers using the Gojek app, we identified two issues to be studied: (1) which order fulfilment elements will affect the use of Consumen, reuse and Return-related consumer behaviour? Also, (2) What is the relationship between online consumer behaviour and order fulfilment performance?
Find, select and evaluate research

We use three techniques to find references to ensure that our review results consider all available research: electronic database search; peer review journal manual search; and snowball. This systematic review is limited to peer-reviewed (scientific) journals listed on Science Direct between 2005 and September 2017. Since the content of this review is online transportation services, considering the scope of these three databases, this is well suited to a comprehensive and often used literature review: for example, Klang et al. (2014), Nijmeijer et al. (2014), Xiao and Nicholson (2013). First, Web of Science includes more than 12,000 most influential journals from different disciplines around the world. Second, it includes 2,500 peer-reviewed journals in 24 major disciplines, and the last one is The keywords used in database search are divided into three groups: online context; consumer behaviour; and order fulfilment online transportation services. The keywords in each group are linked by a Boolean OR operator to create a search string for each group. Group search strings are joined by Boolean values and operators to create a combined search string. We use two combined search strings: 1. between the group "online context" and the group "consumer behaviour"; and a composite string. 2. containing all three groups. The combined string one is used to search for a title in each database. Using the combined strings of the first two groups ensures that the search does not miss articles in the title that do not contain an order fulfilment action but display an order fulfilment element for online consumer behaviour in the feed.

Articles related to title filtering using two combined search strings and selection criteria are exported to the reference management package (Mendeley). After deleting the duplicates, the three databases contain a total of 216 articles. The summary is then thoroughly reviewed using the inclusion criteria for the summary screening. This process produced a total of 66 articles.

To ensure the completion of this study, we conducted a manual search of selected journals to complete an electronic database search (Suarez-Almazor et al., 2000). In this review, manual searches are limited to top journals in the areas of marketing, as evidenced by their rankings in the list of international journals. We selected category three and category four journals in the Marketing, and Services categories from the Guides of Business School Association Scholars (i.e. "Operation and Technology Management", "Online Transportation", "Management Services" and "Operational Research", And Management Science") Journal 2015 (ABS 2015).

Also, in the ranking published by the German Business Research Academic Association (VHB-JOURQUAL3), National Science Journal (Journal of Economics and Management, Part 37, July 2015, Part 37), we included similarities. Top journals in the field. One hundred six journals are included in manual searches, and although we narrowed our search to top journals in the field, the scope of the review was limited, but this reduced the reliability of the review (Matthews and Marzec 2012). We reviewed the manual selection of articles in each journal between 2005 and September 2005 based on the inclusion criteria. The above exclusions were used for title screening and summary screening, excluding the 14 acquired in the electronic database search process — repeated articles, including a total of 12 other articles. A total of 56 articles were published in electronic search and peer-reviewed journals. Find out other items related to Saarball. In addition, we use inclusion and exclusion criteria for abstract headings and screening criteria for each article. To promote snowballing, we use the "Web of Science" to find research that cites the articles cited. If you can’t find an article on Web of Science, we’ll use the Google Scholar database for advanced snowballing. The snowball method produced 11 more
articles. In short, three literature search techniques (electronic database search, peer-reviewed journal manual search and snowballing) produced 66 related articles (Table 2).

| Search                  | Number of Retrieved Papers |
|-------------------------|----------------------------|
| Electronic Database     | 44                         |
| Peer-Reviewed Journals  | 11                         |
| Snowball                | 11                         |
| **Total**               | **66**                     |

Quality Evaluations

In this systematic review selection analysis and synthesis of the final article, we also reviewed 66 full texts. Also, we rate each article based on two sets of criteria: relevance and quality to the topic. Again, we use the inclusion and exclusion criteria for abstract screening to check if the article is relevant to the research question. We have established quality standards based on the combination of Macpherson and Holt (2007) and the quality assessment standards used by Wong (2012). Their assessment process includes a review of theory, methodology and methods, analysis, relevance and contribution. According to Huang et al. (2012), the article must meet the first set of criteria, and at least the level 3 quality standards must be met for further analysis. The application of the standard does not include 15 articles, leaving 51 articles for data extraction and synthesis.

