



---

## **Automated System for Material Return from Customer**

***Dr. Venkataravana Nayak K<sup>1</sup>, S. Vamsi Chaithanya<sup>2</sup>, Gundala Bharath Kalyan<sup>3</sup>, Namrata Shankar Nidoni<sup>4</sup>, Gangadasari Dileep Kumar Reddy<sup>5</sup>***

<sup>1</sup> Assistant Professor Presidency university, Yelahanka, Bengaluru, Karnataka, India [venkataravana.nayak@presidencyuniversity.in](mailto:venkataravana.nayak@presidencyuniversity.in)

<sup>2</sup> Presidency university, Yelahanka, Bengaluru, Karnataka, India [vamsichaithanya.s@gmail.com](mailto:vamsichaithanya.s@gmail.com)

<sup>3</sup> Presidency university, Yelahanka, Bengaluru, Karnataka, India [bharathkalyangundala@gmail.com](mailto:bharathkalyangundala@gmail.com)

<sup>4</sup> Presidency university, Yelahanka, Bengaluru, Karnataka, India [namratanidoni@gmail.com](mailto:namratanidoni@gmail.com)

<sup>5</sup> Presidency university, Yelahanka, Bengaluru, Karnataka, India [dileepreddy327@gmail.com](mailto:dileepreddy327@gmail.com)

---

### **ABSTRACT –**

In today's online trading world, the number of complaints from consumers most affected on anything is being unable to correct refunds, i.e., they are ignorant that their demands are heard once the products they ordered get wrecked. Such issues have built up enough grudge and lack of confidence-thus loyalty for a company. A good system should be designed to streamline the return process by the user need by improving communication and ensuring transparency.

The proposed system should have the necessary tools to enable communication among clients, administrators, and delivery agents; each person who is a part of the return-refund process will be well-informed, prompt, and therefore functional when it comes to contact. Furthermore, the system should have the ability to handle the return of products efficiently, lessening the delays and mismanagement of material.

On the administrative side, the system has been made such that it allows the effective management of users by offering a personalized and tailored service. Also, administrators have the provision for logistical optimization through the addition and management of ship points, which contributes towards the efficient increase in return freight efficiency. This capability will not only reduce bottlenecks regarding operations but also improve the overall logistics framework.

Customers also have the opportunity to follow closely every individual shipment of the individual order from time to time. This transparency certainly brings in trust into ensuring that the customer is well appraised of what is happening to their goods or where the goods are during shipment. Thus, this drives improved customer satisfaction results, which are considered as the soul of developing long-term loyalty and trust towards the e-commerce platforms.

The goal of this system is primarily intended to facilitate the exchange procedure by making it as insignificant in terms of complications as possible. It is only done after the ways in which all stakeholders must interact with the system are made better in tracking and communication.

---

### **I.Introduction :**

The enormous growth of e-commerce did not only transform the way shopping was done but also how business processes were transacted, and it has dished out a very pressing challenge relating to the resettlement of products and refunds. A huge aspect has to do with building trust and developing loyalty into the customer, something expected to prove to be its longer-term success. Inefficient restoration of any item will lead to discrepancies in the trust and overall sales built in the long run.

One of the major challenges is dealing with damaged or defective products. Customers would expect them to be repatriated through a timely and easy-to-follow Hippocratic process to maintain their trust in the platform. The more complicated and delayed the arrivals become, the more the repatriations eventually irritate users and tarnish the platform image-and distance customers to other competitors. An honest, simple return system strengthens customer satisfaction and boosts the trust into the broadcast.

An efficient return management process requires a univocal and smooth communication between the customer, administrator, the delivery person. Live communication takes care of the queries at an early stage and reduces the secondary delays. Live tracking along with instant shipping notification allows consumers to monitor their returns and eliminates the originating routine inquiries. Boosting interpersonal trust and yielding more impressive throughput for the process.

The effective return handling is passed on to the Administrators. Administrators possess the ability to define the exact requirement on how each step of the return process is carried out in an accurate and fast way. The effective supervision of top management will minimize delays and inaccuracies within communication for an efficient operation overall. The result is further automation within the appropriate tasks, leading to increased proficiency in terms of low deviations in internal events handling and far greater savings on time and resources overall.

