



Customer Returns In E-Commerce: And Consumer Interaction Via Social Media

Marion Golletz, Pauline Ogheden

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How can a company decrease their return rates? And can be this conducted by integrating more with the customer via social media? These two main research questions are the core of this Master-Thesis and are related on a mail-order company. The focus on the target markets is Denmark, Germany, and Sweden. Social media, like the networks Facebook and Twitter are good possibilities to reach new customers and keep the loyal ones. Through interacting with blogs a company can communicate in a better way with their consumers.

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Interaction Via Social Media can to be your new friend when you're really feel alone and confuse in what must you're doing of that time.

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