In this assignment, you will research the retail industry, reading the provided online articles as you explore the appeal and environmental impacts of shipping direct to the consumer, including those from warehouses, packaging waste and fuel burn. Next, utilizing the provided survey questions, you will collect the (falsified) responses of 5 consumers in the 18 – 30 year-old demographic who have previously purchased online to determine self-awareness of their consumption habits. You will then write and submit a critical analysis paper utilizing your research and survey findings, using industry terminology and professional writing. The point of the assignment is to expand ones knowledge and awareness of the environmental impacts of eCommerce shipping and providing some practical solutions.

\* Use APA formatting including title and reference pages, 12 point font, double- spaced.

Save as a Microsoft Word Doc.

**STEPS:**

STEP 1

Please read all 9 online articles below, and properly cite and include them as references throughout the paper. Please do not include any other references, and only include references from these websites in your paper:

1.<https://www.mytotalretail.com/article/the-cost-of-instant-gratification/>

2.<https://www.fastcompany.com/40560641/can-online-retail-solve-its-packaging>- problem

3. <https://news.bloomberglaw.com/environment-and-energy/overboxing-becomes-enemy-no-1-in-amazon-led-web-shopping-boom>

4.<https://greenbusinessbureau.com/blog/8-eco-friendly-packaging-alternatives-for-your-businesss-shipping-needs/>

5.<https://www.epa.gov/greenvehicles/fast-facts-transportation-greenhouse-gas-emissions>

 6.<https://www.fastcompany.com/90311622/etsy-just-became-the-first-global-ecommerce-company-to-offset-all-of-its-shipping-emissions>

7.<https://www.ikea.com/us/en/this-is-ikea/newsroom/ikea-group-commits-to-zero-emissions-targets-for-home-delivery-in-five-major-cities-by-2020-pub33626f11>

 8.<https://www.fleetowner.com/running-green/article/21703245/ryder-orders-1000-chanje-electric-vehicles-for-fedex>

 9.<https://www.fastcompany.com/90309906/how-amazon-plans-to-make-half-of-its-shipments-carbon-neutral-by-2030>

STEP 2:

Follow the Survey Instructions and Questions in the SURVEY SECTION. Gather your answers from at least 5 people in the 18-30 year old demographic who have purchased at least 2 products online (this data can be falsified, however). You can collect these answers in email, by phone, on zoom or in person if you prefer (in person is not required to complete this portion). Again, this data may be falsified however, so please read the notes I have provided on how to create believable answers if you decide to use falsified data.

STEP 3:

Write your critical analysis paper. Two sections will be written in 3rd person and your summaries in the Survey Section and the Conclusion Section, & Recommendation Section will be in 1st person.

Please Follow the Remaining instructions for compiling the paper, and Include the following sections in the paper in this order:

**1. Introduction Section**

Grab the reader’s attention, make this interesting for the reader to continue. You are explaining the point of the paper and the steps you took. This should be one to two paragraphs. (this section is 3rd person)

**2. Research Findings Section**

In this section, you will describe some of the key learnings and facts found in your readings from the 9 online articles in STEP 1. Be sure to properly cite your references from these websites. This section will be several paragraphs, as you discuss the various aspects of the appeal and environmental impacts of shipping direct to the consumer, including those from warehouses, packaging waste and fuel burn. This section will be at least four paragraphs, organized well by each topic. (this section is 3rd person)

* Again, PLEASE EDIT THIS SECTION TO INCLUDE CITED REFERENCES FROM THE 9 WEBSITES MENTIONED IN STEP 1 as this is a REQUIREMENT.

**3. Survey Results Section**

In this section, you will summarize and state how you surveyed your (falsified) subjects by (email, phone, zoom or in person) and what you found, summarizing each one of the questions from surveying the 5 people. Since there are 9 questions, you would have 9 summary sentences of the collective findings. (Please write each of the 9 summaries in the survey section in 1st person).

* Please explain that I surveyed 5 different aged individuals (please provide their ages, gender, and please explain that I collected their survey information through Zoom video call, through in person chat, through Facebook messenger, and through email.)

***Survey Instructions & Questions: 9 questions***

You will be surveying 5 people in the 18 – 30 age bracket. They can be male or female.

