ASSIGNMENT 1 FRONT SHEET

Qualification	BTEC Level 5 HND Diploma in Computing		
Unit number and title	Unit 13:Computing Research Project		
Submission date	16 April 2023	Date Received 1st submission	16 April 2023
Re-submission Date	30 April 2023	Date Received 2nd submission	3 May 2023
Student Name	Nguyen Thu Ha	Student ID	GCH200679
Class	GCH1002	Assessor name	Nguyen The Lam Tung

Student declaration
I certify that the assignment submission is entirely my own work and I fully understand the consequences of plagiarism. I understand that making a false declaration is a form of malpractice.

	Student's signature	*Ha*

Grading grid

P1	P2	P3	P4	P5	M1	M2	M3	D1	D2

☐ **Summative Feedback:**   ☐ **Resubmission Feedback:**

Grade:	Assessor Signature:	Date:

Internal Verifier's Comments:

Signature & Date:

Table of Contents

1. Introduction the purpose of the research.

As you can see, Digital Transformation is currently the inevitable trend of the times. With intelligent, fast analysis with almost 100% accuracy, it can especially replace human work. That is why digital transformation is increasingly being developed and applied in many fields today. area. Here, I chose to study digital transformation and how it is applied in e-commerce because I want to learn about the development of digital technology in the field of e-commerce. The important thing about this topic is: it has a huge impact on life and the environment. People will develop more and more, the environment will be changed in a positive way, business models will be increasingly expanded, helping to develop the economy and especially consumers will enjoy many benefits.

P1: appropriate research question, aim, related documents in the research proposal.

based on actual observations showing that the environment is currently seriously polluted. Air pollution due to improper disposal of waste, increasing amount of carbon emissions due to smog from vehicles, moreover the increasing deforestation for paper production, these are the impacts. extremely dangerous to the environment, and this is currently a red alert and may continue to increase if no timely solution is taken. As far as research is concerned, I know digital transformation, it is currently playing a very important and necessary role of the times. especially in terms of environmental protection, it is considered as an excellent solution with high efficiency that saves labor, costs, and reduces pollution significantly. it is applied in many fields such as health, education, business, life, ... these are the areas that are present around our lives and it is extremely important. the development of digital in these fields to serve people, from smart devices that replace people in medical examination to devices that reduce labor load, boost the economy, these are the really amazing thing and will definitely thrive in the future. Here, I choose to study the impact of digital transformation technology when applied to e-commerce platforms, how it affects the environment and people with the aim of helping us to better understand. about digital technologies, discover the wonderful things and how they work in the development of e-commerce, how they protect the environment instead of people. Before embarking on research, the goal of the project is to demonstrate that the application of digital technology in this field helps to protect the environment and improve the quality of human life, business, ... is complete. Totally correct, highly effective. Specifically, the effects when digital technology is applied to e-commerce are: reducing carbon emissions from vehicles, reducing deforestation, easy management, improving people's lives from creating offers incentives and profits, ... We can mention famous e-commerce websites such as Amazon, Shoppem Alibaba, Ebay, ... these are the largest e-commerce sites in the world. in the field of e-commerce.

To justify my research project, I need to conduct surveys to gather information. Specifically, I will rely on approaches such as interviews and surveys, also known as quantitative

Experts in the field of digital technology and e-commerce are my interview subjects. I will invite two special people for the interview. First: Shark Binh (Nguyen Hoa Binh) He is the chairman of NextTech Group. He has more than 30 technology platforms in Vietnam and 5 other platforms in Southeast Asia and in China, finally Than Duc Hoa, who successfully started an e-commerce platform thanks to lazada .In addition to face-to-face interviews, we also collect survey-based data.

2. Literature review

P2 clearly discuss previous methodologies with examples, academic references

Research methods are the strategies, processes or techniques utilized in the collection of data or evidence for analysis in order to uncover new information or create better understanding of a topic. (newcastle, 2023)

There are different types of research methods which use different tools for data collection.

Qualitative methods

Qualitative research is a method that collects data using conversational methods, usually open-ended questions. The responses collected are essentially non-numerical. This method helps a researcher understand what participants think and why they think in a particular way.

- Advantage

Qualitative Research can capture changing attitudes within a target group such as consumers of a product or service, or attitudes in the workplace.

Qualitative approaches to research are not bound by the limitations of quantitative methods. If responses don't fit the researcher's expectation that's equally useful qualitative data to add context and perhaps explain something that numbers alone are unable to reveal.

Qualitative Research provides a much more flexible approach. If useful insights are not being captured researchers can quickly adapt questions, change thae setting or any other variable to improve responses.

(Vaughan, 2021)

- Disadvantage

Sample size can be a big issue. If you seek to infer from a sample of, for example, 200 employees, based upon a sample of 5 employees, this raises the question of whether sampling will provide a true reflection of the views of the remaining 97.5% of the company?

Sample bias - HR departments will have competing agendas. One argument against qualitative methods alone is that HR tasked with finding the views of the workforce may be influenced both consciously or unconsciously, to select a sample that favors an anticipated outcome.

Self-selection bias may arise where companies ask staff to volunteer their views. Whether in a paper, online survey, or focus group, if an HR department calls for participants there will be the issue of staff putting themselves forward. The argument goes that this group, in self-

(Vaughan, 2021)

Types of qualitative methods include:

1. One-to-one Interview

    Conducting in-depth interviews is one of the most common qualitative research methods. It is a personal interview that is carried out with one respondent at a time. This is purely a conversational method and invites opportunities to get details in depth from the respondent.

2. Focus Groups

    A focus group is best defined as a small group of carefully selected participants who contribute to open discussions for research. The hosting organization carefully selects participants for the study to represent the larger population they're attempting to target (Invalid source specified.

3. Text Analysis

    Text analysis (also known as Text Mining or Content Analysis) is a technique that computers use to extract worthwhile information from the human language in a smart and efficient manner. Researchers and developers can use this method to assemble diverse and unorganized data in a structured form. In this process, documents are disintegrated for hassle-free management of data pieces, simply put: unstructured text gets converted into structured data(Invalid source specified.)

Quantitative methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It answers questions to justify relationships with measurable variables to either explain, predict, or control a phenomenon.

One of the main characteristics of this type of research is that the results can be depicted in numerical form. After a careful understanding of these numbers, it's possible to predict the future of a product or service and make changes accordingly.

(Fleetwood, 2023)

- Advantage of quantity methods

Collect reliable and accurate data: As data is collected, analyzed, and presented in numbers, the results obtained will be extremely reliable. Numbers do not lie. They offer an honest picture of the conducted research without discrepancies and are also extremely accurate. In situations where a researcher predicts conflict, quantitative research is conducted (Fleetwood, 2023)

Quick data collection: Quantitative research involves studying a group of people representing a larger population. A survey or another quantitative research method is used to gather information from these participants. The process of analyzing the data and finding patterns is made easier and faster through the use of statistics (Fleetwood, 2023)

Wider scope of data analysis: Due to the statistics, this research method provides a wide scope of data collection (Fleetwood, 2023)

Types of quantitative methods include

1.Survey research

The traditional definition of survey research is a quantitative method for collecting information from a pool of respondents by asking multiple survey questions. This research type includes the recruitment of individuals, collection, and analysis of data. It's useful for researchers who aim at communicating new features or trends to their respondents. Invalid source specified.

2.Descriptive research

Descriptive research is a research method describing the characteristics of the population or phenomenon studied. This descriptive methodology focuses more on the "what" of the research subject than the "why" of the research subject.

The method primarily focuses on describing the nature of a demographic segment without focusing on "why" a particular phenomenon occurs. In other words, it "describes" the research subject without covering "why" it happens Invalid source specified.

3.Correlational research

Correlational research is a type of non-experimental research method in which a researcher measures two variables and understands and assesses the statistical relationship between them with no influence from any extraneous variable. Invalid source specified.

3. **Deductive research method**

Researchers taking a **deductive approach** take the steps described for inductive research and reverse their order. They start with a social theory that they find compelling and then test its implications with data; i.e., they move from a more general level to a more specific one. A deductive approach to research is the one that people typically associate with scientific investigation. The researcher studies what others have done, reads existing theories of whatever phenomenon he or she is studying, and then tests hypotheses that emerge from those theories.

Invalid source specified.

- Advantage

One of the most important is that it can be used to help identify and solve problems.
Deductive reasoning can also help you to see relationships between things that may not be obvious at first glance.
It can help you to come up with new ideas and solutions.
Invalid source specified.

- Disadvantage

Deductive reasoning can be misleading. If the premises of an argument are false, the conclusion may also be false.

Deductive reasoning can lead to rigidity and inflexibility. People who rely too heavily on deductive reasoning can become closed-minded and unwilling to consider other points of view.

It can be time-consuming. It can take a lot of time to come up with a valid argument and test all the possible implications of the premises.
Invalid source specified.

Types of Deductive Reasoning

1. Syllogism

Syllogism takes two conditional statements and forms a conclusion by combining the hypothesis of one statement with the conclusion of another.

Invalid source specified.

2.Modus Ponens

Modus ponens is another type of deductive reasoning that follows a pattern that affirms the condition of the reasoning(Invalid source specified.**)**

4. Inductive reasoning method

In an inductive approach to research, a researcher begins by collecting data that is relevant to his or her topic of interest. Once a substantial amount of data have been collected, the researcher will then take a breather from data collection, stepping back to get a bird's eye view of her data. At this stage, the researcher looks for patterns in the data, working to develop a theory that could explain those patterns. Thus when researchers take an inductive approach, they start with a set of observations and then they move from those particular experiences to a more general set of propositions about those experiences. In other words, they move from data to theory, or from the specific to the general Invalid source specified.

- **Advantage**

The biggest advantage of inductive reasoning is that you get to work with probabilities. Not all probabilities will be true or even possible but you do get various options. When you have to gauge an idea or develop a perception with very little material at hand, which could be observations or experience, then you need a starting point. Inductive reasoning gets you to that starting point. Inductive reasoning is used consciously and naturally by people in all walks of life. From friends to peers, we tend to use inductive reasoning to judge people. From professional challenges to chores at home, we resort to inductive reasoning to develop our perceptions and it also influences how we approach these tasksInvalid source specified.

- **Disadvantage**

Inductive reasoning is very limited. It begins with a single observation or an inference drawn from very specific and alike situations. This cannot possibly lead anyone to a fair judgment or accurate inference in a diverse world. Deductive reasoning amasses observations and then gets specific and even then it goes wrong at times. Inductive reasoning begins with something specific and then tries to generalize, which will go wrong more often than frequent. Invalid source specified.

Types of Inductive Reasoning

1. Inductive Generalization

Inductive generalization uses observations about a sample to conclude the population from which the sample was chosen. In simple terms, you use statistical results from samples to make statements about populations. One can evaluate large samples or random sampling using inductive generalizations Invalid source specified.

2. Statistical Generalization

Statistical generalization uses specific numbers to create statements about populations. This generalization is a subtype of inductive generalization, and it is also termed statistical syllogism Invalid source specified.

M1: justifications for the choice of methods selected based on philosophical/theoretical frameworks.

1. **Qualitative research methods**

As you know, the qualitative research method is currently a quite popular and not too strange scientific research method for us, it is present all around our lives, and makes an important contribution to the proof. illustrate or help analyze a particular problem. Simply put, qualitative research method helps to collect data by probing data based on speech, behavior or observation, perception, all of these are done on subjective method. mandarin. This can help clarify the problem, the goal of the study.

For example, you are about to open a new coffee shop. The opening of this new store is not simply thinking about opening it, and opening according to market trends. This is based on a lot of factors such as: area, location, surroundings, and needs. and long term. And to know such information, you need to carry out research surveys such as: market surveys, people's needs around, trends, ... this helps you understand the information. to choose the right business plan. This method is not only applied in each business field, but also applied in many other fields such as: health, education, people ... and most especially in the field of environment, if you have Watching online, website or TV recently, you can clearly see that the most important problem is: the environment, the climate is having a big change. Reporters or journalists have conducted surveys by interviewing people around,... to learn, understand and uncover aspects of the issue. This helps them to find out the causes of environmental

pollution, and thereby help them have more arguments to prove the specific cause. According to Yunlok Lee(Former Academic, Research, Hons & PhD adviser & examiner, at SCU, NSW (1999–2014): "A qualitative approach allows a researcher to probe deeper into a subject by skilful questioning of the subjects for greater insights. As the terms imply, it is not the quantitative but the 'qualitative' nature of answers that a research may want from a given interview. Clearly, it is necessary in such an approach to target the right subjects for the study." (quora, 2023)

However, qualitative research method is not completely considered a great method, it is just a method that has certain advantages, and sometimes we need to be careful in diagnosing the results, information that cannot be measured. According to AG: "qualitative research has limitations. It is quite labor intensive to conduct and analyze qualitative interviews or observations. A relatively inexperienced RA can reliably conduct a standardized survey, but an hour long focus group is not so easy. It can also be difficult to know how to interpret the data and the process of qualitative analysis can often be quite opaque. Analysis can be subject to heated disagreements between researchers because it uses so much on interpretation" ((quora, 2023)

Based on actual observations and information obtained, showing that qualitative research is not enough to support a problem, a hypothesis or a certain conclusion, I do not say qualitative research here. It's not helpful to uncover a problem, it's just not enough to prove it, think about it, if the study of a certain issue, in education for example, when the Ministry of Education wants to change the curriculum our curriculum, not just through qualitative surveys such as: what do you think of the old curriculum? , or how do you feel about the program innovation, ... because it only helps us to have a more multi-dimensional and general view of the problem, there is not enough evidence for us to conclude that: "the Learning the old curriculum will make it difficult for students to approach the times". Therefore, researchers often combine qualitative methods with different research methods to help increase authenticity. Specifically, the quantitative method. It is considered a highly effective mixed method.

In short, the qualitative research will help us to understand the problem deeply with a multi-dimensional and more general view of the problem. It also helps to have more ground to know the side of the problem. However, to make a definite and more accurate conclusion. We should combine with many different methods.

