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**| RESEARCH ARTICLE**

**Affecting Factors of E-Commerce Courier Services on Consumer's Purchasing Behavior and Satisfaction Level**

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**| ABSTRACT**

Due to the impact of COVID-19, the nation implemented stringent measures that limited the populace's capacity to participate in physical activities. As a result of these regulations, consumers, particularly those residing in Metro Manila, have predominantly resorted to online shopping as their primary means of procuring goods. The capacity of diverse logistics enterprises to furnish door-to-door courier amenities is a key element that contributes to the triumph of door-to-door e-commerce. This service provides affordable accessibility options; however, it is accompanied by several drawbacks that significantly influence the purchasing decisions of consumers. This research study titled "Affecting Factors of E-Commerce Courier Services on Consumers' Purchasing Behavior and Satisfaction Level" aims to thoroughly examine the impact of e-commerce courier services on consumer behavior and satisfaction. The researchers aim to ascertain the demographic profile of the respondents and its impact on their purchasing behavior and satisfaction. The study aims to analyze the respondents' perceptions of courier services, consumer satisfaction, and purchasing behavior. It also seeks to identify any significant relationship between purchasing behavior and consumer satisfaction, as well as any significant differences and predictions between the two. The researchers employed distinct methodologies and approaches to conduct an in-depth investigation of this research study. The descriptive method was the research design that the researcher used. The study was conducted in Metro Manila, with a total of 385 respondents. The instrumentation and statistical treatment utilized in the study included descriptive analysis, mean and standard deviation, test of significance difference, correlation measures, and predictive analysis. The study revealed that the demographic characteristics of the participants exert a considerable influence on the determinants of e-commerce courier services that impact consumer buying behavior and satisfaction levels. The findings of the study revealed that the dimensions of tangibility, reliability, responsiveness, and assurance of delivery services have a significant effect on both consumer satisfaction and purchasing behavior. Nonetheless, the research revealed that there was no statistically significant disparity in the way consumers perceived delivery service, consumer satisfaction, or purchasing behavior. This implies that there may be divergent preferences and priorities among distinct demographic cohorts regarding e-commerce courier services. The study provides recommendations for consumers, e-commerce businesses, future researchers, and national and local governments to enhance online shopping experiences and minimize risks.

**| KEYWORDS**

Delivery, E-commerce, online shopper, courier service, consumer satisfaction, and purchasing behavior.

**| ARTICLE INFORMATION**

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**1. Introduction**

E-commerce courier services are essential, but they present their own unique challenges. Slow and inconsistent e-commerce courier services could limit the growth potential of e-commerce businesses and impact consumer purchasing behavior and satisfaction. During the COVID-19 pandemic, the demand for logistics and courier services has increased dramatically, as a

significant number of Filipinos rely on these services for their necessities and errands. These services continued to operate during the pandemic, and it is imperative that they adapt to safeguard their consumers and rider fleet. (Business World, 2021).

Courier services are essential in facilitating the online shopping process due to the rising demand for this mode of shopping. E-commerce has transformed the shopping and consumption of goods, with courier services playing a crucial role in facilitating this process. It is crucial for businesses to comprehend the factors that impact the quality of e-commerce courier services and their effect on consumer purchasing behavior and satisfaction in today's climate. This study aims to investigate and assess the numerous elements that impact e-commerce courier services, including tangibility, reliability, responsiveness, and assurance. This study will provide significant insights into how e-commerce courier services may be enhanced to influence consumers' purchasing behavior and satisfaction levels by studying these elements (Libo-on, 2021).

Online shopping is a fantastic method to save money and time. It provides access to goods that would otherwise be in separate locations, is convenient, and can result in impulse purchases. There are, however, hazards to data and account security, such as the exposure of credit card and bank account information to potential hacking incidents. In addition, there is no assurance of what you will receive, and the term "expectation vs. reality" may have been coined by individuals who believed they were purchasing one item but received a lemon instead. (Peñalosa, 2021)

In this study, the researchers seek to shed light on the variables in e-commerce delivery services influencing consumers' purchasing behavior and satisfaction level. This is driven by the need to comprehend and address the issues both consumers and providers of courier services are facing.

### **1.1. Background of the Study**

While the Covid-19 outbreak was at its worst and most traditional retail outlets were required to close their doors and place their consumers under home quarantine, the country experienced enormous growth in e-commerce. The lifestyles of Filipinos are progressively going digital. In addition to movement restrictions, the market's behavior altered dramatically due to the convenience they experienced when shopping online. (Lokal, 2021)

One aspect of having an e-commerce firm that you must get right is delivery. Most consumers now demand a quick, dependable delivery service, which has significantly impacted their needs. (Leinbach, 2019)

In terms of business, the global economy is expanding rapidly. For growth and prosperity, every business requires that their products and packages reach their destination more swiftly. No longer must consumers wait for several days to obtain their products and packages. Today's businesses depend on courier service providers to expedite the dispatch of their shipments. Customers in the majority of globalized nations now expect to receive products and shipments within a couple of days. Therefore, courier service companies play a crucial role in the operation of businesses. No matter how rapidly a product is manufactured, if it is not delivered on time, the remaining efforts are wasted. Courier companies provide their customers with online tracking capabilities to ensure that packages do not fall into the incorrect hands. In addition, they provide identification codes so that consumers can rest assured that the product will reach its destination safely. (Courier Services, n.d.)

These research studies have been conducted with the intention of performing an in-depth analysis of the factors affecting the e-commerce courier services of wage earners in Manila, Philippines. These factors influence or cause a change in the purchasing behavior of consumers and their level of satisfaction.

### **1.2. Statement of the Problem**

The purpose of this study is to investigate the factors that influence a consumer's level of satisfaction and their purchasing behavior when it comes to using an online shopping courier service. To be more specific, this will answer the following questions:

1. What are the respondents' demographic profiles?
  - 1.1 Age
  - 1.2 Gender
  - 1.3 Marital Status
  - 1.4 Monthly Compensation
2. Is there a significant difference in the perception of purchasing behavior and consumer satisfaction among groups based on the demographic profiles?
3. What is the mean perception of the respondents on the courier service, consumer satisfaction and purchasing behavior?
4. Is there a significant relationship between purchasing behavior and consumer satisfaction?
5. What are the significant effects of the factors relative to the e-commerce courier services on consumers' purchasing behavior and satisfaction level?

