Analysis of customer complaints and a field research on the logistics in electronic (online) shopping

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Abstract

Logistics is a series of activities, which has a prominent role within the value chain. Logistics has become a very important means in the process of defining, constructing and transferring value within the current conditions of competition. The fact that logistic activities are developed with amendment and improvement highly affects customer satisfaction. On the other hand, managing customer complaints effectively has an important role in carrying out customer satisfaction. Providing high quality service depends on empathizing customers and evaluating activities from their aspects. The evaluation in question has two dimensions and one of them consists of customer satisfaction and another one consists of managing customer complaints effectively. Deficiencies will be able to be eliminated with the help of knowing customers’ dissatisfactions from activities and so the quality level of services will increase. In this study, it has been aimed to search for customers’ complaints on logistic activities. In accordance with this aim, content analysis and survey method have been used and the data obtained from these analyses has been analyzed. In consequence of analyses, customers’ basic complaint subjects have been determined and advices have been developed accordingly.

Keywords: E-shopping, Customer complaints, Logistic activities