

the competitiveness of E-commerce, customers have plenty of options to switch up. Therefore, it is very crucial to identify what customers really expect and align the strategies according to them.

The overall message conveyed through the following model (figure 2) is that, the operational system should be aligned properly to meet the expectations of key parties, and that system should depend on the strategies of the organization. Therefore, managers should focus on implementing an effective strategy after having a proper understanding of the key parties engaged in the Last mile delivery process. The following model provides an overview for that.

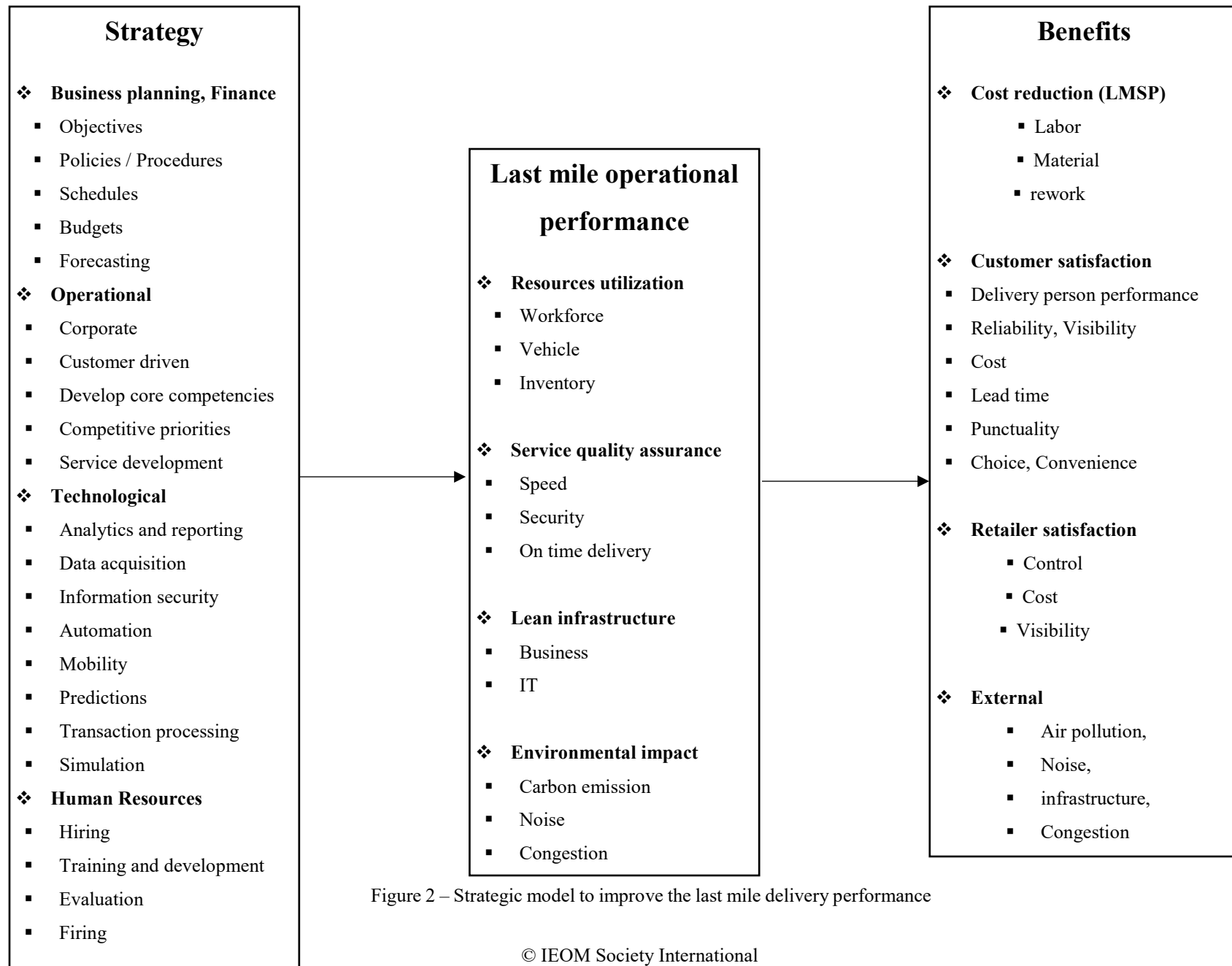


Figure 2 – Strategic model to improve the last mile delivery performance

Conclusions and future works

The strategic model proposed by this research provides an insight to Last mile services providers to plan and implement their strategies to meet customer and retailers expectations in a cost effective manner. Further, this model is developed assuming that the Last mile delivery is done through a 3pl party. Hence, this model can modify in a case where both retailing and delivery are done by the same party. However, making adaptations and taking strategic decision to get competitive advantage might depend on each company. Therefore, each factor should align with the capabilities of the company.

Customer behavior buying patterns change with geographical areas. So, as future works it is proposed that some generic heuristics should be designed for each geographical area. So, those managers can easily refer them to identify how their strategies should align with the expectations of their customers in each region.

Furthermore, with the emerging competitiveness of E-commerce, number of studies are conducted on online shopping environment. These studies can be considered as good motivation for future studies, giving the rising importance of service quality issues in the online shopping environment. Based on this, the need to examine the relationship between the various dimensions of a website interface and purchase behavior is also considered as a research opportunity for the future.

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