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|  | **Professorship for Global Supply Chain Management  Chair Holder: Prof. Dr. Aseem Kinra** |

Master thesis / Bachelor Thesis / Project paper/ on the subject of

**Consumer Logistics and Purchasing Process for Fast Moving Consumer Goods**

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Processing time:

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# List of Abbreviations

|  |  |
| --- | --- |
| CC | Core Category |
| CL | Consumer Logistics |
| ECR | Efficient Consumer Response |
| FMCG | Fast Moving Consumer Goods |
| GT | Grounded Theory |
| H&S | Handling and Storage |
| OOS | Out-of-Stock |
| POC | Point of Consumption |
| POS | Point of Sale |
| SCM | Supply Chain Management |

# Preface

Dear students,

Below you will find the formatting specifications for completing your Bachelor's, Master's thesis or project paper at the Professorship for Global Supply Chain Management. You can use this document as a template for your work or format your own document. When using the template, please delete the chapter **Preface and Citation Rules**. If you decide to format your own document, please follow these formatting instructions exactly:

1. Font:

* Font: Times New Roman (as well as in the footnotes)
* Font size: 12 point in the main text, 10 point in the footnotes
* Line spacing: 1.15, after a paragraph 12 point
* First level headers are always starting at a new page (page break)
* Justification
* Pagination: Roman numerals for table of contents, list of figures, list of tables and list of abbreviations, Arabic numerals for main text, references and appendix, Times New Roman, 9 point, right-justified in footer
* Labelling of figures and tables: Times New Roman, 9 point, line spacing 1.15, before a paragraph 6 point, after a paragraph 10 point, labelling for figures below the element, labelling for tables above the element

2. Layout:

* Margin: 2 cm bottom, 2.5 cm left/right/top
* Header line: First level headers, right-justified, Times New Roman, 9 point
* Footer: Name and surname, left-justified, Times New Roman, 9 point

# Citation rules

In general, you should provide references to any statements you make in your scientific work. This serves to make your explanations comprehensible and verifiable for readers. It is quite common to cite several sources for a statement. Please note: All references cited in the text must also be included in the bibliography.

Below you will find the citation rules that you must follow when writing a scientific paper at the Professorship for Global Supply Chain Management.

**Citation in the text**

It can be distinguished between direct and indirect quotes. Direct quotes reflect the statement of an author word for word. Check if the use of a direct quote is appropriate or necessary. Citations in the text differ significantly from those in the bibliography! (see point 2.2.)

Indirect quotes:

Indirect quotes are the normal case and are not especially highlighted in the text.

* For one or two authors: The text is completed by the following information in parentheses: (Last name, Year of publication, Page).
* More than two authors: From a number of three authors, only the first author is mentioned by name and "et al." refers to the other authors.
* Multiple sources for a statement: If a text passage is proved by multiple sources, the two sources are separated by a semicolon. The reference looks like this: (Last name, Year of publication, Page; Last name, Year of publication, Page). The sources are chronologically ranked in ascending or descending order.
* Internet sources: Either the author (see example 1) or the organization that runs the website should be mentioned in the text. Add the year and, if available, the page number. If page information is missing: n.p.
* Several bibliographical references from an author or an Internet source in the same year: For citations by a writer from different sources with the same year of publication, this one must be consequently numbered by a lower-case letter.
* Compilation: If a contribution from a compilation is cited, the author of the respective contribution is cited (and not the author of the compilation)
* No authors stated: In rare cases sources are cited without an author. Here you enter Anon as an author

The following examples explain the stated points:

|  |
| --- |
| **Examples:**  …Text…(Klaus, 2005, p. 31).  …Text…(Kotzab and Reutterer, 1999, p. 183-185).  …Text…(Kinra et al., 2015, p. 80).  …Text…(Quiett, 2002, p. 41; Vahrenkamp, 2005, p. 164; Weber and Wallenburg, 2010, p. 89).  …Text…(Real, 2011a, n.p.)  …Text…(Anon, 2002, p. 11) |

