

THE IMPACT OF LOGISTICS ACTIVITIES ON CUSTOMER SATISFACTION
FROM AN E-COMMERCE PERSPECTIVE



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PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ABSTRACT

In the digital era, the e-commerce industry is developing unexpectedly and has emerge as an integral phase of people's lives. It is now impossible to stay except e-commerce, as it gives comfort and will become embedded in our day by day routines. In the online shopping market, numerous components contribute to satisfying online shoppers, with logistics services playing a significant role in this regard. The purpose of this study is to demonstrate the impact of logistics activities from an e-commerce perspective on customer and satisfaction, and to uncover the relationship between them.

A survey organized for the find out about examined the satisfaction of end-users with the logistic services supplied via e-commerce websites. An online survey was performed with a hundred and ten people who had been 18 years or older and had preceding online buying experience from e-commerce websites. Tests had been utilized the use of the SPSS statistical program.

Based on the study findings, it was perceived logistics activities had an impact on customer satisfaction influenced by some independent variable. Findings were deliberated in the discussion and conclusion, accompanied by a review of relevant literature.

Keywords: E-Commerce, Logistics, Customer Satisfaction

ÖZET

Günümüz çağında, dijitalleşmenin de etkisiyle e-ticaret hızla büyümektedir. Sağladığı kolaylıklar sayesinde günden güne insan hayatının vazgeçilmez bir parçası haline gelmektedir. E-ticaret firmaları yaptıkları inovasyonlarla müşteri memnuniyetini en üst düzeye taşımaya çalışırken bu memnuniyetin sağlanmasında lojistik etkenlerinde çok büyük bir katkısı vardır. Bu çalışmanın amacı e-ticaret perspektifinden lojistik aktivitelerin müşteri deneyimi ve memnuniyetine etkilerini göstermek, aralarındaki ilişkiyi ortaya çıkarmaktır.

Çalışma için hazırlanan ankette son kullanıcının e-ticaret sitelerinin aldığı lojistik hizmetten memnuniyet incelenmiştir. 18 yaş üstü, daha önce e-ticaret sitelerinden online alışveriş yapmış ve İstanbul’da yaşayan 110 kişi ’ye online anket uygulanmış ve SPSS istatistik programı yardımıyla testler uygulanmıştır.

Araştırma bulgularına dayanarak, lojistik faaliyetlerin müşteri deneyimi üzerinde etkisi olduğu tespit edildi. Bulgular tartışma ve sonuç bölümünde literatür ışığında tartışılmıştır.

Anahtar Kelimeler: E-Ticaret, Lojistik, Müşteri Memnuniyeti

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LIST OF ABBREVIATIONS

E-Commerce: Electronic Commerce

CRM: Customer Relationship Management

E-CRM: Electronic Customer Relationship Management

B2B: Business to Business

B2C: Business to Customer

C2B: Customer to Business

C2C: Customer to Customer

E-Infrastructure: Electronic Infrastructure

POS: Point of Sale

M-Commerce: Mobile Commerce

COVID-19: Coronavirus Disease 2019

EU: European Union

E-Logistics: Electronic Logistics

COD: Cash on Delivery

ERP: Enterprise Resource Planning

MIS: Management Information Systems

IS: Integrated Information Systems

RFID: Radio Frequency Identification

EDI: Electronic Data Interchange

UFT: Up for Trade

CEP: Continuous Evaluated Pricing

E-Customer: Electronic Customer

HP: Home Delivery

CP: Cargo Pick Up

SDF's: Simplified Frontier Declaration

NPS: Net Promoter Score



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1. INTRODUCTION

The thought of change has been ingrained in human records considering that historic times. With the development of technology, commerce has developed thru a variety of stages, main to the emergence of e-commerce as a innovative idea with the creation of the internet. On the other hand, we cannot think e-commerce without logistics activities.

The necessary intention of logistics, from a holistic perspective, is to fulfil client wishes by means of skill of coordinating the go with the flow of materials and records from the market through the affiliation and its operations, extending to suppliers.

According to some research about the utilization of files from online consumer rankings to find out how the relationship between logistics ordinary overall performance and client loyalty is influenced with the aid of capacity of the hazard qualities of merchandise and the efficiencies of websites. The findings set up that the efficiencies of websites, rather than the threat qualities of products, considerably realistic the impact of logistics ordinary overall performance on customer loyalty. (Zeng and Bolz, 2017)

In this study, the impact of logistics acitivities on customer satisfaction from an e-commerce perspective were analyzed. Data used to be gathered thru online google survey performed with people who experienced online shopping alongside with a complete evaluation of severa articles and theses.

2. BACKGROUND

2.1 E-Commerce

2.1.1 Definiton and History of E-Commerce

According to Teodorescu (2016), the evolution of commerce has transitioned from bartering items to the utilization of currency and traders. In latest times, digital commerce has progressively changed standard retail, experiencing good sized growth. Global e-commerce sales have persistently increased, with a 21% upward jab in 2014 in contrast to the preceding year. Projections point out that world e-commerce income will proceed to develop at a fee of over 10% per year, attaining \$1,506 billion in 2018.

Electronic commerce highlights the manageable of records technology. The earliest shape of e-commerce can be traced returned to the 1950's and 1960s, when the airline enterprise commenced making use of database administration offerings for reservations. In the 1970s, a digital statistics trade machine used to be implemented, observed by using the introduction of the first inventory buying and selling device in 1977. The idea of digital trade emerged in the 1980s, especially evident in economic markets, treasured metals, and oil trading. It wasn't till the Nineteen Nineties that the idea of e-commerce was once totally identified (Teodorescu, 2016).

By the late 1990s, some of us had been acquainted with the notion of the Internet, though for many, it remained a luxurious that used to be no longer always essential. Unbeknownst to many, a fierce opposition between Walmart and Amazon was once taking place. After a decade of rivalry, Walmart astonishingly received Amazon's business enterprise for an outstanding sixteen billion dollars, marking an epic hostility in the e-commerce enterprise (Teodorescu, 2016).

The year 2000 witnessed good sized increase in e-commerce, thanks to the decreased value of Internet services. Teodorescu (2016) explains that digital commerce is the present-day way of buying items and services, removing geographic boundaries, and enabling transactions at any time thru the Internet. Over time, a range of definitions of e-commerce have emerged, every highlighting specific component of this shape of trade. For example, Internet Computing Magazine emphasizes the function of e-commerce in producing client activity earlier than a sale and supplying post-sales support. Similarly, the European Information Technology Observatory describes e-commerce as "commercial things to do involving inventory exchanges by means of telecommunications networks" (Teodorescu, 2016, p.79).

The Centre for Resources Electronic Commerce gives a definition that brings collectively members in this trade. According to Teodorescu (2016), their definition states that the reason of e-commerce is to unite a various community of small firms, authorities' agencies, massive corporations, and unbiased distributors into a single community. This permits seamless intercommunication via any computing platform (Teodorescu, 2016, p.79).

E-commerce, additionally acknowledged as web shopping, has turn out to be a massive financial pastime that drives a considerable component of the international economy. It permeates governments and massive businesses alike. In our fast-paced, competitive, and globalized world, the improvement of e-commerce has been fuelled by using the transformation of the shopping for and promoting method on the internet, encompassing local, national, and worldwide markets thru net pages, cellular applications, and social networks (Gomez et al., 2021).

E-commerce includes clients having access to online shops or web sites via laptop networks or wi-fi gadgets related to the internet. They search for favoured items or offerings (Tsuji, 2019), location orders in accordance with their requirements, and entire transactions thru online repayments barring the want for bodily interplay between the customer and seller. Alternatively, money on shipping is every other fee alternative (Kitukutha et al., 2021).

The purpose of e-commerce is to supply a handy and appropriate platform or strategy, such as money on delivery, to maximize customer satisfaction. However, there are large challenges related with e-commerce, specifically in phrases of purchaser safety and product quality. Achieving an invulnerable transaction surroundings stays an ongoing exercise due to the full-size accessibility of the internet. By 2025, privateness problems associated to e-commerce are projected to grow, attaining a price of 200 to one hundred twenty billion (Sharma, 2020).

E-commerce is now not actually a simple activity; it has grown to be a key thing in the financial improvement insurance policies of international locations embracing this structure of change (Dinu, 2020). It entails conducting corporations that closely count number on the web and the use of software program packages, which are fundamental for facilitating these exchange activities.

Dinu (2020) additionally observes that our purchasing habits are steadily moving towards on-line platforms. Moreover, the ongoing pandemic has accelerated this trend, compelling extra men, and women to interact in on-line shopping, providing diverse product choices, on-line payments, and departing from the beforehand fundamental human interaction.

According to Gupta (2014), e-commerce, quick for digital commerce, encompasses a wide spectrum of on-line things to do associated to the trade of merchandise and services. It includes conducting commercial enterprise transactions electronically, besides the want for bodily exchanges or direct contact between the events involved.

Traditionally, e-commerce has been synonymous with shopping for and promoting over the Internet, as properly as any transaction that entails the switch of possession or rights to use items or offerings thru a computer-mediated network. However, the preceding definition fails to embody the cutting-edge developments in this ground-breaking commercial enterprise phenomenon. A greater complete definition of e-commerce acknowledges it as the utilization of digital communications and digital records processing technological know-how in commercial enterprise transactions. Its motive is to create, transform, and redefine relationships to generate cost amongst organizations, as nicely as between corporations and humans (Gupta, 2014).

2.1.2 Relationship Between E-CRM & E-Commerce

CRM, or Customer Relationship Management, is a methodology employed to acquire a deeper comprehension of customers' requirements and behaviours to foster and cultivate stronger connections with them. While there are various technological tools accessible for CRM, it is erroneous to exclusively associate CRM with technology. A more valuable perspective is to regard CRM as a process that aids in gathering and analysing extensive amounts of customer information, enabling companies to understand, predict, and meet customer needs. (Sarita & Amir, 2018)

The primary aim of CRM is to segment customers into groups and offer appropriate and distinctive services to each group. While all customers merit a fundamental level of service, those who hold greater strategic significance may receive a higher level of personalized attention. CRM transcends mere technological collections. It is an ongoing process that guarantees consistent, refined, and dependable outcomes. (Sarita & Amir, 2018)

CRM entails the acquisition and utilization of information about potential customers to maximize the sales potential of a company's offerings in an efficient and effective manner. It is an organized approach that allocates resources to optimize the value of customer relationships. CRM aids in identifying the appropriate channels to engage customers and ensures that marketing decisions align with the genuine or potential value of each customer relationship. It enhances marketing activities by prioritizing and enhancing specific customer relationships, optimizing channel utilization, and fine-tuning every marketing interaction. (Sarita & Amir, 2018)

Through CRM, businesses employ technology and human resources to gain insights into customer behaviour and understand the value of those customers. E-CRM, which refers to Electronic Customer Relationship Management, encompasses the amalgamation of software, hardware, and management's dedication. It can be categorized into two types: operational and analytical. Operational E-CRM centres on customer touchpoints, such as phone calls, letters, emails, and web-based interactions. Analytical CRM involves the analysis of customer data to gain insights into demographics, purchasing patterns, and other factors that can generate new business opportunities with a customer-centric focus. (Sarita & Amir, 2018)

Web-based E-CRM offers a significant advantage in terms of the abundance of customer information available through online browsing. However, it can additionally be perceived as a practicable downside due to the overwhelming quantity of data. The future of web-based E-CRM lies in the realm of customized and custom-made websites, as they possess the achievable to supply tailored experiences to customers.

Organization preparedness, customer support, information administration, digital communication, and scientific help make contributions to the fulfilment of e-CRM (Cherapanukorn, 2017). Businesses are keen to put in force e-CRM practices to attract, retain, and enhance client relationships, as it proves recommended for customer loyalty and business enterprise profitability (Reichheld, 1996; Winer, 2001). E-CRM is notably utilized as a managerial strategy in modern-day company landscape. It encompasses advertising and marketing activities, tools, and techniques delivered thru the internet, using technologies such as email, the worldwide web, chat rooms, forums, social media, and more, with the goal of discovering, building, and enhancing long-term purchaser relations (LeeKelley et al., 2003; Malthouse et al., 2005). Presently, e-CRM is personalized throughout a variety of sectors, such as banking, tourism, and airlines. The banking enterprise additionally emphasizes interpersonal communication, preferential treatment, and the provision of rewards to consumers (Lam, 2013).

