



Are Parcel Pickups More Convenient Now?

A Study on Consumers' Preference Between Shopee Parcel Lockers and 7-ELEVEN Micro-Lockers

— From Traditional Pickup to the Smart Logistics Era —



E-commerce Growth

Rising demand for convenient pickups



New Services

More delivery options and flexible solutions



Comparative Analysis

Examines consumer pickup preferences

SHOPEE PARCEL LOCKER



7-ELEVEN MICRO-LOCKER



24/7 Pickup

Anytime, anywhere



Simple Steps

Easy to operate



More Locations & High Penetration

Convenient to access



Secure & Private

Individual locker, safe storage



AI Customer Support

Quick issue resolution

Pickup Time

Ease of Use

Accessibility

Privacy

Impact on Customer Satisfaction



Fast Automated System

No waiting in line



No Counter Interaction

Just enter code to pick up



Widespread Network

Accessible across Taiwan



Individual Locker

High privacy protection



Automated Process

Improves efficiency and reduces waiting time

RESEARCH METHODS

- Questionnaire Survey
- Sample Size: 104
- Valid Responses: 101
- Online Survey Distribution
- Descriptive Statistics & Cross-tab Analysis

RESEARCH OBJECTIVES

1

Background Introduction

Introduce consumer preferences between the two services

2

SWOT & 4P Analysis

Analyze the internal & external factors and marketing mix

3

Questionnaire Results

Understand consumer usage behavior and satisfaction

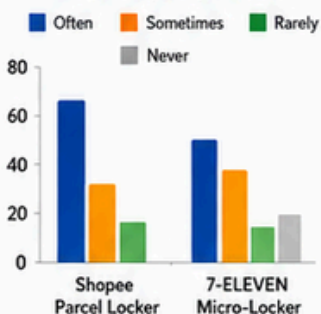
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Conclusion & Recommendations

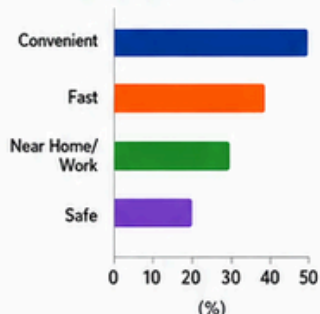
Provide suggestions for future service improvements

CONSUMER USAGE BEHAVIOR

Usage Frequency (People)



Preferred Reason (%)



SWOT ANALYSIS

Factor	Shopee Parcel Locker	7-ELEVEN Micro-Locker
Strengths (S)	<ul style="list-style-type: none"> 24/7 availability Flexible pickup High privacy 	<ul style="list-style-type: none"> Extensive network Easy to use Fast verification
Weaknesses (W)	<ul style="list-style-type: none"> Fewer locations Lower brand awareness Limited promotion 	<ul style="list-style-type: none"> Store hours limited Some stores crowded Space constraints
Opportunities (O)	<ul style="list-style-type: none"> E-commerce growth Expand locker network Data-driven personalization 	<ul style="list-style-type: none"> Integrate with more platforms Add value-added services
Threats (T)	<ul style="list-style-type: none"> Competition from other services Operational costs rising 	<ul style="list-style-type: none"> New competitors Consumer habit changes

KEY TAKEAWAYS

- Both Shopee Parcel Lockers and 7-ELEVEN Micro-Lockers provide convenient, secure, and time-saving pickup solutions 24/7.
- Expanding locations, simplifying operations, and enhancing digital services will further improve customer experience and loyalty.
- More marketing and network expansion are recommended.

4P MARKETING MIX COMPARISON (SUMMARY)

4P	Shopee Parcel Locker	7-ELEVEN Micro-Locker
Product	24/7 locker service, secure storage	Extensive network, easy & reliable
Price	Free pickup / Membership benefits	Free pickup / Various promotions
Place	Shopee app, app navigation, selected locations	7-ELEVEN stores, transit hubs, community areas
Promotion	In-app offers, vouchers, flash deals	Store promotions, cross-promotion, membership rewards