

8<sup>th</sup> International Conference on City Logistics

## The Development of the Parcel Delivery Service and its Regulations in China

Katsuhiko Hayashi<sup>a\*</sup>, Toshinori Nemoto<sup>b</sup>, Satoshi Nakaharai<sup>b</sup>

<sup>a</sup>*Ryutsu Keizai University, 120 Ryugasaki Ibaraki, 301-8555, Japan*

<sup>b</sup>*Hitotsubashi University, 2-1 Naka Kunitachi Tokyo, 186-8601, Japan*

---

### Abstract

This paper reviews the development of the parcel delivery market both in Japan and China, and presents a conceptual model to explain the development of the parcel delivery market in order to explain the characteristics of development processes in China compared with those in Japan. In China, the franchise system plays an important role to expand the network in a short period, while it is difficult to keep the same service quality throughout the network. This is why Chinese consumers have complained to the parcel delivery services and Chinese governments have introduced new rules and regulations. Furthermore, we investigate the actual situation of parcel delivery operations in Shanghai, and discuss the impacts of regulations including city logistics policies on the Chinese parcel delivery market and future directions of them.

© 2014 The Authors. Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Selection and peer-review under responsibility of the Organising Committee of the 8th International Conference on City Logistics.

*Keywords:* Parcel delivery; regulations; China; B to C; franchise

---

### 1. Introduction

Recently, the mail order market and the e-commerce market in China has grown rapidly, corresponding with the country's economic growth. Since those items ordered in such a market must be delivered, the parcel delivery market is also likely to develop, and in fact, many companies are entering the market. However, the service quality

---

\* Corresponding author. Tel.: +81-297-64-0001; fax: +81-2897-64-0011.

*E-mail address:* [ka-hayashi@rku.ac.jp](mailto:ka-hayashi@rku.ac.jp)

of the parcel delivery service in China is still poor compared to that of foreign countries and the number of complains made by their customers is increasing.

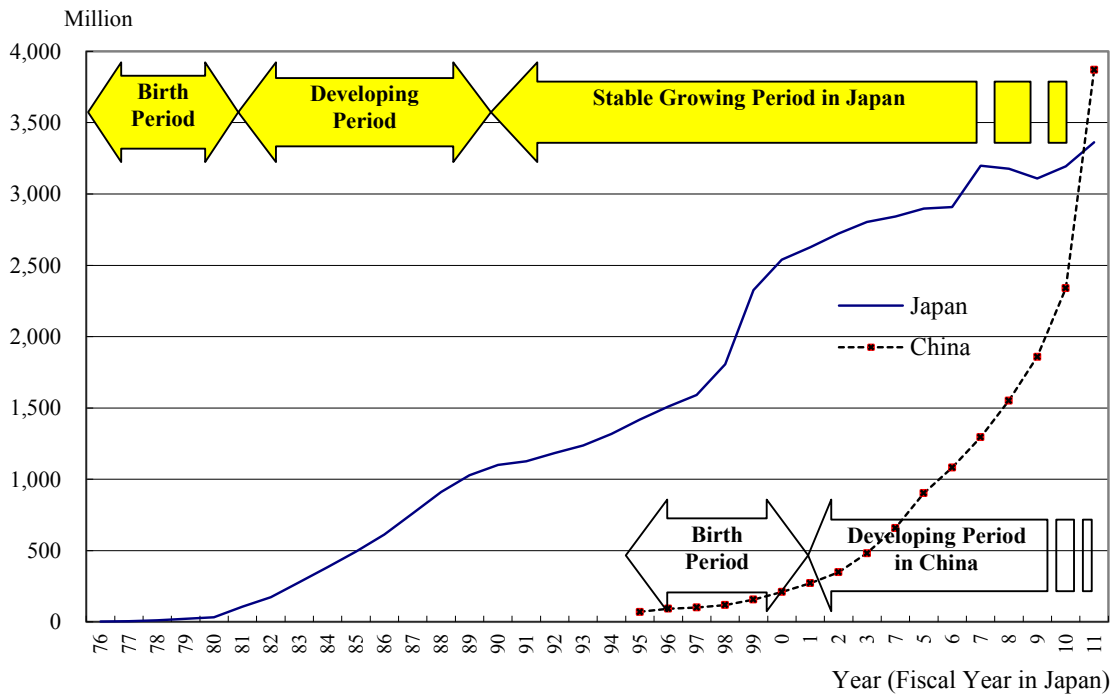
The main objective of this paper is to review the development of the parcel delivery market in Japan and China to establish a model to explain the development of the parcel delivery service, and using the model to comprehend the process and characteristics of the development of Chinese parcel delivery market. Also, through the field research focused on the franchise system, which is a major characteristic of the Chinese market, how the regulations including city logistics policies affect the service operations of the local companies is examined.

## 2. The Development Model of the Parcel Delivery Market

In this chapter, a model to analyse the factor of rapid market growth in China is established, referring to the market development in Japanese parcel delivery service.

### 2.1. Development stage of the parcel delivery market

Fig. 1 shows the rapid growth in the Chinese parcel delivery market. The annual revenue of the parcel delivery market in China is 75.8 billion RMB and 3.87 billion items were delivered in 2011, which already outnumbered those of Japanese market. The Chinese government is expecting further growth, 143 billion RMB with 6.1 billion items in 2015. The Chinese parcel delivery market is in the rapid development stage from its beginning.



Note: The numbers in Japan from 1976 to 1980 only include the one delivered by Yamato Transport.

Source: China Logistics Publishing House (2011), Ministry of Land, Infrastructure, Transport and Tourism, Yamato Transport.

Fig. 1. Number of parcels delivered in China and Japan

Download English Version:

<https://daneshyari.com/en/article/1113985>

Download Persian Version:

<https://daneshyari.com/article/1113985>

[Daneshyari.com](https://daneshyari.com)