

# Abstract

In the last decades, the inception of the Internet has been transforming the retail landscape. Increasing penetration figures of online shopping illustrate this transformation. However, the introduction of new retail trends, such as omnichannel retail, represent the extent of the transformation in the retail landscape even better. In an omnichannel environment the available shopping channels, store formats and corresponding service offerings are managed in such a way that the consumer experience is optimised across the phases of the shopping process. Even though the retailer operationalises the shopping channels and optimises the corresponding experience, it has become increasingly challenging to predict the effect of the contemporary trends on the spatial behaviour of consumers. Furthermore, the evolved consumer shopping patterns and habits form the basis of a retailer's strategy, and therefore, also influence the physical location of traditional retail facilities. The purpose of the dissertation is to understand how consumers spatially behave and retailers determine their location in an omnichannel environment. By conducting quantitative (i.e. consumer survey) and qualitative (i.e. retailer interviews) field studies as well as developing a framework of an agent-based simulation model, we acquired the following. Our findings show that e-commerce has been a considerable driver of change for both consumers and retailers. From a consumer perspective, the physical store is still the preferred shopping destination, especially for grocery shopping. Therefore, the impact of e-commerce on the travel behaviour remains limited. The retailers acknowledge the increasing value and importance of e-commerce but not necessarily at the expense of their physical stores. They consider the online channel as a complementary channel and aim to provide an omnichannel experience to their consumers in every phase of the shopping process.