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Customer behavior and order fulfilment in online retailing

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The Internet and the development of mobile devices not only have attracted a considerable number of consumers who search for and buy products online, but also have created opportunities for retailers to increase online sales. Organizations face a variety of challenges in fulfilling online consumer orders, including on-time and efficient transportation and delivery, accurate inventory management, and efficient warehouse design and management. Online order fulfilment (also called e-fulfilment when referring to the delivery of goods to consumers) is considered to be a critical part of Internet sales. A significant number of studies in the fields of psychology, marketing, information systems, and operations management have identified various factors that encourage consumers to shop online. Unfortunately, the literature on the relationship between consumer behavior and order fulfilment operations in online retailing is fragmented.

The main objective of the current project is to identify order fulfilment elements relevant to online consumer behavior from pre-purchase to post-purchase. We will develop an integrative framework of the relationships between order fulfilment constructs and consumer behavior (including purchase, repurchase, and product return). The findings will inspire future research on developing consumer service strategies that take into account these behavioral responses to order fulfilment performance outcomes.