Direct quotes:

Direct quotes should be used sparingly. They are embedded in the text by “quotation marks” and closed in brackets by the following reference: (Last name, Year of publication, Page).

|  |
| --- |
| **Example:**  „The lack of a rigorous and generally accepted theory of logistics a t the present time is serious impediment to making actual military logistical operations as effective as desired, although immensely complicated situations have been met, somites with surprinsingly minor noticeable deficiencies” (Morgenstern, 1955, p. 129). |

Sub quotes:

If it is not possible to obtain an original source, you must use sub quotes. However, sub quotes should only be used if the primary source is missing or unreachable for you (for example, there is only one copy of a monograph left in the library of the University of Saskatchewan in Canada). Therefore, sub quotes are the absolute exception in your work.

If you need to use sub quotes, they will appear in the following form:

((Last Name, Year of Publication, Page) quoted from (Last Name, Year of Publication, Page)).

|  |
| --- |
| **Example:**  …Text…(Jomini, 1881 quoted from Gudehus, 2010, p. xix). |

Please note that both primary source (= Jomini) and secondary source (= Gudehus) must appear in the bibliography!

**Citation in the bibliography**

At the end of your paper, a bibliography arranged in alphabetical order must be compiled. The bibliography is similar to a recipe because it shows your effort for the paper. Only those sources that were actually used visibly in the work are listed in the bibliography. Conversely, that means that all references listed in the bibliography can also be found in the text at least once.

Please note the citation rules for books, compilations, journals, internet sources and sources without an author. The following table gives you an overview.

Table 1: Representation of quotes in the bibliography including examples

|  |  |  |
| --- | --- | --- |
|  | **Citation in the bibliography** | **Example** |
| **Book** | Last name, First name (Year of publication): Title. Edition. Place of publication: Publisher. | Gudehus, Timm (2010): Logistik. Grundlagen, Strategien, Anwendungen. 4th Edition. Heidelberg et al.: Springer. |
| **Compilation** | Last name, First name (Year of publication): Title. In: Last name, First name (ed.): Title. Place of publication: Publisher, Page. | Schnedlitz, Peter/Kotzab, Herbert/Teller, Christoph (2004): Die Kunden als Erfüllungsgehilfen des stationären Einzelhandels bei der physischen Distribution von Waren. In: Trommsdorff, Volker (ed.): Handelsforschung 2002. Neue Erkenntnisse für Praxis und Wissenschaft des Handels. Köln: BBE-Verlag, pp. 87-106. |
| **Journal** | Last name, First name (Year of publication): Title. In: Journal title, Issue number, Page. | Morgenstern, Oskar (1955): A Note on the Formulation of the Theory of Logistics. In: Naval Research Logistics, 2 (3), pp. 129-136. Trends in Large Scale Retailing. |
| **Internet source** | Last name, First name (Year): Title. Available at: Web address (Accessed: dd.mm.yy; [MEZ] hh:mm am/pm). | Real (2011): Die real,- SB-Warenhaus GmbH. Online available at: <http://www.real.de/unternehmen/das-unternehmen-real.html> (Accessed: 30.10.2011; [MEZ] 01:06 pm). |
| **Source without an author** | Citation like book/compilation/journal/internet source. Instead of the author’s name: Anon | Anon (2002): „Dossier Globale Handelsstrukturen“. In: LP-International 11/02, pp. 10-13. |

**Note on publications from the internet**

The web address itself is not enough for a reference in science. The state corresponds to the day the page was created or modified. Just click the right mouse button on the cited page and search for the information on the creation or modification date. There is also the exact link for the internet source.



