

Annex No. 2

CONTENT SUMMARY OF THE THESIS

Thesis title: Unlocking the Potential of Parcel Locker Adoption in Philippine E-commerce: A Stated Choice Experiment on Last-Mile Delivery Options

Author's name: Edward Tyrel R. Tan

Supply Chain Management MSc, full time course

Department of Agricultural Logistics, Trade and Marketing, Institute of Agriculture and Food Economics

Internal Supervisor: Dr. Lencsés Enikő

The exponential growth of e-commerce in the Philippines, catalyzed by the COVID-19 pandemic, has placed unprecedented demands on logistics service providers to deliver efficiently and reduce face-to-face interactions during the national health crisis. In response, parcel lockers have emerged as an innovative logistics solution. These secure, automated storage units are located in accessible areas such as shopping centers, residential complexes, and public spaces, offering a convenient and flexible alternative for 24/7 package collection without direct human contact.

Despite its potential, the adoption of parcel lockers in the Philippines has been slow, with the majority of Filipinos unaware of this delivery option. Major online marketplaces like Lazada and Shopee currently do not offer parcel locker delivery, further limiting its visibility and use. This study aims to identify the factors influencing Filipino consumers' delivery method preferences, employing a stated choice experiment to evaluate preferences for home delivery, parcel lockers, and collection points across varied attributes such as location, distance, payment method, and shipping fee.

The findings reveal that less convenient locations, greater distances, and higher costs significantly deter the selection of certain delivery methods. However, when parcel lockers are presented under optimal conditions—strategically located, with simplified payment methods and at no cost—their market share increases dramatically to 56.2%. This surge underscores a strong consumer preference for parcel lockers when perceived barriers are minimized, suggesting substantial potential for their wider adoption in the Philippines. This research provides essential insights for logistics service providers and policymakers to develop