2. Quantitative methods

The quantitative method is certainly all too familiar to us, and its popularity is no less than the qualitative method. You can simply understand that: if the qualitative method is based on human behaviors, perceptions and observations to exploit the problem, the quantitative method is based on numbers, percentages to measure and Evaluate. It can be said that this method is based on feelings, depending on the standards of each person. To make it easier for you to understand, I will give a simple practical example:
The most obvious example is that you buy goods on e-commerce platforms, specifically Shoppe: so can I ask what you are most interested in when you want to buy? Definitely the quality of the

product. And to know the quality of the product, reading the product description is not enough to prove that the product is completely good, and to help gain the trust of the customers, almost all Every website has a rating with star icons (1-5) of customers who have received and experienced the product. These are real feedback based on each person's feelings. And from that survey you can know the quality and reputation of the product to make a final decision. I guess you can already guess what the great thing about this method is, the most obvious is the expansion of the research scope, simply understood: we will collect many results, data data, which vary rapidly in a short period of time, moreover, there are no barriers of scope, and especially with very little cost and effort, moreover, the application of this method to the study also helps reduce the risk of erroneous results.

According to Babbie, Earl R." The application of the quantitative research method: Allows for an overall study, involving a greater number of subjects, and enhances the generalization of the results, Allows for greater objectivity and accuracy of results. Generally, quantitative methods are designed to provide summaries of data that support generalizations about the phenomenon under study, besides You can also summarize vast sources of information and make comparisons across categories and over time;" (libguides, 2023)

Although quantitative research methods bring many benefits, and achieve high accuracy results. However, it also has a few unavoidable problems such as: the superficial approach, by making the questions ready-made, is quite concise, and may not be fully represented so this may not be enough. can make survey participants feel confused, not only that, structural trends can be easily biased, .

In summary, the use of quantitative methods will bring more accurate results than qualitative methods, besides, the scope of research will also be expanded, the special feature of this method is that it is fast. , convenient and collect a lot of data.

3. **Inductive method**

Induction must be familiar to us, and most of the reports or exercises we have used, especially writing or research on a certain topic. can be understood simply: going from the particular to the general. That is, based on the information searched (collected information) then from that information have an overview of the problem and draw conclusions.

A simple example of an inductive research method:
If you are a fan of comics, especially Conan. You will find that for each murder case, Conan collects data related to the case to find clues, or the killer's motive for the murder. That is, based on the data collected at the scene, it is still not enough for Conan to conclude the killer, if you pay attention, you will see that Conan continues to collect information by surveying the agents involved. related to the case, based on the information gathered, he will stop and think about the problem in general, then guess the motive of murder and from there can trace the killer. Of course,

in the process of collecting information, and there may be errors, but using the inductive method allows you to continue to collect data until you get the best results. This is the usefulness of this method. In addition, we can also mention some other special features of this method, which are high adaptability, search accuracy, ...

In summary, the inductive method is a great method, helping us to understand the details of the problem after the information collected, although in the process of finding information, it is difficult and can lead to errors. mistakes, but we can still find the best end result. Overall, this is one way that can help us make an informed decision.

4. **deductive method**

If the inductive research method is used to push the theory building, from the specific to the general, the deductive research method is the opposite. This method helps to break down a certain theory into relevant information. Simply put, this method is applied to research by clarifying a hypothesis or a certain proof from the arguments and information collected.

For example, if you are a social media follower, you will know that recently, the poles of the earth have reversed. and on what basis do you know that the earth has been reversed? The researchers inferred that the inner core rotates at a different speed than the mantle and crust, causing the time differences. The planet spins roughly 360 degrees in a day. Based on their calculations, the researchers estimated that the inner core, on average, rotates about 1 degree per year faster than the rest of Earth. Another study also suggested that: around 2009, the differences in travel times disappeared. That suggested the inner core had ceased rotating with respect to the mantle and crust, Yang says. After 2009, these differences returned, but the researchers parts inferred that the waves were crossing of the inner core that suggested it was now rotating in the opposite direction relative to the rest of Earth (Ogasa, 2023), ...of course, in order to prove this hypothesis, it is very necessary to rely on a lot of arguments, grounds and collected information to be able to think of a specific result, And Also according to the research on the forums about the effects and effects of the reversal on humanity: such as the earthquake in Turkey, the tsunami, the unusual climate change, ... this can be possible. Prove that the earth's magnetic field has reversed.

In summary, the introduction of deductive research methods is extremely necessary and important in research, a potential that we can clearly see that proving a hypothesis, a certain statement, can be give us a more specific perspective or perspective. Using this method, we have the right to refute the statement or prove it to be true. Going into each detail of the issue to prove a point helps us to have a broad and concretized view.

From the above assessment, I draw conclusions for using my research method. To prove my research problem, I decided to put all four methods above to test for the study of digital transformation to help protect the environment. This helps me to have a multi-dimensional, comprehensive view and in-depth understanding of the research problem. In my opinion, all 4 methods should be combined, if not combined, I guess there is not enough evidence to prove my point. Moreover, for me, these 4 methods have their own great points, and I think that incorporating all 4 methods into the research is an option, a perfectly reasonable solution.

3.   secondary research.

As we all know, digital transformation today plays an extremely necessary role in the development of human life, it is applied almost everywhere in life, and typically recently, if you have paying attention to the increasing climate change and environmental pollution, it can be said that it is a red alarm, it is extremely important to apply digital technologies to protect the environment, and it is considered a smart solution, here I can review a few technologies that have been applied in environmental protection of countries such as: a few well-known IoT devices in the US such as: Internet of Things (IoT) devices and smart household appliances can alert users about excessive energy waste and use AI to turn off the power when they are not in use, For example, smart bulbs and thermostats can automatically detect activity in the room and turn off the light when there's nobody around, to help preserve energy.... In 2017, electric power consumption accounts for 93% of coal consumption in the US. As a result of the implementation of smart technologies, the power sector in the US consumed 30% less coal in the first half of 2020 than in the same period in 2019. The development of technology applied to the US environment is increasing day by day. high and growing. Not only the US, other countries such as the United States, Canada, ... are also developing and enhancing the importance of this solution such as: CSS, Evironment sensor, ... (doforms, 2021) there are many areas where digital can be applied to environmental protection. and the application for business development on the e-commerce platform is a very wise solution, I do not think that the application of this method on the e-commerce platform can grow and develop in such a way. so quickly. In addition to bringing positive signs to the environment in a safe and effective way, this also shows that the market economy is also changing rapidly, most people are responding to online transactions. I'm really surprised that nowadays, the online shopping platforms of many countries have a big attraction. Some of the famous e-commerce sites that make a name for a business as well as make a great contribution to boosting the country's economy are: Amazon, Alibaba, Ebay, Lazada,...

- **Amazon**

Impact on human life.

Based on the information gathered, I highly appreciate Amazon's business model when doing business is based on 2 forms, B2B and B2C. If you are not clear, B2B is a business model between two entrepreneurs. Simply understood is the exchange of goods between two companies, in which there is a company specializing in the production of goods and supplying its products to another company. These include Amazon Business, it's one of the fastest growing platforms within this sector in the world. One of the friendly features of this platform is that a business can purchase items from you in bulk, or small amounts, and obtain 30 days credit. However, you as the seller are paid immediately. Buyers don't need to set up an account with you either before they buy. As long as your potential customers have an Amazon Business account they can purchase your goods straight away. Keeping track of sales has been simplified too, both for you and your customer. Each business customer can assign 'users' who are allowed to access the account and purchase supplies on Amazon Business on behalf of their employers (i.e. your customer). Instead of having multiple people making multiple purchases to keep track of, it's all simplified into one place (Pitts-Drake, 2021). From the above points, we can see that the potential that Amazon Business gives businesses is really great. Because it not only brings many benefits, business potential, but also provides good credit, that is why the number of Amazon Business account registrations has increased dramatically. In 2019 Amazon Business grew 1.6 times faster than Amazon – that's a lot of happy B2B customers (Pitts-Drake, 2021). although the B2B operating mechanism at Amazon is on the rise, it's not core business, most of Amazon's business is mainly focused on marketing strategy: B2C

In fact, most of Amazon's business model is based on the exchange of goods between sellers and customers, this is the B2C (business-to-consumer) marketing model that most businesses use. used in their business. And this can be considered as the most potential and popular model in the field of e-commerce. Amazon is known as the retail king in the field of e-commerce, with the top number of visitors in the world and the largest percentage of global sales.

Amazon.com is a vast Internet based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers.

Amazon.com is currently the most famous and popular e-commerce site in the world, if you are a customer and have experienced it, it is probably not too far from the business style. Amazon's business, and this will be the answer to why amazon has grown so quickly, and of course there will be no stopping in the future. First of all, the benefits that customers receive when experiencing products on Amazon Prim such as shipping benefits: free shipping in 2 days, ... besides, shopping benefits are also included. Customers appreciate this business policy such as: customers can receive many discounts on special occasions, not only that, for customers who have an account, they will receive a discount when buying many units, ... what you can easily see here is the convenience and usefulness of ordering: customers can shop for anything anywhere with just a phone. Without having to waste time, time, travel expenses, ... "We love the program's ease of use in ordering and reordering our most common items," said Rob Boirun, CEO of Reviewster Network. "When we run out of printer toner or other office supplies, we can easily order within a few seconds, and the items are in the office two days later.". Besise, Boirun said also his company has used Amazon Business for larger purchases, leveraging payment options where the firm can split up the payments among people in the company. "For example, we purchased a new Wi-Fi router and were able to split up the bill so that four different people using it would each pay 25%," **Invalid source specified.**, combining business mechanisms by Amazon, I rate it as a perfect match to help ensure the highest possible customer satisfaction.

Methods to improve the problem of environmental pollution.

Although Amazon plays the role of one of the most successful and famous retailers in the world, it also has many problems with its impact on the environment, specifically there has been a controversy. such as: "The massive volume of packaging materials and shipping waste created by online shopping takes a toll on our environment", this is definitely a concern and concern of many retailers on the e-commerce platform.

Based on the analysis and assessment of the impact situation, Amazon has come up with excellent solutions to help bring positive signs to the environment such as: developing and promoting Amazon Renewed, customers to shop more sustainably is through Amazon Renewed, which may help reduce electronic waste and extends the life of a product. The program is a place for shoppers to find great deals on pre-owned, like-new refurbished products that have been professionally inspected and tested by Amazon-qualified suppliers to work and look like new products. Whether shopping for a smartphone,

camera, or TV, customers can find many of their favorite brands at up to 40% off the original price. (Team, 2021)

The company further cited its purchase order of 100,000 fully electric delivery vehicles a $100 million investment in nature-based climate solutions and reforestation projects; and sustainable packaging programs, such as the Ship in Own Container option, as examples of positive environmental efforts.Amazon also noted that the company collaborates with manufacturers to improve packaging and cut waste, which has reduced packaging weight by 27% and eliminated more than 810,000 tons of packaging material since 2008. (Pratt, 2020)

- **Lazada**

Impact on human life.

Known as an international e-commerce company and one of the largest e-commerce operators in Southeast Asia, lazada has helped develop the country's economy, not only that, lazada has helped to expand outstanding business scale by linking with many other countries including Vietnam. Lazada offers a variety of product codes in the market to help consumers freely choose from a variety of items such as fashion, furniture, ... One of Lazada's biggest advantages is its flexibility. active and adaptive. Lazada is operating under 2 marketing models: B2B (Business to Business) and B2C (Bussiness to Customer.First of all, the B2B model, How Lazada's Marketplace model works is to act as an intermediary.

Accordingly, Lazada will be the place to receive and collect necessary information from businesses with diverse business types, then synthesize, classify and post on its website. As an intermediary between sellers and consumers who want to buy goods, Lazada helps businesses promote products, and at the same time is a place to advise buyers and help them choose good quality products (ginee, 2021). In addition, B2C marketing model also contributes equally to Lazada's revenue growth. Based on the current 4.0 market, it is like a business model. Lazada's B2C is currently a very popular and widely known sales model around the world, not to mention that Lazada's B2C business model has been applied very successfully. Lazada's B2C business model allows you to open a free store, introduce products for free but only collect a discount on each sale order, which can be a plus and minus point for those just starting out. Online business on Lazada e-commerce platform. There is no denying that Lazada's B2C business model not only benefits business growth, but also helps to expand marketing reach, better serve customers, and save management costs than other competitors. Other traditional business competitors have also become Lazada's B2C business model. (azgad, 2023)

To sum up, Lazada not only brings many benefits to customers but also brings a lot of development potential for businesses. For businesses, when using e-commerce development on lazada will help expand the market size, you can easily sell your products abroad, besides when using lazada, Managing your products will also become easy from finance, customer management,... just working with a few available features and tools, in addition to helping business developers develop products. . Lazada also helps shoppers with multiple features: such as saving shipping and purchasing costs, helping customers access a wide range of products, besides, like Amazon's operating mechanism, lazada There will be offers for users on special days, and if customers have an account, they will get many incentives, and they can also make a reasonable decision after consulting reviews and feedback from consumers.

Methods to improve the problem of environmental pollution.

Although Lazada is considered as one of the famous e-operators in Asia. However, as a business development based on an e-commerce platform, it is inevitable that public opinion impacts on the environment, which is the top concern of consumers as well as experts. Questions such as: "Will business development on the e-commerce platform cause environmental impacts? The increase in the amount of packaging of products causes the environment to suffer from not light consequences, is the daily delivery of goods a cause of climate change? That's right, according to research, most e-commerce businesses face this problem, and here are the great methods to help improve the environment of Lazada:

Unveiling its LazEarth campaign, Lazada says it wants to encourage a reduction in plastic waste in both products and packaging, given Southeast Asia consumes an estimated 31 million tonnes or more of plastic waste each year. Recognising that consumers in the region are becoming concerned about plastic

waste- Lazada considers the campaign will make it easier for people to and source environment friendly products.Lazada will also work with brands and partners to expand their offer of eco products. Lazada has offered greener packaging through its Fulfilment by Lazada (FBL) service for the partnering brands since 2011. The brand also partners and makes social initiatives to build a sustainable digital commerce ecosystem in Southeast Asia (insideretail, 2023). As of 2021, Lazada has started offering eco-friendly shipping, with parcels packed from sustainable materials, through Lazada's (Fulfilment by Lazada) shipping service for partner brands. These "green" parcels use FSC-certified cartons, which are made from recycled waste paper instead of a plastic blend.

