Impact of Business-To-Customer (B2C) Logistics Service Quality

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ABSTRACT:- This paper provides empirical results as regards the impact of LSQ and its constitutive elements as potential drivers for customer satisfaction from the B2C perspective in Nigeria as opposed to the usual Business-Business (b2B) approach. Data from 211 customers were analyzed using Multiple Regression Analysis and the Kruskal-wallis Test. The results revealed that all the operational dimensions of LSQ evaluated in the study influenced customers' satisfaction. Furthermore, there existed a significant difference in the customer satisfaction level across the different online stores.

KEYWORDS:- B2C, competitiveness, customer satisfaction, LSQ, online retailer

I.   INTRODUCTION

Faster urbanization and increasing economic activities in city areas are causing greater challenges to address better energy- technology -environmental management. Cities are emerging as the driving factor for economic activities and are supplying essential knowledge of production and innovation. The future cities are therefore a significant element of the global future. The typical structure, size and scope of city economic development are creating undesired impact on the protection of the natural resources. Therefore, understanding the relationship between city development and environmental collision is critical. Cities are the main user of world's energy. Since cities are vibrant and essential element of global development in terms of social, economic and technology, they need to offer their populations several services. Ensuring services need energy and, source of such energy is mainly based on fossil fuel. For example, Tokyo metropolitan area for her 12 million people consumes approximately 20Mtoe annually –which is equivalent to the total annual energy consumption of Bulgaria (IEE, Japan, 2008). The relationship between energy consumption and economic growth has been described in several literatures. The general framework for determining the growth lies in the extended account of neoclassical approach represented by $Dy= f(y, y^*)$, where Dy: growth rate of per capita output, y: current level of per capita output, and y^*: long run per capita output. The growth rate is diminishing for a possible output y and rising in y^* for given y. Economic growth y^* depends on choices of environmental and economic variables of the economy (Hwang, 2008). Nevertheless the directions of causation of the relationship remain controversial when relationship between natural environment and economic growth is taken into account. Other studies suggest that different orders of causality exist between GDP and energy consumption. Kahn (2007) found pollution as emergent byproduct of three factors in a city: (1) scale, (2) composition, and (3) technology. He advocates that in developing the concept of ''Green City'', establishing local and global level benchmark for air, water quality, and greenhouse gas emissions are necessary. Sansoni, et al. (2010) decomposed transform in the environmental pollution by city growth into three effects: (1) demand composition shift effects, (2) output growth effects, (3) eco-efficiency change effects. They imply that the first effect can be positive or negative in the sense that the continued use of natural environment are increased or reduced. The second effect is negative, because more output means generally increased use of the natural environment. The third effect is positive,

II.   METHODOLOGY

The population of the study is infinite, hence the Krejcie and Morgan Test was used to select the sample size. Thus, a sample size of 384 was taken. Non-probabilistic sampling technique with a combination of purposive and convenient sampling methods was employed to get response from the study participants. Data were collected from customers who bought products from the online retail shops in Nigeria over time and accepted to answer the survey questions.

III.   LITERATURE REVIEW

Investment in a low wage world: Now we come to the undeclared "elephant in the room": investment. If low real wages have been induced by the fear that firms will otherwise invest in automation, or might otherwise "export" jobs to a cheaper location or country, then capital investment will necessarily be restricted—in particular productivity enhancing investment, including that which demands a greater use of skilled labour. Productivity growth, both that which comes from a greater use of capital (capital deepening) and that from new skills, techniques, rationalization or more efficient organization (TFP: total factor productivity), will be lower and future productive capacity (not to mention competitiveness) will be lost.

The implications of a low inflation, low real wages world for investment spending were already implicit in the relative adjustment of inputs discussion in Section 4: the shift to low real wage growth, whether triggered by the fear of automation, globalization, or a fear that the financial crisis would persist, would naturally lead firms to switch to employing cheaper labour over more expensive capital. This effect is corroborated by the data in Figure 9. Comparing the euro area and the US, net investment has been lower in the euro area for several years; certainly since 2000, but most obviously since the recovery started (after 2012). Moreover, capital deepening, which remained positive (just) in the US, is clearly negative in the euro area starting in 2014. More generally, employment has expanded (read downwards on the inverted scale) by more than capital deepening

IV. CONCLUSION

The bottom line here is that there appears to have been no structural change in euro area inflation in its recovery over past three years. Nor has there been a change in the underlying conditions that would suggest that such a change in inflation has, is likely to, or should take place in current circumstances.

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