In essence, any great return system builds trust and satisfaction from the customers, holding onto any customer in the long-term. Streamlined operation, live update in tracking, and enhanced logistics make up a reliable and customer-centered process beneficial to businesses and their customers by fostering trust.

---

## II. RESEARCH GAP OR EXISTING METHODS :

### Challenges with Inefficient Processes of E-commerce Return and Refund

The return and refund process is full of deficiencies that decreases the operation of processes and satisfaction among customers in e-commerce platforms. Common challenges in the process include issues with communicating obligations, lack of transparency, logistical inefficiencies, tend to delay processes that take up a lot of time to complete, and trust issues and scalability.

#### Over Communication

This leads to delays, confusion, and unanswered lines between the three involved parties-customer, administrator, and delivery staff of customer to support teams of in terms of personnel and packages.

#### Issues on being not transparent

This makes customers unhappy because they hardly find updated information about the state of returns or timetables everywhere. This results in an increased number of support calls. At the same time, confidence in the platform decreases.

#### Logistic Hiccups

Due to lack of efficient management for shipping, items are delayed and lost, resulting in higher costs. Poor route optimization, bad user data management records, and faulty allocation of locations added to the inefficiencies.

#### Time Costs

Manual return and reimbursement initiatives are extremely lengthy and usually include errors. Verification effort, the prevalence of obsolete systems, and lots of repetition dull agility and lengthen the resolution times.

#### Lack of Trust from Clients

Bad practices in a return process quickly confuse the issue, resulting in a total lack of trust as the client will not come back and rely negatively on it, as well as on their brand.

#### Failure in Integration and Scalability

A lot of fragmentation, as well as poor integration with logistics, limits operations to seamless logistics management. They usually face a lot of problems to scale up their operations, leading to extended resolution times, extreme operational bottlenecks, and additional expenses during the peak-time demands.

---

## III. PROPOSED METHODOLOGY :

The benefits of using technological advancements in the refund return are immense and cannot be fully realized with a static set of rules alone. It is better-it is not hard to make a sound judgment about the advantages an e-commerce through-the transactions as they concern the automation of returns; the right notice is to think about such relative adaptability when it becomes employed within the first place.

### Process Automation

The automation removes repetitive manual tasks such as receiving, handling, and dispatching returned goods. This reduces response times, consistency, and reliability of operation. Implementing automated workflows takes out the human dependency and of course takes place, streamlines the return process and increases overall productivity.

- Automated systems efficiently handle return requests for a faster and higher response.
- They allow stock adjustment and facilitate refund processing in a manner so that there is no interruption.
- Intelligent algorithms correctly classify why returns occur, thereby enabling speedier resolutions and less ambiguity.

### Increased Efficacy

Automation is designed to increase the efficiency of the process itself, thereby ensuring the optimized distribution of workflows and resources involved particularly during peak seasons when the volume of returns outnumber.

- The smooth operations that identify bottlenecks and eradicates them in the return process.
- Following automated capabilities, communication among all stakeholders is upgraded, such as customers, personnel for deliveries, and the administrators.
- Upon finishing tasks faster, productivity and output improve, leading to a seamless return experience.

### Error Reduction

Manual processes generally invite errors and get compounded with massive data volumes and multiple transactions. The automation has performed significant in already minimizing related risks of accuracy and reliability on return management.

- Automated systems will immediately discover and remedy any differences in the returns' documentation.
- Following a live record, the real-time tracking eliminates differences between inventory and return statuses.
- Equally, inconsistent and erroneous data entry saves you from many risks associated with human errors.

**Real-Time Instant Updates**

Real-time update has improved the communication between systems by a route, enforcing better business policy and giving a clearer understanding for users.

- Inventory Levels: Real Time updates maintain precise accountability for the goods and prevents over-stocking or under-stocking.
- Schedule for Shipping: Automatic notifications keep customers and staff on shipment alert of their preplanned routes, denying miscommunication potential.
- Return status: Real-time tracking prevents customers from feeling less anxious when tracking their return products. In order to track their return, they don't have to wait; by following return journeys, customers can keep their hopes up.

**Greater Precision**

Automated systems provide accurate tracking and retrieval of the articles instead of losses and avoid a complicated process. The customer's refund or exchange is thus guaranteed to be finished quickly with automation.