Analysis and Synthesis

Because the above quality assessment methods require in-depth reading of the article, we follow Booth's suggestion to extract information from each article in the quality assessment process. (the year 2011). This will produce a spreadsheet that links the information extracted from each article to the research questions that were developed. Using data extraction forms facilitates synthesis and is used as a historical record. In terms of research data, papers are heterogeneous; therefore, we believe that the use of interpretive and inductive synthesis methods (e.g., realist synthesis and meta-synthesis) is more appropriate than statistical methods (e.g., meta-analysis) (Tranfield et al., 2003). Year). As described by Sandelowski, this review uses a meta-synthesis method and the like. (1997) And Walsh and Downe (2005). The remainder of this paper is devoted to reporting the results of systematic reviews, including general descriptions and detailed findings from a meta-analysis.

RESULTS AND DISCUSSION

Selected mainly covered the marketing field (51% and 24% respectively). There are five articles (10%) related to Information Management (IM). The pattern in the publication is not clear; however, the number of publications peaked in 2007, with nine articles, and increased again in 2011, with eight articles. Most articles are published in marketing and operations journals, indicating that scholars are particularly interested in the link between marketing and operations. Figure 2 also shows that research in these two areas is usually published annually between 2000 and September 2015. Operational journals appearing in the review (operations and management techniques: 37%; operational research and management science: 13%) include the Journal of Operations Management (6), Transportation Science (4), decision making Science (2 articles), Business Logistics Magazine Logistics (6 articles) and International Journals And logistics management (total
2). Some of this review article published in leading marketing journals such as Journal of Marketing, “(2)”Retail journal“ Retail (3), „Journal.“ Market research (1), market science (1) and psychology and marketing (1). In terms of the method of research representative, 79% (41 articles) used statistical analysis, 11% (6 articles) used experiments, and the remaining 10% (5 articles) used modelling and simulation. Given the dominance of empirical research, it is not surprising that research is based primarily on survey data (67%). The online ranking data used in the survey was mainly from well-known websites (www.bizrate.com) and was used in 14% of the articles. Specifically, ten articles (19%) used transactional data and archives in longitudinal studies to examine the actual behaviour of online consumers. Analyzing actual behaviour can bring more insights to consumers’ purchasing decisions. Some studies use transaction data or order size, order frequency and item value records to investigate actual purchases and repurchases (e.g., Becerril-Arreola et al., 2013; Jing and Lewis, 2011; Rao et al., 2011). Using such transactions and archiving data rather than survey data to measure consumer-level impacts may be useful for future operational management studies (Griffis et al., 2012a). In terms of regional focus, most of the research came from developed countries (73% in the US; 21% in the EU), with the remaining studies (6%) coming from Taiwan, Saudi Arabia and New Zealand. Reflecting the significant growth of e-commerce in many developing countries (Kearney, 2013), some studies of these countries have shown this. However, research on emerging markets is still limited. Following the meta-integration approach, we grouped papers based on three standard order fulfillment topics and their sub-themes, which reflected three operational order fulfillment processes (Appendix S5): inventory management, remote transportation, and return management. In the following sections, we will discuss the findings of each of the central topics.

CONCLUSION

Through a five-step approach to a systematic review of the literature, this paper analyzes and synthesizes the findings of 66 peer-reviewed papers published between 2005 and September 2017, mainly from marketing and management. Our literature review focuses on the relationship between order fulfillment. And consumer behaviour in online transportation services. Consumer behavior has been interpreted as the use of the product, reuse and return. We summarize our findings and three order fulfillment processes that affect consumer behavior: inventory management, remote services, and return management. Through systematic review, we aim to (i) identify the elements of order fulfillment related to online consumer behavior, from pre-use to post-use, (ii) understand the relationship between order fulfillment and consumer behavior, and (iii) stimulate When studying future customer service strategies, this behavioural response to the outcome of the order should be considered. Regarding the first goal, we identified the following important elements for each of the three order fulfillment processes: three elements of inventory management (i.e product selection and type, service availability and product conditions); delivery of the last mile Four elements (i.e information and service selection, services and fees, and delivery); and five elements of return management (i.e. return procedures, return preparation, return options, refunds and processing returns). We have found that all of these factors affect one or more of the three dimensions of consumer behavior (using, reusing, and product returns).

We acknowledge that our research has limitations. First, our review focuses on online transportation services and its relationship to three main aspects of consumer behavior: using; reusing; and product returns. We could extend the model beyond online transportation in order to include aspects such as 'showrooming' or 'reverse showrooming' (i.e evaluating a service
Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies
Basalamah, Syahnur, Ashoer, & Bahari

through online channels) With the advent of the mobile channel, tablets and social media, both company and consumers are moving from multi-channel world to an omnichannel world (Bell et al. 2014; Verhoef et al. 2015). Future research may like any other systematic review, our search is based on a limited set of keywords.

