

PARCEL DELIVERY SERVICES

FOR E-COMMERCE SHOPPERS

RESEARCH QUESTIONS



- Do all e-commerce shoppers in Sweden have access to sufficient delivery options?
- Would e-commerce shoppers in Sweden have the same access if B2C parcel delivery services were not included in the USO, like in Norway and Finland?

RESEARCH DESIGN

In order to answer our research questions, we conducted an experiment with unfinished purchases. Among others, we considered the location of recipients and delivery options as some of the most important parameters to evaluate.



Location of recipients



Delivery aspects



Thinly populated



Intermediate density



Densely populated



Speed



Pick-up location opening hours



Evening delivery



Price



Distance to pick-up point

countries covered



10 cities



10 cities

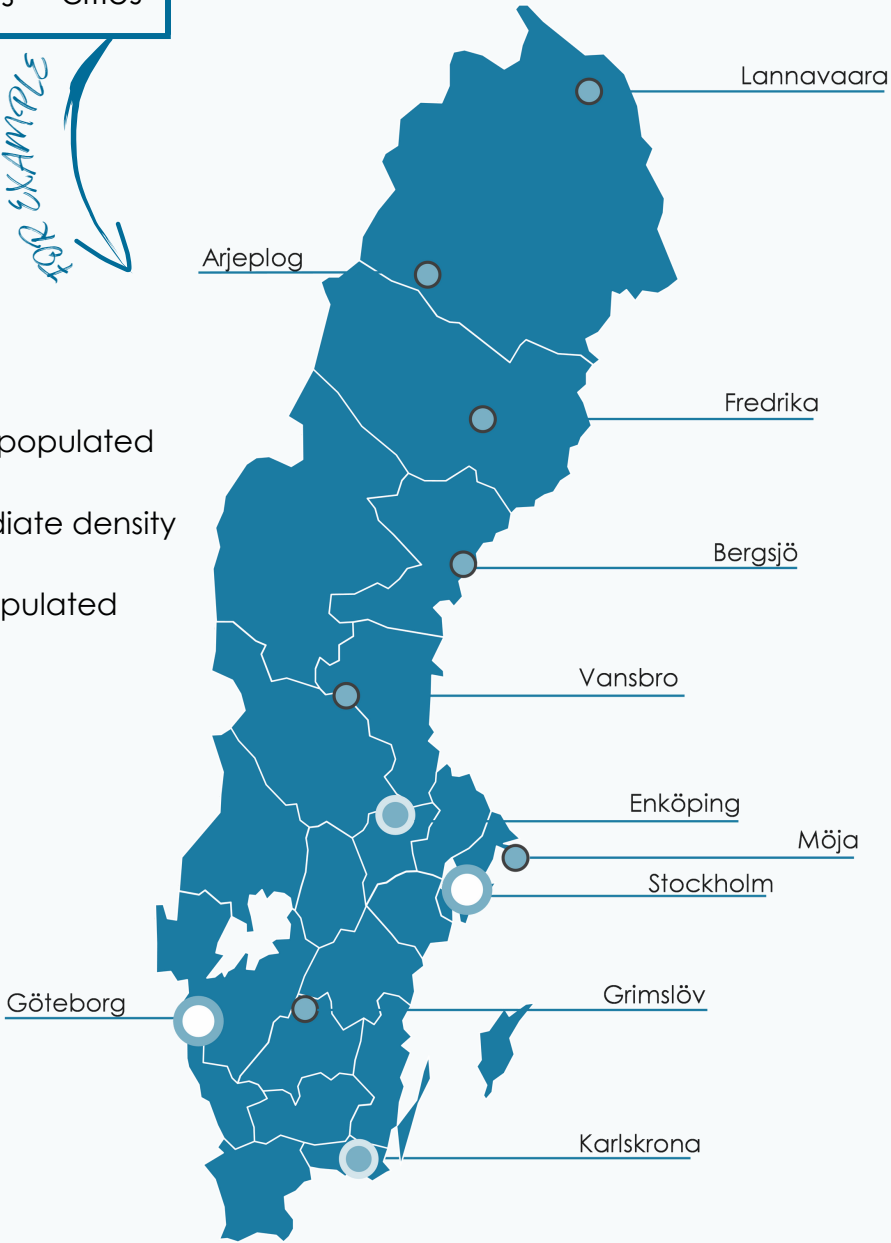


11 cities

- 3 geographical areas
- 5 e-retailers (large, small, rurally located)
- 2 products (letter boxable/non-letter boxable)