- Following each item, no items are lost or delayed in return.
- Real time status updates at all times create the handover as smooth as possible between warehouse and delivery teams.
- Recorded return transaction data allows the review of record and of each pegging online.

**Shorter Turnaround Times**

The turnaround time for the returned document comes down to to Automation. Given how the feedback time affects customer satisfaction and faith in the brand, this is a really important feature for most companies.

- Automated processes would be fast in accepting refund requests.
- Cutting down and lengthening the approval process, more streamlined workflow reduces time to process refunds or replacements.
- Customers receive quicker results and are satisfied more.

**Cost Savings Plan**

The automation facilities provide companies with cost savings through increased efficiency in workflow and lesser error rates. The savings will result from reduced operational expenses, it can be reinvested to different functions for improvement.

- Reduced operational expenses: decrease the use of labor.
- Better routing and transportation cut shipping costs in the procedure.
- Accurate implementation that prevents loss of resources from storage of soiled and lost units.

---

**IV. OBJECTIVES :****Return Process Automation**

Return processing requires that the workflows be simplified and easy-to-use interfaces installed. They actually reduce the time and energy it takes for customers to initiate and complete return process, thereby fulfilling the promise of a seamless experience.

- Simple Workflows: Streamlined Procedures can reduce steps involved in return requests to get rid of not-so-useful complexity and drive speed and efficiency in the process.
- Standardization of Procedures: Consistent and fixed steps ensure that customers understand well beforehand what is to be expected, reducing errors and confusion.
- Intuitive Design: By inviting users to apply innovative ideas, customers experience the lowest possible pain points during the return process.

**Use of Screens:**

Many a time, even with the perfect communication, not only a verbal message can suffice. This is a situation for which screens were designed. For instance, when PCs cannot be disassembled due to the presence of equipment related to the interface, this screen may be broken down into smaller parts to remove pieces of communications and displays related to these interfaces.

- But as the interface is comprising more features, the selective bones can be located between the boundaries representing procedures.
- streamlining Return Processes
- Facilitate returns.
- Take the procedures as streams in nature and offer both online and over the phone. Toward the last goal, a little stream would be taken in of steps.

**Enhancing Communication**

Good communications entail coordinating the records of all stakeholders, such as customers and support staff, so that they operate without disruption in activities they require to perform together. Managers effectively communicate with all these, such as customers, themselves, and the drivers.

- Success at the Speed of Sound-Customers remain satisfied by transmission methods in which customers themselves are handed mail and customer set-ups vests itself for customer satisfaction measures.
- 24-hr Pings: Inform them immediately and demystify the background of the packaging and shipping.
- Intelligent Flow: A lot of customers respond to the prompt issue they like to fix first-the first simple obstacle is how one can probably offer many significant perks whose greatest perks are still "mysterious" and not solely good impressions.

**Improving Transparency**

Transparency enhances trust when the return process is in question. A customer can track what is happening to their package in real-time as well as with informative updates. It allows them to be certain about what they think is happening to the package.

- Real-time Tracking: This would allow the customers to monitor the stage-by-stage handling of their returns as those goods work their way back to you.

- Tracking that is comprehensive: Dead-on blade tracking ensures fewer mismanagements or loss of returned goods to maximize accountability.
- Building Trust: This getting your head pummeled into the rubble but teaches you to calculate minimum trust-I continue to work out this bit in my head.

### Optimizing Customer and Logistics operations

Efficient customer and logistics handling, therefore, affects the way operational systems are maintained. Empowering administrators with the appropriate tools contributes to scalability as well as relieving logistics bottlenecks.

- User Account Management: Important problems customers could have with the system are typically handled quickly by administrators, thus giving response times and personalization back.
- Optimization of shipping points: Designed to be highly flexible, shipping points can be allocated in accordance with business processes and therefore function as an effective means of managing them, minimization or total elimination of shipping delays.
- Growth: Being able to address the competition and growth for new business, these are seen as essentials towards an improved, scalable, and efficient system.

### Boosting Customer Satisfaction

A happy returns process directly increases user satisfaction and indirectly creates brand loyalty. User-friendly return procedures, quick actions or speedy refunds with transparent communication charms a satisfied customer.

