

# **Leveransalternativ för e-handel med dagligvaror**

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## Abstract

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## Delivery Options for Grocery E-Commerce

Grocery e-commerce was first introduced on the Swedish market in the late 1990s. However, all but one of the centrally initiated e-grocery stores were ended in the early 2000s. Today, there are signs of recovery, since new operators are entering and previous operators are re-entering the grocery e-commerce market. This thesis explores grocery e-commerce in general and the design of delivery options in particular. The overall purpose is to generate knowledge that can be used to increase the environmental efficiency of the grocery distribution system by studying how delivery system design can increase the market share of grocery home delivery. The thesis rests upon a fundamental assumption - supported by previous research - that an increased market share for grocery e-commerce operated in a coordinated home delivery system leads to improved environmental efficiency, such as reducing greenhouse gases.

Grocery e-commerce delivery option design is explored from e-grocers', distributors' as well as consumers' perspectives in five different studies, in which data collection and analysis methods adherent to both the qualitative and the quantitative paradigms are applied. The results are discussed in the light of the theoretical framework, which in broad terms embraces logistics, efficiency/effectiveness and customer utility. Further, the results are relevant to current and future operators in the grocery e-commerce business as well as to researchers in the field and they can be used as support for policy decisions regarding actions to improve the environmental efficiency of the grocery distribution system. The recommendations for an efficient and effective grocery e-commerce delivery option design are based on vast empirical evidence from several studies covering cost efficiency aspects as well as consumers' needs and preferences.

**Key words:** E-commerce, Groceries, E-grocery, Delivery option, Distribution system, Efficiency, Effectiveness, Customer utility

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