The implementation of self-service technologies leads to extra advantageous purchaser relationship management. User-friendly self-service check-ins and airline processes provide comfort to customers. Customers performing self-service duties alternatively of relying on personnel additionally contributes to a company's productivity. To set up high-quality relationships in the online environment, key

elements such as figuring out online clients thru focused market segmentation, optimizing internet site designs, efficient statistics series and management, and positive conversation with clients play a critical function (Stockdale, 2006).

Consumers interact in online purchases due to the services presented by using online shops and the several advantages they receive, such as promotional offers. However, there is nevertheless room for enhancement in e-commerce websites, such as actually offering merchandise and services, transparent return and change policies, responsive after-sales services, and an environment friendly criticism decision device that affords immediate assistance.

2.1.3 Types of E-Commerce

There are various important types of e-commerce as listed below.

- **B2B:** B2B e-commerce pertains to online exchanges between companies. It encompasses the interactions and transactions among businesses. This structure of e-commerce constitutes round 80% of all e-commerce and is projected to ride quicker increase than B2C e-commerce. The B2B market includes two essential components: e-infrastructure and e-markets. The B2B market comprises two main components: e-infrastructure and e-markets. E-infrastructure includes logistics, application service providers, outsourced functions, auction software solutions, content management software, and web-based commerce facilitators.
- **B2C:** B2C e-commerce involves trade between businesses and individual consumers. In this type of e-commerce, customers gather information, make purchases of physical goods or information goods through electronic networks, and receive products electronically. B2C e-commerce reduces

transaction costs, enhances purchaser get admission to to information, and approves for fee comparison. It additionally diminishes boundaries to market entry in contrast to typical brick-and-mortar structures. Information items are especially attractive in B2C e-commerce as they get rid of the want for bodily distribution networks.

- **C2C:** C2C e-commerce refers to commerce between private individuals or consumers. It is characterised by means of the boom of digital marketplaces and online auctions the place humans can purchase and promote merchandise from several suppliers. C2C e-commerce holds big conceivable for the improvement of new markets.
- **C2B:** C2B transactions involve reverse auctions where consumers drive the transactions. An example of this is when competing airlines offer the best travel and ticket deals to a traveller who posts their travel needs online, such as seeking a flight from New York to San Francisco (Gupta, 2014).

2.1.4 E-Commerce Trends Driving Online Retail

- **Mobile Marketing:** Instant messages are usually used to illuminate clients about new items, elite limits, and special offers. Coupons that can be redeemed by entering a code at the point of sale (POS) system during checkout may also be included in these communications. (Iqbal and Singh, 2021)
- **Mobile Commerce:** Customers can now use their mobile phones to make purchases, check the status of their orders, sign up for text notifications, and access other interactive services. The shopping experience is the same as using a standard computer when a retailer's mobile commerce website is optimized for phones with smaller screens.

- **Virtual Reality:** Customers can visualize the items they are interested in, such as furniture or clothing. They can see how they would thoroughly search in a particular outfit or how their home would show up with a specific paint tone prior to making a buy. This takes relative shopping to another level, especially for online clients who can't genuinely see the items.
- **Chatbots:** With the help of chatbots, businesses can interact with thousands of customers, giving them individualized attention and useful recommendations based on their responses. Customers have a better shopping experience because of this. It is anticipated that chatbots will transform online shopping and emerge as a significant marketing tool. In the retail industry, self-checkout kiosks and in-store advertising are probable to turn out to be greater common.
- **Various Payment Methods:** Customers are increasingly looking for payment options that are safe and easy to use. For example, clients hope to utilize their favoured neighbourhood instalment strategy while buying from a worldwide organization. Major internet-based retailers like Amazon and Walmart improve on the checkout interaction by putting away clients' charging and delivering data. PayPal, Google Pay, Paytm, and other frictionless payment options are rapidly being adopted by e-commerce businesses.
- **Customization:** Corporate store are progressively fitting their item varieties to nearby business sectors. Customization goes past that, with highlights like virtual gift vouchers that permit clients to plan their own e-gifts utilizing favoured varieties, text styles, and messages. After choosing the amount of the gift card, customers can choose to receive an email. The card can then be printed and used at the store by the recipient.

- **Advancing Technology at the Point of Sale:** Cell phones have facilitated the instalment interaction, making shopping more productive and charming. Portable terminals that let customers scan items before going to the checkout are already in use in a lot of stores. A retailer's reputation is enhanced, and they gain a competitive advantage in the market by using cutting-edge technology like mobile terminals.
- **Social Media:** Retailers use social media platforms like Twitter and Facebook for both market research and marketing. With the help of these platforms, retailers can create and interact with communities of customers, directing them to either online or offline spaces, such as stores or websites. (Iqbal and Singh, 2021).

2.1.4.1. Step Towards M-Commerce

According to Hubert et al. (2017), the large use of smartphones is the most important catalyst for the boom of digital commerce, as shoppers in most international locations now behaviour their retail purchases thru cellular devices. To facilitate on-line shopping, cellular purposes (apps) have won great recognition in the e-commerce area due to their multifunctional skills on cell devices. As a result of this pervasive use of cellular devices, organizations have developed separate channels, along with laptop and mobile-optimized websites, as properly as several apps for one-of-a-kind cellular working structures (Fenu and Pau, 2015). The evolution of smartphones into personal assistants, entertainment devices, and information hubs has further intensified the interest in mobile commerce (Abdillah, 2020).

A current file shows a constant upward thrust in the share of mobile commerce inside the e-commerce landscape, accomplishing 70.4% in 2020, and is projected to

attain 72.9% globally in 2021. The absolute cost of cell commerce has greater than doubled from \$1.36 trillion in 2017 to \$2.91 trillion in 2020 (Meghisan-Toma et al., 2021). An essential feature of mobile commerce is its capacity to facilitate prospective customers in effortlessly searching for products, comparing prices, and making payments conveniently from any location and at any time. Considering that 87% of customers conduct online product searches prior to making a purchase, it is expected that mobile commerce will emerge as the predominant channel for online shopping (Statista, 2021).

2.1.5 Major Strengths and Limitations of Online Shopping

2.1.5.1 Major Strengths

Recent studies suggest that the intention to embrace online shopping is strongly influenced by perceptions of utility and ease of use. Utilitarian values, encompassing factors like time savings, convenience, and economic considerations, significantly shape consumers' online shopping behaviour. Additional factors, including instant connectivity, hedonic motivation, habit, risk perception, and contextual value, also contribute to the prediction of adoption (Dima & Vasilache, 2016; Hubert et al., 2017).

A crucial aspect that enhances the perceived ease of use and usefulness of websites is mobile payment through e-wallets, which consolidate multiple wallet functions into a single, convenient smart card, eliminating the need for numerous cards. Furthermore, websites that offer comprehensive product information, such as availability, specifications, price lists, comparisons, reviews, testimonials, promotional items, and return/exchange policies, contribute to a positive user experience (Basbeth & Sumapraja, 2021).

Research indicates a positive correlation between hedonic motivation and intentions for online purchases and repurchases, particularly among young adults who associate fashion shopping with leisure activities. This highlights the significance of entertainment and enjoyment as influential factors in purchase intentions, especially during the COVID-19 pandemic when opportunities for leisure activities were limited due to the closure of venues like restaurants, bars, and cinemas (Koch et al., 2020).

Studies on consumer behaviour in e-commerce have identified uncertainty factors perceived by customers and their relationship with purchase intentions among Millennials (Horvath et al., 2021). The primary advantage that distinguishes m-commerce from e-commerce is the speed of mobile apps (instant connectivity) and the notably easier online checkout process. Mobile apps are often downloadable, free of charge, and prominently display the company's name and logo, facilitating brand recognition and shaping customers' brand experiences in e-commerce (Li et al., 2020).

Recent regression analysis results demonstrate that engaging in online shopping is associated with improved perceived well-being. A higher frequency of online shopping positively impacts satisfaction with life (16%), happiness (38%), and subjective vitality (24%). This positive association between e-shopping and well-being can be attributed to the expanded choices, focus on experiences, and time-saving nature of online shopping (Guillen-Royo, 2019).

However, online shopping also presents significant limitations. M-commerce entails various barriers and risks, including concerns about payment security, privacy risks, subpar telecom services, data leakage, server-side issues, and software application risks (Pamula, 2019). Existing literature highlights insufficient safeguards for online customer information collected and tracked for data-driven marketing

efforts. Security risks, such as the leakage of personal information, have been found to strongly impact online transactions negatively (Tran, 2021).

2.1.5.2 Major Limitations

E-commerce presents a multitude of obstacles and risks, including anxieties regarding payment security, privacy risks, inadequate telecom services, data leakage, server-related problems, software application risks, and others (Pamula, 2019). The literature reveals that although online customer information is collected and tracked for data-driven marketing purposes, it lacks sufficient protection, resulting in strongly negative repercussions on online transactions, such as security risks and the leakage of personal information (Tran, 2021).

In contrast to previous studies linking e-shopping to enjoyment, other research suggests that excessive online shopping can have adverse effects on well-being, leading to increased debt or an excessive focus on materialistic pursuits (Guillen-Royo, 2019). A significant drawback of online commerce is the inability of consumers to physically examine products, which can create uncertainty about the products and result in dissatisfied customers (Praschiv et al., 2018). Moreover, mobile devices may have limitations such as small screens and graphics issues, necessitating continuous enhancements in user experience and interfaces, which can lead to higher costs in research and implementation (Pantelimon et al., 2020).

Another notable limitation is the unequal level of digitalization among households in EU states (Praschiv et al., 2018). Regional disparities exist within countries, particularly in peripheral or rural areas with limited digital development. This is partly due to a lack of digital infrastructure and digital proficiency. While digitalization has been accelerated due to the impact of the pandemic on the socio-

economic landscape, it is essential to recognize that it cannot completely replace the reduction in mobility.

Furthermore, the rapid process of digitalization resulting from the health crisis appears to be a transformative force for the entire economy and social life. However, concerns about digital surveillance and monopolization play a significant role in fostering scepticism towards digital platforms among citizens (Praschiv et al., 2018).

2.1.6 Relationship of E-Commerce and Logistics

E-commerce is transforming the way logistics is approached, necessitating the adoption of new strategies and practices. As daily order volumes increase and customer expectations shift towards fast and transparent delivery, flexible time windows, and small parcel shipments, logistics become more complex for companies and logisticians. Within the realm of e-commerce, Klumpp and Jasper (2008) have identified critical success factors in retail e-logistics.

E-logistics, a specialized branch of retail logistics, encompasses the strategic planning and management of all logistics systems and processes required for electronic transaction processing, including administrative and operational aspects (Zeng and Bolz, 2017). The analysis of e-commerce logistics emphasizes the importance of developing e-logistics and e-commerce in sync within retail companies to establish a successful supply chain and business model. The success of logistics relies on factors such as the attractiveness and online presentation of products, as well as maintaining a low return ratio for products sold online.

In the e-commerce market environment, Cho, Ozment, and Sink (2008) investigated the impact of logistics capability and logistics outsourcing on firm performance. Their findings revealed a positive correlation between logistics

capability and firm performance in the e-commerce market. However, no significant associations were found between logistics outsourcing and firm performance. The study did not confirm a direct relationship between logistics capability and outsourcing. Additionally, the study did not support the notion of positive indirect effects of logistics outsourcing on the relationship between logistics capability and firm performance.