Figure 1: Necessary website information for the citation

If you quote the homepage of a company, please state the respective company as the author.

|  |
| --- |
| **Example:**  Langley, John/CapGemini (2010): 2010 Third-Party Logistics. The State of Logistics Outsourcing. Results and Findings of the 15th Annual Study. Available at: <http://www.scl.gatech.edu/research/supply-chain/20103PLReport.pdf> (Accessed: 30.10.2010; [MEZ] 09:22 am). |

**Example of a bibliography**

Bänsch, Axel (2008): Wissenschaftliches Arbeiten. Seminar- und Diplomarbeiten. 8th Edition. München: Oldenbourg.

DHL (2010): Delivering Tomorrow: Zukunftstrend Nachhaltige Logistik. Online available at: http://www.dpdhl.com/content/dam/logistik\_populaer/trends/StudieSustainableLogistics/dpdhl\_delivering\_tomorrow\_studie.pdf (Accessed: 16.10.2010; [MEZ] 10:50 am).

Eriksdotter, Holger (2010): IT-Management. Tchibo lagert aus. Online available at: http://www.manager-magazin.de/unternehmen/it/0,2828,641188,00.html (Accessed: 22.10.2010; [MEZ] 11:11 am).

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Morgenstern, Oskar (1955): A Note on the Formulation of the Theory of Logistics. In: Naval Research Logistics, 2 (3), pp. 129-136. Trends in Large Scale Retailing.

Anon (2000): Outsourcing. In: Gabler Wirtschaftslexikon, 15th Edition. Wiesbaden. pp. 2344-2345.

Anon (2002): „Dossier Globale Handelsstrukturen“. In: LP-International 11/02, pp. 10-13.

Real (2011): Die real,- SB-Warenhaus GmbH. Online available at: http://www.real.de/unternehmen/das-unternehmen-real.html (Accessed: 30.10.2011; [MEZ] 01:06 pm).

Sinha, Amit/Kotzab, Herbert (2011): Supply Chain Management. A Managerial Approach. New Delhi et al.: Tata McGraw Hill Education Private Limited.

Schnedlitz, Peter/Kotzab, Herbert/Teller, Christoph (2004): Die Kunden als Erfüllungsgehilfen des stationären Einzelhandels bei der physischen Distribution von Waren. In: Trommsdorff, Volker (ed.): Handelsforschung 2002. Neue Erkenntnisse für Praxis und Wissenschaft des Handels. Köln: BBE-Verlag, pp. 87-106.

Vahrenkamp, Richard/ Siepermann, Christoph (2005): Logistik - Management und Strategien. 5th Edition. München et al.: Oldenbourg.

Weber, Jürgen/Wallenburg, Carl M. (2010): Logistik- und Supply Chain Controlling, 6th Edition. Stuttgart: Schäffer-Poeschel.

# Introduction

Granzin and Bahn (1989, p. 15) provided a new field of study under the name of Consumer Logistics (CL). They recognized that Industrial Logistics and Supply Chain Management[[1]](#footnote-1) (SCM) as well, only consider the distribution of goods up to the Point-Of-Sale (POS), and therefore neglect the “last mile” to the Point-Of-Consumption[[2]](#footnote-2) (POC).

Although, today’s online food retailing has become more popular, most consumers still prefer shopping at stationary stores, such as supermarkets, hypermarkets and discounters (Ernst & Young (EY), 2014, n. p.)...

## Research Objective

….. Therefore, the following research question guides this study to developing and applying a new approach that hopefully accomplishes the study’s objective with new insights on CL:

* **What insights can we gain about** C**onsumer** L**ogistics, by studying the actions and decisions of consumers as they engage in shopping for groceries and managing their households?**

## Way of Argumentation

In order to gain a comprehensive understanding on CL, the study starts by providing the theoretical background (Chapter 2)…

Having a theoretical background in mind, a “Grounded Approach” methodology is developed (Chapter 3). The basis for this approach is constituted from Grounded Theory (GT) from …

Chapter 6 summarizes the findings from this study and contributes an outlook for further research on Consumer Logistics.

