

# Going Shopping: Consumer Choices And Community Consequences

## INTERNET SHOPPING AND ITS IMPACTS ON MOBILITY

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### ABSTRACT

Internet shopping, is one of the trends that are having an impact on both passenger and freight traffic in urban areas. The market share of Internet shopping is growing at the expense of traditional shopping. Online shopping is closely connected with express home deliveries and therefore has an impact on urban freight transport: more traffic is flowing towards homes, less towards shops. Shopping trips are being substituted by home deliveries. If the Internet has an effect on people's time and financial budget, it will change people's behaviour directly or indirectly and internet shopping will affect the location of traditional retail facilities.

In this paper we discuss a number of facts concerning internet shopping (B2C) and its impacts on both passenger and freight transport, in relation to shopping behaviour and home deliveries. We describe how the logistics and the impacts on the demand for transport related to home deliveries are changing.

### 1. INTRODUCTION

The current trend for an increasing number of consumers to shop on the Internet has an impact on their travel behaviour, and also on the way their purchases are dispatched to their homes. Internet shopping mostly goes hand in hand with home delivery, thus it has an impact on freight and delivery traffic in cities. According to Giuliano [1] the increase in e-commerce requires new logistics arrangements in city centres, such as space for reception boxes, terminals that focus on providing logistics operations tailored to the needs of e-commerce, and new traffic arrangements and information services. Correlations and trends are not yet very clear. Some time ago, the media in the Netherlands published the following warning [2]: cities would snarl up completely if the logistics of home deliveries did not improve. One of the issues is that home deliveries are less consolidated and thus less efficient than they could be, and therefore more expensive. Often the customer is not at home to take delivery of the parcel or is not satisfied with the ordered good and returns it. This leads to additional costs. It is also feared that web shops may displace physical shops, leading to the latter's disappearance and forcing customers to travel further away in order to visit a shop. Such news stories were grounds for the Netherlands Institute for Transport Policy Analysis (KiM) to look into the issue of Internet shopping.

#### 1.1. Definitions

Internet shopping refers to the purchase of good or services by consumers on the Internet. The terms internet retailing [3] or E-commerce are also often used. E-commerce, however, covers any commercial transaction between organisations and people, including Business-to-Business (B2B) and Business-to-Government (B2G) [4].

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1

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