Based on my research on the e-commerce space of Amazon and Lazada, I can see that the potential of business development on the e-commerce platform is not small, from developing the business scale to It's really great to meet the needs of consumers. Besides, I also see a common point that most traders on the e-commerce platform are concerned about: the problem of using product packaging excessively, which affects the environment. environment and the problem of delivery vehicles emitting too much carbon,.. these are all causes of environmental change, and are the top concern of consumers as well as economists. retail business on the e-commerce platform. However, they have also come up with appropriate methods to adapt to each case and the improvement of the problem of environmental pollution is showing positive signs.

Booming e-commerce in Vietnam.

If the application of digital technology to the development of e-commerce abroad is currently a strong wave in digital commerce, it is equally strong in Vietnam. In the e-Conomy 2022 report from Google, Temasek and Bain & Company, in 2022, Vietnam's digital economy has the fastest growth rate in Southeast Asia with the total value of goods expected to increase by 28%, from 18 billion USD in 2021 to 23 billion USD in 2022. With a growth rate of 31% in the period 2022 - 2025, Vietnam's digital economy will reach 49 billion USD in 2025 and reach a record of 120 - 200 billion USD by 2030 (Anh, 2022).

What is the reason for the rapid development of e-commerce? Of course, this is all based on the results of the outbreak of the Covid pandemic in 2019. It can be said that 2019 was an extremely difficult year for our humanity, having to bear the consequences of the pandemic. The pandemic is not easy, the economy is seriously depressed, not only that, education and people are also severely affected by the pandemic. And suffering so many consequences will become a red alarm if humanity does not come up with a solution to prevent it. Therefore, the application of Digital Technology in commercial business was born to serve people. It is considered a great initiative, this is not only implemented in Vietnam but also in many other countries around the world. After the Covid-19 pandemic, Vietnam is one of the countries that quickly restored "new normal" activities. Some consumption and trends that were formed and promoted during the pandemic are still maintained and continue to develop. E-commerce has become the locomotive in the development of Vietnam's digital economy (Anh, 2022).

According to Ngo Thi Truc Anh(Director of Lazada Logistics Vietnam Shipping Department) said that in the period of 2020 - 2021, the Covid-19 epidemic affects the whole economy, but e-commerce has

experienced outstanding growth. specifically, in this period, the growth rate of online shopping in the region reached 50%, but in the period of 2021 - 2022, this growth rate decreased to 16%. It is forecasted that in the period of 2022 - 2025, the average growth rate will reach 17%, Beside The report on changing shopping journeys in Southeast Asia "From search to receiving experience" conducted by Lazada in September 2022 shows that 76% of Vietnamese consumers shop once a month on the Internet. E-commerce; 83% of Vietnamese users have a habit of searching for products directly on e-commerce platforms; 50% of e-commerce orders in Vietnam are purchased without planning. "This shows that consumers' shopping habits have changed, and e-commerce platforms have shaped these habits. E-commerce floors continue to be the foundation for businesses to effectively reach consumers," (Anh, 2022).

These are good signs for the application of digital in business to bring high results, a great success for the country's economy. Are you curious about which brands have contributed to the name of the Vietnamese economy? We can mention the famous gangsters on the e-commerce floor, the top famous and top-visited e-commerce platforms in the country such as: Tiki, Sendo, or FPT, ...

- **Tiki**
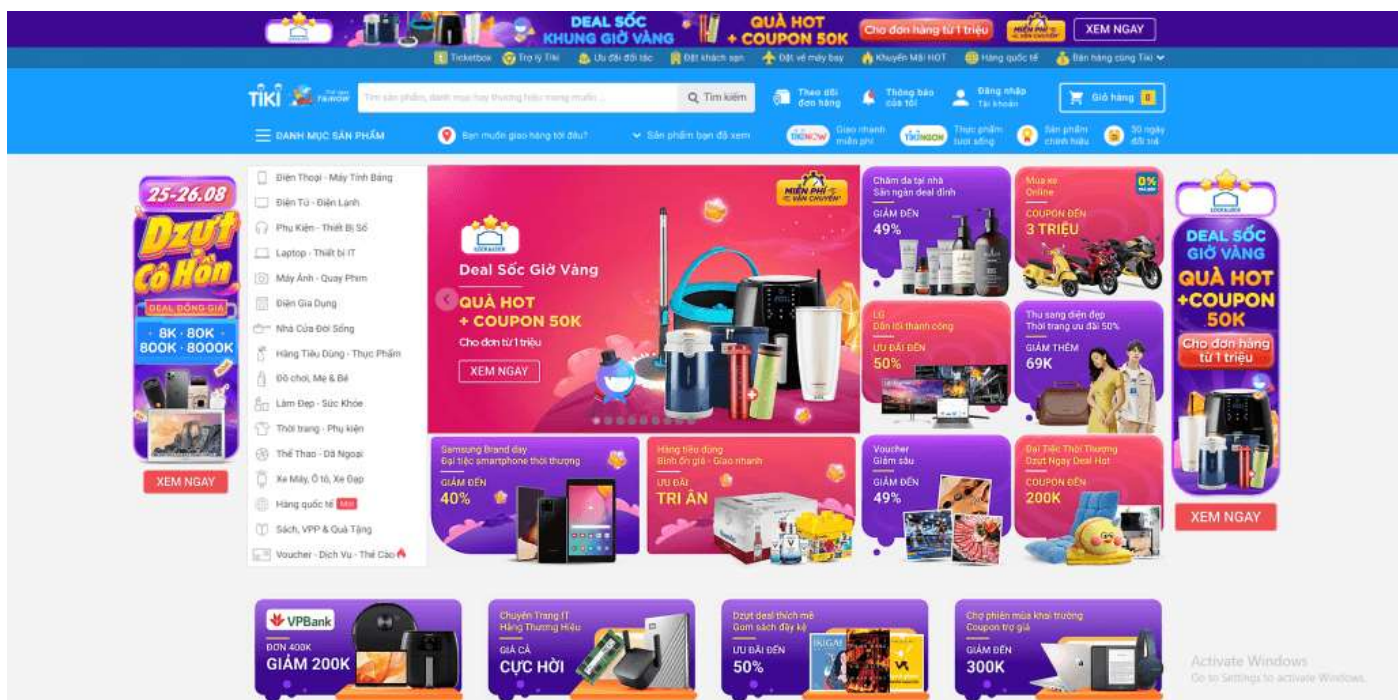
Impact on human life.

Tiki is known as one of the leading large e-commerce websites in Vietnam, with a wide range of products, typically books: books are considered as the original product of tiki since its founding. that has just developed and diversified products such as electronics and cosmetics, ..Tiki is a famous brand and commerce website in Vietnam because of its quality and operating mechanism, just like Amazon

and Lazada , Tiki also brings many benefits to consumers. As a fairly familiar customer of Tiki, I am very satisfied with the services they create. First of all, the benefits of delivery and payment, I can shop for products and order easily on my phone and payment can be prepaid or postpaid, exchange where applicable. Vouchers help reduce product prices and free shipping, and of course Tiki will also offer shopping deals on special occasions and gift vouchers. This is what attracts me in shopping, moreover because of buying and using products on tiki brand, I feel quite confident and satisfied about the quality, there is nothing for me to worry about that is a fake and poor quality product, because all products on tiki when sold on the market are tested and have a clear warranty. That's why the Tiki brand has kept its name until now time and contribute to boosting the national economy.

Accoding to Thanh Dung, 85% of customers are satisfied with the quality and service of Tiki. With 400,000 customers making purchases at Tiki every month, the exchange rate is only 0.95% (Dung, 2021)). Have you ever wondered why tiki can achieve a huge amount of revenue per month? Of course, these results are all based on great marketing models. It can be mentioned that the B2C business model in Tiki, Tiki has attracted quite a lot of loyal consumers thanks to the B2C model. In this model, all distributed products are carefully censored for quality. Before reaching the user, and any business that wants to supply it, they must bring the goods to Tiki's warehouse, it's the same as Tiki imported and sold. Because of this, the products on Tiki are always officially distributed goods of good quality and fast delivery (ATP, 2021).

Methods to improve the problem of environmental pollution

In addition to the satisfaction of product quality, Tiki also surprised me by using environmentally friendly packaging materials. TNSL (TikiNOW Smart Logistics) replaces non-biodegradable plastic packaging materials with environmentally friendly materials, with a shorter decomposition time many times.

Specifically, if in the past to protect fragile goods, the most commonly used material is air bubble foam. However, the decomposition time of this material is up to tens, even 100 years. Therefore, after a period of research, TNSL has put into use an alternative packaging material, which is carton paper with a shortened decomposition time of only 2 months (congthuong, 2020). Besides, TNSL has optimized the box sizes at the warehouse. Specifically, all products before entering the warehouse will be measured and stored information about the size by Cubiscan machine (congthuong, 2020)

When needing to pack, warehouse staff just need to scan the product code or all products in the same order, the system will automatically suggest the type of box with the most matching size. This not only shortens the packing time, but also saves a large part of other blocking materials. At the same time, the shipping size and weight are also much more optimized. Up to now, the number of containers at TNSL warehouse has been reduced to only 9 types, but it helps to increase efficiency in operation. Up to now, after nearly a year since the start of the project, 85% of packaging materials in the entire operation chain at TNSL are environmentally friendly materials. At the same time, the proportion of packaging materials used is also reduced by half, thereby cutting costs by 50% compared to before. (congthuong, 2020)

- Sendo

Like Tiki, shoppe, SenDo is known as the largest electronic market in Vietnam, offering a wide variety of products and top-notch services. Sendo is currently a name on the e-commerce platform loved by most young people and housewives with its convenience and convenience, even when buying and selling vegetables and fruits, you do not need to go to the market to choose. If you stay at home, you can shop comfortably without having to argue about product quality. Moreover, friendly service and features help customers feel quite satisfied. In short, in addition to meeting the needs of customers, Sendo also contributes to improving and reducing environmental pollution by:

Reducing production energy consumption: during the construction of the factory, SENDO maximized the light to ensure natural light, contributing to reducing power consumption during working to the maximum. is operated based on automatic and control technology, with power transmission motor operated by inverter technology to reduce energy consumption but still ensure productivity, high speed and highest product quality for customers. client. In addition, Sendo also helps to treat wastewater and emissions by applying treatment measures and building a complete drainage system and signing wastewater treatment contracts with responsible units in industrial parks. ensure that the amount of wastewater discharged into the environment is treated properly and does not affect the living (sendopipe, 2020)

Sendo's main business model is: B2C2C (Business to Consumer to Consumer). With this model, we can understand as follows: that is, for other businesses to sell goods to users (operating under the B2C model), and at the same time for users to sell goods to other users (operating according to the C2C model) With this business model of Sendo, whether you are an individual or a business, you can open a store and do business on Sendo easily. Along with Sendo's unique business model, in the 4.0 technology revolution, Sen

Do is one of the pioneers in the application of AI technology (using artificial intelligence) and at the same time in combination with tools to help optimize the quality of management of online business stores on the floor. From here, it has helped to eliminate and quickly screen business stores with poor quality products to ensure maximum benefits. for customers. (Agency, 2023)

- Conclusion

In general, Vietnam's e-commerce industry is also developing strongly, promoting digital technology in this field is a perfectly reasonable and great solution, most of the business development. on the e-commerce platform are favored by retailers because it not only makes it easy to manage, but also expands quickly. Besides, it also helps to enhance environmental protection. According to research, most businesses operating on e-commerce platforms can see the problem and impact of business having an adverse impact on the environment. solutions to improve the environment and achieve good results. However, as far as I've noticed, not all e-commerce merchants use the same eco-friendly packaging as tiki, and most of the time, when they receive the goods, people usually throw away the box. so why don't we collect the packaging to recycle them, this can help the environment change in a positive way.

4. **Conclusion, propose initial hypothesis after the literature review and need to confirm in primary research**

Based on the information and evidence collected above, I decided to create a hypothetical questionnaire as a research tool for the field of e-commerce. The questionnaire includes 3 hypothetical questions corresponding to 3 different topics of the field of e-commerce, all of these are questions focused on digital transformation and how they work and apply. In the field of e-commerce, what is the potential level of this field and its impact on people and the environment?. According to my research, most of these 3 theories are common problems and account for most of the community's attention. and to prove these three hypotheses, I will create research questions that are equivalent and close to the hypothesis. The purpose of creating research questions is to provide additional basis for hypothesis elucidation. Besides, the creation of this questionnaire also helps me easily generalize and visualize the research problem, collect the grounds to prove my point by combining many different methods. So it's quite clear, multi-sided, and close to reality. In short, creating research questionnaires to prove hypotheses is an extremely important and necessary basis in the research process, it helps researchers to evaluate the success or failure of the research. failure of the research process, without creating these bases, it will be difficult for researchers to orient and measure the accuracy of the problem, even if the research may fail.

Hypothesize	Question
E-commerce helps protect the environment and reduce carbon.	What role do you think digital technology plays in protect environment?

	In your opinion, is the application of digital technology in the field of e-commerce a solution to help protect the environment safely and effectively?
	In your opinion, will the development of e-commerce cause environmental impacts?
E-commerce helps to expand the scope of business, easy management and meet the needs of users	Are you satisfied with your online shopping? If yes, what attracts you when buying online (customers)
	How do you feel about developing your business on the e-commerce platform? Do you face any obstacles when doing business online?
	What level of potential do you see in your business?
In the future, SRC(scrap collection) will be a strong development trend and can improve the downside of e-commerce and help protect the environment	In your opinion, how does waste collection affect the environment and people?
	How popular is Scrap collection in the country?
	In your opinion, will SRC be able to successfully apply digital transformation and be responded to in the future?

