

Customer attitude and satisfaction towards the selection of green logistics services

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Abstract

The objective of this research is to study the attitudes and customer satisfaction towards the selection of green logistics services, to explore the knowledge and understanding of the selection of green logistics services and to Study of factors that are the driving force in choosing green logistics. The population used in this study is 50 students of International College, Suan Sunandha Rajabhat University from 4 majors. Tools used in this research is a questionnaire about Customer attitude and satisfaction towards the selection of green logistics services. This study uses research by Research tools and features of good tool .In this article, the tools used in the research are questionnaires and important features of the tools used in research on accuracy , confidence for scholars and interested parties to use in research. Found that most users are very satisfied with the environment-friendly logistics and have good knowledge and understanding of the green logistics criteria

Keywords: Green logistics services

Introduction

At present, there is a rapid change in the economy and various lifestyles or even more intense competition that affects the economy, especially the rising costs of production, product or even transportation or logistics. Businesses that are able to meet the needs of consumers for satisfaction under the operation with low total cost will have an advantage. In order to be effective in today's business, it is important because the business in the era that is starting to use the new economy must meet the needs of consumers. Which has imported new machinery and technology with modern innovation to be applied in the field of business, but it is necessary to realize the application for maximum benefit and must not cause adverse effects on the environment.

Green Logistics also helps to achieve sustainable growth because it is a cost reduction and we have to design the management, manage the transport as short as possible, or create the least waste and cause the least mistakes.

For Thailand, there has been sufficient alertness and there are many operations that are in line with the Green logistics concept, such as encouraging to change the transportation model from the car to the rail and waterway (Modal Shift), Using renewable energy (Energy Shift). But with many problems that have caused Thailand to have no progress on the project. Thai logistics service providers will face more intense competition. The flow of green logistics is something that logistics providers must pay attention to. In the near future,

many countries will use as trade restrictions. If not adjusting, it may inevitably affect future business operations. (Mr.Virawat Manisuwat and Ms.Thanaya Vasasri, 2014)

The reason that the logistics business is interested in Green Logistics is

- Increased competition due to free trade agreements (FTA)
- Environmental-related laws, both nationally and internationally, in terms of product weight restrictions that can be loaded or packed in containers. Which in each country is different
- Claims for global businesses to take into account the impact on climate change (Climate change) Global warming, greenhouse reactions including air pollution due to carbon dioxide (CO2) gas
- Doing business with partners with CSR (Corporate Social Responsibility)

Objectives

1. To study the attitude and satisfaction of customers towards the selection of green logistics services
2. To explore the knowledge and understanding of the selection of green logistics services
3. To study factors that are the driving force in choosing green logistics.

Conceptual framework

Independent variables

Independent variables are

- 1.1 Gender
- 1.2 age
- 1.3 Education level
- 1.4 Salary estimates
- 1.5 domicile
- 1.6 You used to use the service Green

Factor the driving force

- 1.1 Environmental
- 1.2 Price
- 1.3 Promotion
- 1.4 Competition
- 1.5 Service

Variable

Decision

SOS shop has many branches and easy to travel, suitable for teenagers and working age groups. Which the shop will have promotions during the festival frequently Causing customers to become more interested in and buying more products in the store.



Literature Review

The main objective of logistics is to co-ordinate these activities in a way that meets customer requirements at minimum cost. In the past this cost has been defined in purely monetary terms. As concern for the environment rises, companies must take more account of the external costs of logistics associated mainly with climate change, air pollution, noise, vibration and accidents. This research project is examining ways of reducing these externalities and achieving a more sustainable balance between economic, environmental and social objectives. (Katherine Head, 2010)

J.-P. Rodrigue et al. (2001) mentioned Green Logistics as being caused by two words "Logistics" at the heart of modern transportation systems. Which requires the use of modern technology to manage "Greenness". Words that become words used to talk about matters related to the environment and are often considered positive while considering the environment but the logistics must take into account the benefits when bringing these two words together, they become environmentally friendly. And efficiency in transportation and distribution systems.

The logistics industry is interested in the environment in order to find new market opportunities. Traditional logistics is the management of forward distribution, ie transportation, warehouse management, packaging and inventory management from manufacturers to consumers. (Byrne and Deeb 1993 referred to in J.-P. Rodrigue et al. 2001)

According to a study of J.-P. Rodrigue (2001), there were 5 environmental conflicts that were discussed in the transportation system.

1. Cost the purpose of logistics is to reduce the cost of time to be worthwhile and increase the reliability of the service.
2. Time and speed must use a transportation model that causes a lot of pollution
3. Reliability The heart of logistics is the reliability of service. On-time delivery capability and have the least damage
4. Warehouse management (Warehousing) The modern logistics system needs to reduce inventory levels
5. E-Commerce Distribution of goods using transportation through the parcel carrier.