2.2 Logistics

2.2.1 Evaluation of Logistics

Logistics performs a pivotal function in warfare, especially in the twenty first century. According to Dye (1993), the effectiveness of navy operations depends closely on the environment friendly administration of logistical assist through commanders. In latest main conflicts involving the United States, victories have been intently tied to the mobilization and utilization of financial and industrial power, surpassing the importance of strategic or tactical planning. The Gulf War and operations in Iraq serve as examples of this phenomenon. However, the usual tendency of political and army leaders to forget about logistics for the duration of peacetime and tackle it unexpectedly during conflicts may additionally now not be possible in the future. Factors such as a declining industrial base, stagnant or shrinking protection budgets, pressure reductions, and base closures have hindered the infrastructure required for speedy expansion. Nonetheless, current struggle needs extensive portions of fuel, ammunition, food, clothing, and equipment. These items must be produced, procured, transported, and dispensed to navy forces, necessitating sustained logistical capabilities.

Martin (2011) defines logistics as the strategic administration of procurement, movement, and storage of materials, parts, and completed inventory, alongside with the related statistics flows, inside a business enterprise and its advertising and marketing channels. The fundamental goal of logistics, from a holistic perspective, is to fulfil purchaser desires by means of coordinating the float of substances and facts from the market via the association and its operations, extending to suppliers. Achieving such integration inside an agency requires an exclusive mind-set in contrast to traditional groups and necessitates collaborative efforts throughout all departments.

Waters (2009) describes logistics as the characteristic accountable for the waft of substances from suppliers into an organization, via its inner operations, and onward to customers. By looking at the motion of items inside and backyard an organization, logistics pursuits to attain client pleasure as its principal objective.

The logistics and provide chain community is a complicated commercial enterprise exercise that requires coordination, collaboration, and data trade to enhance profitability and productiveness (Choi & Krause, 2006) Technological developments have induced provide chain groups to beautify their structures for multiplied efficiency. Achieving end-to-end traceability in the grant chain is a difficult mission that depends on dependable statistics monitoring and tracing.

Tracking and tracing in logistics administration contain managing the connections between batches and logistic devices for the duration of the entire furnish chain community (Elmore, 2014). The adoption of science in grant chain companies has facilitated business-to-business relations, ensuing in expanded productivity. Supply chain networks manage a tremendous quantity of items and require fine

transport plans to reduce logistics and labour charges related with client claims (Harvey, 2014). Implementing an unbiased monitoring device for items transport helps limit fees associated to routing errors.

The demand for monitoring and tracing in the grant chain is growing due to stricter felony necessities and the want for standardized structures to tackle logistics desires (Kandel et al., 2011). Each step in the furnish chain, such as transportation, packing, and distribution, ought to have its related records linked to the tracing device (Ruiz-Garcia et al., 2010).

Internet advertising has had a big effect on logistics administration by using bettering the effectivity of turning in items and offerings. Online advertising has made commercial enterprise interactions extra handy and reliable, whilst additionally enhancing the transport of items and services. Lai and Cheng (2004) emphasize the significance of web advertising in logistics, highlighting the capacity to supply the proper products, in the proper quantities, to the proper place, at the proper time, and in the proper condition, supported by way of correct information.

Furthermore, web advertising is intently intertwined with shipping and logistics solutions, as stated with the aid of Shelvey (2014). Suppliers want to reply at once to client demands, improving their potential to grasp a variety of processes, inclusive of logistics.

2.2.1.1 Basic Principles of Logistics

The widespread definition of logistics and its related duties can be rephrased as follows: Logistics entails the planning, organization, control, and evaluation of the motion of substances and facts inside and between systems. Its goal is to make sure the availability of the essential assets for executing these activities. (Kanagavalli and

Azeez, 2019). The motive of logistics is to meet the applicable requirements, which include:

- **Right Product:** The favoured carrier or object must constantly be produced and made available.
- **Right Amount:** Insufficient portions may additionally result in manufacturing stoppages, whilst immoderate portions can also lead to stock build-up.
- **Right Quality:** The provider or product need to meet the first-rate requirements distinct via the customer.
- **Right Time:** The carrier or product must be delivered at the time required by way of the customer.
- **Right Place:** The carrier or product must be on hand at the distinct region in accordance with purchaser requirements.
- **Right Cost:** The charge of the provider or product need to align with the customer's acceptance and expectations for affordability.

All these elements must be viewed and organized for environment friendly delivery.

2.2.1.2 Functions of Logistics

- **Order Processing:** The preliminary step in logistics entails order processing, which is carried out through the commercial enterprise branch inside an organization. The commercial enterprise group ensures that charge and transport phrases are met earlier than processing the order internally. Essentially, the income group receives the customer's order and forwards it to the warehouse. If the purchaser completes the payment, the income group enters the order into the device and notifies the warehouse to provoke product delivery. This step is necessary in logistics activities, as any blunders (such as

wrong extent or transport address) can disrupt the complete logistics process. (Kanagavalli and Azeez, 2019).

- **Material Handling:** The motion of items inside the warehouse is referred to as fabric handling. It entails managing the substances in a way that permits the warehouse to system orders successfully and effectively. This is an indispensable and ongoing exercise in all warehouses. The warehouse supervisor ought to make certain suitable storage and dispatch of substances to the warehouse's delivery centre. Failure to do so can lead to complications, hampering productiveness and efficiency.
- **Warehousing:** Warehousing performs an enormous position and is a necessary logistics activity. The key issue of warehousing is to have warehouses positioned shut to providers or wholesalers, facilitating effortless and handy transport of goods. (Kanagavalli and Azeez, 2019).
- **Inventory Control:** Inventory administration is one of the most vital features in logistics, especially with the adoption of a variety of manufacturing techniques like Just-in-Time manufacturing, lean manufacturing, and different strategies aimed at lowering stock administration costs.
- **Transportation:** Transportation entails the bodily motion of items from the agency to the distributor, retailer, or supplier, and from the dealer or middleman to the stop customers. Typically, groups supply items to the distributors, and then it will become the supplier's duty to supply the items to the give up customers. However, transportation expenses are borne through the dealer or supplier, lowering their profit. To compensate for these costs, the enterprise ought to grant increased earnings to the vendor. (Kanagavalli and Azeez, 2019).

- **Packaging:** Packaging of merchandise is a duty of the logistics crew due to the fact if it is now not finished properly, damaged merchandise can also attain the quit customer, ensuing in a terrible affect and complaints towards the company. This can lead to big prices for the company. (Kanagavalli and Azeez, 2019).

2.2.2 E-Logistics

E-Logistics provides get entry to complete data and seamless integration with our transportation and warehouse administration systems. It helps rapid and effortless get right of entry to data about all procedures alongside the grant chain. (Kanagavalli and Azeez, 2019). E-Logistics affords sturdy abilities for handling, control, and transparency. We can calculate freight charges, generate transport orders, music specified system sequences in the warehouse, discover unique products, and obtain entire assist for our logistics needs. We can additionally tune our shipments in real-time, making sure most transparency.

E-Logistics is described as "the automation of logistics techniques and the provision of built-in end-to-end success and furnish chain administration offerings to logistics stakeholders." It encompasses the whole logistics method associated to the on-line marketplace. (Kanagavalli and Azeez, 2019). This notion is surprisingly new and combines communication, computing, and collaboration applied sciences to radically change key logistics tactics into buyer-driven operations. It includes sharing data, information, and know-how with furnish chain partners, supporting to tackle rising logistics challenges. Crucial factors of e-logistics consist of multi-channel operations, cross-border functionality, warehouse format and inventory management, and wonderful planning and execution. The success of e-logistics is decided through a

focal point on choosing the proper on-line shop. Another key thing is organising desirable connections and preserving clear conversation with clients related to transport and returns, amongst different aspects. (Kanagavalli and Azeez, 2019).

2.2.2.1 Process Involved in E-Logistics

- **Payment Methods:** There are two realistic price techniques available. The first is e-payment, which happens at the order stage and consists of preferences such as savings card payments. The 2d is money on transport (COD), which includes price upon delivery. For digital payments, a verification machine is crucial to make certain fee earlier than shipment. (Kanagavalli and Azeez, 2019).
- **Product Availability Check:** Prior to setting an order, clients ought to be knowledgeable about the availability of the product. If the product is out of inventory or will take time to manufacture, customers must be directly notified about the lengthen and any disruptions in the supply.
- **Shipment Arrangement:** Arranging shipments is an essential undertaking in E-logistics, as it requires sources such as labour, energy, and monetary investment. (Kanagavalli and Azeez, 2019).
- **Insurance:** Customers must have the alternative to avail insurance plan insurance for their bought products, as there is a danger of loss or injury during the transportation process.
- **Replenishment:** It is necessary to oftentimes determine the bodily stock at a website and reorder as critical to keep ample stock levels. (Kanagavalli and Azeez, 2019).
- **Customer Communication:** Transparent and well-timed verbal exchange with clients is indispensable in E-logistics. Common sorts of conversation

encompass order confirmation, price success notification, delivery confirmation, monitoring information, and addressing any troubles that might also occur all through the process.

- **Returns:** The manner of managing product returns from clients to the retailers is recognized as reverse logistics. Customers may additionally have a variety of motives for returning or changing a product, such as receiving a broken item, a non-functioning product, dissatisfaction with the product, or receiving the incorrect item/type/colour, amongst others. (Kanagavalli and Azeez, 2019).

2.2.2.2 Benefits of E-Logistics

- Complete transparency at some stage in the whole logistics method chain. (Kanagavalli and Azeez, 2019).
- Time, cost, and aid savings.
- Increased earnings margin.
- Improved efficiency.
- Quick assessment of exceptional options.
- Economic advantages.
- User-friendly interface with an excessive stage of detail.
- Individual adaptability of the system.
- Real-time choice support.
- Strong relationships between shippers, recipients, and achievement providers.
- Transportation optimization.
- Efficient administration of transportation documentation.
- Wireless updates.
- Tracking and tracing capabilities.

- Status indicators based totally on exceptions.
- Performance monitoring.
- A single logistics platform for managing all objects with ordinary requirements.
- Order processing and transport via one system.
- Expertise in more than one vendor and integration of third-party suppliers.
- Integration with your ERP system.
- Management of your intralogistics.
- Enhanced utilization of current infrastructure.
- Highly impenetrable transport of components to the required locations.
- Improved effectivity in warehouses and workstations. (Kanagavalli and Azeez, 2019).

2.2.2.3 Challenges of E-Logistics

- **Security:** Clients require assurance and self-assurance in the fee technique provider. It is essential to entirely investigate the integrity and recognition of online shops earlier than making a buying selection to keep away from being deceived. (Kanagavalli and Azeez, 2019).
- **Scalability of the system:** To accommodate a giant wide variety of simultaneous users, a organization desires a well-designed website. Insufficient net infrastructure can negatively influence the business.
- **Data and device integrity:** Clients regularly are searching for impenetrable get admission to and assurance of statistics protection. If an e-commerce transaction can't supply these guarantees, clients may also hesitate to have interaction in on-line shopping.

- **Product experience:** Many clients opt for to centre of attention on merchandise they can feel, try, or journey first-hand earlier than making a buy decision.
- **Customer provider and relationship:** Establishing a loyal relationship with clients is necessary for enterprise survival. The opposition in e-commerce logistics and furnish chain administration has additionally elevated significantly. (Kanagavalli and Azeez, 2019).

E-commerce logistics targets to make certain that clients obtain what they want at the proper time, in the proper place, and at a decrease cost. However, e-commerce logistics faces several challenges in growing countries, such as excessive taxes, complicated worldwide exchange regulations, geographical barriers, and international terrorism. Lack of cognizance about the whole value of online commerce has been a fundamental component in the failure of many e-commerce ventures in the past. (Kanagavalli and Azeez, 2019).

In creating countries, challenges in e-commerce logistics consist of infrastructure deficiencies, financial and academic barriers, channel conflicts, transport logistics, protection concerns, believe and privacy issues, and international terrorism and geographical barriers. Limited monetary resources, low web penetration, and low ranges of training restrict the increase of e-commerce logistics. Inadequate infrastructure, such as terrible telecommunications infrastructure and restricted get right of entry to computers, additionally pose limitations to e-commerce logistics. The value of net gets right of entry to in addition hampers e-commerce logistics.

