



# **Evaluation of quality attributes in the freight transport market. Stated preference experiments in Switzerland**

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## **Abstract**

Globalization and European integration increase the claim for better quality in freight transport and logistics services. The paper focuses on the evaluation of different quality attributes of transport services in a significant segment in the Swiss freight market. The paper is based on conjoint analysis, generated by discrete binary choices between alternatives of hypothetical transport services, described by a combination of four attributes articulated on different levels. The estimated results confirm the high importance of punctuality and avoidance of damages. It could also show the statistically significant relation of the declining value of time with increasing distance.

*Keywords:* Freight transport; Stated preference; Discrete choice model; Value of time; Switzerland.

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## **1. Introduction<sup>1</sup>**

In the last twenty years, globalization and European integration have led to a substantial increase of freight transport that was further fuelled by cheaper communication and decreasing transport costs. This process is accompanied by a structural change towards lighter and more voluminous freight goods, generally shipped at higher frequency. New production concepts and spatial production networks have enhanced the significance of logistics. For this reason logistics services are usually outsourced to specialized companies. At the same time new patterns in production and in the distribution process generate demand for high quality transport and logistics services.

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