REFERENCES
Abdul-Muhmin, A. G. (2010) ‘Repeat purchase intentions in online shopping: The role of satisfaction, attitude, and online retailers’ performance’, Journal of international consumer marketing. Taylor & Francis, 23(1), pp. 5–20.
ABS (2015). Academic Journal Guide 2015. London: ABS.
Accenture (2011). European Cross-Border E-Commerce: the Challenge of Achieving Profitable Growth. Chicago, IL: Accenture.
Agatz, N., Campbell, A., Fleischmann, M., and Savelsbergh, M. (2011). Time slot management in attended home delivery. Transportation Science, 45, pp. 435–449.
Agatz, NA, Fleischmann, M., and Van Nunen, JA (2008). E-fulfillment and multi-channel distribution: a review. Europa Journal of Operational Research, 187, pp. 339–356.
Bart, Y., Shankar, V., Sultan, F., and Urban, GL (2005). Are the drivers and role of online trust the same for all websites and consumers? A large-scale exploratory empirical study. Journal of Marketing, 69, pp. 133–152.
Becerril-Arreola, R., Leng, M., and Parlar, M. (2013). Online retailers' promotional pricing, free-shipping threshold, and inventory decisions: a simulation-based analysis. European Journal of Operational Research, 230, pp. 272–283.
Bell, DR, Gallino, S., and Moreno, A. (2014). How to win in an omnichannel world. MIT Sloan Management Review, 56, pp. 45–53.
Bonifield, C., Cole, C., and Schultz, RL (2010). Product returns on the Internet: a case of mixed signals? Journal of Business Research, 63, pp. 1058–1065.
Booth, A., Diana, P., and Anthea, S. (2011). Systematic Approaches to a Successful Literature Review. US: Sage.
Bower, AB and Maxham, JG III (2012). Return shipping policies of online retailers: normative assumptions and the long-term consequence of fee and free returns. Journal of Marketing, 76, pp. 110–124.
Boyer, KK, and Hult, GTM (2005a). Customer behaviour in an online ordering application: a decision scoring model. Decision Sciences, 36, pp. 569–598.
Boyer, KK, and Hult, GTM (2005b). Extending the supply chain: integrating operations and marketing in the online grocery industry. Journal of Operations Management, 23, pp. 642–661.
Boyer, KK, and Hult, GTM (2006). Customer behavioural intentions for online purchases: an examination of the fulfilment method and customer experience level. Journal of Operations Management, 24, pp. 124–147.
Breugelmans, E., Campo, K., and Gijsbrechts, E. (2006). Opportunities for active stock out management in online stores: the impact of the stock-out policy on online stockout reactions. Journal of Retailing, 82, pp. 215–228.
Brynjolfsson, E., Hu, Y. and Simester, D. (2011). Goodbye Pareto principle, hello long tail: the effect of search costs on the concentration of product sales. Management Science, 57, pp. 1373–1386.
Burke, RR (2002). Technology and the customer interface: what consumers want in the physical
and virtual store. *Journal of the Academy of Marketing Science*, **30**, pp. 411–432.

Campbell, AM and Savelsergh, MW (2005). Decision support for consumer direct grocery initiatives. *Angkutan Science*, **39**, pp. 313–327.

Campbell, AM and Savelsergh, MW (2006). Incentive schemes for attended home delivery services. *Angkutan Science*, **40**, pp. 327–341.

Cao, Y., Gruca, TS and Klemz, BR (2003). Internet pricing, price satisfaction, and customer satisfaction. *International Journal of Electronic Commerce*, **8**, pp. 31–50.

Chen, S.-J. moreover, Chang, T.-Z. (2003). A descriptive model of the online shopping process: some empirical results. *International Journal of Service Industry Management*, **14**, pp. 556–569.

Cheung, CMK, Chan, GWW, and Limayem, M. (2005). A critical review of online consumer behaviour: an empirical research. *Journal of Electronic Commerce in Organizations (JECO)*, **3**, pp. 1–19.

Chiu, CM, Chang, CC, Cheng, HL, and Fang, YH (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, **33**, pp. 761–784.

Cho, YK (2015). Creating customer repurchase intention in Internet retailing: the effects of multiple service events and product type. *Journal of Retailing and Consumer Services*, **22**, pp. 213–222.