**1.3. Objectives of the Study**

This research study evaluates the affecting factors of e-commerce courier services on consumers’ purchasing behavior and satisfaction level. The researchers aimed:

1. To determine the demographic profile of the respondents who are wage-earners and e-commerce users.
2. To determine whether the demographic profile of the respondents significantly influences their purchasing behavior and satisfaction.
3. To determine the mean perception of the respondents on courier service, consumer satisfaction and purchasing behavior.
4. To determine if there is a significant relationship between purchasing behavior and consumers’ satisfaction.
5. To determine if there is a significant difference between purchasing behavior and consumer satisfaction and its demographics.
6. To determine if there is a significant prediction between purchasing behavior and consumers’ satisfaction.

**1.4. Hypothesis**

The following hypotheses are included and will be evaluated in this paper:

- Null<sub>1</sub>: There is no significant relationship between factors of courier services, purchasing behavior, and satisfaction.
- Null<sub>2</sub>: There is no significant difference in the perception of the respondents on purchasing behavior and consumer satisfaction among groups based on the demographic profile.
- Null<sub>3</sub>: There are no significant effects of the factors relative to the e-commerce courier services on consumers’ purchasing behavior and satisfaction level.
- Alternative<sub>1</sub>: There is no significant relationship between factors of courier services, purchasing behavior, and satisfaction.
- Alternative<sub>2</sub>: There is no significant difference in the perception of the respondents on purchasing behavior and consumer satisfaction among groups based on the demographic profile.
- Alternative<sub>3</sub>: There are no significant effects of the factors relative to the e-commerce courier services on consumers’ purchasing behavior and satisfaction level.

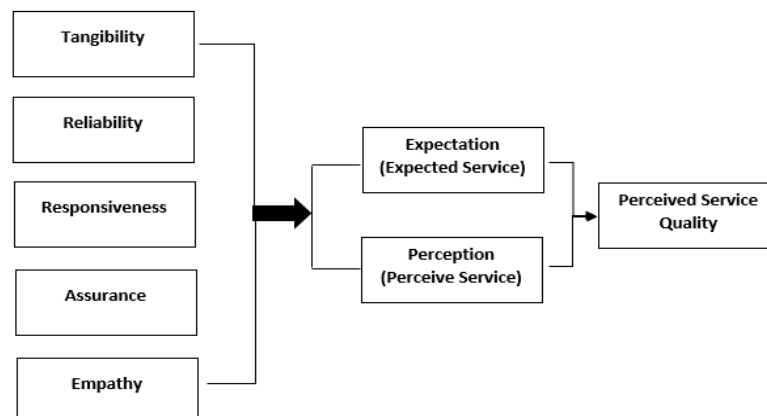
**1.5. Theoretical Framework**

**1.5.1. Theory of Service Quality**

The SERVQUAL model is a model of service quality used for measuring both the quality of service and the level of satisfaction experienced by consumers. Valarie Zeithaml, Leonard Berry, and A. Parasuraman, three prominent figures in the field of marketing in the United States, came up with the SERVQUAL model in 1988 to analyze both the dimensions of service quality and the perceptions of service quality. This intricate model assists in closing the gap that exists between consumer requirements and expectations. The current SERVQUAL model utilizes all five of its dimensions in order to perform measurements of service quality (Mulder, 2018).

The research method used to capture and analyze consumer expectations and perceptions of the service is referred to as the SERVQUAL model.

Figure 1  
SERVQUAL Model

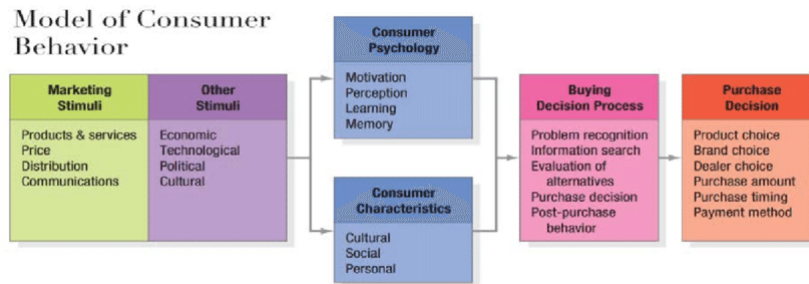


SERVQUAL Model – Theory of Service Quality by Zeithaml, Berry, and Parasuraman

**1.5.2. Consumer Buyer Behavior**

Purchasing Practices of Consumers, understanding consumer purchasing behavior and how consumers choose their products and services can be essential for manufacturers and service providers, as this provides them with a competitive advantage over competitors in many different aspects. In their article, Kotler and Keller (2011) highlight the importance of understanding consumer purchasing behavior. For instance, to set their strategies for offering the appropriate goods and services to the proper audience of consumers in a manner that accurately reflects the consumers' requirements and preferences, they may use the information learned by studying the purchasing patterns of consumers.

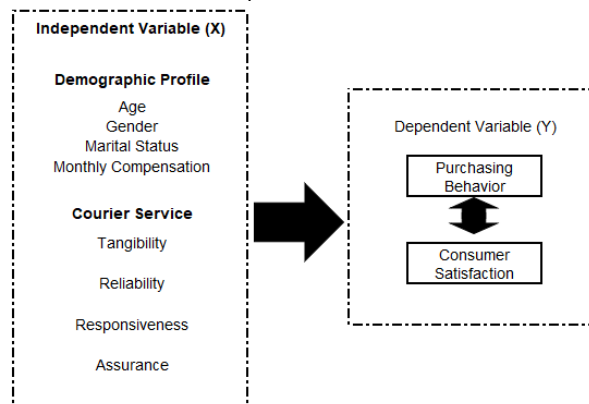
Figure 2  
Model of Consumer Behavior



Model of Consumer Behavior by Kotler and Keller

**1.6. Conceptual Framework**

Figure 3  
Conceptual Framework



The figure above depicts a conceptual framework based on the SERVQUAL model, which explores the impact of E-consumer courier services on purchasing behavior and consumer satisfaction. The four independent variables in the model include physical appearance, delivery time, communication, and product security, which are key factors that can influence consumers' perceptions of the courier service. The dependent variables, purchasing behavior and consumer satisfaction, are outcomes that can be affected by the independent variables. The framework provides a useful tool for researchers to investigate the relationship between these variables and their impact on consumer behavior and satisfaction in the context of E-consumer courier services.

**1.7. Significance of the Study**

The purpose of this study, which researchers carried out, was to investigate the factors that influence consumers' propensity to make purchases and their level of overall satisfaction with electronic commerce courier services.