Different international locations have various ranges of security, privacy, and trust, and there is regularly a lack of steady authority's policies to make e-commerce

logistics legally binding and trustworthy. These elements create obstacles to the profitable implementation of e-commerce logistics. (Kanagavalli and Azeez, 2019).

2.2.2.4 The Difference Among Logistics and E-Logistics

- Logistics entails the planning, execution, and managing of items transportation. E-commerce logistics, on the different hand, automates the complete logistics process. (Kanagavalli and Azeez, 2019).
- Logistics pursuits to meet the wishes of clients by using planning, executing, and controlling the environment friendly float and storage of goods, services, and associated data from factor of beginning to factor of consumption. E-commerce logistics refers to the use of internet-based science in normal logistics processes.
- In standard logistics, commercial enterprise extent is decrease as items are despatched to fewer locations, comparable to retail stores. In contrast, e-commerce logistics shortly sends smaller portions of substances to several customers.
- Traditional logistics collects data via fax, paperwork, and Management Information Systems (MIS), whilst e-commerce logistics gathers data via Integrated Information Systems (IS), the internet, Radio Frequency Identification (RFID), and Electronic Data Interchange (EDI). E-commerce logistics is greater dependable and quicker in contrast to regular logistics.
- In e-commerce logistics, clients have greater expectations concerning carrier first-rate and cargo delivery. In standard logistics, rapid shipping of merchandise is frequently now not possible, and patron expectations might also no longer be utterly met. Nowadays, clients demand quicker shipping of goods. (Kanagavalli and Azeez, 2019).

- Fulfilling worldwide change necessities is much less complicated in normal logistics, whereas e-commerce logistics poses larger complexity in assembly worldwide exchange demands. E-commerce logistics lets in direct ordering from publishers and manufacturers and allows get right of entry to extra world sellers. In contrast, typical logistics depends ordinarily on fax and paper-based processes, which are luxurious and time-consuming in receiving responses from producers and publishers. (Kanagavalli and Azeez, 2019).

2.2.3 Last Mile Delivery

Last mile delivery, acknowledged as last-mile delivery, which encompasses all logistical operations concerned in turning in shipments to residential clients in city areas, is a broadly mentioned situation in cities worldwide.

Last mile transport in the e-commerce market is an issue of urban freight transport (UFT) and can be described as the set of things to do and techniques concerned in turning in items from the closing transit factor to the remaining drop-off region in the shipping chain (Kiba-Janiak et.al., 2021). This thinking can be examined from three perspectives, every represented by using one-of-a-kind stakeholders: the demand facet (individual customers, companies, establishments searching for items bought online), the grant facet (courier, express, and parcel groups - CEP, e-commerce services, producers, and on-line stores accountable for handing over items bought online), and the bodily surroundings regulated by way of nearby authorities. Each stakeholder in town logistics, concerned in last-mile delivery, has their very own preferences and expectations.

E-customers (receivers) choose for organizations (retailers) that provide quicker and extra within your means delivery, neighbourhood authorities prioritize the well-

being of all residents over character employer needs, transport organizations focal point on minimizing shipping prices regularly at the rate of environmental air pollution or congestion issues, and e-commerce offerings (shippers) compete to meet customized client demands. (Kiba-Janiak et.al., 2021).

In the past, domestic transport (HD), which concerned handing over parcels immediately to customers' properties or workplaces, performed a tremendous position in ultimate mile delivery. (Jing et al., 2019). However, as parcel volumes have unexpectedly increased, the inefficiency and excessive value of HD have intensified the challenges confronted by means of ultimate mile transport actors. In current times, purchaser pickup (CP) has won enormous reputation amongst each client and couriers as a choice approach. CP permits clients to gather their parcels from shared shipping amenities (SDFs) placed easily close to them. This choice presents various advantages, which include decreased transport charges and decrease carbon emissions.

2.2.4 Relationship of Logistics and Customer Satisfaction

Zeng and Bolz (2017) carried out a learn about the usage of records from online consumer rankings to discover how the relationship between logistics overall performance and consumer loyalty is influenced by means of the hazard traits of merchandise and the efficiencies of websites. The findings established that the efficiencies of websites, instead than the danger traits of products, extensively reasonable the effect of logistics overall performance on consumer loyalty. Efficient e-commerce web sites can efficiently translate their logistics overall performance into patron loyalty. In a subsequent study, Zeng and Bolz (2017) added a chance point of view to analyse how the overall performance of organizations in managing product

returns and consumer loyalty are affected with the aid of the hazard traits of products. The outcomes indicated that managing product returns performs a vital function in shaping patron loyalty for low-risk and high-risk products, however now not for merchandise with medium ranges of risk.

Additionally, Żurek (2015) introduced an evaluation of the talent degree of adjustments in logistics techniques in each neighbourhood and global markets, alongside with traits related with these changes. The improvement of e-commerce has brought about a new logistics chain administration approach that encompasses each online and offline income channels. Key duties of logistics now consist of optimizing waft processes, improving the effectivity of logistics operations, and aligning them with market requirements.

2.3 Customer Satisfaction

According to Schmitt (1999), purchaser ride is described as the multidimensional response of customers, encompassing cognitive, emotional, sensorial, behavioural, and relational aspects, to a firm's service. Building on this notion, a range of techniques can be employed at some point of the consumer experience to beautify patron experience, such as interactive internet site equipment all through the consideration phase, in-store advertising, and marketing and different affords at the factor of purchase, and informative packaging and carrier updates to decorate the consumption experience.

The loyalty loop, as described by way of Court et al. (2009), emphasizes that purchaser loyalty grows every time the provider meets purchaser expectations. In the best scenario, the company will become a relied-on provider, and the consumer turns into a manufacturer recommend. Customer loyalty is characterised by way of a deep

dedication toward a brand, ensuing in repeated patronage regardless of choice preferences (Oliver, 1999)

Customer satisfaction, in general, refers to a customer's appreciation of pleasant success in a provider (Moon, 2015). It is influenced through elements such as perceived quality, affirmation judgment, provider quality, and purchaser attitudes (Kärnä, 2014). Measurement techniques like the Net Promoter Score (NPS) have been delivered to examine consumer satisfaction, supplementing ordinary tactics (Kristensen & Eskildsen, 2011).

Customer satisfaction is a broadly mentioned idea in the commercial enterprise world. It refers to the extent to which an individual's emotions and perceived consequences align with their expectations following an overall performance or the outcomes got (Kotler and Keller, 2011). Chiguvi et al., (2017) outline patron pride as the degree to which an employer meets the needs, desires, and expectations of its customers.

Customer experience management research is an increasing number of focusing on the long-term evolution of patron journeys throughout a couple of carrier cycles (Schmitt, 1999). Two fashions that have won prominence in this area are the dominant clean trip mannequin and the alternate sticky ride model. The clean experience mannequin goals to make customers' lives simpler by using supplying predictable experiences that construct purchaser loyalty over time, whilst the sticky trip mannequin seeks to make customers' lives greater interesting by using providing unpredictable experiences that make bigger purchaser involvement over time, referred to as an involvement spiral.

2.3.1 Traditional Customer Concept

The concept of the customer is one of present-day big concepts. Prior to the nineteenth century, buyers had been recognized as purchasers, and the thought of the customer emerged in the nineteenth century.

In the early many years of the twentieth century, sure criminal guidelines got here into focal point regarding patron safeguarding, and these rules have step by step amplified. From a choice standpoint, the customer and the necessity for purchaser safety have exhibited a parallel correlation with manufacturing systems.

Before the capitalist economy, we engaged in man or woman manufacturing and consumption, which had been fundamental for survival. However, with the development initiated by means of the Industrial Revolution, the escalating manufacturing eradicated consumption totally as a skill to fulfil primary desires besides any limitations, subsequently terminating the connection between consumption and necessary quintessential requirements. In the post-industrial era, mass manufacturing improved manifold, and the affiliation between consumption and the thinking of wants ceased to exist, with consumption now assuming an self-sustaining goal (Aslan, 2016, p. 17).

Çınar and Çubukçu (2009, p. 281) discover consumption groups. According to research novel organizations emerged after 1950, in the Nineteen Seventies and 1980s, whereby consumption occupied a giant function in life. The novelty lay in the liveliness inside groups, unrestricted to their social and monetary class, age, or gender. This liveliness has contributed to the improvement of an identification inside individuals. Additionally, we can assert that methods like advocating vocalists, tune bands, or soccer players, or taking part in track or sports activities events, are

influential in shaping an identity. It additionally encompasses the utilization of unique patron items such as garments, footwear, and accessories. These consumptions can serve as integral factors to delineate inclusion or exclusion inside a group. Such situations are frequently encountered amongst age corporations ranging from 14 to 30. Similar instances may additionally follow to older age groups, encompassing married men and women with children.

Every man or woman is pushed through awesome occasions to make a purchase. While initially, solely exterior elements have been scrutinized, interior rationales in the back of buying activities have received significance. The most elaborate aspect of the advertising and marketing gadget is the consumer. Two motives account for this: firstly, the subject of gauging and assessing human behaviour, and secondly, the reality that human selections are formed by way of each inner and exterior elements whilst enticing in consumption (Gerlevik, 2012). In the novel enterprise method that seeks to decide the wishes and desires of customers based totally on their psychological country and unconscious stimuli, the cycle of manufacturing commences inside the consumer's mind.

Due to the inexhaustible vary of merchandise and offerings facilitated by means of technological advancements, customers locate themselves bombarded with several messages every day, thereby evolving into the focal factor of world manufacturing and advertising and marketing communication. In regular advertising and marketing approaches, buyers entered the photograph after the manufacturing stage, however now they are considered even at some point of the manufacturing planning section This era, characterised by means of the non-stop reassessment and renovation of client family members and conversation channels, is additionally referred to as the "Consumer Century".

Brand experts, manufacturers, and entrepreneurs devise techniques to domesticate a wonderful understanding amongst shoppers and precisely role themselves inside the consumer's psyche (Sayimer, 2012, p. 170). At this stage, even though the transition from traditional shoppers to digital buyers at first advanced slowly, this momentum has accelerated with the pandemic, main to multiplied utilization amongst all shoppers who had been now not in the past digital consumers.

2.3.2 Digital Customer Concept

With the development of technology, the internet, which has turn out to be a crucial phase of our lives, has modified us into digital consumers. Irrespective of the platform, it is a plain fact that we, as societies, devour content material in the digital realm, even if we do now not accumulate items or services. In this digital landscape, as shoppers steer their conduct toward the digital sphere, the nature of commerce has gone through a transformation. Consequently, there has been a surge in e-commerce activity, and corporations have oriented themselves in this direction, main to the growth of the market. Recently, digital consumption had skilled a speedy acceleration, achieving its top for the duration of the epidemic. In this period, customers grew to become to e-commerce out of necessity and involuntarily grew to become digital consumers. (Özmen, 2013, p. 20-21).

Digital buyers are no longer passive recipients of each product and carrier presented to them. Thanks to the ease and velocity of getting access to information, they behaviour lookup on merchandise and services, evaluating them primarily based on factors such as price, quality, and brand. Their choice leans toward merchandise that provide affordability and excessive quality. Brand loyalty is additionally evolving, as manufacturers that right away meet patron needs and expectations are

greater probably to maintain clients with simply a single click. Consequently, it is solely a count of time earlier than shoppers change to competing brands. They share merchandise they like with buddies on social systems and categorical their dissatisfaction with merchandise they dislike. Additionally, they fee income promotions and anticipate obtaining free merchandise when making a buy (Özmen, 2013, p. 20-21).