5. Primary research

   P3 clearly provide evidence of carryout primary research

1.   Interview.

- Denifine

An interview is a qualitative research method that relies on asking questions in order to collect data. Interviews involve two or more people, one of whom is the interviewer asking the questions (George, 2023)

- Advantage and disadvantage of interview

Interviews are a great research tool. They allow you to gather rich information and draw more detailed conclusions than other research methods, taking into consideration nonverbal cues, off-the-cuff reactions, and emotional responses.

However, they can also be time-consuming and deceptively challenging to conduct properly. Smaller sample sizes can cause their validity and reliability to suffer, and there is an inherent risk of interviewer effect arising from accidentally leading questions.

(George, 2023)

types of interviews

- Structured interviews have predetermined questions asked in a predetermined order.
- Unstructured interviews are more free-flowing.
- Semi-structured interviews fall in between.

Structured interviews have predetermined questions in a set order. They are often closed-ended, featuring dichotomous (yes/no) or multiple-choice questions. While open-ended structured interviews exist, they are much less common. The types of questions asked make structured interviews a predominantly quantitative tool.

Example:

- ✓ Do you like dogs? Yes/No
- ✓ Do you associate dogs with feeling: happy; somewhat happy; neutral; somewhat unhappy; unhappy

Semi-structured interviews are a blend of structured and unstructured interviews. While the interviewer has a general plan for what they want to ask, the questions do not have to follow a particular phrasing or order.

Example:

- ✓ Do you like dogs? Yes/No
- ✓ If yes, name one attribute of dogs that you like.

✓ If no, name one attribute of dogs that you don't like.

An unstructured interview is the most flexible type of interview. The questions and the order in which they are asked are not set. Instead, the interview can proceed more spontaneously, based on the participant's previous answers.

Example:

✓ What feelings do dogs bring out in you?
✓ When you think more deeply about this, what experiences would you say your feelings are rooted in?

A focus group brings together a group of participants to answer questions on a topic of interest in a moderated setting. Focus groups are qualitative in nature and often study the group's dynamic and body language in addition to their answers. Responses can guide future research on consumer products and services, human behavior, or controversial topics.

Example:

✓ Think back to your childhood, and tell me about a dog that is very vivid in your memories, positive or negative. It doesn't have to be your dog, but the first one that comes to mind.

(George, 2023)

Type of interview	Avantage	Disadvantage
Structured interview	• Can be used for quantitative research • Data can be compared • High reliability and validity • Time-effective for the interviewer and the respondent	• Researcher can't ask additional questions for more clarification or nuance • Limited scope: you might miss out on interesting data • At risk of response bias • Due to the restricted answer options, people might have to choose the "best fit"
Semi-structured interview	• Can be used in quantitative research • Relatively high validity	• Lower validity than the structured interview

	• You can ask additional questions if needed	• At risk of Hawthorne effect, observer bias, recall bias, and social desirability bias • You need to have good conversational skills to get the most out of the interview • Preparation is time-consuming
Unstructured interview	• You can ask additional questions if needed • Respondents might feel more at ease • You can collect rich, qualitative data • Can be used if little is known about the topic	• Easy to get sidetracked • Hard to compare data • Preparation is very time-consuming • Low reliability and validity
Focus group	• Efficient method, since you interview multiple people at once • Respondents are often more at ease • Relatively cost-efficient • Easier to discuss difficult topic	• You can ask a limited number of questions due to time constraints • You need good conversational and leadership skills • There is a higher risk of observer bias, recall bias, and social desirability bias • You can't guarantee confidentiality or other ethical considerations, since there are multiple people present

(George, 2023)

2. Survey

• Denifine

Survey Research is defined as the process of conducting research using surveys that researchers send to survey respondents. The data collected from surveys is then statistically analyzed to draw meaningful research conclusions. The traditional definition of survey research is a quantitative method for collecting information from a pool of respondents by asking multiple survey questions. This research type includes the recruitment of individuals, collection, and analysis of data. It's useful for researchers who aim at communicating new features or trends to their respondents

(questionpro, 2021)

- Advantage

Minimum investment: Mobile surveys and online surveys have minimal finance invested per respondent. Even with the gifts and other incentives provided to the people who participate in the study, online surveys are extremely economical compared to the paper-based surveys.

Versatile sources for response collection: You can conduct surveys via various mediums like online and mobile surveys. You can further classify them into qualitative mediums like focus groups, interviews, and quantitative mediums like customer-centric surveys. Due to the offline survey response collection option, researchers can conduct surveys in remote areas with limited internet connectivity. This can make data collection and analysis more convenient and extensive.

Reliable for respondents: Surveys are extremely secure as the respondent details and responses are kept safeguarded. This anonymity makes respondents answer the survey questions candidly and with absolute honesty. An organization seeking to receive explicit responses for its survey research must mention that it will be confidential.

(questionpro, 2021)

types of survey:

- A questionnaire, where a list of questions is distributed by mail, online or in person, and respondents fill it out themselves.

    Mail: Sending out a paper survey by mail is a common method of gathering demographic information (for example, in a government census of the population).

    Online: Online surveys are a popular choice for students doing dissertation research, due to the low cost and flexibility of this method. There are many online tools available for constructing surveys, such as SurveyMonkey and Google Forms.

    In-person: If your research focuses on a specific location, you can distribute a written questionnaire to be completed by respondents on the spot. For example, you could approach

the customers of a shopping mall or ask all students to complete a questionnaire at the end of a class.

(McCombes, 2023)

Method	Advantage	Disadvantage
Mail	• You can easily access a large sample. • You have some control over who is included in the sample (e.g. residents of a specific region).	• The response rate is often low, and at risk for biases like self-selection bias.
Online	• You can quickly access a large sample without constraints on time or location. • The data is easy to process and analyze.	• The anonymity and accessibility of online surveys mean you have less control over who responds, which can lead to biases
In-person	• You can screen respondents to make sure only people in the target population are included in the sample. • You can collect time- and location-specific data (e.g. the opinions of a store's weekday customers).	• The sample size will be smaller, so this method is less suitable for collecting data on broad populations and is at risk for sampling bias.

(McCombes, 2023)

3. Observation

- Define

    Researchers can gather customer data in a variety of ways, including surveys, interviews, and research. But not all data can be collected by asking questions because customers might not be conscious of their behaviors. It is when observational research comes in. This research is a way to learn about people by observing them in their natural environment. This kind of research helps researchers figure out how people act in different situations. The goal of this research is to describe a variable or a set of variables. More broadly, the goal is to capture specific individual, group, or setting characteristics. (questionpro, 2023)

- Advantage and disadvatage

    Advantage

        It provides a practical application for a hypothesis. In other words, it can help make research more complete.

        You can see people, such as customers, acting alone or in groups. So, you can answer a number of questions about how people act as customers.

    Disadvantage

        There is a chance of researcher bias in observational research. Experts say that this can be a very big problem.

        Some human activities and behaviors can be difficult to understand. We are unable to see memories or attitudes. In other words, there are numerous situations in which observation alone is inadequate.

    (questionpro, 2023)

Types of observational research

    1. Naturalistic observation

    Taking notes on what is seen is the simplest form of observational research. A researcher makes no interference in naturalistic observation. It's just watching how people act in their natural environments.

Importantly, there is no attempt to modify factors in naturalistic observation, as there would be when comparing data between a control group and an experimental group.

2. Case studies

A case study is a sort of observational research that focuses on a single phenomenon. It is a naturalistic observation because it captures data in the field. But case studies focus on a specific point of reference, like a person or event, while other studies may have a wider scope and try to record everything that happens in the researcher's eyes.

For example, a case study of a single businessman might try to find out how that person deals with a certain disease's ups and down or loss.

3. Participant observation

Participant observation is similar to naturalistic observation, except that the researcher is a part of the natural environment they are studying. In such research, the researcher is also interested in rituals or cultural practices that can only be evaluated by sharing experiences.

For example, anyone can learn the basic rules of table Tennis by going to a game or following a team. Participant observation, on the other hand, lets people take part directly to learn more about how the team works and how the players relate to each other.

(questionpro, 2023)

M2: Discuss merits, limitations and pitfalls of approaches to data collection and analysis
- Interview

    I appreciate the correctness and authenticity of this research method. This is a research method that gives a multifaceted and in-depth look. As I found out above. Interview methods can be done in different ways such as structured, semi-structured, unstructured, and focus group interviews. These are all methods to help collect and analyze data effectively, but you cannot choose the method to do your research indiscriminately, the selection of interview methods needs to depend on on the characteristics of the research project, research object, relevance to the topic, etc.

    Supposedly, you will not be able to interview students about, the growth rate of the Vietnamese economy in recent years, or workers about the future development of e-commerce, because they are people who are not in the field of Economics, so they will not be able to understand the question to make personal arguments. here I am not saying the interview method cannot be done by non-specialists, the key here is, we should choose the field of study that is suitable for the interviewee and the level, be it semi-structured, unstructured, structured or focus group,

the interviewee must make sure that they can understand the interview question. You can conduct structured interviews with students about online shopping needs, or learning processes. These are all things they have experienced and can recognize. And it's good if the interview questions are clear and easy to understand.

To match my research project, I decided to use the research method Unstructured Interviews with experts to study how the application of digital technology to e-commerce affects people and the environment. how is school?

The reason I chose this interview method is because of it is suitable for the research topic and interviewer. moreover, personally, I like interviewing experts with in-depth knowledge in digital transformation technology and e-commerce, which helps me get accurate, measurable and authentic information. than. Furthermore, by conducting unstructured interviews, I was able to extract information from the experts' extensive knowledge of the field. The questions will not be prepared for experts, instead they will give practical arguments based on their experience. This is a great thing. Although the cost to organize this face-to-face interview is not small, and moreover there is a little concern about the reliability of the data, I received valuable information to help with the research is better, I think it's the right choice.

- Survey

    Quantitative research method (survey) is now quite popular and probably not too strange to us. This research method appears almost everywhere in our lives, such as surveys to find out the difficulties of students in learning, or teachers in teaching, surveys to find out. common needs of all people, thereby providing appropriate problem-solving methods. Surveys are a great research method that makes it easier to evaluate and analyze data based on graph numbers. According to research, survey research method can be done in 3 different ways: Online, Mail, person. Each of these methods has its own characteristics and usefulness, but they all have in common that it helps to collect data quickly and analyze the data will also bring more efficiency and accuracy.

    In order to make my research work as effective and easy as possible, I decided to use the online method, creating close-ended questions using tools such as google form, ...brings many conveniences in the process of conducting surveys for my project. First: I can gather a lot of data from different sources of information in every generation. There is no limit and no scope. Second: I can save time. Survey form is easier than I thought, I just need to manipulate with available tools, this saves me time, cost, effort, not only that, I can collect many sources of information, from research results. I can easily evaluate arguments based on percentages, numbers. On the basis of those research results, making a basis for the thesis will become more authentic. This is the strength of this research method.

    Although online surveys help me gather information quickly, easily and cost-effectively. However, taking this approach will also bring some disadvantages to your data collection process. Inaccurate information, reliability is a problem I am very afraid of, regular surveys may be inaccurate, poor information capture or survey questions are too boring, etc. In general, I choose

this survey because it There are certain advantages, but I anticipated the survey's problems by combining different research methods.

- Observation.

through learning and studying the Observation method. I find that, this is a quite effective method, observing reality from behavior, attitude and context, will help you have an accurate and correct view of a specific issue, this bring you closer to your research topic. You can implement this method in many different ways such as: observing nature, studying picture points, observing by participants. all of these forms can collect data accurately based on their observation ability.

I think it is appropriate to use the case study method in my research project. because my research process is done using many different research methods. so in order to meet the specific problem and speed of completing the project that I set out from the beginning, I think a case study would be suitable in collecting data and observing a single phenomenon.

In my opinion, this method can help me have a more intuitive view of a specific phenomenon, by focusing on observing the phenomenon, what happens in reality, I can capture information, people's feelings and actions. Directly observing the behavior of an individual or a certain phenomenon helps me to come close to the problem I posed. And certainly in the process of doing this research, taking notes according to my observations is very important, helping me to remember for a long time and be able to generalize the problem. although, in the process of doing observational research there may be problems such as: limited in scope, gathering information on a particular phenomenon, may cause me to miss important information, because so i will improve this problem by combining with various methods to get reliable and authentic results

- Planning to carry out the main research.

STT	Information about survey participants	Surveying technique	Time, place	Survey content
1	Nguyen Hoa Binh (Shark Binh)_ President of NextTech Group, born in 1981, born in Hanoi, studied at Hanoi National University. Graduated Master of Urban Informatics from Osaka City University (Japan). In particular, received more than 30 awards in technology business. Voted as the Top influencers for the development of Vietnam's Internet in the period 2007-2017. He is an in-depth knowledge of digital transformation	Interview	06/04/2023 2h00 pm: FPT Tower, So 4, Pham Van Bach, Cau Giay, Ha Noi	The question focuses on the field of digital transformation technology and the impact of digital transformation on the development of human life and the environment, besides, it will also predict the effectiveness of the

	technology, currently he owns nearly 30 technology platforms in Vietnam and 5 other platforms in Southeast Asia and China markets.			application of digital transformation. digital technology into the field of e-commerce in the future.
2	Than Duc Hoa (Mathew) is a co-founder of Blockchainvietnam.asia and a business development consultant at Corporatemastertrainer.com. He is widely known as a leading Online Marketing expert in Vietnam who has participated in training and professional training for a series of famous domestic enterprises and multinational corporations. Mr. Hoa is a person with extensive knowledge and 15 years of extensive experience in areas such as Marketing Strategy, Strategic Planning, Project Management, New Business Development, Customer Service and Public Speaking.	Interview	06/04/2023 2h00 pm: FPT Tower, So 4, Pham Van Bach, Cau Giay, Ha Noi	The content of the question revolved around the Digital Marketing market in Vietnam, the development of the e-commerce industry, the growth rate of this field over the years, business size and consumer buying trends.
3	FGW(Greenwich of University) With participants including students aged 18-22. Young people tend to shop online most commonly in Vietnam	Survey	10/4/2023 9h00PM: GoldenPark Tower, so2, Pham Van Bach, Cau Giay, Ha Noi	The content revolves around online purchases, how customers feel about online purchases, what makes them feel attractive when making online purchases.
4	Nguyen Thu Ha, an environmental surveyor, has 3 years of experience in surveying environmental problems.	Observation	Thuong Tin District , Nhue river (12/4/2023)	The purpose of the observation is to find out the reasons and causes leading to environmental pollution and water pollution. survey mainly on the problem of water pollution in Nhue river, and observe the behavior and attitudes

				of people around garbage.