# Consumer Logistics

## General Introduction

In order to satisfy their needs, consumers participate in the distribution of goods, as they plan and conduct shopping trips to procure goods. They further support the movement and handling of goods from the POS to the POC.

## Conceptualizing Consumer Logistics

The task of logistics can be defined as to provide […] the right quantities of goods most efficiently at the right place in the right order within the right time” (Gudehus and Kotzab, 2012, p. 3).

…. Each area includes decisions and activities that condition the efficiency and effectiveness of system performance. Figure 1 illustrates the descriptive process model.

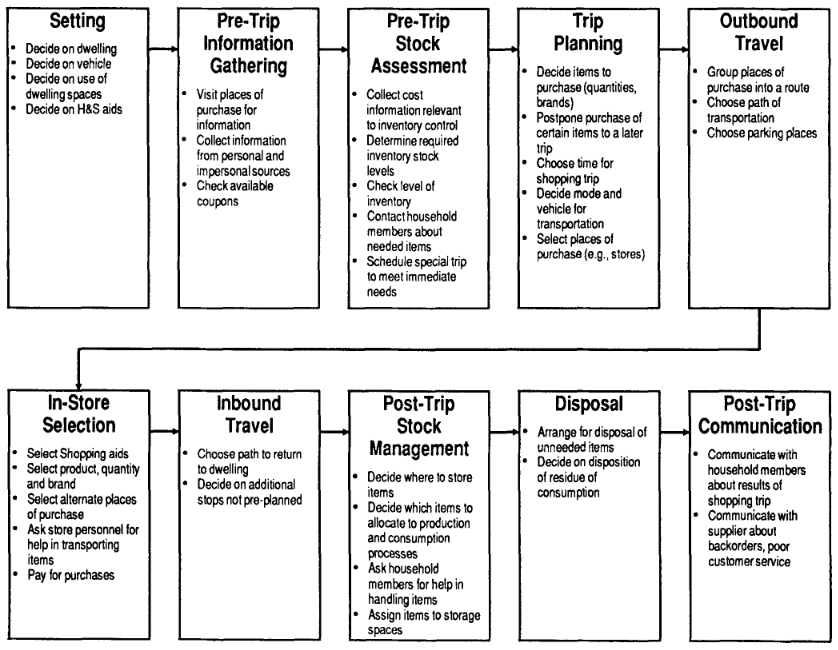


Figure 2: A Process Model of Consumer Logistics Decisions (Granzin and Bahn, 1989, p. 93)

**Location (1)** concerns all activities in regard to decisions on space and time. Probably the most crucial decision in reference to the dwelling, in terms of a house instead of an apartment, has different consequences on the following decisions/activities within the system’s process. A house might allocate more space than an apartment, which enables the consumer to store …

Table 2: Identified Consumer Logistic Functions (adapted from Granzin, 1990, pp. 248-251)

|  |
| --- |
| **In-home stock management (inventory):** *Includes activities/decisions on: where items to store at home, when to buy a product, the discard of items, the removal of items from stock, the management of the household’s supply, determination of the needs, control of available items at home, and the formalization of a shopping list.* |
| **Selection of trip origin (location):** *Includes activities/decision on: from where to start the shopping trip.* |
| **Trip management (transportation):** *Includes activities/decisions on: which vehicle, means of transport to use, which route to follow, when to shop (time), persons who has to shop with whom.* |
| **Trip rescheduling (transportation):** *Includes activities/decisions on: how to substitute items if the shopping trip is not possible, postponing or canceling the shopping trip.* |
| **Nature of travel (transportation):** *Includes activities/decisions on: taking a long trip or a short trip, how much time should be spent, how many and which stores are visited, involvement of carrying purchased items.* |
| **Store selection and usage (location):** *Includes activities/decisions on: the type of store, how many stores to visit in regard to time limit, comparison between stores in regard to prices and products.* |
| **In-store information gathering (communication):** *Includes activities/decision on: what products to buy due to information from store personnel* |
| **In-store substitution (inventory):** *Includes activities/decision on: substitution of the item by another article, product, or brand, in regard to Out-of-Stock (OOS), or by switching the store.* |
| **Transport-related materials handling (handling and storage):** *Includes activities/decisions on: how to manage conveyance of items within the store, home, and from the mode of transportation.* |
| **In-home customer service communication (communication):** *Includes activities/decisions on: arrangement of joint needs, discussions about feedback and satisfaction of the shopping trip.* |
| **External food supply (location):** *Includes activities/decisions on: the supply of food, eating in a restaurant, or food delivery.* |
| **Household supporting operations (handling and storage):** *Includes activities/decisions on: Maintenance of equipment (vehicle), disposing of garbage, supporting the household.* |