Şen (2019, p. 84) categorizes digital customers into six groups: The first crew consists of simple digital shoppers who locate on-line buying and lookup easy, no matter having restricted digital knowledge. The 2nd team includes retail researchers who decide upon on-line buying however desire retail web sites over manufacturer web sites when buying merchandise that are no longer extensively specific between ordinary and digital shopping. The 0.33 crew consists of humans who firstly embark on digital consumerism as retail researchers, conducting lookup with manufacturers in idea earlier than committing to a purchase. This team constitutes seventy-two percentage of the total. The fourth team consists of men and women who are adept at the usage of digital units and opt for cell shopping, actively fending off bodily shops due to their digital inclination. The fifth team prioritizes charge as a great deal as manufacturers whilst making buying decisions. They are meticulous and deliberate, aiming to purchase at the cheapest time and price. Although they share similarities with digitally inspired consumers, they method their purchases extra economically. Finally, the sixth crew conducts lookup on computing device and laptop computer systems and are non-mobile consumers. They consider questions like "Should I buy?", "What should I buy?", and "Which brand should I buy?" They are referred to as exterior digital consumers.

2.3.3 Comparison Between Online and Offline Customer Experience

One great distinction between online and offline consumer experiences is the stage of private contact. In offline, face-to-face interactions enable for intensive non-public contact, whereas online interactions may additionally lack non-public contact altogether. This private interplay in offline settings presents a prosperous supply of subjective responses from customers. (Clark and Rose, 2011).

Another difference between the two contexts lies in the provision of information. Online systems provide the gain of imparting enormous and specific information, whilst in face-to-face interactions, statistics may additionally be greater restrained and conveyed thru quite several codecs like brochures, posters, or client income representatives.

The time duration additionally units on-line and offline experiences apart. Online purchasing permits clients to make purchases at their convenience, every time and anywhere, particularly with the availability of internet get entry to via cellular devices. On the different hand, face-to-face interactions are limited through the opening hours of the organization, though these hours are more and more being prolonged in cutting-edge world.

Furthermore, variations can be discovered in how the company is presented. Online systems predominantly count number on audio-visual factors to existing the brand, whereas offline experiences embody a broader vary of tangible elements. These encompass the presence and look of staff, structures and facilities, vehicles, livery, and different bodily factors that make contributions to the common company experience. (Clark and Rose, 2011).

2.3.3 The Impact of Logistics Activities on Customer Satisfaction from an E-Commerce Perspective

Customer satisfaction is built based totally on the overall performance of a company's services, and customer satisfaction in the digital area is indispensable for protecting clients (Shah et al., 2006). It is measured by using assessing elements such as personalization, customer support, responsiveness, accessibility, assurance, security, and return capacity (Tabaei et al., 2014). Enhancing customer satisfaction in the digital surroundings has emerge as a center of attention for organizations aiming to preserve clients (Zeithaml et al., 2002).

Service quality is viewed an aggressive benefit for companies, and a well-marketed new product or provider can supply them apart over rivals (Ekinci et al., 1998). As online shopping for increases, web sites serve as the face of the organization, and website format influences purchaser delight and buy intentions (Rahi et al., 2017)

Studies have explored the have an impact on of customer satisfaction and have faith in cellular commerce and e-commerce environments (Devaraj et al, 2002). Technological factors, consisting of internet site quality, security, convenience, and information, impact consumer attitudes and buying choices (Park & Kim, 2003). Attitude performs a great function in lowering obstacles to e-commerce functions (Haque et al, 2011).

Customer loyalty in online purchasing is characterised by way of a favourable mind-set and dedication to a particular on-line operator, main to repeat buy conduct and resistance to switching to different web sites (Flavián et al., 2006). Satisfied clients are extra possibly to repurchase and advocate merchandise or offerings to

others (Anderson & Fornell, 2000) The purchaser mindset toward a product is influenced via expectations and delight (Lee et al, 2007).

In e-commerce, customer satisfaction is influenced via more than a few elements associated to logistics and carrier quality. These factors consist of the availability of goods, transport time, region of delivery, packaging of goods, and facts switch (Skurpel, 2020). The effect of these factors on customer satisfaction can be each effective and negative, making them imperative issues for e-commerce businesses.

Previous lookup has recognized several parameters for measuring customer satisfaction in logistics services, which includes transport condition, assembly deadlines, commitment, security, promptness, and provider complexity (Gajewska, 2014) Additionally, standards such as accuracy, timeliness, completeness of deliveries, price-quality ratio, records flow, flexibility, experience, and innovativeness are regarded necessary in evaluating logistics offerings (Logistics Operator of the Year, Special Reports 2009-2011).

In conclusion, customer experience management lookup emphasizes the long-term evolution of customer journeys, thinking about fashions like the easy trip and sticky journey. Customer satisfaction is influenced by means of several factors, together with logistics in e-commerce, provider quality, and client attitudes. Enhancing customer satisfaction and loyalty requires techniques that tackle customer expectations and supply an advantageous ride during the purchaser journey. Karim (2020) emphasize the significance of customer satisfaction in identifying the competitiveness of organizations. Satisfied clients are extra likely to make repeat purchases, are seeking for high quality experiences, and unfold high-quality word-of-

mouth to entice new customers. Conversely, disenchanted clients might also share poor experiences and change to choose merchandise or services. Customer satisfaction can be described as an individual's feeling of pleasure or disappointment ensuing from the assessment between their expectations and the perceived overall performance of a product (Kotler and Keller, 2011). This definition is additionally supported by means of Walter et al. (2007), who assert that customer satisfaction includes assessing whether a product or carrier fulfils or exceeds expectations, considering stages of below or over fulfilment.

However, Felix (2017) presents a one-of-a-kind point of view and defines customer satisfaction as an indication of how positively clients have regularly occurring the service. Customer satisfaction is the customer's grasp when evaluating their expectations earlier than buy with their understanding after purchase.

Hennayake (2017) explains that customer satisfaction relies upon on the perceived overall performance of the product relative to the buyer's expectations. If the product's overall performance falls brief of expectations, the purchaser is dissatisfied, whilst exceeding expectations leads to excessive satisfaction. Rahhal (2015) characterizes customer satisfaction as the degree of pleasure client's trip with the products, services, and average pleasant provided by means of an organization. Felix (2017) suggests that customer satisfaction serves as an anchor for preserving customers, and businesses can gain it via focusing on provider quality.

3) METHODOLOGY

3.1 Aim of the Research

Especially after the pandemic, e-commerce has become widespread worldwide. Thanks to digitalization, customers have gained the power to provide feedback, make recommendations, and influence other potential customers regarding the products or services they purchase. In addition, the increased importance of service and after-sales support has led to the growing significance of logistics activities.

Smooth and quickly transport methods, as properly as the post-sales assist supplied by way of logistics companions with whom e-commerce businesses have agreements, no longer solely enhance customer satisfaction however additionally inspire repeat purchases. The reason of this learn about is to show the have an effect on of logistics things to do from an e-commerce viewpoint on customer experience and satisfaction and to discover the relationship between them.

3.2 Population and Sampling of the Research

In this research, the target population consists of individuals older than 18 who engage in online shopping. This preference is based on their extensive experiences, which can provide clearer insights. By focusing on this group, the research aims to conduct a more comprehensive analysis. As a sampling, Hepsiburada were used.

A total of 110 individuals who lives in Istanbul were included in the study and deemed appropriate to achieve the study's objectives. Thus, data from 110 questionnaires were utilized for the analysis. Essentially, the researcher establishes a specific field of study and generalizes the results based on a defined group of units within the larger population.

The population represents a collection of units sharing common characteristics within the research scope, serving as the basis for generalizing research outcomes.

3.3 Data Collection Techniques

3.3.1 Expert Appeals Interview

According to Bogner et al. (2009), expert interviews have been widely utilized in social research for a considerable period of time. The specific role of expert interviews within individual research designs, as well as the form and methods employed for analyzing the results, may differ depending on the case at hand. Nevertheless, there are several common and practical reasons that contribute to their widespread popularity in research.

For the research, expert interview is conducted with Atilla Alver, General Manager & Board Member of HepsJet.

3.3.2 In-depth

According to Allmark et al. (2009), in-depth interviews are normally performed in a semi-structured or unstructured format, the place the interviewer explores precise matters and asks open-ended questions, as adverse to the usage of a set listing of closed questions. These interviews are often performed on a one-to-one basis, though every now and then they might also contain a pair or a small crew of interviewees, such as a caregiver and the character they care for.

The distinguishing attribute of in-depth interviews is the interviewer's intention to find certain factors of the interviewee's ride that would now not be printed in a well-known questionnaire, for example. The goal is to delve deeper into the interviewee's views and insights.

A total of 6 in-depth interviews were conducted with end-users as a preliminary study aimed at expanding the questions during the online survey.

3.3.3 Online Customer Survey

The data collection tool utilized a questionnaire format to measure the research variables. Participants have been furnished with a questionnaire that was once organized the usage of Google Forms. With the comfort of web access, contributors had been in a position to effortlessly whole the questionnaire the use of their desired devices. Their responses were automatically recorded within the Google Forms platform and subsequently transferred to an Excel environment.

To mitigate the issue of unanswered questions, if any question remained unanswered on the virtual platform, the questionnaire would not be submitted, thereby prompting participants to provide responses in order to ensure complete data. As a result, no questionnaires were left incomplete.

The questionnaire was designed with careful consideration to create concise, straightforward, and comprehensible sentences. This method aimed to make it handy for members to recognize and reply to the questions besides feeling rushed. The first area of the questionnaire covered demographic traits of the participants.

Except for the demographic questions, all different inquiries had been formulated the usage of a 5-point Likert scale; (1 = Strongly Disagree, 2 = Disagree, 3 = What / What Disagree, 4 = Agree, 5 = Strongly Agree).

3.4 Factor Analysis

3.4.1 Reliability Analysis

Reliability analysis is employed to confirm whether all the elements in the questionnaire align with the equal goal and to determine the amalgamation of these elements inside a single framework. At this juncture, when the variety of plausible values for an expression exceeds two, the Cronbach's Alpha size approach is utilized, which is drastically employed in inside consistency calculations. Considering its everyday utilization in Likert-type scales (Akbulut, 2010), the modern learn about will additionally appoint Cronbach's Alpha method.

The alpha coefficient furnishes records about the degree to which the gadgets included in the scale showcase consistency amongst themselves and symbolize the latent variable in the history (Çakmur, 2012, p. 340). The Cronbach's Alpha protection coefficient stages from 0 to 1. A coefficient nearer to one implies that every item in the scale measures the identical attitude. This coefficient serves as an indicator of inside consistency and homogeneity. Based on the α coefficient, the reliability of the scale can be interpreted as follows:

- If $0.00 \leq \alpha < 0.40$, the scale is unreliable,
- If $0.40 \leq \alpha < 0.60$, the reliability of the scale is low,
- If $0.60 \leq \alpha < 0.80$, the scale is quite reliable,
- If $0.80 \leq \alpha < 1.00$, the scale is highly reliable.

Table 1

Reliability Test

CUSTOMER SATISFACTION (CS)

Cronbach's Alpha	N of Items
,901	8

LOGISTIC SATISFACTION (LS)

Cronbach's Alpha	N of Items
,910	9

Based on the Reliability Statistics assessment, which measures the consistency of the questionnaire, a reliability rating of $\alpha = 0.910$ used to be obtained. As the alpha value methods 1, it can be inferred that the find out about reveals a significantly excessive degree of reliability.

3.4.2 Normality Analysis

Table 2

Normality Test

	Skewness	Kurtosis
Customer Satisfaction	-1,310	3,453
Logistic Satisfaction	-,698	1,696

Skewness refers to the extent of asymmetry in a normal distribution. If the distribution has a lengthy tail on the right side, it is regarded proper (positive) skewed, whereas if it has a lengthy tail on the left side, it is viewed left (negative) skewed. Kurtosis, on the different hand, measures the degree of sharpness or flatness of the normal distribution curve (Akbulut et al., 1998). According to Huck (2008), a skewness value within the vary of +1 to -1 is viewed normal, whilst a kurtosis cost inside the vary of two to -2 shows a regular distribution.

3.4.3 Descriptive Analysis on Demographics

Table 3.

