

# IMPROVING LOGISTICS SERVICE QUALITY IN THAI RETAILING

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## **ABSTRACT**

**Purpose:** This paper discusses factors influencing logistics service quality (LSQ) in Thailand's retail sector. Previous work has investigated LSQ in Thailand however much of that work has focussed on logistics service providers, transportation modes and infrastructure. Little work has been conducted on other nodes across the supply chain, for example, manufacturers, wholesalers, storage providers and of course retailers and their tier 1 customers – consumers. Increasing consumer awareness and expectations and changes in the retail environment make it imperative for retailers and their various tier 1 and 2 suppliers to improve their goods and service propositions, both in-store and online, and LSQ plays an important role in that process.

**Research Design/Methodology/Approach:** This paper represents the first qualitative step of a large piece of research into Thai retail LSQ. Semi-structured interviews will be conducted with Thai retailers, their tier 1 suppliers and consumers in mid-2019 and early 2020 to determine critical factors and expectations/perceptions, using Parasuraman, Zeithaml and Berry's service quality model, to understand retail LSQ across these three tiers in Thailand. The final conference paper will consider the complete theory and methodology behind the study.

**Findings/Research and Practical Implications:** The findings will provide measures to test empirically in a subsequent quantitative study, following guidelines from Churchill. Findings from both studies will contribute to our theoretical understanding of consumer behaviour and preferences of retail LSQ in an increasingly multi-channel environment and provide guidance for suppliers and retailers to address these changing behaviour and preferences to meet consumer needs and establish competitive advantage.

**Originality/Value:** This study contributes to the retail LSQ debate, which has been widely researched in Europe and North America but is under-researched in emerging nations. Its value comes from using an interdisciplinary approach comprising logistics/supply chain and marketing and presenting perspectives from both supplier/retailer and consumer contexts.