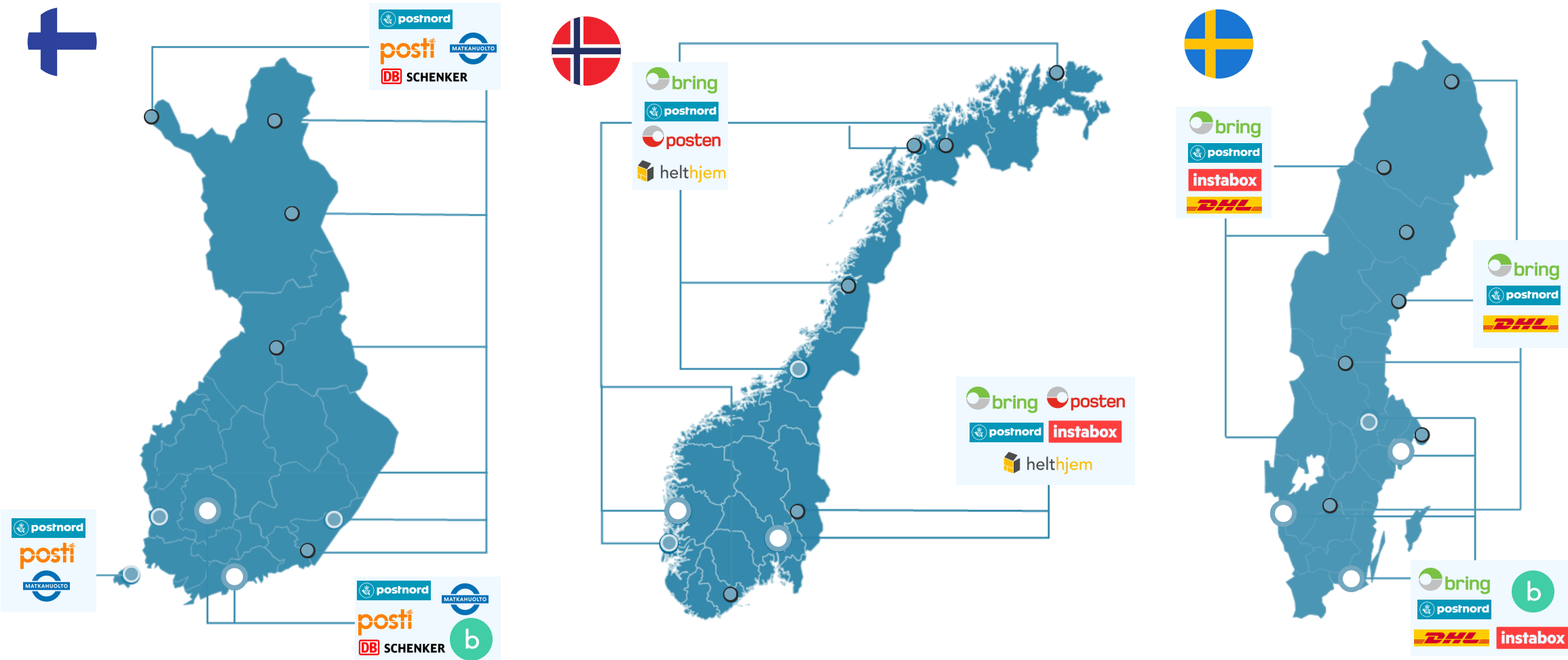
FOR EXAMPLE

- Densely populated
- Intermediate density
- Thinly populated



Breaking down some of our findings

Can consumers in Sweden, Norway and Finland choose between several suppliers for the delivery of goods bought online?



Results indicate that the average number of postal operators available does not differ significantly in countries where B2C parcels are not part of the USO (Norway and Finland) compared to Sweden where B2C parcels fall within the USO.