Consumers can make more informed decisions when choosing which e-commerce platforms or courier services to use. This can help consumers to avoid negative experiences and increase their likelihood of having a positive experience when purchasing products online. Additionally, the study can empower consumers to provide feedback to e-commerce companies and courier service providers about the factors that are most important to them, which can help these companies to improve their services and meet consumer needs more effectively.

Because of this study, electronic commerce courier services will be better able to identify areas for improvement in their courier and delivery services, provide quality services to their consumers, as well as identify the factors that directly influence purchasing behavior and overall levels of satisfaction.

Future researchers will find the research on the effects of E-commerce courier services on purchasing behavior and consumer satisfaction to be highly pertinent, as it can serve as a foundation for future studies in the fields of E-commerce and logistics. This study provides valuable insights into the impact of courier services on consumer satisfaction and behavior, which can be used as a foundation for the future development of more sophisticated models and theories.

The conclusions of this research may be of great use to the government, as they may provide guidance that will assist them in making well-informed choices regarding logistics and e-commerce regulations. The research can assist the government in developing policies that support a healthy and competitive market for courier services by assisting the government in better understanding the effect of courier services on the behavior of consumers and their level of satisfaction.

### **1.8 Scope and Limitation**

The population of Manila, Philippines, that is of working age, will serve as the focus of this study. According to the 2020 Philippine Statistics Authority Census, this working age population, 15 to 64 years old, totals 1,249,977 people. This research aims to investigate the impact of using e-commerce courier services on the participants' purchasing behavior and the level of satisfaction they feel as consumers.

This study was conducted using a Google Forms-powered online survey. Before participating in the study, all individuals consented to comply with the Republic Act 10173 – Data Privacy Act (DPA) of 2012.

## **2. Literature Review**

### **2.1. Service Quality**

Service quality is often seen as a function of customers' expectations of the benefit they will receive vs their realization of the actual value. Benefit quality is a company's consumers' reaction to its benefits. Behavioral researchers have linked benefit quality to satisfaction. Client satisfaction is vital to government administration market performance; thus, its evaluation and management are crucial. Thus, fulfillment is essential to all aspects of a relationship and can be at the center of an exchange-based partnership. Many writers believe eager involvement brings satisfaction. (Ekaabi, Khalid, & Davidson, 2020).

The quality of the service should be reflected in at least four different aspects, the most important of which are excellence, which is mostly defined from the outside, the service that the business provides, the amount of time it takes to accomplish a goal, and many other factors (Johnson & Karley, 2018).

The main aspect determining value is the benefits a buyer receives from a seller. It inspects business employees' work for specification compliance. Finally, firms tried to exceed customer expectations. Many companies use this approach. The SERVQUAL Gap model measures the differences (Bhargarva, 2019).

### **2.2. Consumer Satisfaction**

Customer happiness boosts firm performance. It has many product- and service-related concepts. It was a customer review. Consumer pleasure differs from enjoyment, relaxation, novelty, and surprise. Service issues affect customer satisfaction. Good customer relationships increase the company's service experience, but client feedback improves quality. Client happiness brings long-term appreciation, efficiency, and upkeep. Studies show customer happiness impacts buyback perceptions. Satisfied clients spread positive word-of-mouth and attract new and repeat business. All businesses, including the public sector, succeed by satisfying customers. (Ok, Suy, Chhay, and Choun, 2018).

The company's products, services, and functionality determine consumer happiness. Surveys and ratings reveal customer happiness. This can help companies improve or adjust their products and services. The company prioritizes customer satisfaction. It includes corporations, wholesalers and retailers, government agencies, charities, and every branch of the organization. (What is Customer Satisfaction? 2020).

Oliver (1977;1980) proposed the Expectancy-Disconfirmation Paradigm (EDP) as the optimum framework for customer satisfaction evaluation. Buyers demand performance, the model says. Expectations evaluate the product. Then, results are compared to expectations. Expectations were met. Expectations and outcomes differ, causing disconfirmation. Expectations and perceptions determine consumer pleasure. Thus, when service performance exceeds expectations, there is a positive disconfirmation between

expectations and performance, resulting in satisfaction, whereas when service performance equals expectations, expectations and perceptions confirm, resulting in satisfaction. Service failure causes dissatisfaction.

### **2.3. Purchasing Behavior**

Rita, Oliveira, & Farisa (2019) examined how e-service quality and customer happiness affect online purchase behavior. Customer trust and satisfaction affect consumer behaviors, including repurchase, word-of-mouth marketing, and website revisitation. The investigation showed that website design, security/privacy, and fulfillment affect e-service quality. Customer service does not affect e-service quality. Customer behavior strongly correlates with e-service quality.

Sociological, sociocultural, demographic, and circumstantial factors typically influence consumer purchasing behavior. Situational effects refer to changes in the environment in which a purchase decision is made and include the physical environment, social environment, time, the purpose for the purchase, and emotional and financial status. (Karaboğa & Özsaatçı, 2021).

Consumer purchase behavior is no longer constrained by time and space, and consumers utilize mobile devices such as mobile phones to attain purchasing independence (Zhang, Leng, & Liu, 2020).

### **2.4. Courier Service**

The demand for courier services is expected to increase significantly due to the current pandemic, as people are staying at home and relying on online shopping. This trend may continue even after a vaccine is developed, as people have become accustomed to the convenience of online commerce. Online shopping is a convenient and cost-effective approach. Online shopping offers convenience, access to diverse goods, and the potential for impulse buying. Data and account security hazards include the potential exposure of credit card and bank account information to hacking incidents. Uncertainty exists regarding the outcome of a purchase, and the phrase "expectation vs. reality" may have originated from instances where a product acquired did not meet the buyer's intended specifications. (Dones & Young, 2020)

The courier service has a strong correlation between ease of use, usefulness, trust in service, service quality, and future intention to utilize the service. Contributing to the approach, the authors created a courier service-specific scale to gauge usefulness, convenience of use, and client trust. Customer trust and service excellence can inform sustainable service co-creation. Courier service providers and customers should work together to implement current technologies to increase technology trust and customer loyalty. Policymakers can also use study findings and interpretations to strengthen market legislation. This addresses customer complaints and courier industry competition. Technology legislation can help courier market growth by evaluating customer propensity to repeat courier service purchases and service provider replies. (Ejdys & Gulc, 2020)

### **2.5. Synthesis**

Service quality is a function of customers' anticipations of the benefit they will receive relative to their perceptions of the actual benefit. Benefit quality can be defined as the general response of customers to the organization's offered advantages. In government administration markets, client satisfaction is regarded as a crucial factor in determining the level of execution, and satisfaction can be achieved through enthusiastic participation. The value of a product or service depends on a variety of factors, including the benefits that the purchaser will receive from the provider. Using the Gap model, businesses measure the disparities between the two variables.