- Decreased Fractiousness: Reviews simplify the many steps customers need to achieve this activity to minimal hindrance and have something on the face of the earth to begin with.
- Instant Resolution: These people become more confident with the system since it happens from the beginning if approval and refund processes happen speedily.
- Keep Loyal Customer Advocates: Loyal clients will certainly recommend such a system to friends or family, improving its popularity through word-of-mouth promotion.

### Increasing operational efficiency

It is said that automation is the major tool for providing operational efficiency in return management. Doing this enables any business to reduce manual intervention, save time, reduce errors and allocate resources most effectively.

- Quick approval for return requests subsequently leads to expeditious processing times.
- Avoidance of mistakes due to manual labor; automation sorts out mistakes whose forwarding can be avoided, affecting accuracy.
- Time savings: The energy saved from tasks can be redeployed to more strategic by administrators, increasing productivity overall.

## V.SYSTEM DESIGN AND IMPLEMENTATION :

All of these modules serve as vital sections that contribute to very successful workflow and communication management which in turn accurately controls returns and shipments. Specifically, these modules are meant to promote the **administrator, user, and delivery personnel** with features that shall extend and enhance efficiency and reliability of the entire network.

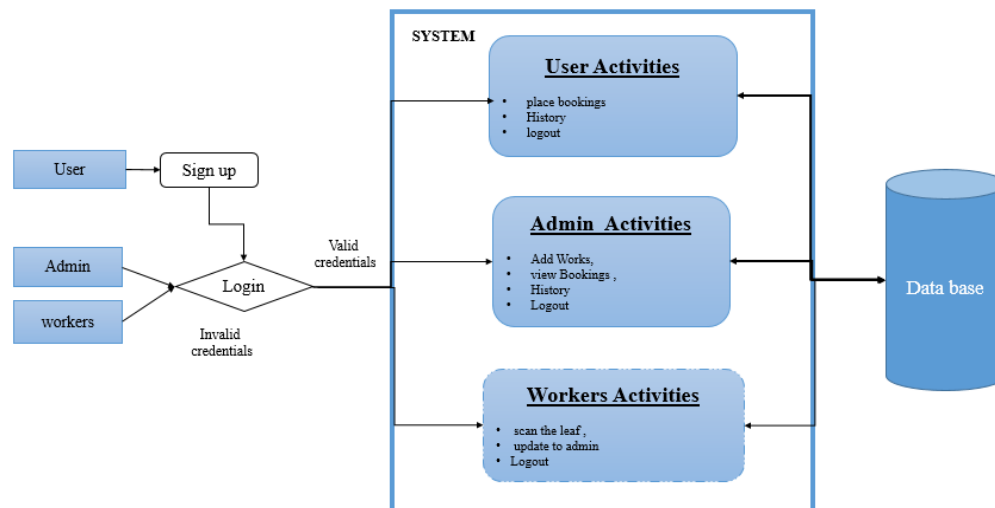


Fig.1 Workflow of proposed system

### Administrative Module

Every other activity must pass through the Administrative Module. This is where the entire command system for platforms is offered in a single interface. Security enables administrators to oversee the efficient operations in terms of shipment monitoring, requests from customers, and logistic maintenance.

- Log In: To ensure that only permitted access is allowed, administrators log in securely to the admin features.
- Add Operations: Admins keep the system updated through adding users, trackers, delivery personnel, and products. This function ensures that

the platform remains current and able to handle growing operational demands.

- User Management: More improvement in better client relationship management is achieved with the addition of new users.
- Logistical Management: Trackers and delivery personnel have coordinates to streamline the delivery and return operations.
- Inventory Addition: Every addition of a product refreshes the catalog and the inventory of the platform.
- View Dashboard: The dashboard will give a complete snapshot of activities within the system, including:
  - Status updates of ongoing found shipments:
  - Order intelligence that includes advancement stages as well as any issues flagged.
  - Notifications in case of any delayed or returned items, which easily raise the attention of the administration to take steps faster.
- View Reviews: Admins are expected to probe all reviews given by customers and whether these are more about the product being defective than damaged. Importantly, the reviews would be informative in matters of ascertaining repeating product or logistic issues.
  - Feedback Utilization: Enables addressing defect patterns to ensure a significant improvement in the quality of the product.
  - Service Improvements: Of course, standards for delivery can be heightened because of the feedbacks from customers.
- Response Status: This can also be handled properly by the admins. This enhances trust and satisfaction with the customers.
  - Refund Accuracy: Inaccuracies in processing delays and errors for refunds are controlled on time.
  - Replacement Coordination: Without posing any kind of problem present throughout, requests must be handed in smooth coordination.