4, Analyse the result of the primary research

P4 Effective using analytical tools to analyse research findings and data

- Interview

In this interview, in addition to interviewing about the inspiration of digital transformation in the field of e-commerce, I will talk more about the idea of applying digital transformation in e-commerce to protect the environment. and improve people's lives, and will recognize the excellent comments from experts so that they can be used as a basis for evaluating the success of this project. As in Primary research I talked about this idea, it's an area-based scrap collection, but so that you can understand this application, I will talk about the mechanism of operation as well as purpose of this project.

SRC (scrap collection) can be understood that is a technology application to help collect scrap. If you have noticed before, there will often be street vendors to buy scrap materials, I have witnessed the scene where workers who collect scrap have to ride bicycles to buy materials at noon. I don't know how much profit they collect waste materials in a day, but in general, this collection of bicycles is too hard, time consuming and labor intensive. and this direct purchase will also make it difficult for people who want to sell scrap metal to find it difficult to exchange, because they have to meet street collectors to be able to sell. I realize that this purchase and exchange is really outdated and not very effective. Therefore, SRC was born to improve this problem. The purpose of SRC is to reduce the amount of waste that is consumed outside every day, this is extremely effective in developing and protecting the environment, besides SRC also plays a role in helping to improve the process. business process. Some special benefits of SRC such as: helping the business process to develop, increasing sales productivity, buyers will not need to spend as much time or effort as before, just equal to the SRC App. they can easily capture the information for sale of scrap, now they just need to go to the address they want to deliver the scrap, negotiate the price and collect it. This is good for both parties as it is easy for the buyer to know who wants to sell. Sellers will not have to wait like before, they can sell scraps whenever they want just access the App.

To make it easier to understand, I will briefly talk about the operating regulations of the SRC. SRC is operated mainly between scrap sellers and collectors, in other words, it operates based on the B2C (Bussiness to Custommer) model. I call the scrap seller Admin and the collector is Custommer. At SRC, when the Admin wants to sell scrap, he needs to access the App. After accessing the App, the App will ask you which area you belong to, and the specific address of that area. for example you want to sell scrap with an address at Trung Hoa, Cau Giay, Hanoi, after you click on the specific address information. The system will display a list of scrap collectors (customers) in that area, in each person's list will contain information about the price of scrap. And you just need to visit the buyer's pages and see the specific pricing information. After choosing a site with a reasonable price, you need to put the materials you want to sell in a specific quantity into the shopping cart. Then create a sales order for the buyer. In the application for sale, there are detailed information such as: the date the product can be exchanged (for example, the delivery date ranges from: 5/4/2023->10/4/2023), phone number , address.For collectors: after they receive the application form, they will confirm the information by calling the seller again, if the information is confirmed, it will be stored in the list order and start implementing the collection plan.

1.   What role do you think digital technology plays in protect Environment?

According to Mr. Nguyen Hoa Binh, "Digital transformation plays a very important role in developing and improving the quality of human life, especially can replace people in environmental protection. , digital technology is applied to almost every aspect of life. From business, management, medical examination and treatment, to education.. the application of digital technology in these fields all have the common purpose of helping to serve and replace working people, improve labor productivity and improve productivity. improve productivity. human development. The benefits that it brings us most clearly are: saving time, improving productivity, saving labor, achieving high efficiency,...

He added: In Vietnam, it is also promoting the application of digital transformation in many fields, which is great. Through the positive signs that digital technology brings, we can assess the level of digital transformation. successful in applying digital transformation technology, can refer to the environment sector, this is the field of digital technology application with the strongest growth rate in Vietnam in 2022 with the rate of 22 percent. . Doubled compared to 2021. He was especially impressed with the intelligent creation of environmental protection sensor devices such as air quality, water quality, and pollution meters. Continuously updating data on environmental changes will make it easier for us to capture information and provide timely solutions to improve problems.

According to the report of the Ministry of Natural Resources and Environment, the environment is changing in a positive direction since the application of digital technologies in protection work, especially environmental sensor devices. extremely important part in helping researchers come up with effective solutions to reduce pollution. The pollution rate in Vietnam in 2022 will decrease by 15% compared to 2021, of which the deepest

reduction is in climate and water with the reduction rate accounting for almost half of the pollution rate in the whole country. This is an extremely great sign, showing the success in applying digital technology to protect the environment. He commented that: "Based on the current situation, in the future, the growth rate of digital technology applied in the field of environment will not only stop at 22% as in 2022, it will certainly increase further. and grow stronger, the number could explode so strongly that we can't accurately predict." This proves that the application of digital transformation in environmental protection is extremely important and necessary. With the benefits that it brings, it shows that it is a golden potential to help improve the quality of the environment and life.

2. In your opinion, is the application of digital technology in the field of e-commerce a solution to help protect the environment safely and effectively?

Mr.Binh said that: "Digital transformation technology applied to the field of e-commerce brings many great things to people and businesses, besides it also brings positive signs in the field of security. However, it is not an absolute solution to protect the environment, there are some downsides that can only be seen by business people", after the outbreak of the Covid_19 pandemic, the application of The application of digital transformation technology to the field of e-commerce has had a very strong development in Vietnam in particular and the world in general, but this also causes positive and negative impacts on the environment.

He said that the application of digital technology to e-commerce can improve environmental pollution problems such as reducing carbon emissions from vehicles, and also promote awareness about the use of electronic devices. using recyclables, which helps reduce waste, not only that, but it also helps to reduce paper, because everything is done digitally, we will not need to waste time printing Press papers to store, instead, all information will be stored, operating on cloud computing, big data, ... This makes your management easier and secure. secure information. In particular, it helps to limit deforestation. These are positive signs about the environment that digital technology applies to the field of e-commerce.

However, we also cannot deny that: "the more you shop online, the more you pollute the environment". In fact, users rarely think about this issue, they only think about the benefits that online shopping brings to them, but forget about the downside of e-commerce. A lot of online shopping, as I said above, will help limit the means of transportation, but if we pay attention, we can see that, in the process of transporting goods, it is possible that the goods are defective. or when delivered to the user, according to the operating mechanism of each merchant, they will allow the user to check the product and return the goods if the goods have problems. And the return of goods and re-shipping the goods to the user, will increase the level of transportation, which means that the carbon gas from the delivery trucks is increasing, which affects the environment.

environmental pollution, not only that, the amount of product packaging also increases, causing waste of packaging resources. Increasing the amount of waste.

In summary, in my opinion, the application of digital transformation technology to e-commerce has signs of helping to improve the environment, but there is also a downside to it, therefore, if you want to continue and To improve the development of this field, businesses need to focus on this issue and take measures to prevent and improve.

3. How do you feel about developing your business on the e-commerce platform? Do you face any obstacles when doing business online?

Than Duc Hoa, is a co-founder of Blockchainvietnam said: "After the outbreak of the Covid_19 pandemic, we can see the golden potential that e-commerce brings in business, so to speak. is the savior of thousands of businesses".

Developing a business on an e-commerce platform not only helps to increase revenue, profit, and scale, but it can also satisfy the needs of users in almost every aspect, improving quality. human life. Specifically, he said: doing business on the e-commerce floor can be a big turning point that helps change my life. During the Covid pandemic, with the traditional business, my company almost fell into bankruptcy. However, thanks to digital transformation technology, my business on the e-commerce platform has made a spectacular breakthrough. Moreover, during the pandemic, buying and selling remotely is an inevitable and necessary trend of almost everyone. The online business helps me to expand the scope and scale of products globally. In just 1 month thanks to the online business, the total revenue of my company is 1 billion/month. Increase 50% compared to the traditional business, of course to achieve such a large revenue, I also have to assert my name and brand in the market besides, I also associate and promote my products to foreign economic markets, the great sign is that my products are very popular and widely used, not only that, my business management is also easier to manage Before, online tools help me process and manipulate work faster, save time, have standards, help me achieve high efficiency in work. In the past, it took me a lot of time to process a bunch of product papers, however, with the benefits that digital technology applied to the field of e-commerce, it helped me complete the work quickly. fast and with high accuracy. Not only that, it also saves me a huge amount of money on service fees, staffing, facility rentals, ... those are the great things that e-commerce platforms bring to them. my company in particular and other businesses in general.

Mr. Binh gave an example, a famous bar in China was closed because of the epidemic. Instead of lying still, they livestreamed a 5-hour music program. They attract more than 1 million participants when in reality, when active, they can only attract a few thousand people at most. Online activities help them earn 2 million yuan (about 6 billion) from tips. This success makes them consider a new form of online business even after the epidemic has passed. (Thinh, 2021)

However, every business has its downside, e-commerce business is the real source of salvation for every business, and brings golden potential in business, but only business people can understand downside. What are the risks of doing business on the e-commerce floor? He shared : his company to achieve revenue of 1 billion/month had to overcome many obstacles. First with the obstacle of network security, my commercial website has leaked information due to bad security issues. A hacker attacked my website and took away all my data, causing me to lose billions of product dollars, this is the problem that makes me feel the most terrible in the process of online business. Second: consumer demand, although I have learned a lot about the needs of customers' products, but by doing business on e-commerce, it is not enough, the website must collect attractive, full of features, easy to use and information must be clear, fast speed. If your website is full of these features, you can thrive in the commercial market, otherwise you will not gain the trust of your customers and it will be difficult to compete. My website used to have problems with speed and the functions were not enough to satisfy users, so my product at that time was of little interest and popularity. Those were the problems I had in my e-commerce business, but I've also improved on that and growing.

4. In your opinion, e-commerce a field that brings a lot of potential and strong development?

Than Duc Hoa(a co-founder of Blockchainvietnam) said that : "I think e-commerce is a field with great potential and strong development", it can be said that: "This field is like an open world of convenience and usefulness for people. consumers and businesses", people get many benefits when buying online, from buying can receive many incentives, quality service from shipping to smart and agile autoresponder system. Save time, with just a smartphone or a laptop, we can buy everything anywhere. This is the key of online shopping, based on the benefits that consumers can receive when the online shopping experience shows an increasing level of consumer propensity to buy online. strong. Not only that, the potential in business is no less competitive, the growth of revenue and profit will accelerate quickly if businesses have a tight e-commerce business strategy. In Vietnam, technologies such as AI, BigData, ... are being developed to optimize business operations while increasing user experience.

Based on the development of the e-commerce market economy in Vietnam, Mr. Binh is very confident that: "In the future, the e-commerce field in Vietnam in particular and the world in general will continue to boom. explode and develop stronger, the competitive rate will increase even more". because most of now buying is a basic human need, moreover with the high convenience and usefulness of online shopping, it is considered as the key to improving people's lives. However, online shopping often makes people feel suspicious, some people are afraid of being scammed, some people are afraid to buy poor quality products with expensive costs. That's a common problem with online shopping. Therefore, most e-

commerce sites today, have customer product review pages, these are actual customer reviews after receiving and experiencing the product. Therefore, people can easily, trust and buy products through reviews. Therefore, in recent years, online shopping has become popular and become a trend. With the increasing popularity of online shopping in the 4.0 technology era, e-commerce entrepreneurs will have very high competition.

5. In your opinion, will SRC be able to successfully apply digital transformation and be responded to in the future?

According to Mr.Binh said that: the situation of environmental pollution in Vietnam is increasing day by day, I think, with the operating mechanism of SRC, it will be a great measure to help reduce waste quickly, although the app has not been born yet, and it is new. just talking about the model, but I think this is a great idea and highly creative. As far as I'm concerned, in fact, there is almost no technology app for garbage collection, moreover, people's shopping needs are increasing, garbage disposal will be extremely wasteful. In particular, nowadays the collection of scrap waste is quite rare, so it is extremely difficult for us to want to sell scrap. Therefore, the promotion and development of SRC is a completely right solution to meet the current needs of people with many conveniences.

In my opinion, applying digital conversion to the SRC application is an option and a smart solution. Based on human needs and environmental pollution in Vietnam, it will certainly become popular and trend in the future if we try to promote the importance of recyclable waste and useful uses of the SRC. This assesses the development level of the business, the pollution level of the environment, and satisfies the needs of users. If the business line is firm and steady, you should look for "long circuit" and "catch the east wind", Mr.Hoang said

5. Survey

Email

24 câu trả lời

nttphuong.dhqt14a13hn@sv.uneti.edu.vn

minhttgch210293@fpt.edu.vn

Uyenttpgbh200234@fpt.edu.vn

hoahtgbh18694@fpt.edu.vn

binhvt2002a@gmail com

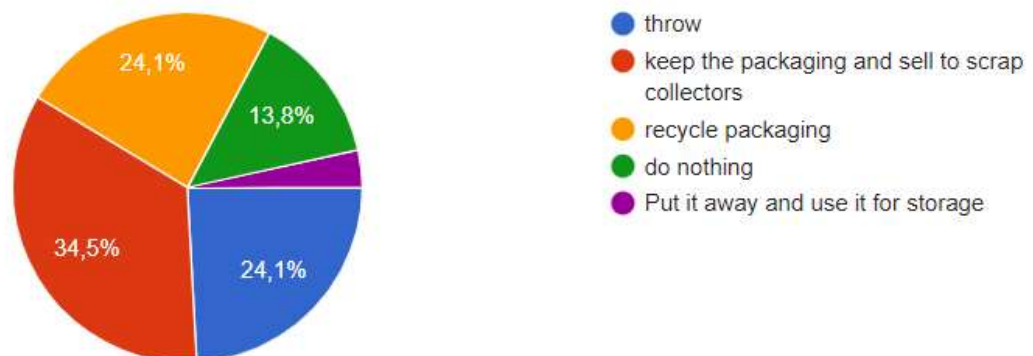Linhlinh41@gmail.com

anh.nguyentuan2@ncc.asia

tungndlgch210001@fpt.edu.vn

nvu1343@gmail.com

After receiving the product, what do you usually do with the product packaging?