Consumer satisfaction is a client's evaluation of a product or service's suitability that drives company efficiency. It is measured by customer satisfaction with the company's products, services, and functionality. Good customer relationships enhance the company's service experience, while client feedback improves service quality. Customers who are satisfied spread positive word-of-mouth and attract new customers and long-term business. The Expectancy-Disconfirmation Paradigm (EDP) is the best framework for measuring customer satisfaction based on the limitations of earlier theories.

## **3. Methodology**

The purpose of this part is to describe the methodology that was used to investigate the effects of E-commerce courier services on purchasing behavior and consumer satisfaction. This part presents the research design, sample and sampling technique, research instrument, validation instrument, ethical considerations, data gathering procedure, and statistical data treatment.

### **3.1. Research Design**

Due to the fact that the focus of this research was on customer satisfaction and the provision of information on the variables of e-commerce courier services on customers' purchasing behavior in Metro Manila, the research was designed using a descriptive method. While selecting respondents, the researchers employed both a descriptive survey and a purposive sample strategy. Due to the fact that each of the respondents is unique in and of themselves, this research approach is ideal. The variables considered and experiences gained by each of the respondents regarding the courier services offered by the e-commerce business are unique.

The information that was acquired will be entered into a spreadsheet, evaluated, and interpreted so that a particular conclusion can be reached regarding the elements that influence the purchasing behavior and level of satisfaction of customers who use e-commerce courier services.

### **3.2. Respondents/Research Locale**

This research aims to investigate the impact of using e-commerce courier services on the participants' purchasing behavior and the level of satisfaction they feel as consumers. The 385 respondents serve as the size of the research cohort, which was determined by applying the Raosoft formula.

### **3.3. Instrumentation**

The researchers surveyed made questionnaires, which were formulated to answer the statement of the problem in this research. These questionnaires were the instrument that was used in the gathering of the primary data for this research. The questionnaires will be divided into two parts: the demographic profile of the respondents, which will include questions about age, gender, marital status, and monthly compensation, and closed-ended questions that will be used to collect data on the effects of E-commerce courier services on the purchasing behavior and consumer satisfaction of working population in Manila. The questionnaire was designed based on the objectives of the study and was pre-tested on a sample of 30 respondents to ensure its clarity and relevance.

Pilot testing is going to be used as the confirmation instrument for this particular research project. In order to validate and verify the accuracy of the research instrument, a preliminary study with a representative selection of thirty participants will be carried out. The purpose of the initial test is to determine whether the questionnaire contains any issues, such as ambiguities, questions that are confusing, or questions that are prejudiced.

### **3.4. Ethical Consideration**

Ethical standards were adhered to throughout the course of this research project. Before anyone takes part in the research project, they first give their informed permission. It was made clear to participants what the point of the research was, what their responsibilities were as participants, and how their answers would be kept confidential. The information that was gathered from the participants will be kept strictly confidential and used for the sole purpose of completing this research project.

### **3.5. Data Gathering Procedure**

The researchers were able to draw a logical inference from the data that they acquired, which is what led them to conclude something about the study. This was accomplished with the help of a representative sample that the researchers selected with great consideration. They were able to arrive at legitimate results and conclusions with the help of the processes.

Step 1: Before beginning the actual investigation, the researchers narrow the focus of their inquiry to include just wage earners and people who shop online in the area surrounding Metro Manila.

Step 2: After that, the researchers utilized a purposive sample with 385 respondents, and two sets of questionnaires with dependent and independent variables were constructed according to the statement of the problem the researchers have imposed on the study.

Step 3: The questionnaires that would be validated by a qualified psychometrician were prepared by the researchers.

Step 4: During the study process, the researchers gave the approved questionnaire to the target audience so that they could collect responses from them.

### **3.6. Data Analysis**

The researchers used a variety of statistical tools and formulas in order to analyze the data collected in the survey. This allowed them to further interpret the results and use them as a basis for finding out the solutions to the problems and determining the affecting factors of e-commerce courier services on consumers' purchasing behavior and level of satisfaction. In addition, the researchers used the data as a basis for finding out the solutions to the problems.

### **3.7. Statistical Treatment**

Upon the completion of the data collection, the results of the questionnaire were totalled, scored, and analyzed. For the purpose of accurate interpretation of the data, the information that was acquired was categorized and tabulated in frequency distribution before being rated accordingly.

Both descriptive statistics and inferential statistics are going to be used in the analysis of the data that was gathered from the survey. In order to provide a better understanding of the data, descriptive statistics like frequency distribution, proportion, mean,

and standard deviation will be utilized. Inferential statistical methods like correlation and regression analysis will be utilized in the course of the study to evaluate the assumptions that have been formulated.

**4. Results and Discussion**

This chapter includes the presentation, analysis, and interpretation of the data from the survey that was conducted. Descriptive analysis was used to interpret the data, and the results were tabulated.

Table 1  
*Demographic Profile in Terms of Age*

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
Under 19 Years Old	21	5.5
20 to 30 Years Old	211	54.8
31 to 40 Years Old	102	26.5
41 to 50 Years Old	30	7.8
51 Years Old and above	21	5.5
Total	385	100.0

Table 1 shows the age range of the respondents who answered the survey. It is observed that 211 out of 385 respondents are between the ages of 20 and 30 years old, which is equivalent to 54.8%, followed by 102 respondents who belong to the age group of 31 to 40 years old, which is equivalent to 26.5%; 30 respondents belong to the age group of 41 to 50 years old, which is equivalent to 7.8%; 21 respondents belong to the age group of under 19 years old, which is equivalent to 5.5%; and another 21 respondents are in the age group of 51 years old and above, which is equivalent to 5.5%. Thus, the data indicate that the majority of the respondents are between 20 to 30 years old.

The anticipated youth employment rate in the Philippines for February 2023 was 90.9%. This was higher than the statistics for January 2023 (89.2%) and February 2022 (85.7%) for the youth employment rate. In February 2023, young people who were employed put in an average of 32.8 hours per week ((Philippine Statistics Authority, 2023).

As stated by Sorce, Perotti, & Widrick (2005), although older online shoppers look for a lot fewer things than their younger counterparts, they spend just as much. More variation in online searching activity could be explained by attitude-related factors. If the consumer had first done an online search for the product, age accounted for higher variation in buying behavior.

