


Chapter 15

Investigating Quick Response Code Application in Third-Party Logistics Companies


Siti Norida Wahab

 <https://orcid.org/0000-0003-1065-6145>
UCSI University, Malaysia

Yew Meng Chee

UCSI University, Malaysia

Dazmin Daud

 <https://orcid.org/0000-0001-9491-8602>
UCSI University, Malaysia

ABSTRACT

This research aims to ascertain the application of the quick response (QR) code technology as the marketing tools among third-party logistics (3PLs) companies in Malaysia. This study adopted a qualitative research approach by conducting an in-depth interview with five respondents who are experienced in 3PLs services. The supply chain management with the 7Ps marketing mix act was applied as the guiding principle. The findings revealed that the interaction between consumers and 3PLs companies made easy and swift by the enabling application of mobile technology related to QR code. QR code enables to support both 3PLs and logistics industry towards competitive advantage. Growth of the market share, profit-revenue, and sales by utilizing the application of QR code with the linkage of social media is imperative to establish the company brand and reputation. This study has a significant implication for both 3PLs companies and academicians to further explore the practices and its application in a different organization setting.

DOI: 10.4018/978-1-7998-4772-4.ch015

INTRODUCTION

Supply chain management (SCM) is one of the industries that has been advanced and developed in recent years along with the marketing channels of logistics, purchasing and distribution sectors. Numerous advancements have been put into this industry (Lu et al., 2015; Weele & Raaij, 2014). It works as an interdisciplinary concept and continuously involved a network covering several companies from the process of suppliers to end-users. There are numerous activities involved in the entire SCM process flow. Each activity has different roles, responsibilities and executes a different process. Third-party logistics (3PLs) is one of the most important activities in the SCM process flow as shown in Figure 1.

Figure 1. SCM process flow
Source: Min & Zhou (2002)

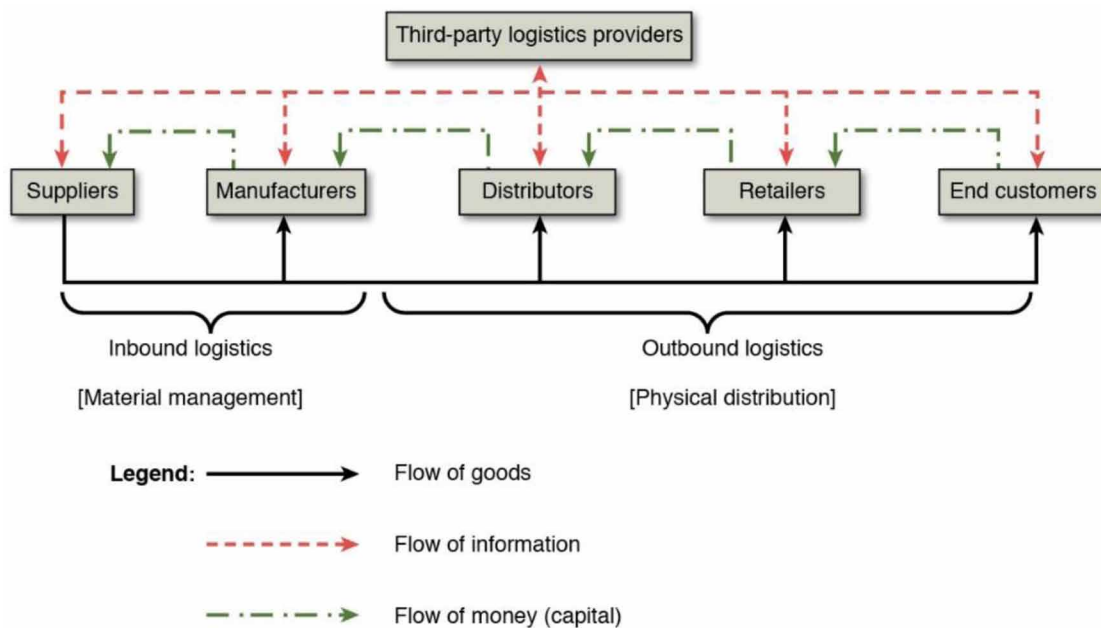


Figure 1 explained the whole SCM eco-system that comprises of 3PLs as one of the key activities in the logistics. 3PLs coexist from suppliers to end customers which shows the importance of its role through the SCM. SCM involved various logistics activities and it is vital because it integrates various channels that eventually create a competitive spirit among the 3PLs (Gaurav & Dhananjay, 2015). An effective SCM significantly depends on the logistics activities and the responsibilities of the 3PLs providers. Thus, IT support systems are important and act as a substantial benchmark in any logistics companies particularly 3PLs. Presently, there are many Information Technology (IT) systems adopted by the logistics companies which act as the main driver in the current era of a business transaction. Among them is the Auto-Identification (Auto-ID) which consists of QR code. Auto-ID is common and extensively being used in the logistics sector particularly 3PLs (Gönül et al., 2016). The application of the QR code for the marketing activities which include advertising activities that bring tremendous advantages to the logistics companies. For instance, in the logistics industry related to the 3PLs companies, marketing

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/investigating-quick-response-code-application-in-third-party-logistics-companies/261533

Related Content

A Study on Factors Influencing the Purchase Intention of Insurance Products Amongst Urban Households of Gandhinagar City

Jigna Chandrakant Trivedi and Bindiya Kunal Soni (2023). *Handbook of Research on the Interplay Between Service Quality and Customer Delight* (pp. 23-47).

www.irma-international.org/chapter/a-study-on-factors-influencing-the-purchase-intention-of-insurance-products-amongst-urban-households-of-gandhinagar-city/318100

Digital Marketing: Reviewing the Field Through Science Mapping Technique

Nilsah Cavdar Aksoy, Ebru Tumer Kabadayi and Alev Kocak Alan (2021). *Handbook of Research on Technology Applications for Effective Customer Engagement* (pp. 141-162).

www.irma-international.org/chapter/digital-marketing/261528

Leadership and Emotional Intelligence: A Comparative Study

Shraddha Awasthi, Raina Ahuja and SANDHIR SHARMA (2022). *Applying Metalytics to Measure Customer Experience in the Metaverse* (pp. 99-110).

www.irma-international.org/chapter/leadership-and-emotional-intelligence/309307

Grand Strategies: Establishing Long Term Objectives

(2020). *Localizing Global Marketing Strategies: Emerging Research and Opportunities* (pp. 63-79).

www.irma-international.org/chapter/grand-strategies/242483

A Conceptual Framework for E-Service Quality: Special Reference to Switching Intention in Online Trading

Sudeshna Dutta and Dhananjay Beura (2023). *Handbook of Research on the Interplay Between Service Quality and Customer Delight* (pp. 1-22).

www.irma-international.org/chapter/a-conceptual-framework-for-e-service-quality/318099