Sao chép

29 câu trả lời

- throw
- keep the packaging and sell to scrap collectors
- recycle packaging
- do nothing
- Put it away and use it for storage

Based on the results of the chart, it is possible to assess everyone's attitude and responsibility in protecting the environment, Keep the packaging and sell to scrap collectors accounted for the highest percentage of 34.5%, this is The number is not high, but according to market research, it is possible to know the reason for this low number, which is that scrap collection is not popular in Vietnam yet, so it is difficult for people to To find a place to collect scrap, in addition to being difficult to find a place to collect, the level of people's awareness about recycling waste is also not good, this is a sad thing when Recycle packaging only accounts for 24.1% is equal to Throw's share and 13.8% is due to nothing. With the results received on the chart, I

assess that people's awareness of the importance of recyclable waste is not high, I think it's because Vietnam has not promoted waste collection or maybe because the demand for trading and collecting scrap is not high, or it may be because people have difficulty in exchanging scraps. This is alarming, if this situation continues, the environment will suffer heavy damage caused by humans. Therefore, we need to have a solution to improve this problem as soon as possible.

Do you have trouble selling scrap? What is the cause of your difficulty?

20 câu trả lời

I don't deal in scrap, so it's difficult to buy. I have no experience in purchasing and I don't have many acquaintances in the industry to sell

I don't sell.
I collect to use or give to someone in need

Vì hiện tại còn rất ít nơi thu mua phế liệu nên hơi khó để bán nó.

yes

i have never sold it ever up nor can i offer hard. If I had a suggestion, it would be that the place of purchase is very far from where I live

selling is not worth much money. If I keep the box to sell a lot, there's no room for it.

Usually, though, it is difficult to buy and sell because it has few uses and few people know how to recycle, so it is the reason

Based on the results of this question, it shows that most people have difficulty in buying and selling scrap, they do not feel convenient in buying and selling, the specific cause comes from the collection of scrap. The material in Vietnam is still backward and has not been promoted, but the opinion that we receive the most is that it is difficult to find a place to collect scrap because it is very rare, if it is, it will be very far from home, that really inconvenient in transporting scrap. I will focus on the factual assessments that everyone has to offer, to be able to understand the reasons why most people find it difficult to deal with scraps, to find solutions that explain the problem. improve this issue.

How common do you think recycling is today?

30 câu trả lời

Legend:
- 30%
- 50%
- 70%

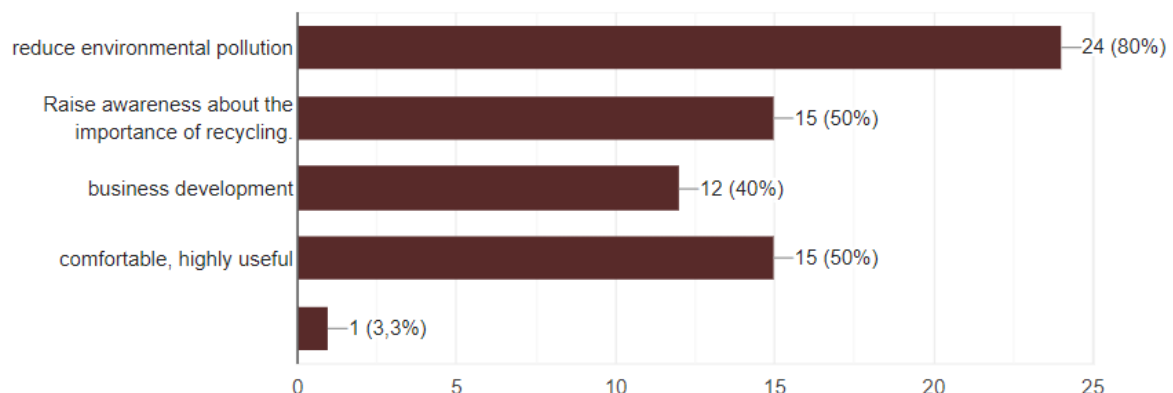Pie chart values: 46,7% (50%), 23,3% (70%), 30% (30%)
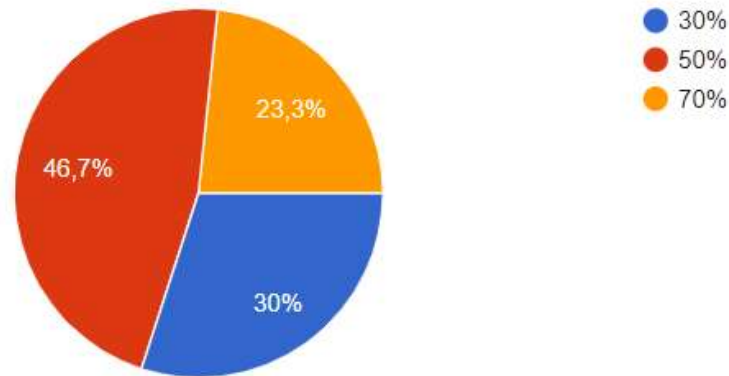
The results on the chart show the popularity of waste recycling in Vietnam. The popularity rate in waste recycling in Vietnam is at 50%, which is voted by the most people, accounting for nearly half. I was quite surprised, when the popularity of recycling accounts for 70% of the votes. Based on the survey results, I assess that the popularity of recycling in Viet Nam is not high, and this will continue to cause heavy damage to the environment, if we do not promote it. waste recycling.

What are the benefits in collecting waste for recycling?   Sao chép
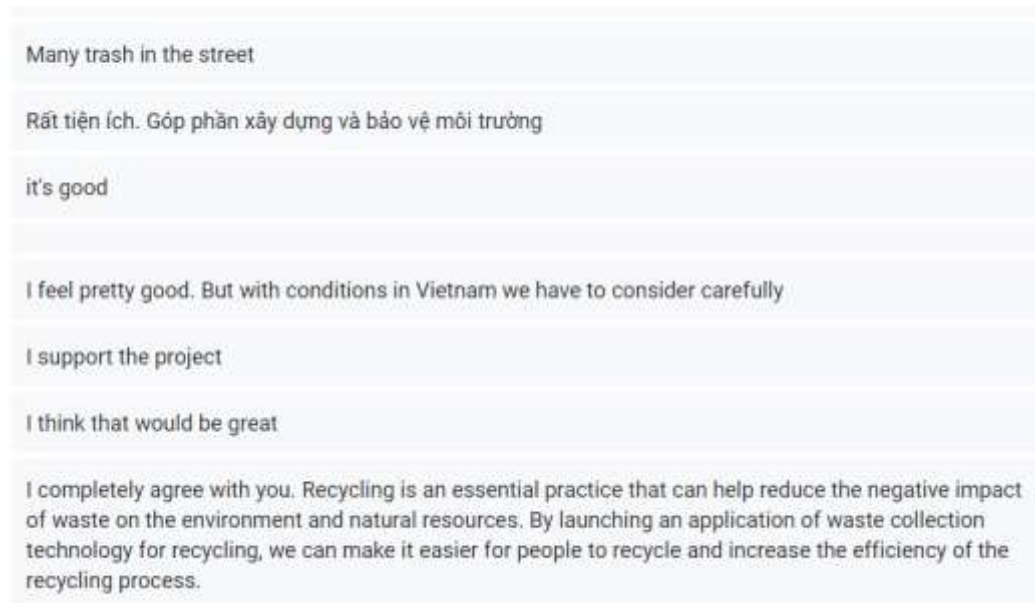
30 câu trả lời

Bar chart:
- reduce environmental pollution — 24 (80%)
- Raise awareness about the importance of recycling. — 15 (50%)
- business development — 12 (40%)
- comfortable, highly useful — 15 (50%)
- (unlabeled) — 1 (3,3%)

From people's honest reviews about the benefits of scrap collection for recycling shows that most people are aware of the importance of scrap collection, a high percentage of votes especially reducing environmental pollution accounts for 80%, besides, helping to change people's perception of recyclable waste and comfortable, highly useful is rated at 50%, which is not a large number. It's not small, but it shows the level of people's awareness about scrap collection, based on the above assessments, I can understand the problem, I know what strengths I need to focus on. to promote the collection of recyclable waste in Vietnam.

What do you think if we launch the application of waste collection technology for recycling.

21 câu trả lời

Many trash in the street

Rất tiện ích. Góp phần xây dựng và bảo vệ môi trường

it's good

I feel pretty good. But with conditions in Vietnam we have to consider carefully

I support the project

I think that would be great

I completely agree with you. Recycling is an essential practice that can help reduce the negative impact of waste on the environment and natural resources. By launching an application of waste collection technology for recycling, we can make it easier for people to recycle and increase the efficiency of the recycling process.

I did a preliminary review of creating an application that helps to collect garbage, in this section of the results, I got many positive signs, everyone is in favor of promoting the application of transfer technology. change numbers in environmental protection. I think I need to get to work immediately.

What conditions and needs of customers has SRC met?   Sao

30 câu trả lời
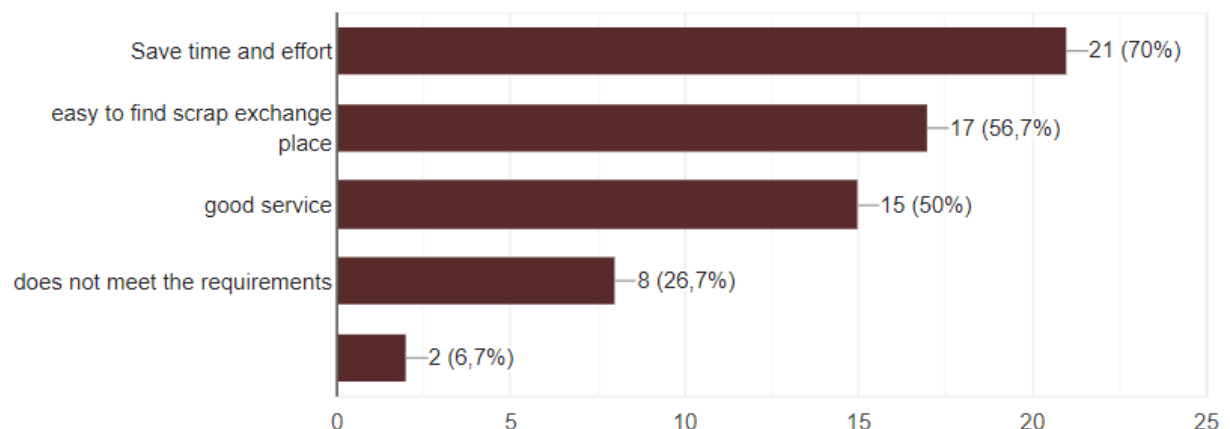
Survey results about the responses that SRC brings to people, my SRC garbage collection application received many positive signs as I expected during the project implementation. In which, the highest percentage is save time and effort, accounting for 70%. True to the purpose that the criteria I set out from the beginning: my application must help people optimize time and labor as much as
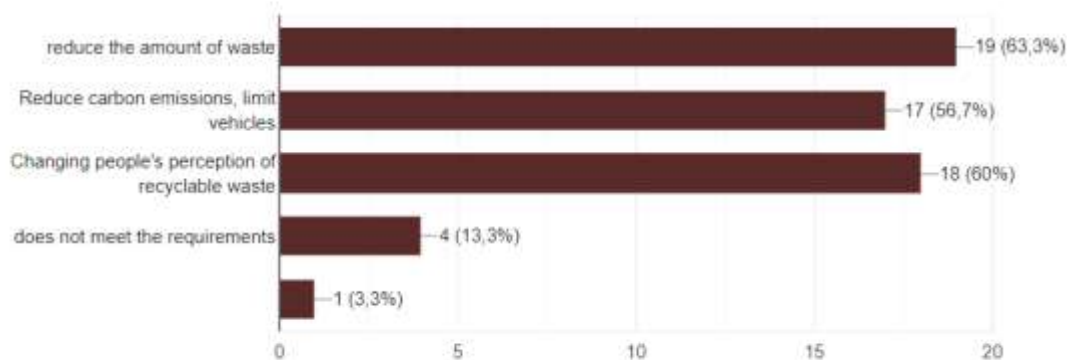
possible. Besides, making it easy for people to collect and buy and sell is also a prerequisite to decide and evaluate the success of the SRC project, accounting for 56.7%, one the results are also quite satisfying, maybe because I haven't stepped up my app yet. So it just stopped at 56.7%, definitely, in the future, I will boost my application, the number will continue to increase if I try to improve the problem and continue to develop the application. good service plays an important role in initializing SRC, the evaluation result stops at 50%, based on this evaluation result, I think I need to review the service, improve the problem to help satisfy user needs and at the same time will focus and develop the strengths in their application.

Although getting quite good results for my project. However, there are also mixed opinions for the usefulness of SRC to people, specifically, 13,3% of people voted for not meeting the needs. This is a small number and doesn't affect my project much, but I think I need to pay attention to these issues by doing a full audit of the SRC project's workflow to find out. weak and try to improve.

What factors have SRC ensured to help protect the environment?