Frequencies on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	53	48,2	48,2	48,2
	Male	57	51,8	51,8	100,0
	Total	110	100,0	100,0	

According to the Table 3, 48,2 % (n=53) of the participants were female and 51,8 % (n=57) were male.

Table 4

Frequencies on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Age Groups	18 -29 years old	65	59,1	59,1	59,1
	30-39 years old	26	23,6	23,6	82,7
	40 years and older	19	17,3	17,3	100,0
	Total	110	100,0	100,0	

According to the Table 4, 59.1 % of participants were between the ages 18 - 29, 23.6% participants were between the ages of 30-39, 17,3% of participants were the ages of 40 and over.

Table 5

Frequencies on Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Education Level	High school graduate	9	8,2	8,2	8,2
	Associate degree	5	4,5	4,5	12,7
	Bachelor's degree	71	64,5	64,5	77,3
	Master-Doctorate	25	22,7	22,7	100,0
	Total	110	100,0	100,0	

As per the Table 5, 8.2 % (n=9) were graduated from high school, 4.5 % (n=5), were graduated from associate degree, 64,5 % (n=71) were graduated from bachelor's degree, 22.7 % (n=25) of the participants graduated from Master-Doctorate.

Table 6

Frequencies on Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Occupation	Student	6	5,5	5,5	5,5
	Employee	90	81,8	81,8	87,3
	Unemployed	5	4,5	4,5	91,8
	Retired	9	8,2	8,2	100,0
	Total	110	100,0	100,0	

Based on the Table 6, 5.5 % (n=6) were student, 81.8 % (n=90) were employee, 4.5 % (n=5) were unemployed, 8,2% (n=9) of the participants were retired.

Table 7

Frequencies on Marial Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Marital Status	Married	55	50,0	50,0	50,0
	Single	55	50,0	50,0	100,0
	Total	110	100,0	100,0	

In accordance with the Table 7, 50 % (n=55) of the participant was married, 50% (n=55) of the participant was single.

Table 8

Frequencies on Number of Children Had

		Frequency	Percent	Valid Percent	Cumulative Percent
Children	,00	88	80,0	80,0	80,0
	1,00	15	13,6	13,6	93,6
	2,00	7	6,4	6,4	100,0
	Total	110	100,0	100,0	

According to the Table 8, 80% (n=88) of the participants had no children, 13.6% (n=15) of the participants had 1 child, 6.4% (n=7) of the participants had 2 or more children.

Table 9

Frequencies on Number of Owned Pets

		Frequency	Percent	Valid Percent	Cumulative Percent
Having Pet	,00	65	59,1	59,1	59,1
	1,00	35	31,8	31,8	90,9
	2,00	10	9,1	9,1	100,0
	Total	110	100,0	100,0	

According to the Table 9, 59.1% (n=65) of the participants had no pets, 31.8% (n=35) of the participants had 1 pet, 9.1% (n=10) of the participants had 2 or more pets.

Table 10

Frequencies of Using HepsiBurada

		Frequency	Percent	Valid Percent	Cumulative Percent
Using Hepsiburada	Yes	105	95,5	95,5	95,5
	No	5	4,5	4,5	100,0
	Total	110	100,0	100,0	

In accordance with the Table 10, 95.5% (n=105) of the participants had used Hepsiburada, 4.5% (n=5) of the participants never used Hepsiburada.

Table 11

Frequencies of Online Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Online shopping	Once every 2-3 months	29	26,4	26,4	26,4
	Once a month	31	28,2	28,2	54,5
	2 to 5 per month	34	30,9	30,9	85,5
	5 or more per month	16	14,5	14,5	100,0

Total	110	100,0	100,0
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As per the Table 11, 26.4% (n=29) of the participants doing online shopping 1 time in every 2-3 months, 28.2% (n=31) of the participants doing online shopping once a month, 30.9% (n=34) of the participants doing online shopping 2 or 5 times per month, 14.5% (n=16) of the participants doing online shopping 5 or more times per month.

Table 12

Frequencies of Awareness of Tracking Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Aware of live tracking services	Yes	64	58,2	58,2	58,2
	No	46	41,8	41,8	100,0
	Total	110	100,0	100,0	

According to the Table 12, 58.2% (n=64) of the participants were aware of live tracking services, 41.8% (n=46) of the participants were not aware of live tracking services.

Table 13

Frequencies of Using Live Tracking Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Using live tracking services	Yes	40	36,4	36,4	36,4
	No	70	63,6	63,6	100,0
	Total	110	100,0	100,0	

Based on the Table 13, 36.4% (n=40) of the participants had used live tracking services, 63.6% (n=70) of the participants had not used live tracking services.

3.4.4 Hypothesis Analysis

3.4.4.1 Correlation Analysis

Correlation analysis indicate the degree and direction of the lineer relationship between 2 variables. It can be observed R value. The scale can be interpreted as follows:

0.00 – 0.25: Very week

0.26 – 0.49: Weak

0.50 – 0.69: Normal

0.70 – 0.89: Strong

0.90 – 1.00: Very Strong

H1: There is a relationship between logistics activities and customer satisfaction.

Table 14

Correlations

		csTOTAL	lsTOTAL
CS	Pearson Correlation		,731**
	Sig. (2-tailed)		,000
	N	110	110
LS	Pearson Correlation	,731**	
	Sig. (2-tailed)	,000	
	N	110	110

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis suggests that at least two variables are associated to every other. It targets to define its route and strength. The most vital assumption of the evaluation is that the relationship between the variables is linear. (Kurtuluş, 2010, p.181).

H₀: There is statistically significant positive relationship with logistics activities and customer satisfaction.

3.4.4.2 Model Summary Analysis

In this chapter, it is analysed if logistics activities affect customer satisfaction. The findings of the model summary analysis may be seen as follow.

H2: Logistics activities affect customer satisfaction.

Table 15

<i>Model Summary Customer Satisfaction</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,731 ^a	,534	,530	2,93458

a. Predictors: (Constant), Logistic Services

The summary table of the model provides information on the proportion of the variance in the logistic satisfaction variable that is explained by the variance in the customer satisfaction variable. Since the Adjusted R Square value is determined as .53, our percentage can be explained as 53%.

H₁₂: Logistic activities have an effect on the customer satisfaction.

3.4.5 Findings of the Research

According to the data given in the analysis, 48,2 % (n=53) of the participants were female and 51,8 % (n=57) were male. 59.1 % of the participants were between the ages 18 - 29, 23.6% of the participants were between the ages of 30-39, 17,3% of the participants were the ages of 40 and over. 8.2 % (n=9) were graduated from high school, 4.5 % (n=5), were graduated from associate degree, 64,5 % (n=71) were graduated from bachelor's degree, 22.7 % (n=25) of them graduated from Master-Doctorate. 5.5 % (n=6) were student, 81.8 % (n=90) were employee, 4.5 % (n=5) were unemployed, 8,2% (n=9) of them were retired. 50 % (n=55) of the participant was married, 50% (n=55) of the participant was single. 80% (n=88) of the participants

had no children, 13.6% (n=15) of the participants had 1 child, 6.4% (n=7) of the participants had 2 or more children. 59.1% (n=65) of the participants had no pets, 31.8% (n=35) of the participants had 1 pet, 9.1% (n=10) of the participants had 2 or more pets. 95.5% (n=105) of the participants had used HepsiBurada, 4.5% (n=5) of the participants never used HepsiBurada. 26.4% (n=29) of the participants doing online shopping 1 time in every 2-3 months, 28.2% (n=31) of the participants doing online shopping once a month, 30.9% (n=34) of the participants doing online shopping 2 or 5 times per month, 14.5% (n=16) of the participants doing online shopping 5 or more times per month. 58.2% (n=64) of the participants were aware of live tracking services, 41.8% (n=46) of the participants were not aware of live tracking services. 36.4% (n=40) of the participants had used live tracking services, 63.6% (n=70) of the participants had not used live tracking services.

Bases on the research there is a significant relationship between logistics activities and customer satisfaction. And according to model summary analysis logistics activities have an impact on customer satisfaction.

4. CONCLUSION & DISCUSSION

In modern day digital era, the enormous utilization of the internet allows customers to without difficulty join from any location, at their convenience, to get admission to immediately data on any subject matter of interest. Additionally, this connectivity lets in them to interact with corporations worldwide, posing challenges for organizations competing in the market. Previously, digital commerce was once restricted to computers, however now it extends to cell telephones and tablets. Thanks to e-commerce, shoppers can gather product facts and examine costs throughout a range of offerings.

Consumer behaviour has usually captivated the interest of researchers and sellers. With the increase of the usage of internet, has emerged as a huge catalyst in the improvement and development of online purchaser behaviour, main toward e-commerce.

Numerous meticulous research has explored the modifications in buying behaviour. Demographic elements play a necessary position in shaping each normal and digital shopping for habits. As a result of the pandemic, consumers, who now spend extra time at home, have extended their online purchases of food, textiles, and interest products. Notably, these buying patterns have additionally been influenced by way of demographic characteristics.

In online commerce, consumer contentment is influenced with the aid of quite several elements linked to logistics and provider excellence. These variables consist of the accessibility of products, transport time, transport location, packaging of items, and information transmission (Skurpel, 2020).

Based on the literature evaluations conducted and the findings of my personal survey, the goal is to look at the impact of logistics activities on customer satisfaction from an e-commerce perspective, thinking about demographic attributes. Substantial correlations had been recognized between logistics activities and customer satisfaction.

From a commercial enterprise perspective, being existing in the online retail landscape is an increasing number of turning into a fundamental requirement alternatively than a choice. And online retailers should consider how logistics activities are impacting customer preference of e-commerce company.

Given the ongoing improvement and increase of e-commerce and logistics, it is anticipated that these sectors will proceed to develop further. Considering that digital commerce is a modern-day development in the annals of humanity and is placed for similarly expansion, I accept as true with that investigations pertaining to this challenge will increase and diversify each domestically and globally.

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APPENDIX A

Expert Appeals Interview with Atilla Alver, General Manager – Board Member of Hepsi Jet (23 June 2022)

- 1) E-ticaret lojistiği alanında en büyük firmalardan biri olarak müşteri memnuniyeti adına fark yarattığınızı düşündüğünüz ve en çok müşteri memnuniyetini yükselttiğinizi düşündüğünüz alanlar, hizmetler nelerdir?**

Bizim hep baktığımız ve kendimize yol haritası olarak belirlediğimiz uygulamaları nihai müşteriden, yani son kullanıcıdan aldığımız geri bildirimler oluşturuyor. Teslimat bacağına değinecek olursam müşteriler artık daha net tarihler görmek istiyor, tarihlere yüksek uyum bekliyorlar. Bu tarihleri yakaladıktan sonra müşteri daha çok belirli saat aralığında teslimat hizmeti görmek istiyor. Bunun dışında birtakım esneklikler görmek istiyor, örneğin müşterinin kendi belirlediği gün ve saat aralığında adreste bulunamaması gibi durumlarda, yani değişen koşullarda konuyu lojistik tarafına bildirip lojistik tarafının kendisine o anlamda uyum sağlamasını bekliyor. Özellikle büyük şehirlerde çalışan müşterilerin farklılaşan ihtiyaçlarına (haftasonu teslimat, akşam saatlerinde teslimat, aciliyeti nedeniyle gün içerisinde teslimat gibi) yönelik çeşitli operasyonları mevcutta gerçekleştiriyoruz. Dağıtım tarafında HepsiJET ile; depolama, fulfillment alanında HepsiLojistik dediğimiz yapı ile gerçekleştiriyoruz bu süreçleri. Dolayısıyla temel anlamda ayrılmaya çalıştığımız, fark yarattığımız alanlar bu diyebilirim. Verdiğimiz söze yüksek bir uyum ve daha esnek birtakım servisler.

