

Research Article

Impact of Contemporary Logistics Factors on Customer Satisfaction in E-commerce

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ABSTRACT

The rapid shift of customers from traditional purchasing to online purchasing has emphasized the importance of logistics in purchasing pattern. The purpose of this study is to determine the relationship between these logistics factors and their impact on customer satisfaction by using Logistics Service Quality (LSQ) model constructs. The study was conducted in Karachi, Pakistan, an emerging economy with a rapid growing digital sector. The data was collected from 250 respondents who filled the online questionnaire. The results revealed that logistic factors such as delivery monitoring, convenience of return, convenient place of delivery and time of delivery have a positive impact on customer satisfaction. The findings revealed that the logistics factors showed a positive relationship with the customer satisfaction, and will help e-store's managers/ sellers to understand customer's perceptions in e-commerce shopping stores and their satisfaction. The study offers valuable implications and contextual knowledge of logistics factors and their impact on customer satisfaction while purchasing from online stores.

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INTRODUCTION

In the present era of technology, e-commerce is considered as one of the vital and crucial sectors of the economy, and also the main leading factor in the economic development. The massive use of e-commerce which is based on internet and also increasing exponential use of the portable gadgets as well (Liu, et al., 2008). Companies are now easily able to save the fixed, variable costs and other overheads incurred at a physical store or the conventional shopping stores. It also plays a crucial role in case of foreign trade as organization do not have to pay out a huge amount on expanding business boundaries. Without efficient delivery of goods to the customers, online sales by a business have no value as logistics play an important role. This gives purchaser access to get information about the company and review their products as well.

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Customers' shift in buying preferences has created some new problems for the market agents namely the sellers. The sellers have to provide excellent logistic services to the buyer as it is important to the customer. Buyers are to be attracted by providing excellent goods and services and along with the logistics should also be excellent. In the past, there are very researches carried out on problems related to this research's problem (Chen & Li, 2009). The customers of e-commerce markets are finding their goods but the respective sellers are not providing the logistic services as expected by the customers. Resultantly the buyers are giving negative feedback to the sellers' which is impacting their online store's rating and popularity. We have to analyze the logistics problems faced by the customer while they are purchasing from online stores (Kim, et al., 2013). This problem is impacting their satisfaction level due to which they are switching to multiple stores for finding a good seller who could provide them their orders in a convenient way with a better logistic facility.

The new sellers who are entering in the e-commerce market have to analyze the requirements of the buyer that what are they expecting. The sellers have to analyze the importance of logistic on a purchasing pattern for an individual. The buyers not only need the good or services in their desired form but also the logistics pattern which could satisfy their need. Once the buyers are satisfied the sellers will be able to attract the customers and penetrate the market and may a hold of healthy market share.

LITERATURE REVIEW

Mentzer et al., (1997) identified that how the customers perceive the value of logistics to understand the value a good customer-oriented towards LSQ model must put emphasis on the time and process of logistics services. The theory of Logistic Service Quality identifies the correlation between different dimensions and compare these dimensions of Logistics Service Quality impacts on customer satisfaction in different market segments (Bian, et al., 2011). After studying logistic service that online is the one of the main factors in gaining customer satisfaction. To gain initiatives in the B2C market improving logistics service quality is the key (Draycott & Kline, 1994). It is observed that a various customer complaints are related to service quality of logistics which include return procedures, timely delivery, tracking problems, packing issues and many others (Hua & Jing, 2015). Thus, exploring the prime factor for retaining customers is customer satisfaction in this B2C model is logistics service quality. Nine-dimension of the theory LSQ scale is mainly focused to measure B2C logistics service quality.

Mentzer, et al., (2001), similarly, extended the LSQ model by investigating these construct that is availability, delivery time, shipping costs, delivery reliability, product quality and condition, consumer complaints and return policy, information quality, and e-customers' perception and satisfaction. A theoretical framework has been established to determine a relationship between LSQ constructs and customer satisfaction after identifying LSQ dimensions (Jarvenpaa & Todd, 1996). There are different areas that satisfy the customer the most important one is the privacy which is technology factor, merchandising which is related with the product, convenience refers to the shopping factor and followed by the trust, delivery, usability, product quality and security. Security is the last choice, because customer perception and he/she believes the security is the standard attribute in all website (Belanche, et al., 2021).

Business to Customer

In past few years, the business to business (B2B) was being conducted through the communication technology efficiently in this segment of the business. Now the shift is brought by the internet in e-commerce and changed the business dimensions to business-to-consumer (B2C) transactions online. Online selling B2C refers to retailers who sell product and service to consumer through internet. It is a great risk to the conventional retailers. Business to customer models is the selling and purchasing process that permits consumers to purchase and mark price for products at once from business to purchasers through business to customer e-trade platforms, where all kinds of products are delivered to consumers by the use of internet (Patton, 1990). Throughout the early 2010s, B2C organizations have been speeding to broaden mobile apps, just as they have been with websites decades earlier. In quick, fulfillment of B2C model which have been evolving with consumers' appetites, evaluations, traits, and desires.