30 câu trả lời

Factor	Count
reduce the amount of waste	19 (63,3%)
Reduce carbon emissions, limit vehicles	17 (56,7%)
Changing people's perception of recyclable waste	18 (60%)
does not meet the requirements	4 (13,3%)
	1 (3,3%)

Based on the results of the assessment of the response level of SRC to environmental protection, it shows that. The highest percentage is SRC, which has a strong impact on helping to reduce the amount of waste that is destroyed and thinks that SRC (scrap collection application) helps to change people's perception of waste. Recycling. here we can see 63.3% of people voted for reducing waste, I feel quite satisfied because the results achieved are in line with the purpose of the SRC project set out at the beginning, reducing the amount of waste. waste to protect the environment is an important factor that I want to achieve after completing my project. Although not very high, but it is the most voted rate, I am quite satisfied with this result, besides, reduce carbon footprint and change people's perception with percentage of votes. 56.7% and 60% respectively. The results are quite good, showing the flexibility of SRC in protecting the environment. I feel satisfied that SRC can contribute in improving the environment. I will continue to develop the technology that converts the application into the SRC project, to increase its usefulness while achieving the best standards in environmental protection.

However, there is also an assessment of not meeting the requirements of the SRC, the percentage is 13.3% this is not a high number, but I need to pay attention, maybe during the initialization of the

project a bit problem, I need to check my app more often to know the status, and the problem encountered. In the future, after developing and perfecting SRC in the best and most optimal way to increase the popularity of scrap collection, I will investigate again, to make sure that my application is limited. fix and fix the problem.

What do you think about the application of scrap collection (SRC)

18 câu trả lời

I think the application is quite useful for garbage collection. Nowadays, many people are quite dependent on the phone in their hand, many applications have since been born. The above application helps more people understand the importance of garbage collection

I completely agree and raise my hands if you can make applications related to scrap recycling. Because: Collecting and recycling scrap not only helps to reduce waste, save resources, reduce emissions and generate income, but also has the effect of educating and raising people's awareness of environmental protection.

In doing so, we recognize the value of recycled materials and products, as well as the impact our actions have on the environment. Small actions like sorting trash and sorting trash for recycling can bring about small changes in people's thinking and behavior, helping to reduce the impact on the environment.

In addition, scrap collection activities also bring economic benefits, create job opportunities and generate income for individuals and businesses that collect and recycle scrap.

However, waste collection and recycling also faces challenges such as the difficulty of sorting and treating different types of waste and the instability of the recycled materials market.

6. Observation

• Water pollution status.

According to observation, I found that the water pollution in Nhue river is too bad. Observe and notice on the picture you can see, a lot of plastic bags and plastic waste are thrown everywhere with a large amount of waste. In addition to littering in the river, waste is also dumped in the river regularly, which is a criticism for the way the local government handles waste. Not only that, the black water level due to heavy pollution has also severely affected aquatic organisms, a large number of dead fishes are floating on the river surface, causing a rancid smell, which has the greatest impact on the environment. households living around the Nhue river area.

According to interviews with surrounding households, they all feel uncomfortable living near a living area, the stench makes them feel terrible, they have had to move to another temporary place a few times. days because I can't stand it. It not only pollutes the water and air environment, but also has a great impact on biological resources and human health. working attitude in environmental protection of local authorities and people is really not good.

- attitude, responsibility and behavior of people around Nhue river area.

In the Nhue River area, after the market closing sessions, we can assess the attitude and consciousness of traders around the Nhue River area. According to the observation of people's behavior after the end of the market, they often tend to throw their garbage, the goods are left on the river bank, most of the waste is discarded packaging, plastic and plastic. wastefully, the stench coming from the river rose up around me, making me feel really uncomfortable, moreover, I am finding it difficult to understand when recyclable items and scraps are thrown away. such a wasteful way.

From the actual observations about the water pollution in the Nhue river area, I can see the cause of this bad thing. The main reason comes from the extremely poor awareness from the people around, they are still not aware of the harmful effects of water pollution, they are still indifferent and cavalier about the littering action of me. I think local authorities need to issue appropriate penalties for littering behavior, and at the same time promote the prevention and protection of environmental pollution. Local authorities and people should pay attention and take responsibility for the protection of the environment around the living area.

P5 Communicate research outcomes in an appropriate manner for the intended audience.

- Justification the hypothesis with primary research.

1. E-commerce helps protect the environment and reduce carbon.

Based on the bases and arguments about the application of digital transformation in e-commerce to help reduce carbon emissions, reduce the use of paper, avoid deforestation, help protect the environment, the bases which Nguyen Hoa Binh judged from his depth of knowledge. shows that this hypothesis is completely correct, in fact, it is possible to apply digital transformation technology to the commercial sector to help protect the environment. Through the process of research and survey, it proves that Mr. Nguyen Hoa Binh's comments are completely grounded. To increase the validity of the hypothesis, I found a research paper on the foreign environment, we can compare the two results together to prove that Mr.binh's bases are completely grounded and true to reality.

According to a 2011 International Conference on Environmental Science and Engineering study, there are several positive environmental impacts of e-commerce business models, and sustainable e-commerce models help attract customers (Collins, 2021).

E-commerce business models allow for organizations to conduct business without physically commuting. Transportation is responsible for a large number of harmful emissions/pollution, and by reducing your organization's reliance on it, you can reduce your carbon footprint. Additionally, if e-commerce organizations allow employees to work from home, they can decrease their footprint even further (Collins, 2021).

Paper waste is created by most organizations. When information is transferred digitally, it reduces the need for the use of physical paper throughout the business. This can help reduce an organization's footprint by reducing (or eliminating) paper waste. Paperless business models have a number of benefits and can be made possible using e-commerce capabilities (Collins, 2021)

In addition to providing authentic grounds and an accurate level of awareness about the benefits of digital transformation applied to e-commerce, he also correctly identified its downside. Specifically, he commented that: "e-commerce will affect the environment through overloaded transport vehicles and packaging".

According to the same 2011 International Conference on Environmental Science and Engineering study mentioned above, it is stated that "although the potentials of the Internet to save material and energy cannot be denied, it is too early to conclude that e-commerce has only positive impacts on the environment. Each potential positive impact is coupled with a potentially overwhelming negative impact as well." (Collins, 2021)

Even though e-commerce business models reduce the number of transportation emissions put into the air by their customers, their delivery trucks and other vehicles (e.g. planes) can still emit large amounts of harmful pollutants. (Collins, 2021)

All shipped items require some degree of packaging, but the online shipping boom is creating a massive cardboard footprint from all of the materials used to ship. As mentioned above,

immediacy is key. When people want something, they want it now, and this can result in buying a number of items one-at-a-time, rather than waiting and making a larger order. This can contribute to additional packaging waste. Although most packaging materials can be recycled, a 2018 EPA study on containers and packaging shows that out of the nearly 82,000 tons of containers and packaging generated in the U.S., only around half was recycled, and 30,000 tons went into a landfill. (Collins, 2021)

2. E-commerce helps to expand the scope of business, easy management and improve people's lives.

Based on the basis that Mr. Hoang has given for the application of digital transformation in the field of e-commerce, it can not only help protect the environment but also help develop business as well as human life. This can be considered true, the grounds given by Mr. Hoang are all authentic and true to reality, based on research documents that have been searched for and combined with different research methods that can prove This hypothesis is absolutely correct. The development of e-commerce can help expand the business scale, reach more customers, intelligently manage and especially improve people's lives.

Internet business could help to identify and develop a broader customer base as well as to surpass global competition by increasing global visibility, attracting new clients from different geographical locations, serving current ones more efficiently as interaction is now possible at any time or place. Also, present and prospective customers' needs are better understood and met by internet business (tandfonline., 2021)

In addition, e-commerce critical success factors cover value addition, niche focus, expansion, flexible maintenance as well as geographical segmentation, high-quality service, connectivity creation, and internet culture knowledge. (tandfonline., 2021)

According to Dholakia and Kshetri, internet business is accepted due to its usefulness to customers as well as entrepreneurs. These benefits include price advantage, variety and value of the product, customer's convenience as well as access to information. (tandfonline., 2021)

The technology's adoption improves performance in these enterprises by providing enhanced streamlined management. A number of studies disclosed e-commerce significantly reduces transaction costs (tandfonline., 2021)

- Provide recommendations for improving the system or future research which could enhance the results of the current research, and Effectively suggest the research's results to some audience(how it is useful for them)

In the process of conducting the research, I have used many different research methods to be able to collect data on how the digital transformation technology field has an impact on e-commerce and also include find solutions to improve the problems that e-commerce causes to the environment. However, based on the results, information and data collected, I think it is still not enough.

In the future, I think I will improve the research methods, specifically:

1. Interview

The interview focused on the field of digital transformation and applications in e-commerce, the impacts that e-commerce has on the environment, business and people, and also showed me be the potential extent of the waste collection application. Through data analysis, the results received from the experts are absolutely good and highly authentic. Although, interviewing experts can help me collect good evidence, but in the future, I want to expand my field of research, I think I need to collect Get information from people of different ages in many fields to get a multi-dimensional view of your research area. Moreover, the age groups will also help me get data from opinions in many different aspects, especially in the field of e-commerce, interviewing young people, who tend to shop online. most popular globally, I think it's essential for the upcoming plan.

After the process of interviewing with experts, not only helped me gather quality data from experts, but also helped me learn about their perspectives and observations. I think from this interview, it can also help them increase their prestige and popularity, which helps them to attract more customers, besides, it also helps them test their ability, knowledge and skills. his consciousness. In addition, I think the interviews between experts can also expand the cooperation between businesses.

2. Survey

In this survey, I mainly focused on my garbage collection application, which is a solution to help reduce the problems that e-commerce causes for the environment, and I think the students survey with questions that seem vague, in the future I will expand the survey research question, focusing more deeply on my research purpose.

In this survey focusing on students from the University of greenwich, the questions revolved around people's attitudes and consciousness towards scrap, whether after they purchase After that, how they will handle the packaging, the results received mostly come from the habits of Vietnamese consumers, moreover, waste collection in Vietnam is still not popular. That is the reason why consumers find it difficult to buy and sell scrap.

From authentic survey-based reviews that show great flexibility and usefulness after SRC was launched and tested, we get a great indication of the impact our product is having. actively to improve the negative side of e-commerce, protect the environment, and help people. These are extremely encouraging signs for my project.

However, during the survey, I noticed a problem, I think that the survey questions seem vague and do not approach the problem closely, moreover, the survey level is in the limited range. , leading to really incomplete and uncertain data. In the future, I will expand the survey research question by focusing more deeply on the purpose of the research and my survey will take place at many different universities. I think it's a must in the future. In this research survey, in addition to helping me analyze data easily and collect quickly, I have it also has benefits for surveyors, specifically, survey participants can can share their opinions and views on a particular issue, they can self-perceive and assess the level of awareness through the survey, and help them increase their orientation and consistency with the survey. my decision.

3.   Observative

The survey research method focuses on the problem, the phenomenon of water pollution and waste of recyclable waste, this survey is conducted by Nguyen Thu Ha, a research and survey specialist on natural resources. nature and environment. The purpose of this observation is to investigate the responsibility as well as the attitude of people towards the environment, the results obtained from the observation show that the local government is quite loose in the work of environmental protection. water environment, moreover, a lot of plastic waste and plastic packaging is thrown indiscriminately, causing a waste of recyclable waste, not only that, it also shows that people around the area are still not aware of it. his behavior. Based on the data collected by observing and recording specific phenomena and behaviors in the Nhue river area, it is possible to assess the level of pollution as well as behavior.

Although the phenomenon is recorded in quite detail and clearly, compared to my research, the implementation of this observational study is limited in scope, the observer only observes the phenomenon in a certain area. Not enough determination, information and observation level makes it difficult for me to measure the specific problem, moreover, I am also limited in time, so it is difficult to make observations in many places, and present in detail. . I think in the future I need to improve the time problem, I will spend more time on observational research, besides I will expand the level and ability to observe, it's not just focus on one place with a specific phenomenon, in the future, I will expand the observation by focusing observations in many different places in Hanoi, so that data can be collected. specifically based on many different perspectives, helping to be close to the research field to provide the most accurate and measurable bases.

The observational research method not only brings the problem and phenomenon closer to my research field, but also can help observers enhance their ability to observe through observations from the phenomena. the smallest things, from which they can guess the details, or the important issues in their field. Not only that, by doing this observational study, they can improve their ability to identify and analyze problems. High accuracy is guaranteed

Conclusion

After completing my research in the field of digital transformation in e-commerce, I can better understand and appreciate the qualitative, quantitative and inductive research methods. applied survey research methods, interviews to his research field and proved the proposed hypothesis. the research process is really not easy and it takes a lot of time to find references to prove the hypothesis, but after

completing it, I get a lot of value from the research process. I will definitely try to improve the problems encountered in the future.

Templates

Research Proposal Form

Student name	Nguyen Thu Ha	Student number	GCH200679
		Date	20/3/2023

Tutor   Nguyen The Lam Tung

Unit   Greenwich of University

Proposed title   How does e-commerce business development affect people's lives and the environment?

Section One: Title, objective, responsibilities
Title or working title of research project (in the form of a question, objective or hypothesis):
Digital transformation applied in e-commerce helps improve people's lives and protect the environment.
Research project objectives (e.g. what is the question you want to answer? What do you want to learn how to do? What do you want to find out?):
The goal of this research project is to better understand the impact of digital transformation and their impact on environmental protection and how they work in the business sector? The application of digital technology in this field is really effective and beneficial, improving people's lives.
Section Two: Reasons for choosing this research project
Reasons for choosing the project (e.g. links to other subjects you are studying, personal interest, future plans, knowledge/skills you want to improve, why the topic is important):
Digital transformation is an inevitable trend of the times. With intelligent and fast analysis with nearly 100% accuracy, it can especially replace human work. That's why digital transformation is increasingly developed and applied in many fields today. area. Here, I choose to study digital transformation and applications in e-commerce, because I have an interest in business and want to learn about the development of digital technology in the field of e-commerce. The important thing about this topic is: it has a huge impact on life and the environment. People will develop more and more, the environment will be changed in a positive direction, business models will be increasingly expanded, helping to develop the economy, and especially consumers will get many benefits.