**User Section**

The User Module is beneficial for clientele as they find a really secured and easy interface to handle their submission, returns, and usage of said platform.

- Login: Powerful log-in tool for customer access to his account with ease.
- Add Ships: Subsequently, a registered person starts filling in any specific information concerning goods they wish to ship; it comes up in a proper manner, and it ensures that most returns go forward.
  - Product Details: Inclusion of product specs, reasons for return, refund/replacement preference.
  - Streamlined Process: Recording all necessities up front drastically decreases delays in processing.
- Logout: Users log out as soon as all work is done in order to protect their account information.

**Module for tracking**

The Tracker Module empowers delivery executives in giving information to their respective team heads of actual happening at the shipment place—up-to-the-minute access and update facility on each delivery and return.

- Login: With admin-approved secure credentials, the users--trackers--can sign in anywhere, any time they like.
- Update Status: The tracking persons will update all status of movement of shipments from one place to the next to keep tracking partners abreast.
  - Progress Monitoring: The current position details and the development which has occurred from start to end will be updated.
  - Reporting a Problem: If there is any delay or damage that occurs during transit, the admin's immediate attention will be paid upon reporting.
- Logout: For safety, trackers usually log out upon the completion of updates.

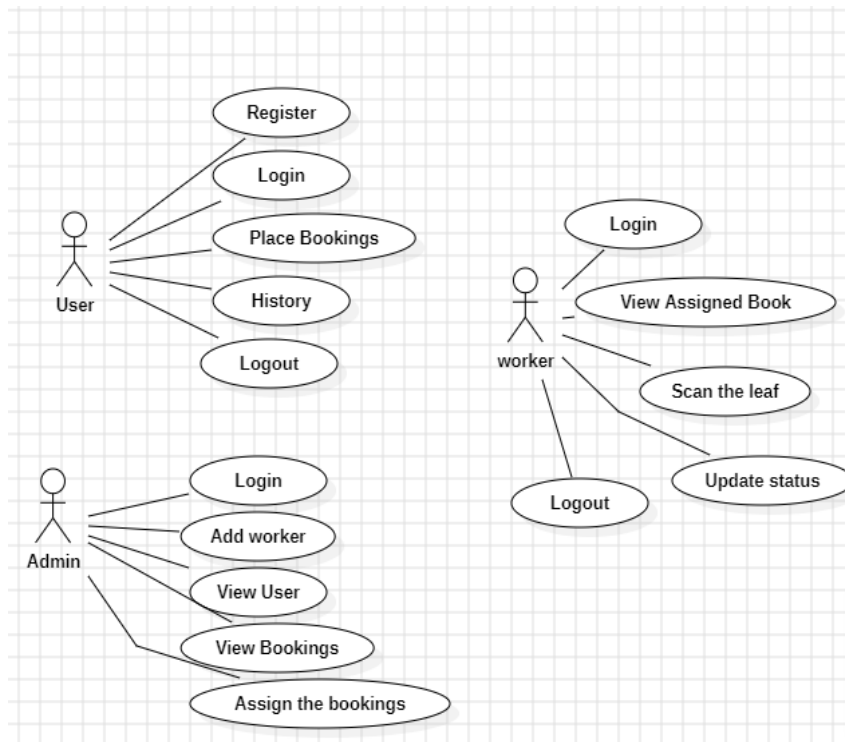


Fig.2 UML Diagram

## VI. OUTCOMES :

More benefits are multiple along with the automated and effective system of e-commerce reverse logistics management: it provides a solution to the most serious challenges and also sets a solid foundation for future developments. The experience gained from implementing superior technologies, embedding logistics in systems, and translating into customer-oriented strategies is thus revamping the return process.