Collier, JE, and Bienstock, CC (2006). Measuring service quality in e-retailing. *Journal of Service Research*, **8**, pp. 260–275.

comScore (2013). UPS Pulse of the online shopper. Available at https://upsconnect.com/wp-content/uploads/2013/10/2013-UPS-Online-Shopping

CSCMP (2013). Supply chain management: terms and glossary. Available at https://cscmp.org/sites/default/files/user_uploads/resources/downloads/glossary2013.pdf (accessed 3 November 2015).

Dadzie, KQ moreover, Winston, E. (2007). Consumer response to stock-out in the online supply chain. *International Journal of Physical Distribution & Logistics Management*, **37**, pp. 19 42.

Darley, WK, Blankson, C., and Luethge, DJ (2010). Toward an integrated framework for online consumer behaviour and decision-making process: a review. *Psychology & Marketing*, **27**, pp. 94–116.

De Koster, RBM (2003). Distribution strategies for online retailers. *IEEE Transactions on engineering management*, **50**, pp. 448–457.

De Leeuw, S., Minguela-Rata, B., Sabet, E., Boter, J., and Sigurdard’ottir, R. (2016). Trade-offs in managing commercial consumer returns for online apparel retailer. *International Journal of Operations & Production Management*, **36**, pp. 710–731.

Deloitte (2014). *The Omnichannel Opportunity: Unlocking the Power of the Connected Consumer*. London: Deloitte. Dennis, C., Merrilees, B., Dennis, C., Merrilees, B.,

Denyer, D., and Tranfield, D. (2009). Producing a systematic review. In Buchanan, D., and Bryman, A. (Eds), *The Sage Handbook of Organizational Research Methods*. Thousand Oaks, CA: Sage Publications, pp. 671–689.

DHL (2014). Global e-tailing, 2025. Available at http://www.dpdhl.com/content/dam/dpdhl/global_etailing_2025/pdf/dpdhl-study-global-e-tailing2025.pdf (accessed 20 October 2016).

Dholakia, UM, Kahn, BE, Reeves, R., Rindfleisch, A., Stewart, D., and Taylor, E. (2010). Consumer behaviour in a multichannel, multimedia retailing environment. *Journal of Interactive Marketing*, **24**, pp. 86–95.
Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies
Basalamah, Syahnur, Ashoer, & Bahari

Drapers (2014). Multichannel report. Available at http://ampersandcommerce.com/assets/Multichannel-Report-2.pdf (accessed 26 September 2016).

EcommerceEurope (2015). Europe B2C Ecommerce report 2015 (Light Version). Available at http://www.ecommerce-europe.eu/app/uploads/2016/08/europeanb2c-ecommerce-report-2015-light-20150615.pdf (accessed 12 January 2017).

Esper, TL., Jensen, TD, Turnipseed, FL, and Burton, S. (2003). The last mile: an examination of the effects of online retail delivery strategies on consumers. Journal of Business Logistics, 24, pp. 177–203.

Fernie, J., and McKinnon, A. (2009). The development of retail logistics. In Fernie, J., and Sparks, L. (eds), Logistics and Retail Management, Emerging Issues and New Challenges in the Retail Supply Chain. London: Kogan Page, pp. 207–232.

Foscht, T., Ernstreiter, K., Maloles, C. III, Sinha, I. and Swoboda, B. (2013). Retaining or returning? Some insights for a better understanding of return behaviour. International Journal of Retail & Distribution Management, 41, pp. 113–134.

Frankel, R., Bolumole, YA, Eltantawy, RA, Paulraj, A., and Gundlach, GT (2008). The domain and scope of SCM's foundational disciplines: insights and issues to advance research. Journal of Business Logistics, 29, pp. 1–30.

Grewal, D., Iyer, GR, and Levy, M. (2004). Internet retailing: enablers, limiters, and market consequences. Journal of Business Research, 57, pp. 703–713.

Griffis, SE, Rao, S., Goldsby, TJ, and Niranjan, TT (2012). The customer consequences of returns in online retailing: an empirical analysis. Journal of Operations Management, 30, pp. 282–294.

Griffis, SE, Rao, S., Goldsby, TJ, Voorhees, CM, and Iyengar, D. (2012b). Linking order fulfilment performance to referrals in online retailing: an empirical analysis. Journal of Business Logistics, 33, pp. 279–294.

Hays, T., Keskinocak, P., and De L’Opez, VM (2005). Strategies and challenges of internet grocery retailing logistics. In Geunes, J., Akcali, E., Pardalos, PM, Romeijn, HE and Zou-Jun, MS (eds), Applications of Supply Chain Management and E-commerce Research. New York, NY: Springer, pp. 217–252.