Section Three: Literature sources searched

Use of key literature sources to support your research question, objective or hypothesis:

https://depts.washington.edu/sctlctr/news-events/in-the-news/hidden-environmental-cost-amazon-prime%E2%80%99s-free-fast-shipping

https://www.mckinsey.com/industries/life-sciences/our-insights/top-ten-observations-from-2022-in-life-sciences-digital-and-analytics

https://earth.org/online-shopping-and-its-environmental-impact/

https://econsultancy.com/

Section Four: Activities and timescales

Activities to be carried out during the research project (e.g. research, development, analysis of ideas, writing, data collection, numerical analysis, tutor meetings, production of final outcome, evaluation, writing the report) and likely durations:

Milestone one: learn about digital transformation(March 15, 2023)

- Learn the concept and impact of digital transformation

- Areas where digital transformation can be applied (detailed)

- Choose your favorite field

Milestone two: Research and analyze the topic(March 20, 2023)

- Select the topic, explain the reason for the choice

- State the research purpose, project objectives, project scope

Milestone three: Research and analysis of deployment methods (March 22, 2023)

- Analyze and evaluate the learned methods (qualitative, quantitative, inferential)

deductive reasoning, inductive reasoning, etc.)

- On the basis of analysis and evaluation, select the appropriate method to deploy

project development.

Milestone four: Survey research (March 27, 2023)

- Search for documents related to the research topic

- Select meaningful information and interpret the content related to the research topic

- Proposing research points to be addressed in the entire research paper

Milestone five: Questionnaire design (March 29, 2023)

Based on the hypotheses prepared in the previous session, design the questionnaire, select survey options (interview, survey, observation), explain the reasons

Milestone six: Planning to carry out the main research (3/4/2023)

- Information about subjects/groups of subjects participating in the survey: name, age, address, level of knowledge in the field

- Survey technique: interview/survey/observation, survey type

- Time and place of survey

- Content of survey questions

Milestone seven: Conduct main research(April 5, 2023)

- Conduct interviews, surveys, report results

Milestone eight: Research data analysis(April 10, 2023)

- Summarize survey results, conduct data analysis

Section Five: Research approach and methodologies

Type of research approach and methodologies you are likely to use, and reasons for your choice:

- Research classes: quanlitative, quantitative, Inductive, Deductive.
- Research methods: interview, survey, observation

the reason I choose these methods is because it has special features that make my research process easier, not only that, the combination of different research methods on the study of a particular topic. specific field, helping me to have a deeper insight as well as multi-faceted so that I can give the most accurate research results possible.

What your areas of research will cover:

My main research area is digital transformation technology and how e-commerce applications affect and affect the environment, people, and business development. Business on e-commerce brings potential for

market economy, which is also my concern. in my field of research apart from doing research methods for the field of e-commerce, i will also include my solution in the research.

Comments and agreement from tutor
Comments (optional):
I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate.
Agreed: …………………………… (Name) ……………………………... (Date) ………………
Comments and agreement from project proposal checker (if applicable)
Comments (optional):
I confirm that the project is appropriate.
Agreed: …………………………… (Name) ……………………………... (Date) ………………

Research Ethics Approval Form

Section One: Basic details
Project title: How does e-commerce business development affect people's lives and the environment?
Student name: Nguyen Thu Ha
Student number: GCH200679

Programmer: Nguyen The Lam Tung

School: Greenwich University

Intended research start date: 20/3/2023

Intended research end date: …………………………...

Section Two: Project summary

Please select all research methods that you plan to use as part of your project:

- Interviews   ☒
- Questionnaires   ☒
- Observations   ☐
- Use of personal records   ☐
- Data analysis   ☒
- Action research   ☐
- Focus groups   ☐
- Other (please specify): …………………………………………………………………..

Section Three: Participants

Please answer the following questions, giving full details where necessary.

Will your research involve human participants?

Yes

Who are the the participants? Tick all that apply:

Children aged 12-16: ☐   Young people aged 17-18: ☐   Adults: ☒

How will participants be recruited (identified and approached)?

We will prepare an interview with experts with knowledge of digital technology and entrepreneurs in the field of e-commerce

Describe the processes you will use to inform participants about what you are doing:

First, I went directly to the place to invite for an interview. I need a personal introduction, and what field do I currently work in to build the trust of an expert. after gaining the trust of experts. I will invite them to participate in an interview about whether digital transformation applied in e-commerce helps to reduce environmental pollution.

If they agree, I will make 2 forms of notification.

form 1: I will announce the schedule and date of the face-to-face interview, of course they also need to know what the information in the interview is to prepare.

Form 2: I will send them an invitation by mail 1 day in advance so that they can arrange the work.

How will you obtain consent from participants?

In order to obtain consent from participants, I need to meet the following: trustworthiness, credibility, quality, and terms and commitments are clear. I believe that with the above, I will easily get consent from the participants.

Will this be written?

I did take note when interview.

How will it be made clear to participants that they may withdraw consent to participate at any time?

Right from the start of the conversation.

Studies involving questionnaires:

Will participants be given the option of omitting questions they do not wish to answer?

Yes: ☐   No: ☒

If no, please explain why below and ensure that you cover any ethical issues arising from this:

Since this is a prepared interview and it is not random, all the questions are prepared in advance for the questioner and the interviewee. so skipping sentences is completely impossible. moreover, this is an interview with experts that requires them to have an in-depth understanding of the field. so this won't make it difficult for them.

Studies involving observation:

Confirm whether pariticipants will be asked for their informed consent to be observed.

Yes: ☒   No: ☐

Will you brief participants at the end of their pariticipation (i.e. give them a brief explanation of the study)?

Yes: ☒   No: ☐

Will participants be given information about the findings of your study? (This could be a brief summary of your findings in general).

Yes: ☒   No: ☐

Section Four: Data storage and security

Confirm that all personal data will be stored and processed in compliance with the Data Protection Act (1998):

Yes: ☒　　　No: ☐

Who will have access to the data and personal information?

During the research:

Where will the data be stored?

In my cell phone, PC, and laptop

Will mobile devices (such as USB storage and laptops) be used?

Yes: ☒　　　No: ☐

If yes, please provide further details:

In my cell phone, PC, and laptop

After the research:

Where will the data be stored?

In my cell phone, PC, and laptop

Will mobile devices (such as USB storage and laptops) be used?

Yes: ☒　　　No: ☐

If yes, please provide further details:

In my cell phone, PC, and laptop

Section Five: Ethical issues

Are there any particular features of your proposed work which may raise ethical concerns?

　　No

Section Six: Declaration

I have read, understood and will abide by [insert centre name] Research Ethics Policy:

Yes: ☒　　　No: ☐

I have discussed the ethical issues relating to my research with my Unit Tutor:

Yes: ☒　　　No: ☐

I confirm that to the best of my knowledge:
The above information is correct and that this is a full description of the ethics issues that may arise in the course of my research.

Name: Nguyen Thu Ha

References

Agency, A., 2023. *azgad.* [Online]
Available at: https://azgad.vn/mo-hinh-kinh-doanh-cua-sendo/#:~:text=M%C3%B4%20h%C3%ACnh%20kinh%20doanh%20c%E1%BB%A7a%20Sendo%20l%C3%A0%20m%C3%B4%20h%C3%ACnh%20B2C2C,m%C3%B4%20h%C3%ACnh%20kinh%20doanh%20ch%C3%ADnh.

Anh, M., 2022. *kinhtedothi.* [Online]
Available at: https://kinhtedothi.vn/thuong-mai-dien-tu-dau-tau-trong-phat-trien-kinh-te-so-viet-nam.html#:~:text=Ph%C3%A1t%20tri%E1%BB%83n%20th%C6%B0%C6%A1ng%20m%E1%BA%A1i%20%C4%91i%E1%BB%87n,tr%E1%BB%B1c%20tuy%E1%BA%BFn%20v%C3%A0o%20n%C4%83m%202025&text=Theo%20s%C3%A
[Accessed 06 12 2023].

ATP, 2021. *atplink.* [Online]
Available at: https://atplink.com/blog/mo-hinh-kinh-doanh-cua-tiki/

azgad, 2023. *mo-hinh-kinh-doanh-b2c-cua-lazada-2.* [Online]
Available at: https://azgad.vn/mo-hinh-kinh-doanh-b2c-cua-lazada-2/

Collins, C., 2021. *sana-commerce.* [Online]
Available at: https://www.sana-commerce.com/blog/impact-of-ecommerce-on-the-
environment/#:~:text=When%20information%20is%20transferred%20digitally%2C%20it%20reduces%20the,and%2
0can%20be%20made%20possible%20using%20e-commerce%20capabilities.
[Accessed 17 February 2023].

congthuong, 2020. *85-vat-lieu-dong-goi-tai-tiki-la-vat-lieu-than-thien-voi-moi-truong.* [Online]
Available at: https://congthuong.vn/85-vat-lieu-dong-goi-tai-tiki-la-vat-lieu-than-thien-voi-moi-truong-142354.html

doforms, 2021. *technologies-that-help-environment.* [Online]
Available at: https://www.doforms.com/technologies-that-help-environment/

Dung, T., 2021. *atpacademy.* [Online]
Available at: https://atpacademy.vn/mo-hinh-kinh-doanh-cua-
tiki/#:~:text=Tr%C6%B0%E1%BB%9Bc%20%C4%91%C3%A2y%2C%20Tiki%20ho%E1%BA%A1t%20%C4%91%E1%BB%
99ng,d%E1%BB%8Bch%20th%C6%B0%C6%A1ng%20m%E1%BA%A1i%20%C4%91i%E1%BB%87n%20t%E1%BB%AD

Fleetwood, D., 2023. *questionpro.* [Online]
Available at: https://www.questionpro.com/blog/quantitative-research/

formpl, 2023. *research-question.* [Online]
Available at: https://www.formpl.us/blog/research-
question#:~:text=A%20research%20question%20is%20a,step%20in%20any%20research%20project.

George, T., 2023. *scribbr.* [Online]
Available at: https://www.scribbr.com/methodology/interviews-research/

ginee, 2021. *mo-hinh-kinh-doanh-cua-lazada.* [Online]
Available at: https://ginee.com/vn/insights/mo-hinh-kinh-doanh-cua-lazada/

insideretail, 2023. *lazada-to-highlight-5000-eco-friendly-products-in-lazearth-campaign.* [Online]
Available at: https://insideretail.asia/2022/04/19/lazada-to-highlight-5000-eco-friendly-products-in-lazearth-
campaign/#:~:text=Lazada%20has%20offered%20greener%20packaging,commerce%20ecosystem%20in%20Southe
ast%20Asia.

libguides, 2023. *Quantitative Methods.* [Online]
Available at:
https://libguides.usc.edu/writingguide/quantitative#:~:text=Quantitative%20methods%20emphasize%20objective%
20measurements,statistical%20data%20using%20computational%20techniques.

McCombes, S., 2023. *scribbr.* [Online]
Available at: https://www.scribbr.com/methodology/survey-research/

merriam-webster, 2023. *hypothesis.* [Online]
Available at: https://www.merriam-webster.com/dictionary/hypothesis

newcastle, 2023. *researchmethods.* [Online]
Available at: https://libguides.newcastle.edu.au/researchmethods

Ogasa, N., 2023. *sciencenews.* [Online]
Available at: https://www.sciencenews.org/article/earth-inner-core-reverse-rotation

Pitts-Drake, J., 2021. *thedrum.* [Online]
Available at: https://www.thedrum.com/profile/optimizon/news/what-is-amazon-business-everything-you-need-to-know-about-selling-b2b-on-amazon#:~:text=The%20first%20platform%20that%20many,(Business%20to%20Consumer)%20sales.
[Accessed 20 August 2023].

Pratt, M. K., 2020. *techtarget.* [Online]
Available at: https://www.techtarget.com/searchaws/feature/Amazons-environmental-impact-delivers-climate-change-concerns

questionpro, 2021. *survey-research.* [Online]
Available at: https://www.questionpro.com/article/survey-research.html

questionpro, 2023. *observational-research.* [Online]
Available at: https://www.questionpro.com/blog/observational-research/

quora, 2023. *What-do-you-think-about-qualitative-research.* [Online]
Available at: https://www.quora.com/What-do-you-think-about-qualitative-research

sendopipe, 2020. *sendo-bao-ve-moi-truong.* [Online]
Available at: http://sendopipe.vn/index.php?m=news&id=sendo-bao-ve-moi-truong-28.html

tandfonline., 2021. *The importance of E-commerce adoption and entrepreneurship orientation for sustainable micro, small, and medium enterprises in Indonesia.* [Online]
Available at: https://www.tandfonline.com/doi/full/10.1080/21665095.2021.1976657

Team, A., 2021. *aboutamazon.* [Online]
Available at: https://www.aboutamazon.eu/news/sustainability/how-amazon-is-helping-customers-shop-more-sustainably

Thinh, N., 2021. *shark-binh-noi-ve-chuyen-doi-so-long-mach-va-don-gio-dong.* [Online]
Available at: https://danviet.vn/shark-binh-noi-ve-chuyen-doi-so-long-mach-va-don-gio-dong-20210519230832927.htm#:~:text=Shark%20B%C3%ACnh%20c%C5%A9ng%20c%C3%B3%20l%E1%BB%9Di,%C4%91%C3%B3%20t%E1%BB%91i%20%C6%B0u%20chi%20ph%C3%AD.

Vaughan, T., 2021. *poppulo.* [Online]
Available at: https://www.poppulo.com/blog/10-advantages-and-disadvantages-of-qualitative-research

Wagle, K., 2020. *publichealthnotes.* [Online]
Available at: https://www.publichealthnotes.com/hypothesis-in-research-definition-types-and-importance/#:~:text=Importance%20of%20Hypothesis%3A,theory%20and%20specific%20research%20question.

writingcenter, 2023. *how-to-write-a-research-question.* [Online]
Available at: https://writingcenter.gmu.edu/writing-resources/research-based-writing/how-to-write-a-research-question