- 2) Müşteri memnuniyetini nasıl ölçümlüyorsunuz? Uyguladığınız bir müşteri memnuniyeti modeli var mı?**

Çok fazla müşteri odaklı bir şirket olduğumuzu söyleyebilirim. Tüm ekiplerin neredeyse en çok zaman ayırdığı konu bu. Tarafımıza ulaşan şikayetlerin hepsi birçok nedenle gelebilir, operasyonel nedenlerle olabilir, ürünle ilgili olabilir, iadesiyle ilgili olabilir. Operasyonlarımızda müşteri en çok nerede sıkıntı yaşıyor, tarafımıza hangi konular hakkında şikayetler geliyor, bunların hepsinin alt kırılımları yapılıyor, hangi şikâyet hangi departmanla alakalıysa her bir departmanın kendisini ilgilendiren bu geri bildirimlerle alakalı ciddi hedefleri var. Bir önceki sene gerçekleştirilenler, onun üzerine yapılacak iyileştirmelerle birlikte şikâyeti azaltmaya yönelik hedefler mevcut. Haftalık periyotlarla ciddi şekilde raporlanıyor ve yolunda gitmeyen konular hakkında çok ciddi aksiyon planları alınıyor. Müşteri memnuniyetini ölçtüğümüz en büyük yöntemimiz bağımsız bir kuruluş olan FutureBright tarafından hesaplanan NPS (Net Promoter Score), müşterimizin bir alışverişi sonrası kendisine bir anket gönderip 0 ila 10 arası bir değerlendirme yapmasını istiyoruz ve düşük puan seçmesi durumunda verdiği düşük puanın nedenini soruyoruz. Hepsiburada olarak 2022 yılında da 74 puanla e-ticaret tarafında sektördeki en yüksek NPS puanına sahip olduğumuzu da eklemek isterim. Ertesi gün teslimat performansı açısından da 2022'de verilen siparişlerin %83'ünü ertesi gün teslim eden HepsijET de; yüksek kaliteli hizmet anlayışı ile 87,9 net tavsiye skoruna ulaştı. Dolayısıyla müşterilerimizin bizimle yaptıkları alışveriş neticesindeki memnuniyet seviyelerini yukarıda tutmayı sağlamaya çalışıyoruz.

- 3) HepsijET'in müşterilere sunduğu teslim şekilleri, teslimat çözümleri (e-lojistik hizmetleri) nelerdir? Şehirler, bölgeler bazında farklılaşan hizmetler var mıdır? Süreçlerinizde teknolojiden fayda sağladığınız kısımlar, yapılan geliştirmeler nelerdir?**

Standart Teslimat: *Bizim sistemimizde bir takım teslimat süreleri var ve bu teslimat süreleri çalışan bir algoritma ile her hafta arka planda güncellenir. HepsiBurada adına konuşmam gerekirse, Türkiye’de birçok ulusal kargo ve lojistik firması ile çalışıyoruz, bu firmaların taahhüt ettikleri süreler var fakat zaman zaman performansı düşen ve yükselen grafikleri de var. Biz bu firmaların taahhüt ettiği değil gerçekleşen performanslarına bakarak ilerliyoruz. Siparişi aldığımız esnada ürünü sevkedeceğimiz adrese bakarak o dağıtım bölgesinde gerçekleşen performansına göre hangi kargo ve lojistik firmasını kullanacağımıza karar vererek dinamik olarak bir teslimat süresi belirliyoruz. Bu nedenle her zaman aynı lokasyona aynı teslim süresini göremeyiz. Müşteriye taahhüt ettiğimiz tarihe uymaya çalışıyoruz temel prensipte.*

Bugün Teslimat: *Mevcutta sadece İstanbul’da sunduğumuz bir hizmet. Müşterilerimiz gün içerisinde saat 14:00’e kadar alışveriş gerçekleştirdiği zaman dilerlerse aynı gün içerisinde teslimat yapabiliyoruz. Hem hafta içi hem hafta sonu teslimat olarak düşünebilirsiniz.*

Yarın Teslimat (Randevulu): *Ürünü bugün alıyorsunuz fakat yarın size saat kaç ila kaç arası teslim edilmesini istediğinizi belirtiyorsunuz. 09:00 – 13:00 arası, 13:00 – 18:00 arası, 18:00 – 23:00 arası olarak 3 farklı slot’umuz var. Bu şekilde sipariş verdiğinizde dilediğiniz saat aralığında teslimatını gerçekleştiriyoruz. Hem hafta içi hem hafta sonu teslimat olarak düşünebilirsiniz.*

Yarın Kapıda: *Sitemizde aynı zamanda Yarın Kapıda olarak satılan birçok ürünümüz var, Standart Teslimat hizmetimizde bahsettiğim algoritma’dan besleniyor dolayısıyla ilgili ürünlerin hazırlanma hızına, siparişin verildiği yere (bizim depomuz veya farklı bir satıcı olabilir), hangi kargo firmasının o bölgeye*

hizmet verdiğine ve o kargo firmasının performansına (gerçekten sonraki gün teslimat sağlayabilir mi) bakılarak bu hizmeti sunuyoruz.

4) E-ticaret lojistiğinde müşteri adına katma değer sağladığınız alanları anlatır mısınız? Kullandığınız lojistik yazılım müşterilere ne gibi faydalar sağlıyor? (Müşteriler hangi ihtiyaçlarını uygulama üzerinden karşılayabiliyor?)

Bizim tüm kurgumuz müşterinin daha hızlı, daha az tıklayarak sonuca gitmesi üzerine. Çünkü e-ticarete ne kadar tıklarsanız o kadar alışverişten vazgeçersiniz.

O nedenle en önem verdiğimiz konular; sitedeki ürün ağacından tek tık ile aradığınız ürün grubuna ulaşabilmek, arama butonuna bir anahtar kelime yazdığınızda sizi bir an önce ulaşmak istediğiniz ürün veya ürün grubuna ulaştırıyor olması, ürün grubunu yakaladığınızda oradaki ürün açıklamaları, ürünün fotoğrafı ve varsa videosunun mevcut olması. Satın almadan önceki süreçlerde kullandığımız yazılımın faydalarını bu şekilde belirtebilirim.

Satın aldıktan sonraki süreçler için yani lojistik tarafına geçtiğimizde ürünün nerede olduğunun görülmesi, takip edilebilmesi, müşterilerimizin önem verdiği ve bizim kendimizi geliştirerek fayda sağladığımız alanlar. Eskiden takip sistemimizde ürünün nerede olduğu hakkında statüleri (hazırlanıyor, kargoya verildi, dağıtımda gibi) gösterilirken artık last mile dediğimiz dağıtıcının size doğru ürünü getirdiği noktada müşterilerimize takip alanında bir harita açıyoruz, o haritada teslimat adresi ve dağıtım yapan aracımızın nerde olduğu görülmüyor. Canlı takip hizmeti sunuyoruz. Aynı zamanda müşteriye adres değiştirme opsiyonu sunuyoruz. 2023'ün ilk çeyreğinde de teslimat tarihini öteleme opsiyonu sunacağız.

Kullandığımız tüm yazılımlar kendi teknoloji ekiplerimiz tarafından geliştiriliyor, o anlamda çok fazla dışarıya bağımlı olmayı da istemiyoruz.

5) En çok şikâyet aldığınız, müşteri şikayetinin en çok yoğunlaştığı konular nelerdir? Siz bu konularda nasıl aksiyonlar alıyorsunuz?

En çok şikâyet aldığımız konulardan biri iade süreçlerimizle alakalıydı, aldığımız aksiyonlarla bu konuyu çözdüğümüzü söyleyebilirim. Yaklaşık 8 aydır müşterilerimize randevulu iade hizmeti sunuyoruz. Müşterimiz satın aldığı bir ürünü iade etmek istediğinde ve bir iade talebi açtığında kendisine 3 tane opsiyon sunuyoruz; adresten alım, teslimat noktasına iade veya kargo firmasına teslim olarak. Adresten alım seçeneği çok fazla kullanılıyor, müşteri adresten alım seçtiğinde kendisine 5 günlük bir zaman aralığı sunuyoruz, iadenin hangi gün alınmasını istediğini müşteri kendisi seçiyor. Randevulu iade hizmetimizden önce müşterilerimizin kargo firmalarına kendileri gitmesi gerekiyordu veya toplama yapılması için direkt olarak kargo şubasından randevu alması gerekiyordu, operasyonel yoğunlukları nedeniyle bu şubelere ulaşmanın zorluğu ve toplamadan çok dağıtım önem vermeleri nedeniyle şikayetler alıyorduk. Bunun üzerine müşterilerimize ürünü satın alırken yaşattığımız konforu iade süreçlerinde de yaşatmak istedik ve gerekli aksiyonları aldık.

6) İade süreçleriniz kaç gündür, ürün bazında değişkenlik gösteriyor mu?

İade edilemeyen ürünler mevcut mudur?

Ortalama iade süresini 2-2.5 gün olarak düşünebiliriz. Süreçler ürün bazında değişiklik göstermiyor, ürüne göre farklı operasyon yapmıyoruz. İade edilemeyen ürünler hijyenik ürünler olabilir, mesela kıyafet-ayakkabı alıp kullanıp iade etmek isterseniz iadesi reddedilebilir eğer üründe farklı bir sorun yoksa.

7) Teslimat noktalarınız tüm Türkiye genelinde midir? Tüm illerde, tüm ürünlerin teslimatı veya iadesinde bu noktalar kullanılabiliyor mu?

Evet, teslimat noktalarımız tüm Türkiye genelinde var ama büyük şehirlerde daha yoğun olarak bulunuyor. Belli bir büyüklüğe kadar olan ürünlerin teslimi ve iadesi için kullanılabiliyor, biz bunu ürünlerin sistemdeki hacim bilgisine göre arka tarafta kısıtlıyoruz. Örneğin bir buzdolabının teslimat noktasına talep edilmesini engelliyoruz.

8) Hangi kargo firmaları ile çalışıyorsunuz?

Beklentimiz olan servis seviyesini yakalayan tüm ulusal kargo ve lojistik firmaları ile çalışıyoruz diyebiliriz.

9) Marketteki rakipleriniz kimler?

E-ticaret alanında; rakiplerimiz diğer e-ticaret platformları diyebilirim.

Lojistik alanında da HepsijET olarak, tüm ulusal kargo ve lojistik firmaları ile rekabet içindeyiz.

10) HepsijET'in güçlü ve zayıf yanları nelerdir?

Güçlü Yanlarımız: *Dinamik bir yapıyız, müşterimizi dinlemeyi ve hızlı bir şekilde aksiyon almayı çok seviyoruz. Ayrıca çok güçlü bir teknolojik altyapımız var, en ileri teknolojileri yapay zeka dahil hem platformda hem kargolamada hem de fulfilmentte kullanıyoruz. İşimizin her aşamasında en ileri teknolojilerden faydalıyoruz ve trendleri de takip ederek kendimizi sürekli olarak geliştiriyoruz, yeniliyoruz.*

Zayıf Yanlarımız: Hızlı hareket etmenin getirisi olarak bazen alınan kararlarda yanlışlar yaptığımız olabiliyor. Ama hatamızı kabul eden bir yapımız da var, bir yanlış yaptığımızda hızlıca geri dönebiliyoruz.

11) HepsijET'in yaşadığı tehditler ve fırsatlar nelerdir?

Fırsatlar: Dünya artık ticaret anlamında çok değişiyor, yeni ticaret şekilleri yaygınlaşıyor. İnsanların artık sadece mobil uygulamalar üzerinden neredeyse ticaretin çok büyük bir kısmını sağlayacağı bir dünyaya doğru gidiyoruz hem bireysel hem de kurumsal olarak. Mobil penetrasyon ve genç nüfus nedeniyle, büyüme potansiyeli olan bir sektör e-ticaret. Bu nedenle kargo işi de büyüme için fırsatlar taşıyor. Sadece pazaryeri değil e-ticaret yapan her şirkete hizmet sunarak büyüme potansiyeli var. Dolayısıyla bu sektörün içinde hem e-ticaret hem de lojistik açısından yer almamızla, burada bizi çok ciddi fırsatların beklediğini söyleyebilirim.

