

THE EFFECT OF SOCIAL SUSTAINABILITY ON TRUST AND PURCHASE INTENTIONS IN LAST-MILE DELIVERY

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Introdução

The surge in internet usage and the rapid expansion of online shopping have led to a significant rise in the transportation of goods within urban areas. Consequently, cities are grappling with a host of challenges, including congestion, traffic accidents, and heightened greenhouse gas emissions (Bosona, 2020; Jaller et al., 2015). In line with the Sustainable Development Goals, particularly SDG 8 and SDG 12, which emphasize economic growth and responsible consumption, this study posits that the last-mile delivery of goods should be regarded as a crucial element of social sustainability.

Problema de Pesquisa e Objetivo

The main research question is what is the effect of effect of SMA disclosure on the trust and purchase intentions of consumers and their trust of e-tailers within the context of last-mile delivery? The objective of this study, therefore, is to investigate the effect of SMA disclosure on the trust and purchase intentions of consumers and their trust of e-tailers within the context of last-mile delivery. We also analyze the moderator effect of the type of relationship the e-tailer has with its last-mile suppliers.

Fundamentação Teórica

The concept of a sustainable supply chain emphasizes the interconnectedness of each step in the process, with each playing a vital role in ensuring the overall sustainability of a product or service (Miemczyk et al., 2012). Signaling theory provides a valuable framework for understanding how certification labels, such as those related to sustainability, can effectively establish the credibility of an advertiser's claims. By employing these labels, companies can enhance consumer perceptions of both the product and its source (Atkinson & Rosenthal, 2014).

Metodologia

To achieve these objectives, a scenario-based, role-playing experiment was conducted with a sample of online consumers, which used a full factorial 2x2 between-subjects design. The hypotheses were tested using linear regression models.

Análise dos Resultados

The results suggest that when a company reveals its social sustainability practices and builds a strong connection with last-mile suppliers, it has a positive and indirect impact on consumers' willingness to make purchases. Additionally, trust was identified as a factor that plays a role in mediating the relationship between the disclosure of sustainability practices, the type of relationship, and purchasing intentions.

Conclusão

The importance of integrating socially sustainable practices into the e-retail industry, specifically in last-mile delivery, is underscored by these findings. Future research can build upon these findings by examining the impact of companies' sustainable practices on consumer decision-making.

Referências Bibliográficas

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Palavras Chave

Social Sustainability, Purchasing Intentions, Experiment

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