Time of Delivery

In the e-commerce industry the customer values the delivery of the product equally as it values the product. The seller should make sure that the products ordered should be delivered at the time communicated to the customer at the time of purchase. With the wake of Covid-19 market dynamics have shifted in dramatic ways and people have easiness in some matters and adopted them. Before the pandemic customers used to buy from the online markets however there was a huge shift in customer's buying preferences and customers preferred to shop on the online market. Online markets had their own advantages and disadvantages, customers found their product from the online store on one store or the other by having an analysis by the reviews from the previous buyers however where they got stuck is that they were not satisfied by the delivery patterns of the seller.

The sellers are required to provide details of the delivery modes and tracking IDs of the package are also provided but customers complained about not getting the parcel in the same condition, package was delivered on the time communicated by the seller; the delivery man was not able to find the destination place (Nisar & Prabhakar, 2017). Customer satisfaction is impacted by quality of the product, brand image, quality of service and price of the product. It is found that time and delivery methods impact the customer's satisfaction level as the customers' complaints include a significant portion regarding problems faced due this problem. It can be stated that time and flexibility of delivery has a positive impact on customer satisfaction.

- H1: Time of delivery has a positive impact on customer satisfaction.

Convenient Place of Delivery

In the wake up of the pandemic the world become more comfortable and the business world understood the advantages of convenient delivery and the basic for any business (Oliver, 1999). It is obvious that consistent cycle is essential in assisting every client, the help they anticipate (Zhang, et al., 2020). The most well-known types of product delivery are courier and postal systems. The most significant benefits of messenger administrations are door-to-door delivery in a short time frame (Kawa, 2020). Deciding how to deliver portable applications depends on your current circumstance and your clients' requirements. Every portable application delivery option comes with its downsides. Whenever you've chosen to help with mobile applications, you need to sort out how to deliver them (Cooper et al., 2006).

Pick-up and drop-off (PUDO) are the designated locations where customers can leave or take delivery of parcels. And if you happen to be away for some time, having the opportunity of re-routing your package to a local pick-up point is incredibly helpful (Zhang et al., 2020). Internet and online buying and selling system make people's lives much more manageable than ten years back, but the main thing is how online stores and marts give the best place of delivery to the people (Cohen, 1988). With digital solutions like social media and video chats, peoples promote their business through the internet by publishing and making advertisements on different social media platforms like Facebook, Instagram, Linked-in and, tweeter, etc. People sit at their homes and buy anything they want by using the online application discussed above. Time and the best place of delivery play the most critical role in ecommerce.

- H2: Convenient place of delivery has a positive impact on customer satisfaction.

Delivery Monitoring

With the current of technology, the buyer places an order on the portal or website provided by the seller. The products ordered by the buyer are to be delivered on the address as provided by buyer. The address should be specific and correct so that the buyer faces no difficulties. Nearby areas and contact details should also be inquired. The supplier should save the customer delivery details so that they don't have to ask the customer for the addresses in the future order (Westland, 2010). The customer should also be provided tracking ID which will inform the customer about their orders. They should be well informed about every activity of their orders and upon delivery of the package they could pick up or receive it (Zhang et al., 2020). This method helps in maintaining a feeling of security and creates a good impact on the customer making him a loyal customer (Zhang et al., 2020).

Through e-commerce the delivery is made by generating delivery not through information system to order a courier. Thus, technologies are revolutionizing the process of sending parcels, improving the functioning of online stores by providing a parcel tracking services, and reducing the time needed for comprehensive customer service and to satisfy the needs and demands of their customers (Cao, et al., 2018). However, if customers lack the facility of feeling and touching the products they order, in that case, they sometimes get the product's color issues. They may lose their important credentials while shopping and are unable to take a trial. They often need to wait longer for getting their products delivered (Trento et al., 2008).

- H3: Delivery monitoring has a positive impact on customer satisfaction.

Convenience of Return

Customer retention is an important part of any business, and it becomes even more important when the business is only operating as e-commerce. Online shopping is one of the major issues as the customer didn't touch or feel the product so the level of uncertainty is very high due to limited ability to evaluate the product customer may return the products therefore companies/firms need here to serve excellent services to the customer, so they don't find any trouble in return like Amazon's customer obsession is widely known, and it is the sole reason for its success. Amazon has created a safe and easy-to-use return process that allows the customer to return any product easily. Such service makes Amazon customers loyal to the company as it has always placed its customers above everything else. Hence, having a satisfied customer is key to an e-commerce business as customer trust is extremely valuable.

- H4: Convenience of return has a positive impact on customer satisfaction.