Table 2  
*Demographic Profile in Terms of Gender*

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Female	255	66.2
Male	105	27.3
LGBTQIA+	25	6.5
Total	385	100

Table 2 shows that 255 out of 385 respondents are female, which is equivalent to 66.2%, whereas 105 respondents are male, which is equivalent to 27.3%, and 25 are LGBTQIA+, which is equivalent to 6.5%. Thus, the data indicate that the majority of the respondents are female.

Research commissioned by the government found that women in jobs or looking for work in the Philippines made up slightly under half of the working-age population over the course of the past two decades, despite social expectations that they will care for houses and families. When they do find a job, Philippine women are restricted to specific occupations, while their male counterparts have greater choices, according to the report commissioned by the National Economic Development Authority (World Economic Forum, 2019; Isais, 2021). Moreover, in the study of Raman (2014), the convenience of shopping online was the essential element for female shoppers to shop online.



Table 3  
*Demographic Profile in Terms of Marital Status*

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
Single	212	55.1
Married	80	20.8
In a relationship	81	21.0
Widowed	6	1.6
Separated	6	1.6
Total	385	100.0

Table 3 shows the marital status of the respondents. It shows that 212 out of 385 respondents are single, which is equivalent to 55.1%, followed by 81 respondents who are in a relationship, which is equivalent to 21%; 80 respondents are married, which is equivalent to 20.8%; 6 respondents are widowed, which is equivalent to 1.6%; and another 6 respondents are separated, which is equivalent to 1.6%. Thus, the data indicate that the majority of the respondents are single.

In the Philippines in 2015, there were 34.8 million single people, or 44% of the country's population, aged 10 or older. In comparison to the 2010 report, which included 31.3 million single people, this number is 3.5 million (Philippine Statistics Authority, 2020). Moreover, in 2021, a total of 356,839 marriages were recorded, a 48.2 percent increase over the total registered marriages of 240,775 in 2020. This increase could be attributed to the relaxation of quarantine rules as a result of the Coronavirus disease 2019 (COVID-19) pandemic, which resulted in the lowest marriage rate recorded in 50 years in 2020 (Philippine Statistics Authority, 2023).

(Mookherjee, 1995). Research has demonstrated a positive correlation between marital status and both physical and psychological well-being. Furthermore, existing literature has extensively documented gender disparities in well-being between legally married and unmarried individuals. There exist multiple theoretical justifications for the outcomes of gender disparities in the assessment of well-being between individuals who are legally wedded and those who are not. According to Gove, Style, and Hughes (1990), there exists a strong causal relationship between marriage and overall well-being. According to the selection explanation, there is a positive correlation between marital status and happiness, with happier individuals being more likely to be married. On the other hand, the social roles explanation posits that males exhibit lower levels of stress compared to females. Several findings indicate that marriage has a positive impact on the subjective well-being of both genders. Additionally, research suggests that married women tend to report higher levels of satisfaction compared to their male counterparts. The available research generally corroborates the notion that matrimony is interpersonally linked to physical, psychological, and societal welfare, in addition to procurement contentment.

Table 4  
*Demographic Profile in Terms of Monthly Compensation*

<b>Monthly Compensation</b>	<b>Frequency</b>	<b>Percent</b>
Less than ₱15,000	150	39.0
₱15,001 to ₱25,000	79	20.5
₱25,001 to ₱35,000	57	14.8
₱35,001 to ₱40,000	42	10.9
₱40,001 and above	57	14.8
Total	385	100.0

Table 4 shows the monthly compensation of the respondents. 150 out of 385 respondents received a range of less than s. 150 out of 385 respondents receive a range of less than ₱15,000 in income monthly, which is equivalent to 39%, followed by 79 respondents who have a range income of ₱15,001 to ₱25,000, which is equivalent to 20.5%; 57 respondents receive a range income of ₱25,001 to ₱35,000 monthly, which is equivalent to 14.8%; 57 respondents receive a range income of ₱40,001 and above monthly, which is equivalent to 14.8%; and 42 respondents receive a range income of ₱35,001 to ₱40,000 monthly, which is equivalent to 10.9%. Thus, the data indicate that the majority of the respondents have a range of incomes of less than ₱15,000 monthly.

The think-tank Picordi listed the Philippines' average wage of ₱15,200 as one of the lowest among the 110 nations it examined. The Philippines' average wage of ₱15,200 ranks 95th out of the 110 countries examined, well behind Switzerland's ₱296,200 (1st), Luxembourg's ₱198,500 (2nd), and the United States ₱174,000 (3rd), as well as Singapore's ₱168,900 (5th) and Australia's ₱164,800 (6th), according to Picordi (Lalu, 2020; Isais, 2021).

Table 5  
Mean and Standard Deviation of the Perception on All Variables

Variables		Mean	Std. Deviation	Interpretation
Courier Service	Tangibility	3.25	0.54	Agree
	Reliability	3.27	0.57	Agree
	Responsiveness	3.36	0.55	Agree
	Assurance	3.37	0.52	Agree
Consumer Satisfaction		3.50	0.54	Agree
Purchasing Behavior		3.08	0.43	Agree

Legend: 4.00-3.51 Strongly Agree, 3.50-2.51 Agree, 2.50-1.51 Disagree, 1.50-1.00 Strongly Disagree

Table 5 shows the perception with a mean rating ranging from 3.08 to 3.50 standard deviation ranging from 0.43 to 0. interpreted as agree in terms of perception on all of the variables. This only suggests that based on the result of 385 respondents' perceptions, there has a significant variance from each other when all the questions relative to each variable are aggregated based on the sample population.

The above table confirms the conclusion made by Libo-on (2021) that the consumers of the courier service were satisfied with the service provided, and it shows that the courier services meet the expectations of the customers.

Table 6  
Test of Significant Difference between consumer satisfaction and purchasing behavior and Age

Variable	Age	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Interpretation
Consumer Satisfaction	Under 19 Years Old	21	3.01	0.38	4.596	0.001	Reject	Significant
	20 to 30 Years Old	211	2.98	0.33				
	31 to 40 Years Old	102	3.07	0.38				
	41 to 50 Years Old	30	2.77	0.33				
	51 Years Old and above	21	3.00	0.23				
Purchasing Behavior	Under 19 Years Old	21	3.04	0.57	6.254	0.000	Reject	Significant
	20 to 30 Years Old	211	3.04	0.43				
	31 to 40 Years Old	102	3.24	0.42				
	41 to 50 Years Old	30	2.85	0.28				
	51 Years Old and above	21	3.11	0.37				

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Table 6 indicated that there is a significant difference between the perception of consumer satisfaction and purchasing behavior of age group respondents based on the significant value of 0.001 and 0.000, respectively. This suggests that there is a significant difference from each other when they are a group. There is a probabilistic chance that there has been a change in the status quo between the perception of age group between both consumer satisfaction and purchasing behavior and age.