Tehditler: E-ticaretin büyümesiyle her geçen gün sektöre yeni oyuncular giriyor, kendilerine yer edinebilmek için farklı stratejiler uyguluyorlar. Bunu zaman zaman verilen hizmeti yukarı taşıyarak, zaman zaman uygun fiyat ile yapmaya çalışan birçok rakip sektöre giriyor, bu da bizim açımızdan risk oluşturuyor tabii. Ama biz rekabette fayda vardır diyoruz, hiçbir zaman sektörde tek olalım gibi bir yaklaşımımız olmadı. Rekabet hepimizi diri tutar, kendimizi daha iyi, müşteri tarafından tercih edilebilir olarak nasıl tutarız bunların yollarını arıyoruz.

12) Yakın gelecek için planladığınız yeni hizmetler var mı?

HepsijET XL: Yakın zamanda başladığımız hacimli ürünlerin teslimatına yönelik bir servisimiz. Beyaz eşya, mobilya gibi ürünlerde düşünebilirsiniz genel olarak 81 ilde teslimat yapıyoruz. Bu servisimizle ilgili 2023 hedefimiz ise bu ürünlerin

randevulu olarak müşteriye teslimatını sağlamak, müşterilerimize önce gün daha sonrasında saat seçtirerek. Nedeni ise; daha küçük ürünlerin teslimatında müşterinin evde olmadığı durumlarda müşteri tarafından iletilen çözümlerin (komşuma teslim edin, güvenliğe teslim edin) bu ürün segmentinin teslimatında mümkün olmaması. Müşterilerden gelen geri bildirimler ile bu şekilde gün ve saatli olarak bir servis sunma hedefimiz var.

13) HepsijET XL hizmetiniz alanında beklediğiniz büyümeyi

yakalayabildiniz mi? Bu servis kapsamında en çok tercih edilen ürün/ürünler hangileridir?

İlgili servisimizde istediğimiz büyümeyi yakaladık, 2023 yılında bu hizmetimizi Hepsiburada dışındaki müşterilere de sunacağız. Bu kapsam dâhilinde en çok beyaz eşya, hırdavat, mobilya-yatak gibi ürünler tercih ediliyor.

APPENDIX B

In-Depth

- 1) Cinsiyetiniz
- 2) Yaşınız
- 3) Eğitim Düzeyiniz
- 4) Mesleğiniz
- 5) Medeni Durumunuz
- 6) Çocuğunuz var mı?
- 7) Alacağınız ürünleri mağazadan mı yoksa online olarak mı almayı tercih ediyorsunuz?

8) Hepsiburada'dan hiç alışveriş yaptınız mı?

- Evet

- Hayır

8) Ne sıklıkta online alışveriş yaparsınız?

9) Online alışveriş tercih etme sebebiniz nedir?

10) Online alışverişte en çok hangi ürünleri satın alırsınız?

11) Son 2 yıl içerisinde online alışverişten alamadığınız hangi ürünleri almaya başladınız?

Hepsiburada'dan yaptığınız alışverişlerinizi düşünerek aşağıdaki soruları yanıtlayınız.

11) Online siparişleriniz tam ve eksiksiz ulaşıyor mu?

12) Online siparişleriniz söz verilen zamanda ulaşıyor mu?

13) Online siparişlerinizde seçtiğim türde (standart teslimat, bugün teslimat, randevulu teslimat, yarın kapıda) bir teslimat hizmeti alıyor musunuz?

14) Online siparişlerinizde siparişimin durumu ile ilgili gerekli tüm bilgilere uygulama üzerinden erişebiliyor musunuz?

15) Online siparişlerinizde teslimatla ilgili gerekli tüm bilgilere uygulama üzerinden erişebiliyor musunuz?

16) Online siparişlerimde iade süreciniz sorunsuz geçiyor mu?

17) Online siparişlerimde iade sürecimle alakalı güncellemelere uygulama üzerinden erişebiliyor musunuz?

18) Online siparişlerimde aldığım satış sonrası destek hizmetinden genel olarak memnun kalıyor musunuz?

19) Kargo firması ile olan deneyiminizden genel olarak memnun kalıyor musunuz?

20) Kargo firmasından tedarik süreçlerinde gerekli bilgilendirmeleri alıyor musunuz?

21) Kargo firmasından teslimat süreçlerinde gerekli bilgilendirmeleri alıyor musunuz?

22) Kargo firmasının operasyon faaliyetlerinden genel olarak memnun kalıyor musunuz?

23) Kargo firmasının teslimat faaliyetlerinden genel olarak memnun kalıyor musunuz?

24) Kargo firmasından aldığım hizmet sonucunda ürünleriniz genel olarak hasarsız olarak ulaşıyor mu?

25) Kargo firmasından aldığım değişim hizmetinden genel olarak memnun kalıyor musunuz?

26) Kargo firmasından aldığım iade hizmetinden genel olarak memnun kalıyor musunuz?

27) Hepsiburada'nın canlı takip hizmetinden haberdar mısınız?

28) Hepsiburada'nın canlı takip hizmetini daha önce kullandınız mı?

29) Hepsiburada'nın lojistik ve teslimat hizmetleri konusunda başlıca şikâyet ve önerileriniz var mı?

Öneriler:

Şikayetler:

APPENDIX C

Online Survey

Değerli Katılımcı,

Bu çalışma, Doç. Dr. Altan Kar danışmanlığında Yeditepe Üniversitesi, Sosyal Bilimler Enstitüsü, Yönetim Bilişim Sistemleri – E-Ticaret Yönetimi alt dalı'nda Yüksek lisans öğrencisi İrem Kumsal Sezgin tarafından yürütülen “ E-Ticaret'te Lojistik Aktivitelerin Müşteri Deneyimine Etkisi” başlıklı Yüksek lisans tezi araştırması kapsamında yapılacak olan bir anket çalışmasıdır. Araştırmaya katılım sadece gönüllülük esasına dayanmaktadır.

Araştırma sırasında sizden alınan bilgiler araştırmacı tarafından değerlendirileceğinden, sizden kimlik belirleyici bilgiler istenmeyecektir.

Cevaplarınız gizli tutulacak ve sadece araştırmacı tarafından bilimsel çalışmalarda kullanılacaktır. Soruları yanıtlarken E-ticaret sitelerinden yaptığınız alışveriş ve teslimat deneyiminizi göz önünde bulundurarak cevaplamanız istenmektedir.

Çalışmanın amacına ulaşması için bütün soruların eksiksiz ve içten bir şekilde yanıtlanması gereklidir. Anketi doldurmak yaklaşık 5 dakikanızı alacaktır.

Çalışma hakkında daha fazla bilgi almak için araştırmacı İrem Kumsal Sezgin'e (E-posta: iremkumsal.sezgin@std.yeditepe.edu.tr) ulaşabilirsiniz.

Katılımınız için şimdiden teşekkür ederiz.

1) Cinsiyetiniz ^{*}

☐ Kadın

☐ Erkek

2) Yaş Aralığınız

☐ 20 yaş ve altı

☐ 20-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60 +

3) Eğitim Düzeyiniz

☐ İlköğretim

☐ Lise

☐ Önlisans

☐ Lisans

☐ Yüksek lisans

☐ Doktora

4) Mesleğiniz

- ☐ Öğrenci
- ☐ Çalışan
- ☐ İşsiz
- ☐ Emekli

5) Medeni Durumunuz

- ☐ Evli
- ☐ Beraber Yaşıyor
- ☐ Bekar
- ☐ Boşanmış

6) Çocuğunuz var mı, var ise çocuk sayısını belirtiniz:

- ☐ Yok
- ☐ 1
- ☐ 2
- ☐ 3 ve üstü

7) Evcil hayvanınız var mı, var ise sayısını belirtiniz:

- ☐ Yok
- ☐ 1
- ☐ 2
- ☐ 3 ve üstü

8) Hepsiburada'dan hiç alışveriş yaptınız mı?

- ☐ Evet
- ☐ Hayır

9) Ne sıklıkta online alışveriş yaparsınız?

- ☐ 2 - 3 ayda 1
- ☐ Ayda 1
- ☐ Ayda 2 ila 5 arasında
- ☐ Ayda en az 5 ve daha fazla

10) Online alışverişini tercih etme sebebiniz/sebepleriniz nedir?

*** Birden fazla şıkkı işaretleyebilirsiniz ***

- ☐ Pratik/Hızlı olması
- ☐ Eve gönderim seçenekleri
- ☐ Tüm ürünlere ulaşım kolaylığı
- ☐ Esnek fiyatlar
- ☐ Mağazalarda bulunamayan ürünlerin bulunabilmesi
- ☐ Alışkanlık
- ☐ Satış sonrası desteklerden memnuniyet
- ☐ Süreçlerin takibinin konforu
- ☐ Daha rahat ve özgür hissetmek
- ☐ Önceki online alışveriş deneyimlerinden memnuniyet
- ☐ Other...

11) Online alışverişte en çok hangi ürünleri satın alırsınız?

*** Birden fazla şıkki işaretleyebilirsiniz ***

- ☐ Giyim
 - ☐ Aksesuar
 - ☐ Kozmetik
 - ☐ Elektronik
 - ☐ Ev & Yaşam
 - ☐ Spor & Outdoor
 - ☐ Kitap & Kırtasiye
 - ☐ Süpermarket & Temel Gıda
 - ☐ Anne & Bebek
 - ☐ Beyaz Eşya
 - ☐ Otomotiv Yedek Parça & Aksesuar
 - ☐ Yapı Market
 - ☐ Other...
-

12) Son 2 yıl içerisinde online alışverişten alamadığınız hangi ürünleri alabilmeye başladınız? *

*** Birden fazla şıkkı işaretleyebilirsiniz ***

- ☐ Buzdolabı
- ☐ Bulaşık Makinesi
- ☐ Çamaşır Makinesi
- ☐ Fırın
- ☐ Set Üstü
- ☐ Kurutma Makinesi
- ☐ Televizyon
- ☐ Mobilya
- ☐ Other...

Sonraki soruları Hepsiburada'dan yaptığınız alışverişlerinizi düşünerek 5 üzerinden değerlendirmenizi rica ederim.

1-Kesinlikle Katılmıyorum

2-Katılmıyorum

3-Kararsızım

4-Katılıyorum

5-Kesinlikle Katılıyorum

13) Online siparişlerim tam ve eksiksiz olarak ulaşıyor. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

14) Online siparişlerim söz verilen zamanda ulaşıyor. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

15) Online siparişlerimde seçtiğim türde (standart teslimat, bugün teslimat, randevulu teslimat, yarın kapıda) bir teslimat hizmeti alıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

16) Online siparişlerimde siparişimin durumu ile ilgili gerekli tüm bilgilere erişebiliyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

17) Online siparişlerimde teslimatla ilgili gerekli tüm bilgilere erişebiliyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

18) Online siparişlerimde iade sürecim genelde sorunsuz geçiyor. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

19) Online siparişlerimde iade sürecimle alakalı güncellemelere erişebiliyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

20) Pazaryeri ile ilgili tüm deneyimimi düşündüğümde genel olarak memnun kalıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

21) Kargo firmasından tedarik süreçlerinde gerekli bilgilendirmeleri alıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

22) Kargo firmasından teslimat süreçlerinde gerekli bilgilendirmeleri alıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

23) Kargo firmasının operasyon faaliyetlerinden genel olarak memnun kalıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

24) Kargo firmasının teslimat faaliyetlerinden genel olarak memnun kalıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

25) Kargo firmasından aldığım hizmet sonucunda ürünlerim genel olarak hasarsız olarak ulaşıyor. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

26) Kargo firmasından aldığım iade hizmetinden genel olarak memnun kalıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

27) Kargo firması ile olan deneyimimden genel olarak memnun kalıyorum. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

28) Bu pazaryerini diğer kişilere öneririm. *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

29) Bu pazaryerinden yeniden alışveriş yaparım. *

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

30) Hepsiburada'nın canlı takip hizmetinden haberdar mısınız? *

☐ Evet

☐ Hayır

31) Hepsiburada'nın canlı takip hizmetini daha önce kullandınız mı? *

☐ Evet

☐ Hayır