## Consumption Related Behavior

### A brief Background on Grounded Theory

### Ethnography and Participant Observation

# Summary and Conclusions

## Contributions to Consumer Logistics

## Limitations and Implications for further research

# References

Chopra, Sunil/Meindl, Peter (2014): Supply Chain Management: Strategie, Planung und Umsetzung. Fifth Edition. Hallbergmoos: Pearson.

Ernst & Young (EY) (2014): EY Studie – Lebensmittel-Kauf im Netz vor dem Durchbruch – EY – Deutschland. Online available at: <http://www.ey.com/de/de/newsroom/news-releases/20140203-ey-news-lebensmittel-kauf-im-netz-vor-dem-durchbruch> (Accessed: 26.08.2014; [MEZ] 15:13).

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Granzin, Kent L./Bahn, Kenneth D. (1989): Consumer logistics: conceptualization, pertinent issues and a proposed program for research. In: Journal of the Academy of marketing Science, 17 (1), pp. 91-101.

Gudehus, Timm/Kotzab, Herbert (2012): Comprehensive logistics. Heidelberg and New York: Springer-Verlag Berlin Heidelberg.

Lysons, Kenneth/Farrington Brian (2012): Purchasing and supply chain management. Eighth Edition. Harlow et al.: Pearson.

For easier handling of the citations it is recommended to use citation programs such as RefWorks, Zotero or Citavi. Information and instructions can be obtained from the university library.

It should be pointed out again that Wikipedia is not a citable source for university papers.

**Please remove this info box if you use the style sheet.**

# Appendix

All documents of the Appendix can be found on the attached disc.

**Table of Contents**

Observation protocol of household I

Pre-trip interview transcript of household I

Post-trip interview transcript of household I

Coding results of household II

Observation protocol of household II

Pre-trip interview transcript of household II

Post-trip interview transcript of household II

Coding results of household II

Observation protocol of household III

Pre-trip interview transcript of household III

Post-trip interview transcript of household III

Coding results of household III

Observation protocol of household IV

Pre-trip interview transcript of household IV

Post-trip interview transcript of household IV

Coding results of household IV

**Affidavit**

I hereby declare that I have produced the present work independently and without the use of any aids other than those specified. All passages that have been taken literally or analogously from published or unpublished writings are marked as such. The paper has not yet been submitted in the same form or in extracts in the context of other examinations.

Bremen,

18.02.2020 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Max Mustermann

1. Supply Chain Management: SCM can be referred to the integration of business processes (see. e.g. Larsen et al., 2007, p. 12). Cooper et al. (1997, p. 2) define SCM as “[…] the integration of business processes from the end user through original suppliers that provides products, services and information that add value to customers.” (see also e.g. Lysons and Farrington, 2012, p. 24; Chopra and Meindl, 2014, p. 35). [↑](#footnote-ref-1)
2. Point of Consumption: POC is viewed as the place, where the consumer stores the purchased items inside the dwelling, and not the place where consumption takes place. [↑](#footnote-ref-2)