Thesis summary

Topic:

CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

Case Online Shopping through Shopee.com (B2C)

In the first part, I talk about a general introduction about Ecommerce and my thesis topic. The today's context, with the development of e-commerce, it has become increasingly popular not only in Vietnam, but also all over the world, especially during the Covid-19 pandemic. Besides, when there are more and more competitors in the market, the study of satisfaction of services and products provided to customers of each business is extremely important than ever. According to the American Customer Satisfaction Index, the satisfaction and loyalty depend on some factors like quality, price, expectation, complain, … The main purpose of my thesis is to discover how that factors effect on the Shopee users' satisfaction and loyalty.

More specific, the objectives of this thesis were to understand the development of E-commerce in Vietnam; to examine the basic information about Shopee users; and investigate the relationships between mentioned factors. The raw data was collected via questionnaire and was processed by Google Form into charts. For the relationships between components will be analyzed by using SPSS (Statistical Package for the Social Sciences). The survey was conducted in Jan 2023 and received 90 respondents from individuals. This content would be presented in part number four of my thesis.

In the second part, I focused on the literature review. The aspects that include Ecommerce, online shopping, user interface, security, customer satisfaction, customer loyalty, the relations would be presented. In the final section of part two, the national and regional e-commerce landscape is explored. By examining the data presented in this section, readers can gain a vivid picture of the current e-commerce scenario in Vietnam. The materials were gathered from a range of sources, including books, articles, official statistical and academic websites.

Providing a background of the company is essential. The company profile section in this thesis provides a comprehensive overview of Shopee. It begins by introducing the company and its core operations, followed by a detailed historical account that traces its development and milestones. In addition, the section delves into a thorough analysis of the company's competitive landscape, identifying its key competitors in Vietnam busisness context and their market cap. To gain a deeper understanding of the company's strategic position, a SWOT

analysis is conducted, highlighting its strengths, weaknesses, opportunities, and threats. This comprehensive profile serves as a foundation for the subsequent discussions and analyses in this thesis.

Section five of the thesis holds extreme significance, as it encompasses demographic information, descriptive findings from Shopee users and non-users, as well as the application of both simple linear and multiple linear regression. This section plays a central role in achieving a profound understanding of the thesis objectives by analyzing the user demographics, usage characteristics, and the research questions or objectives. The simple linear and multiple linear regression analyses conducted here are instrumental in uncovering valuable insights and relationships, ultimately enriching the depth and relevance of the research findings. In this context, the relationships between a couple of variables: quality, expectation, satisfaction, loyalty, complain, … were discovered. Moreover, the fifth section addressed the impact of dependent variables on both customer satisfaction and customer loyalty.

Move to part number six, some finding, and recommendation were showed to maximize the customer satisfaction and customer loyalty. These finding is collected from the main point of the thesis. These recommendations are grounded in the empirical evidence and insights gained throughout the study. By implementing these suggestions, businesses and organizations can work towards building stronger relationships with their customers and ensuring their long-term satisfaction and loyalty. Additionally, this section serves as a valuable guide for practitioners and decision-makers seeking to make informed choices that will benefit their businesses and customer relationships.

In conclusion, the study highlights the importance of customer satisfaction and customer loyalty in the context of online shopping in Vietnam. It suggests that the businesses should focus on improving the product quality, website/ app design, customer service to enhance the objective of business activity.