

Evaluation Models of Freight Transport Corresponding to the Shipper's Region and the Sort of Goods

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In freight transport, the logistics managers of the enterprises make a decision to choose the reasonable transport means according to the conditions of the shipping goods, based on their personal experiences, after all. The differences in the comparative evaluations in the process of making a decision certainly exist according to the business practices of the shippers' region or the sort of goods. Therefore, in this study, regarding the approach to the evaluation of freight transport developed so far, the weight of each kind of evaluation index corresponding to the shippers' region or the sort of goods is calculated, using the judgment awareness data obtained by questionnaire surveys. The evaluation differences in the evaluation of each kind of freight transport are comparatively investigated. Finally the necessity to build the relevant evaluation models according to each shipper's region or each sort of goods is described.