As stated by Sorce, Perotti, & Widrick (2005), although older online shoppers look for a lot fewer things than their younger counterparts, they spend just as much. More variation in online searching activity could be explained by attitude-related factors. If the consumer had first done an online search for the product, age accounted for higher variation in buying behavior.

Table 7  
Test of Significant Difference between consumer satisfaction and purchasing behavior and Gender

Variable	Age	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Interpretation
Consumer Satisfaction	Female	255	2.99	0.35	1.538	0.216	Accept	Not Significant
	Male	105	3.02	0.32				
	LGBTQIA+	25	2.89	0.44	1.359	0.258	Accept	Not Significant
	Female	255	3.09	0.44				

Purchasing Behavior	Male	105	3.10	0.45
	LGBTQIA+	25	2.94	0.30

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Table 7 indicated that there is no significant difference between the perception of consumer satisfaction and purchasing behavior of gender group respondents based on the significant value of 0.001 and 0.000, respectively. This suggests that there is no significant difference from each other when they are a group. There is a probabilistic chance that there is no change in the status quo between the perception of gender group between both consumer satisfaction and purchasing and gender.

The result is contrary to the study made by Farkas et al. (2021), which shows that men and women have different purchasing behavior. According to the aforementioned study, the level of interactivity present on a website has a greater impact on males than it does on women. Women, on the other hand, are more influenced by factors such as vividness, diagnosticity, and perceived risk of the information.

Table 8  
Test of Significant Difference between consumer satisfaction and purchasing behavior and Marital Status

Variable	Age	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Interpretation
Consumer Satisfaction	Single	212	3.00	0.33	0.393	0.814	Accept	Not Significant
	Married	80	2.99	0.40				
	In a relationship	81	2.96	0.35				
	Widowed	6	3.05	0.28				
	Separated	6	2.90	0.27				
Purchasing Behavior	Single	212	3.05	0.44	0.732	0.570	Accept	Not Significant
	Married	80	3.12	0.49				
	In a relationship	81	3.09	0.34				
	Widowed	6	3.23	0.34				
	Separated	6	3.20	0.46				

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Table 8 indicated that there is no significant difference between the perception of consumer satisfaction and purchasing behavior of marital status group respondents based on the significant value of 0.001 and 0.000, respectively. This suggests that there is no significant difference from each other when they are a group. There is a probabilistic chance that there is no change in the status quo between the perception of the marital status group between both consumer satisfaction and purchasing behavior and marital status.

The result is contrary to the study made by Nguyen and Homolka (2021), which concludes that the perception of internet buyers when grouped according to marital status, is significantly different in terms of satisfaction. Additionally, single, married, and divorced/separated online buyers have varied customer satisfaction determinants. Divorced/separated people's satisfaction is only affected by seller services and external incentives, but married people's is affected by all aspects (Online shopping experience, Seller Services, External Incentives, Security/Privacy). Online purchasing experience and external incentives make lone shoppers happy.

Table 9  
Test of Significant Difference between consumer satisfaction and purchasing behavior and Monthly Compensation

Variable	Age	N	Mean	SD	F-Value	Sig. Value	Decision of HO	Interpretation
Consumer Satisfaction	Less than ₱ 15,000	150	2.91	0.35	5.505	0.000	Reject	Significant
	₱ 15,001 to 25,000	79	2.99	0.38				
	₱ 25,001 to 35,000	57	2.98	0.34				
	₱ 35,001 to 40,000	42	3.11	0.31				

Purchasing Behavior	₹ 40,001 and above	57	3.12	0.28	4.092	0.003	Reject	Significant
	Less than ₹ 15,000	150	2.98	0.46				
	₹ 15,001 to 25,000	79	3.08	0.36				
	₹ 25,001 to 35,000	57	3.14	0.43				
	₹ 35,001 to 40,000	42	3.23	0.48				
	₹ 40,001 and above	57	3.16	0.39				

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Table 9 indicated that there is a significant difference between the perception of consumer satisfaction and purchasing behavior of monthly compensation group respondents based on the significant value of 0.001 and 0.000, respectively. This suggests that there is a significant difference from each other when they are a group. There is a probabilistic chance that there has been a change in the status quo between the perception of monthly compensation group between both consumer satisfaction and purchasing and monthly compensation.

The result confirms the study of Tao et al. (2022), which states that there is a change in the consumers' attitude and purchasing behavior according to the monthly income.

Table 10  
Correlation Measures Between Consumer Satisfaction & Purchasing Behavior

Predictors	Pearson Correlation	R2	p-value	Decision on HO	Interpretation
Consumer Satisfaction Purchasing Behavior	0.455**	0.207	0.000	Reject	Significant

Note: > 0.05 Accept HO (Not Significant); <0.05 Reject HO (Significant)

Table 10 displays the correlation coefficient between "Consumer Satisfaction" and the "Purchasing Behavior". It is evident from the coefficient that "There is a positive medium" significant relationship with a Pearson Correlation value of 0.445\*\* or 44.50%. The results indicate that we can predict, with a 44% probability, that Consumer Satisfaction and Purchasing Behavior are related to the Courier Service of the courier service. The R<sup>2</sup> linear value of 0.207 is equivalent to 20.7% of changing the variation, which is represented by Consumer Satisfaction towards Purchasing Behavior.

Therefore, we can conclude that Consumer Satisfaction and Purchasing Behavior, based on the result of the simulation, have a significant correlation with a p-value of 0.000 or 100.00% confidence level.

A satisfied customer is more likely to make a subsequent purchase. In conclusion, increasing consumers' intentions to make additional purchases can be achieved by strategic management of the aspects that determine customer happiness. (Shih, Yu & Tseng, 2015)

Table 11  
Predictive Analysis Between Consumer Satisfaction and Courier Service's Tangibility

Predictors	R	Sig. Value	Decision on HO	Interpretation	R <sup>2</sup>	Coefficients (B)
Consumer Satisfaction Tangibility	0.329	0.001	Reject	Significant	0.108	2.304 0.211

Note: p > 0.05 Accept HO (Not Significant); p <0.05 Reject HO (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Consumer Satisfaction by Tangibility", with an R-value of 32.88%, indicating the proportion of Tangibility factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Tangibility increased Consumer Satisfaction.

