# Article information:

Sharing is caring: How non-financial incentives drive sustainable e-commerce delivery - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S1361920921000985>

# Article summary:

1. Non-financial incentives can encourage sustainable e-commerce delivery choices.

2. Positive environmental information is key in encouraging sustainable delivery.

3. The use of social media is promising to encourage sustainable delivery.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Sharing is caring: How non-financial incentives drive sustainable e-commerce delivery" provides an overview of the challenges associated with e-commerce deliveries and explores the potential of non-financial incentives to encourage sustainable consumer behavior. While the article presents some interesting insights, it also has several limitations and biases that need to be considered.

One of the main strengths of the article is its focus on consumer behavior and the potential for non-financial incentives to encourage sustainable choices. The study's findings suggest that positive environmental information, social media sharing options, and descriptive social norms can all influence consumers' decisions to choose more sustainable delivery options. This is an important contribution to the literature on sustainable e-commerce deliveries, which has largely focused on logistics service providers and retailers.

However, there are several limitations to this study that need to be considered. First, the sample size is relatively small (n=200), which limits the generalizability of the findings. Second, the study only considers four non-financial incentives and does not explore other potential strategies for encouraging sustainable behavior among consumers. Third, while the study acknowledges that financial incentives may not be effective in encouraging sustainable behavior among cost-sensitive consumers, it does not explore why this might be the case or consider alternative approaches for addressing this challenge.

Another limitation of this article is its narrow focus on environmental sustainability without considering broader social and economic implications. For example, while longer delivery times may be more environmentally friendly, they may also have negative impacts on consumers' quality of life or ability to access essential goods in a timely manner. Similarly, while alternative delivery locations may reduce emissions from transportation, they may also require additional resources or infrastructure investments that could have other environmental impacts.

Finally, there are some potential biases in this article that need to be considered. For example, the authors assume that consumers are primarily motivated by environmental concerns when making delivery choices without exploring other factors such as convenience or cost. Additionally, while the study finds that non-financial incentives can influence consumer behavior, it does not consider whether these changes are sustained over time or whether they have unintended consequences (e.g., increased use of social media).

In conclusion, while "Sharing is caring: How non-financial incentives drive sustainable e-commerce delivery" provides some valuable insights into how non-financial incentives can encourage sustainable consumer behavior in e-commerce deliveries, it also has several limitations and biases that need to be considered. Future research should explore a wider range of strategies for promoting sustainability in e-commerce deliveries and consider broader social and economic implications beyond just environmental impact.

# Topics for further research:

* Strategies for promoting sustainable e-commerce deliveries beyond non-financial incentives
* Consumer behavior in e-commerce deliveries beyond environmental concerns
* Social and economic implications of sustainable e-commerce deliveries
* Financial incentives for promoting sustainable consumer behavior in e-commerce deliveries
* Impact of longer delivery times on consumer quality of life and access to essential goods
* Infrastructure investments for alternative delivery locations in e-commerce deliveries

# Report location:

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