### Analysis of Shortcomings and Suggested Pathways for Future Research

The loopholes exist concerning E-commerce returns management that the system tries to point out; they relate more to poor logistics coordination, customer interaction, and the entire return processing process. The promising future rather suggests incorporating the above processes with AI-driven solutions, blockchain technology, and sustainability practices in order to close the gaps.

- Shortcomings in the Research:
  - There are no mechanisms for continual real-time customer feedback
  - No integration with supply chain analytics is blame
- Future Directions:
  - Build predictive models to predict the amounts of returns.
  - To circulate eco-friendly practices, including recycling and reuse of return products

### Enhancing Customer Satisfaction and Improved Communication Flawless Communication

The ultimate customer satisfaction facilitation comes through ensuring effective communication. The system really closes the gap between effective and efficient communication; it incorporates speedy redress solutions, which encourage extraordinary customer experience with highly interactive customers, administrators, and delivery team members.

- Communication Benefits:
  - More automated updates in more ways than fully are bound to challenge as customer uncertainty during the returns phase.
  - Category-specific communication channels are the fastest ways to deal with inquiries and disputes.

### Trust and Loyalty through Returns Policy: Practices in Transparency

Customer-friendly return and refund policies build trust and loyalty as they shall keep customers satisfied longer after purchase and yet enhance a retailer's brand image in customers' minds.

- Trust and Loyalty:
  - Return processes must be easy for customers to trust the platform more
  - Positive experiences in return will undoubtedly drive word of mouth. And ultimately, these would metamorphose into loyal-loyal relationships with the customer.

### Achieving Efficiency through Logistics Streamlining

- In many ways, effective logistical streamlining is essential for successfully undertaking subsequent returns. Efficient-coordinated shipping points; dynamic shipment tracking is a supply that further opens up availability and allows for optimal adjustment of the business.
- Real-time tracking normally which lessens delays and mis-operation-this would then be considered a benefit of logistics on a platform.

### Leveraging Automation for Reducing Errors and Costs

Automation helps in elimination of human errors, provides accurate data, and reduces operational costs. Increased accuracy, data quality and also closely reducing time in the process.

Advantages of Automation:

- The proper tracking and processing of returns
- Large cost savings are obtained by cutting back on manual intervention and navigating off errors.

### Customer Centric Strategy Implementation

Retention is very important, as well as growth. This strategy tied with the user base of the system by means of strengthened-bound connections due to return policies.

- Retention Through Personalization:
  - Personalized solutions are offered for the addressed return concerns.
  - Continuous assessment for improvement of policy based on customer/prospect behavioral insight
- Track, and Watch Transactions Happen in Real-Time.

### Transparency as Trust Value

Trust is built among customers as they obtain a thorough view of the complete returns process. The issues that are taken to the top include real-time tracking of where the shipment is at different stages since it would help customer to receive full information in real-time about the shipment he has shipped.

- Enhancements in Transparency:
  - Major-milestone notifications to keep the customer informed
  - Elaborate Logs and Detailed Records that Enhance Accountability and Trust

### Minimizing Friction during the Return Process

Closed-loop processes along with proper and time-defined communication are the only way to minimize the friction resulting from the reversed lecture-instances especially in view of damage transit goods. The argument for early identification and documentation of disputes is that they could be resolved before getting much out of all concerned.

- Friction Reduction:
  - Conditions of Eligibility for the Return
  - Eligibility conditions for return are stated in clear terms understandable to the user.

---

## VII. CONCLUSION :

In modern e-commerce, return management solutions have paved their way into becoming one of the most important parts of the entire business operation, in case it helps in achieving satisfaction among the customers with greater operational perfection. The strategic systems thus solved various problems related to returns and refunds, giving an unbeatable competitive edge and an enhanced user experience in the company. Businesses can then create a streamlined return process that caters to the new expectations of digital and IT-savvy users through full automation, robust internal and external communication capacity, and logistical optimization.

### **Automatic: Automation for More Direct Returns**

No less than interference from people, fewer mistakes, and faster processing of returns-on both sides for customers and organizations-contributes to automation, which brings the train of silent gestures in terms of return handling.

Up to what point-the perfect parallel might be this sound-effective bridges of communication linking the customer, administrators, and the delivery personnel for that nice, uneventful journey of return.