The R<sup>2</sup> linear value of 0.108, which is equivalent to 10.81% of the increase in changing the variation, which is represented by the Tangibility towards Consumer Satisfaction. The prediction linear value weight is equal to "y=2.304+0.211\*x" (Consumer

Satisfaction), which indicates that there is a weight increase of 2.304 accounted for Consumer Satisfaction in a unit of 0.211 increased of Tangibility variable.

In the industry of courier services, physical dimensions, together with assurance and empathy, are regarded to be the most important components. Tangibility has a major influence on the level of satisfaction experienced by customers. (Libo-on,2021)

Table 12  
*Predictive Analysis Between Consumer Satisfaction and Courier Service's Reliability*

Predictors	R	Sig. Value	Decision on HO	Interpretation	R <sup>2</sup>	Coefficients (B)
Consumer Satisfaction	0.409	0.001	Reject	Significant	0.167	2.172
Reliability						0.250

Note:  $p > 0.05$  Accept HO (Not Significant);  $p < 0.05$  Reject HO (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Consumer Satisfaction by Reliability", with an R-value of 40.92%, indicating the proportion of Reliability factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Reliability increased Consumer Satisfaction.

The R<sup>2</sup> linear value of 0.167 is equivalent to 16.74% of the increase in changing the variation, which is represented by the Reliability towards Consumer Satisfaction. The prediction linear value weight is equal to  $y=2.172+0.250*x$  (Consumer Satisfaction), which indicates that there would be a weight increase of 2.172 accounted for Consumer Satisfaction in a unit of 0.250 increase of Reliability variable.

When it comes to courier services, reliability is a factor that plays a key role. The level of happiness a company's customers feel is directly correlated to its reliability. This implies that the courier services have been able to give services that can be relied on and that they have been able to ensure that their customers are happy with the services they provide. (Libo-on,2021)

Table 13  
*Predictive Analysis Between Consumer Satisfaction and Courier Service's Responsiveness*

Predictors	R	Sig. Value	Decision on HO	Interpretation	R <sup>2</sup>	Coefficients (B)
Consumer Satisfaction	0.429	0.001	Reject	Significant	0.184	2.080
Responsiveness						0.271

Note:  $p > 0.05$  Accept HO (Not Significant);  $p < 0.05$  Reject HO (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Consumer Satisfaction by Responsiveness", with an R-value of 42.90%, indicating the proportion of Responsiveness factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Responsiveness increased Consumer Satisfaction.

The R<sup>2</sup> linear value of 0.184 is equivalent to 18.41% of the increase in changing the variation, which is represented by the Responsiveness towards Consumer Satisfaction. The prediction linear value weight is equal to  $y=2.080+0.271*x$  (Consumer Satisfaction), which indicates that there would be a weight increase of 2.080 accounted for Consumer Satisfaction in a unit of 0.271 increase in the Responsiveness variable.

Alongside the reliability dimension, the responsiveness dimension is regarded to be a key component in the field of courier services. Additionally, responsiveness has a direct impact on customer happiness and is a major factor that has contributed greatly to customer satisfaction. (Libo-on,2021)

Table 14  
*Predictive Analysis Between Consumer Satisfaction and Courier Service's Assurance*

Predictors	R	Sig. Value	Decision on HO	Interpretation	R <sup>2</sup>	Coefficients (B)
Consumer Satisfaction	0.430	0.001	Reject	Significant	0.185	2.025
Assurance						0.286

Note:  $p > 0.05$  Accept  $H_0$  (Not Significant);  $p < 0.05$  Reject  $H_0$  (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Consumer Satisfaction by Assurance", with an R value of 42.98%, indicating the proportion of Assurance factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Assurance increased Consumer Satisfaction.

The  $R^2$  linear value of 0.185, which is equivalent to 18.48% of the increase in changing variation, is represented by the Assurance towards Consumer Satisfaction. The prediction linear value weight is equal to  $y=2.025+0.286*x$  (Consumer Satisfaction), which indicates that there would be a weight increase of 2.025 accounted for Consumer Satisfaction in a unit of 0.286 increased of Assurance variable.

Along with tangible and empathic characteristics, assurance dimensions are thought to be the most important factors in the courier service industry. Additionally, assurance has a huge influence on the contentment of customers. (Libo-on,2021)

Table 15  
*Predictive Analysis Between Purchasing Behavior and Courier Service's Tangibility*

Predictors	R	Sig. Value	Decision on $H_0$	Interpretation	$R^2$	Coefficients (B)
Purchasing Behavior	0.224	0.001	Reject	Significant	0.050	2.499
Tangibility						0.179

Note:  $p > 0.05$  Accept  $H_0$  (Not Significant);  $p < 0.05$  Reject  $H_0$  (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Purchasing Behavior by Tangibility", with an R value of 22.45%, indicating the proportion of Tangibility factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Tangibility increased the Purchasing Behavior.

The  $R^2$  linear value of 0.050, which is equivalent to 5.04% of the increase in changing variation, is represented by the Tangibility towards the Purchasing Behavior. The prediction linear value weight is equal to  $y=2.499+0.179*x$  (Purchasing Behavior), which indicates that there would be a weight increase of 2.499 accounted for Purchasing Behavior in a unit of 0.179 increased of Tangibility variable.

The tangibility of courier services has a considerable impact on the degree to which clients are satisfied with those services. This indicates that if the courier services have been able to deliver a good tangible element and have been able to make the customer be satisfied by their services, then this consequently makes the consumer feel satisfied, and as a result, the customer would prefer to continue using the same service. (Libo-on, 2021)

Table 16  
*Predictive Analysis Between Purchasing Behavior and Courier Service's Reliability*

Predictors	R	Sig. Value	Decision on $H_0$	Interpretation	$R^2$	Coefficients (B)
Purchasing Behavior	0.275	0.001	Reject	Significant	0.076	2.397
Reliability						0.209

Note:  $p > 0.05$  Accept  $H_0$  (Not Significant);  $p < 0.05$  Reject  $H_0$  (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Purchasing Behavior by Reliability", with an R value of 27.51%, indicating the proportion of Reliability factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Reliability increased the Purchasing Behavior.

The  $R^2$  linear value of 0.076 is equivalent to 7.57% of the increase in changing the variation, which is represented by the Reliability towards the Purchasing Behavior. The prediction linear value weight is equal to  $y=2.397+0.209*x$  (Purchasing Behavior), which indicates that there would be a weight increase of 2.397 accounted for Purchasing Behavior in a unit of 0.209 increased of Reliability variable.