Jayawardhana, C. and Tiu Wright, L. (2009). E-consumer behaviour. European Journal of Marketing, 43, pp. 1121–1139.

Lewis, M. (2006). The effect of shipping fees on customer acquisition, customer retention, and purchase quantities. Journal of Retailing, 82, pp. 13–23.

Lewis, M., Singh, V., and Fay, S. (2006). An empirical study of the impact of nonlinear shipping and handling fees on purchase incidence and expenditure decisions. Pemasaran Science, 25, pp. 51–64.

Li, F., Pieńkowski, D., Van Moorsel, A. and Smith, C. (2012). A holistic framework for trust in online transactions — International Journal of Management Reviews, 14, pp. 85 103.

Li, Y., Xu, L., and Li, D. (2013). Examining relationships between the return policy, product quality, and pricing strategy in online direct selling. International Journal of Production Economics, 144, pp. 451–460.

Liao, C., Palvia, P., and Lin, H.-N. (2010). Stage antecedents of consumer online buying behaviour. Electronic Markets, 20, pp. 53–65.
Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies
Basalamah, Syahnur, Ashoer, & Bahari

Inventory Management Journal, 43, pp. 50–55.

Macpherson, A., and Holt, R. (2007). Knowledge, learning, and small firm growth: a systematic review of the evidence. Research Policy, 36, pp. 172–192.

Maltz, AB, Rabinovich, E., and Sinha, R. (2004). Logistics: the key to e-retail success. Supply Chain Management Review, 8, pp. 48–54.

Matthews, RL, and Marzec, PE (2012). Social capital, a theory for operations management: a systematic review of the evidence. International Journal of Production Research, 50, pp. 7081–7099.

Mentzer, JT, Dewitt, W., Keebler, JS, Min, S., Nix, NW, Smith, CD, and Zacharia, ZG (2001). Defining supply chain management. Journal of Business Logistics, 22, pp. 1–25.

Mollenkopf, DA, Rabinovich, E., Laseter, TM, and Boyer, KK (2007). Managing internet product returns a focus on effective service operations. Decision Sciences, 38, pp. 215–250.

Mosahab, R., Mahamad, O. and Ramayah, T. (2010) ‘Service Quality, Customer Satisfaction and Loyalty: a Test of Mediation’, International Business Research, 3(4), pp. 72–80. doi: 10.5539/ibr.v3n4p72.

Peinkofer, ST, Esper, TL, Smith, RJ, and Williams, BD (2015). Assessing the impact of price promotions on consumer response to online stockouts. Journal of Business Logistics, 36, pp. 260–272.

PwC (2014). Achieving total retail: consumer expectations driving the next retail business model. Available at http://www.pwc.com/gx/en/retail-consumer/assets/achievingtotal-retail.pdf (accessed 18 june 2016).

Pyke, DF, Johnson, ME, and Desmond, P. (2001). Fulfilment: it is harder than it looks. Supply Chain Management Review, 5, pp. 26–32.

Qureshi, I., Fang, Y., Ramsey, E., McCole, P., Ibbotson, P., and Compeau, D. (2009). Understanding online customer repurchasing intention and the mediating role of trust: an empirical investigation in two developed countries. Europan Journal of Information Systems, 18, pp. 205–222.

Ramanathan, R. (2010). The moderating roles of risk and efficiency on the relationship between logistics performance and customer loyalty in e-commerce. Transportation Research Part E: Logistics and Transportation Review, 46, pp. 950–962.

Ramanathan, R. (2011). An empirical analysis of the influence of risk on relationships between the handling of product returns and customer loyalty in e-commerce. Internasional Journal of Production Economics, 130, pp. 255–261.

Ranaweera, C., McDougall, G., and Bansal, H. (2005). A model of online customer behaviour during the initial transaction: moderating effects of customer characteristics. Marketing Theory, 5, pp. 51–74.

Rao, S., Goldsby, TJ, Griffis, SE, and Iyengar, D. (2011a). Electronic Logistics Service Quality (e-LSQ): its impact on the customer's purchase satisfaction and retention. Journal of Business Logistics, 32, pp. 167–179.

Ranaweera, C., McDougall, G. and Bansal, H. (2005) ‘A model of online customer behavior during the initial transaction: Moderating effects of customer characteristics’, Marketing Theory. Sage Publications Sage CA: Thousand Oaks, CA, 5(1), pp. 51–74.

Siddiqi, K. O. (2011) ‘Interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh’, International Journal of Business and Management, 6(3), pp. 12–36. doi: 10.5539/ijbm.v6n3p12.