

Logistics Customer Service in The E-Commerce Market in Poland*

Joanna DYCZKOWSKA

Faculty of Economic Sciences, University of Technology, Koszalin, Poland

Marcin OLKIEWICZ

Faculty of Economic Sciences, University of Technology, Koszalin, Poland

Dagmara PASZKOWSKA

Faculty of Economics, University of Gdansk, Gdańsk, Poland

Correspondence should be addressed to: Joanna DYCZKOWSKA; joanna.dyczkowska@tu.koszalin.pl

* Presented at the 40th IBIMA International Conference, 23-24 November 2022, Seville, Spain

Copyright © 2022. Joanna DYCZKOWSKA, Marcin OLKIEWICZ and Dagmara PASZKOWSKA

Abstract

Electronic commerce (e-commerce) has changed the process of buying, selling and exchanging products, services or information via computer networks. The aim of the study was to analyse the e-commerce market together with the customer service process. The research methods used a literature analysis and an indirect diagnostic survey. The most important criteria was the price - it got 85%, then punctuality of delivery, which got approximately 80%. Payment terms received the lowest rating (57%). The rest of the criteria ranged from 65% to 79.6%.

Keywords: e-commerce, logistics, customer, service