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|  | **Lehrstuhl für ABWL und LogistikmanagementLehrstuhlinhaber: Prof. Dr. Herbert Kotzab** |

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

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

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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 |

# 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 1: 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 1: 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.

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Es sei an dieser Stelle noch einmal darauf hingewiesen, dass Wikipedia keine zitierwürdige Quelle für universitäre Arbeiten darstellt.

# Appendix

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

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Coding results of household II

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Coding results of household II

Observation protocol of household III

Pre-trip interview transcript of household III

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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

**Eidesstattliche Erklärung**

Hiermit erkläre ich, dass ich die vorliegende Arbeit selbständig und ohne Verwendung anderer als der angegebenen Hilfsmittel angefertigt habe. Alle Stellen, die wörtlich oder sinngemäß aus veröffentlichten oder unveröffentlichten Schriften entnommen wurden, sind als solche kenntlich gemacht. Die Arbeit ist in gleicher Form oder auszugsweise im Rahmen anderer Prüfungen noch nicht vorgelegt worden.

Bremen, 24.09.2014 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 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, Lambert, and Pagh (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)