2.1.1 The concept of Green Logistics management involves

1. Eco-Drive to create driving awareness of truck drivers to reduce the use of waste oil and maintaining the engine in perfect condition
2. Backhaul & Full Truck Load deals with the management of the use of fuel to maximize utility.
3. Eco-Packaging is the choice of packaging and equipment related to conveying goods can be reused and re-recycling in the production process
4. Modal Shift modifying the transport system to energy saving mode

Research Methodology

The purpose of this research is to study the attitude and satisfaction of customers towards the selection of green logistics services, to explore the knowledge and understanding of the selection of green logistics services and to study factors that are the driving force in choosing green logistics. The researcher has taken the following steps:

3.1 Population and sample determination

3.1.1 Population and sample group

The population used in this study is 50 students of International College, Suan Sunandha Rajabhat University. From 4 majors include:

- 3.1.1.1 International Business
- 3.1.1.2 Airline Business
- 3.1.1.3 Tourism management
- 3.1.1.4 Hotel and Hospitality management

3.2.1 Characteristics of tools

Tools used in this research Is a questionnaire about Customer attitude and satisfaction towards the selection of green logistics services. By reviewing the theoretical concepts Literature and research related to the conceptual framework and the purpose of the research

3.2.2 Criteria for use of points and interpretations

3.2.3 Mean interpretation

3.3 Data collection

This research uses a method to distribute questionnaires directly to 50 students the data collection process is as follows.

- 3.3.1 Researchers prepare tools to collect data with the sample group defined
- 3.3.2 Data Collection have distributed the questionnaire to the respondents
- 3.3.3 Collect data in March 2019
- 3.3.4 Check the completeness of the questionnaire and analyze the data and discuss the results.

3.4 Data analysis

The researcher examines the integrity. Data accuracy and data encryption to analyze data by using the finished data processing program as follows

3.4.1 Take a survey of general data to analyze by frequency distribution.

3.4.2 Check the score of factors green logistics find \bar{x} value and S.D. value according to independent variables

Research Methodology

Research studies about customers and research about the selection of products and services is a quantitative research by collecting data using questionnaires collect data from relevant samples. The researcher has analyzed and proposed the results of the data analysis.

Part 1. General information about respondents

1. Gender, it was found that most of the samples were female 66% and male 34%
2. Age, found that most sample groups were 21 years old (38%), 20 year old is 34%, more than 21 year old is 20% and 19 year old is 8%
3. Education, Found that most sample groups were studying undergraduate is 100%
4. Salary estimates, Found that most sample groups were less than 5,000 baht for salary estimates is 52%, 5,000-10,000baht is 34%, 10,000-15,00baht is 12% and more than 15,000 baht is 2%
5. Majors, Found that most sample groups were International Business and Airline Business is the same point of 42% and Tourism management and Hotel and Hospitality management (HM, RB) is the same point of 8%
6. Domicile, Found that most sample groups were Bangkok the percent is 42, Nakhon Pathom is 20%, Nonthaburi is 18% and other 20%
7. Using the service, Found that most sample groups using the service is 74% of 1-2 time/month, 3-4 time/month is 20%, 5-6 time/month is 4% and more than 6 time/month is 2%

Part 2. Knowledge and understanding of the selection of green logistics services

Knowledge	(\bar{X})	S.D.	Level
1. You know Green Logistics	3.40	0.857	Neither agree
2. Green logistics are important for transportation at present.	3.76	0.625	Agree
3. Green logistics is environmentally friendly.	3.80	0.782	Agree
4. Green Logistics causes sustainable growth	3.66	0.593	Agree
5. Green Logistics helps increase capacity for business and industry.	3.72	0.539	Agree
6. Green Logistics helps reduce air pollution such as carbon dioxide gas	3.82	0.748	Agree
Total	3.69	0.69	Agree

Part 3. Factors that are the driving force in choosing green logistics.

By distributing 50 questionnaires shows that factors that are the driving force in choosing green logistics. Total on factors that are the driving force in choosing green logistics at the Agreement were at the average of 4.10.

Part 4. Attitude and satisfaction of customers towards the selection of green logistics

by distributing 50 questionnaires shows that attitudes and customer satisfaction towards the selection of green logistics services Total on factors that are the driving force in choosing green logistics at the Agree were at the average of 4.05

Conclusion Discuss the results and Suggestion

This research study, the researcher collected data by using questionnaires that customer attitude and satisfaction towards the selection of green logistics services can summarize as follows:

1. Knowledge and understanding of the selection of green logistics services
All 50 respondents had knowledge and understanding of the service in the agreement criteria at were at the average of 3.69. In terms of services for respondents have total on knowledge and understanding of the selection of green logistics services at the agreement were at the average of 3.80.
2. Factors that are the driving force in choosing green logistics
Most respondents agreed that the driving force in selecting green logistics is very important in terms of service, environment, price, promotion and competition.
3. Attitudes and customer satisfaction towards the selection of green logistics services
Most respondents had the attitude and satisfaction towards the selection of green logistics services in the agreement, which was very satisfied.

Discussion and Recommendation

When comparing factors that are the driving force in choosing green transportation, customer attitudes and satisfaction towards the selection of green transportation services, it is found that the satisfaction of users is lower than the importance. Which is the driving force in choosing the service that is obvious is the price because the transportation has a relatively high price and the promotion is not as good as it should be.

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