

## عنوان مقاله:

Exploring Public Transportation-Centric Crowd-Shipping Initiatives: Is there User Willingness to Participate? If Not, Why?

## محل انتشار:

دهمین کنفرانس بین المللی مطالعات نوین مهندسی عمران، معماری، شهرسازی و محیط زیست در قرن ۲۱ (سال: 1402)

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## خلاصه مقاله:

A burgeoning category of Crowd-Shipping (CS) solutions is centered on leveraging the existing momentum of Public Transportation (PT) for delivering viable packages through PT passengers. While some studies have delved into the acceptance behavior of PT passengers engaged in PT-based CS initiatives, the critical aspect of passengers' behavioral intention to participate has been largely overlooked. It is imperative for newly introduced CS platforms to thoroughly examine the behavioral tendencies of potential crowdshippers, focusing on their intention to participate, and formulate effective marketing strategies accordingly. Drawing on survey data collected from ۲,۲۰۸ PT passengers in the Sydney metropolitan area, this study investigates the intention of PT passengers to participate as crowd-shippers in PT-based CS initiatives. Additionally, it explores the factors inhibiting participation. A binomial logit model is developed to identify the variables influencing the intention to participate. Through inductive thematic analysis, ۹۱۷ text responses detailing reasons for non-participation are scrutinized, and the inhibiting factors are identified and categorized. Taking into account the demographic and socio-economic characteristics of the respondents, the study unveils the extent to which passengers with different attributes are sensitive to inhibiting factors. The research yields practical insights that can aid in effectively defining, launching, and promoting a new PT-based CS initiative. Key findings reveal that women, full-time employees, the elderly, retirees, and low income PT passengers exhibit low participation rates. In contrast, the youth, individuals with a positive attitude towards sustainable freight initiatives, and those familiar with parcel lockers demonstrate a higher probability of participation. Furthermore, the study observes that factors related to time availability/flexibility and the physical health condition/importance of passengers are significantly more influential than compensation levels in determining their willingness to participate in PT-based CS initiatives.

## کلمات کلیدی:

Crowdsourcing delivery; Last-mile logistics; Shared economy; Random utility; Stated preference

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