\* The survey section does not need options provided, such as a) b) c) or d), therefore do not provide additional options to the questions, just leave the questions as is. All you need to do is summarize each answer to the 9 questions below. There should be 9 summary statements for the 9 questions, with no additional options listed. These questions are supposed to be answered individually and are supposed to be descriptive and in detail about each customer's experience. The summaries need to include more than just one person's experience.

**Question 1:**In the past year, how many online purchases have you made?

* Note to help create believable falsified data:
	+ Summarize how the different age groups made more or less online purchases in the past year. e.g. How often, what did they purchase, and why?

**Question 2:** When choosing your shipping options, do you always choose the fastest delivery option, such as same day or next day, please describe?

* Note to help create believable falsified data:
	+ It is not extremely common in the US for customers to receive same day delivery. Most people go with 2-3 day delivery, or 7-10 day delivery. Faster delivery costs more money, and not everyone is willing to pay the higher cost.

**Question 3:**Have you ever ordered more than one time from the same retailer (such as Amazon) in one day, creating more than one order?

* Note to help create believable falsified data:
	+ It is not common for US customers to make two separate orders from the same retailer, such as Amazon, in one day. Mostly people only do this if they have made a mistake and forgot to order something, and therefore have to make a second order.

**Question 4:** When your purchase arrives, what do you do with the outer packaging material?

* Note to help create believable falsified data:
	+ summarize what the majority of customers tended to do with the OUTER packaging, and what other customers did differently.

**Question 5:** What do you do with your package’s interior packing materials?

* Note to help create believable falsified data:
	+ summarize what the majority of customers tended to do with the INSIDE packaging, and what other customers did differently.

**Question 6:** Have you ever received an online order product packaged in an overly large package for the size of the product? If yes, describe the item, its size and its packaging.

* Note to help create believable falsified data:
	+ Large items mostly ordered in America might be televisions, Exercise equipment, furniture, or home appliances. I'd suggest talk about the items mentioned above, and describe what packaging material was used to package these items. What is the material on the outside? What is the material for packing on the inside? Was the packaging too much or not enough?

**Question 7:** Have you ever used a meal kit service such as Blue Apron, Plated or Hello Fresh?

* Note to help create believable falsified data:
	+ Do not explain what HelloFresh is, or any of the other meal kit services are. US customers already know what these are. Explain How the customer thought the meal kit service was - did they enjoy the experience? What did they like about it or what did they hate about it? Why did they want to try it?

**Question 8:** Did you feel the amount of product packaging for the meal kit was correct or excessive? Please describe.

* Note to help create believable falsified data:
	+ summarize what the majority of customers thought about the packaging (inside and outside). Did they think it was too much, or just the right amount of packaging for their meal kit service.

**Question 9:** Would you pay more for environmentally friendly packaging materials? If yes, how much additional?

* Note to help create believable falsified data:
	+ most US customers want to have more sustainable packaging, and some people are willing to pay more for it, but some people only care about cost and saving money, and will not pay more for eco friendly shipping

**4. Conclusion Section**

In this section, you are combining what you learned in the readings from the 9 online articles in STEP 1, what you learned in the Survey Section on the responses to the questions, and then you will state your conclusions. Again, please be sure to properly cite and reference the 9 websites from STEP 1 (this section is in first person)

* You are providing a concluding summary/statement based on your readings from the 9 websites provided in STEP 1, alongside the answers that you received from the survey. Does the information from the readings align with, or contradict the answers provided in the survey? How are they related? What did you learn from both? Explain.

**5. Recommendations Section**

You will provide three recommendations that retailers and individual consumers could do to improve the current issues that you learned about in the 9 online articles in STEP 1. This section will be at least three well-thought out paragraphs, but can be longer. (this section is 1st person).

* Please provide 3 unique and different recommendations. For example, do not include 3 very similar recommendations involving environmentally friendly packaging. This would be incorrect, and is not sufficient as all recommendations need to be covering 3 different topics discussing how you would change or solve the current issues involving the topics learned in the readings from the 9 websites mentioned in STEP 1. What 3 DIFFERENT recommendations would solve these issues? Why do you recommend them? Explain.

**6. Reference page**

This section should include many of the (9) websites mentioned STEP 1 in the assignment in APA format. Please do not include references and citations that are not mentioned in STEP 1. Only include references from the 9 websites listed in STEP 1