- Advantage of Automation:
  - Fast approval and processing of returns.
  - Lower labor with higher accuracy.
- Communication Benefits:
  - Importantly, updating the clients regarding the return status just to the minute.
  - A better coordination equipped for immediate resolutions on stakeholders.

### **Building trust with Transparency and Flexibility**

This way, trust is bred through transparency and flexibility on the part of the return policy as flexibility and exculpation from molesting agents are added, thereby making some loyal customers be born out of trust. It will also offer real-time tracking visibility of the return journey and provide an expedient policy that does not tie down customers when they change their minds about their wants.

- Transparency Items:
  - Adequate shipment tracking during return process.
  - Clear refund and return policies.
- Flexibility in Policies:
  - Boards for refund or product exchange.
  - Certain categories or periods given longer Resistance from Adoption

### **Adoption Resistance**

There are certainly difficulties in this domain so it feels impossible without detailed supporting information that transcends some of their quality advantages; the value of just converting those from implementation to privacy and scalability seems considerable. The approach can solely be performed through planning and innovative pondering to bravely face challenges.

- Cost: Requires enormous investment in technology and training.
- Privacy: Transfer the best and safest ways of managing customer details.
- Scalability: It's designed to handle the growing volume of returns more efficiently.

### **Balancing Customer and Operational Efficiency In Perfect Strike**

Every emerging technology-centered achievement illustrated by AI and data analytics will serve by answering the customer's satisfaction with the operational efficiency focus toward business economics driven changes that along with can facilitate the latter successful installation.

- Forming a mechanism, AI based trend prediction and resource optimization.
- Blockchain-a secure and temper-proof tracking.
- Personalized return experience, transaction- and purchase-linked customer history.

### **Why Is It So Good to Have Streamlined Return Systems in the Long Term?**

Streamlined return processes enhance the return-on-customer-investment and reputation of the brand and are more receptive to profitability. Difficult situations bring about the possibilities to introduce innovative return methods return processes-aligned directly to the customer on a business perspective and long-term growth in the competitive e-commerce sector of the future.

---

## VIII. ACKNOWLEDGMENT :

We take this opportunity to extend our gratitude to our project guide for helping and supporting our project, "The Automatic System for Material Return from Customer." The institution and department faculty of our project are responsible for providing resources and an environment that is conducive to work. Special thanks also to friends and classmates who gave helpful advice and encouragement. To this project, this was a great learning and in the future; I thank everyone who has contributed to this project of ours.

## IX. REFERENCES :

- 
- [1] Y. Zhang and X. Wang, "E-commerce returns: A review of the literature and future research directions," *Journal of Business Research*, vol. 113, pp. 203-213, 2020.
  - [2] A. Kumar and R. Singh, "Impact of communication on customer satisfaction in e-commerce," *International Journal of Retail & Distribution*

*Management*, vol. 47, no. 1, pp. 112-128, 2019.

[3] Y. Wang and X. Zhang, "Return policies in e-commerce: Effects on customer trust and loyalty," *Journal of Retailing and Consumer Services*, vol. 59, p. 102410, 2021.

[4] H. Li and J. Wang, "The role of logistics in e-commerce returns: A service quality perspective," *International Journal of Logistics Management*, vol. 31, no. 4, pp. 811-831, 2020.

[5] S. Chopra and P. Meindl, *Supply Chain Management: Strategy, Planning, and Operation*, Pearson Education, 2019.

[6] A. Bhatti and A. Sahu, "E-commerce returns management: A systematic literature review," *Journal of Retailing and Consumer Services*, vol. 54, p. 102023, 2020.

[7] U. Awan and A. Majeed, "Enhancing customer experience through effective return management in e-commerce," *International Journal of Information Systems and Change Management*, vol. 13, no. 1, pp. 37-50, 2021.

[8] P. Rao and T. J. Goldsby, "Improving return processes through integrated technology solutions," *Supply Chain Management: An International Journal*, vol. 25, no. 3, pp. 357-370, 2020.

[9] D. Mishra and R. Singh, "Digital transformation in logistics: Implications for customer returns management," *Journal of Business Logistics*, vol. 43, no. 2, pp. 186-205, 2022.

[10] Y. Huang and M. Benyoucef, "User acceptance of e-commerce websites: A systematic literature review," *Internet Research*, vol. 28, no. 5, pp. 1198-1225, 2018.