The reliability of a courier service has a considerable impact on the level of satisfaction a company can provide to its clients. This indicates that if the courier services have been able to deliver trustworthy services and have been able to make the customer satisfied with their services, then this consequently makes the customer feel satisfied, and as a result, the customer would prefer to continue using the same service. (Libo-on, 2021)

Table 17  
*Predictive Analysis Between Purchasing Behavior and Courier Service's Responsiveness*

Predictors	R	Sig. Value	Decision on HO	Interpretation	R <sup>2</sup>	Coefficients (B)
Purchasing Behavior	0.319	0.001	Reject	Significant	0.102	2.240
Responsiveness						0.251

Note:  $p > 0.05$  Accept HO (Not Significant);  $p < 0.05$  Reject HO (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Purchasing Behavior by Responsiveness", with an R value of 31.90%, indicating the proportion of Responsiveness factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0.001 and that there is a 100 percent chance that Responsiveness increased the Purchasing Behavior.

The R<sup>2</sup> linear value of 0.102, which is equivalent to 10.17% of the increase in changing variation, is represented by the Responsiveness towards the Purchasing Behavior. The prediction linear value weight is equal to  $y=2.240+0.251*x$  (Purchasing Behavior), which indicates that there is a weight increase of 2.240 accounted for Purchasing Behavior in a unit of 0.251 increased of Responsiveness variable.

There is a considerable correlation between the responsiveness of courier services and the level of satisfaction experienced by their clients. This indicates that if the courier services have been able to deliver good responses to the customer, the consumer will feel satisfied as a result, and as a result, the customer will want to continue using the same services. (Libo-on, 2021)

Table 18  
*Predictive Analysis Between Purchasing Behavior and Courier Service's Assurance*

Predictors	R	Sig. Value	Decision on HO	Interpretation	R <sup>2</sup>	Coefficients (B)
Purchasing Behavior	0.315	0	Reject	Significant	0.099	2.201
Assurance						0.261

Note:  $p > 0.05$  Accept HO (Not Significant);  $p < 0.05$  Reject HO (Significant)

The participant's weight was predicted using a simple linear regression based on their perception of "Purchasing Behavior by Assurance", with an R value of 31.53%, indicating the proportion of Assurance factors accounted for. The result indicates that there is a significant difference between the two variables with a significance value of 0 and that there is a 100 percent chance that Assurance increased the Purchasing Behavior.

The R<sup>2</sup> linear value of 0.099, which is equivalent to 9.94% of the increase in changing variation, is represented by the Assurance towards the Purchasing Behavior. The prediction linear value weight is equal to  $y=2.201+0.261*x$  (Purchasing Behavior), which indicates that there is a weight increase of 2.201 accounted for Purchasing Behavior in a unit of 0.261 increased of Assurance variable.

The assurance component of courier services has a considerable impact on the level of satisfaction experienced by their clients. This implies that if the courier services have been able to provide assurance and have been able to make the customer satisfied with their services, then this consequently makes the consumer feel satisfied, and as a result, the customer would prefer to continue using the same services. (Libo-on, 2021)

The study found that changes in consumer buying behavior have a significant positive impact on business model design. Male buying behavior has changed more, and people's utilitarian motivation is more significant. Changes in purchase object, motive and purchase timeframe have a more profound impact on novelty-centered business model design. Changes in purchase place and purchase method have a significant impact on efficiency-centered business model design. Consumers hope that companies can reduce their selection costs, procurement costs and payment costs to ensure they can obtain the required products or services more efficiently. (Tao et al. (2022)

## **5. Conclusion**

In conclusion, the study's findings reveal several important conclusions. Firstly, the demographic profile of the respondents plays a significant role in determining the affecting factors of e-commerce courier services on consumer purchasing behavior and satisfaction level. The majority of the respondents were female, aged 20 to 30 years old, single, and had a monthly compensation of less than Php 15,000.

Regarding consumer satisfaction, the analysis indicates that the tangibility, reliability, responsiveness, and assurance of delivery services directly impact consumer satisfaction. The respondents agreed that these factors contribute to their satisfaction with the delivery service.

Furthermore, the study concludes that the same factors of delivery service (tangibility, reliability, responsiveness, and assurance) directly impact the purchasing behavior of consumers. The respondents agreed that these factors influence their purchasing decisions.

The study establishes a significant relationship between the factors of delivery service, consumer satisfaction, and purchasing behavior. This correlation highlights the importance of delivery service quality in influencing consumer behavior and satisfaction. This corroborates the conclusions of Quddus and Hudrasyah (2014), Le, Nguyen, and Truong, and Ngaliman, Eka, and Suharto (2019), which state that the four dimensions are essential variables of courier service that affect directly and influence the pleasure of consumers.

However, based on the demographic profile of the respondents, the study finds no significant difference in the consumer's perception of the factors of delivery service, consumer satisfaction, and purchasing behavior. This suggests that different demographic groups may have varying preferences and priorities when it comes to e-commerce courier services.

Based on these conclusions, the study provides recommendations for consumers, e-commerce businesses (service/courier services), future researchers, and national and local governments.

For consumers, the recommendations include conducting research and comparing online platforms, checking the seller's reputation, verifying product information, understanding delivery policies, using secure payment methods, keeping records of transactions, providing accurate delivery information, checking return and refund policies, and leaving feedback for sellers.

For e-commerce businesses, the recommendations involve enhancing delivery speed, improving reliability and tracking services, optimizing tracking mechanisms, strengthening communication channels with customers, personalizing customer solutions, ensuring transparency in fees and charges, facilitating efficient returns and exchanges, actively seeking customer feedback and reviews, and continuously striving for improvement.

Future researchers are encouraged to expand the study by including larger and more diverse sample size, conducting comparative analyses, incorporating longitudinal studies, exploring the impact of green initiatives and technological advancements, using qualitative research methods, examining customer loyalty and retention, and staying updated on emerging trends in the e-commerce and courier industry.

National and local governments are advised to focus on consumer protection and regulation, establishing quality standards and certification processes, fostering partnerships and support for local businesses, developing employment opportunities and skill development programs, promoting ethical and environmentally responsible practices, facilitating collaborative stakeholder engagement, ensuring market competition and fair practices, and implementing data protection and cybersecurity regulations.

By implementing these recommendations, consumers can enhance their online shopping experiences and minimize risks, while e-commerce businesses can improve their service quality and customer satisfaction. Future researchers can contribute to the field by further exploring the impact of e-commerce courier services, and governments can play a vital role in promoting a thriving e-commerce industry and protecting consumer interests.

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