Customer Satisfaction

Satisfaction is a contentment level of a customer where he receives what he desires for. (S Olivier 1999). The seller's intention is to satisfy his customers as it creates a good relationship between them and offers to become a loyal customer. The seller must take initiatives for improving the criticism arisen by the customers. The satisfaction of the customer is directly related with the customer and his/her feeling linked with the listening and understanding their needs, keeping agreements, expertise and honesty (Nisar & Prabhakar, 2017). Customer satisfaction is referred as a cumulative view involving an overall evaluation of the product or service, service of the seller, delivery practices as adopted by the seller at reasonable cost of the purchase. The more customer is satisfied the more loyalty is gained by the customer as it more favorable for a customer to reconsider the same seller by which the customer is satisfied. Good customer satisfaction leads to long term prosperity where the sellers gain customer loyalty ultimately building a renowned brand image. Many researchers restated that satisfied customers are more frequent to repurchase the product and correspond positively towards the company. Wang et al., (2020) describes that a higher repurchase possibility for an organization is generated when more customer expectations are satisfied while providing a service.

In the emerging era of e-commerce customer is quite aware about the product and reads the previous reviews of the product already purchased (Coyne, 1997). The market has adopted a customer-oriented culture and encourages long term relationship with the customers. The firms' marketing pattern is also based on the customers' satisfaction. The customer expects a high level of satisfaction where the firms only strive to satisfy the customer (Wang, et al., 2020). The customer will always go for that firm which will satisfy its needs leading towards customer loyalty. The customers thereon also market the goods and services of such firms by word of mouth. Customers also try to gain value from using a brand and this is used as a promotional tool.

Conceptual Model

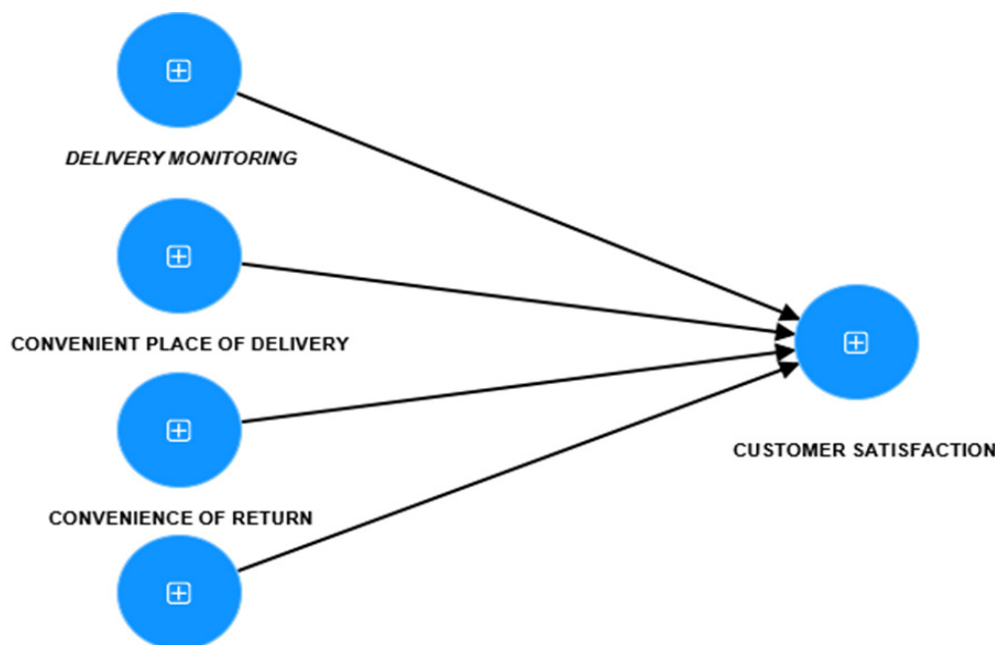


Figure 1. Business to Customer Relation

METHODOLOGY

This research was conducted to identify the determinants of attributes towards customer satisfaction in e-commerce industry in Karachi, Pakistan. We have chosen explanatory and correlational methodology for this research. Below are the details of the approach used to conduct the research, its layout, and characteristics of the tools used for data collection, data collection and population targeted and statistical techniques etc.

Research Design

There are two kinds of research design causal research and co-relation research, in causal research, the investigation of cause relationship between the positive and negative is try to find between two or more variables. To determining and explaining underlying associations amongst variables that have conceptual and the theoretical linkage the correlation is used. The current study basically aims to identify the logistic factors that impact on ecommerce industry and customers' satisfaction in Karachi, Pakistan. In this study we are using cause and effect approach where an independent variables impact on a dependent variable. For this study dependent variable is customer satisfaction and independent variables Delivery monitory, Convenient place of delivery, Convenience of return and Time of delivery. A total of twenty-five scale items are placed in this section, these observed variables have been adapted from past research studies, Draycott and Kline (1994); Hsu, (2008); Bian et al., (2011); Reibstein, (2002), Hua and Jing (2015) and the Likert-scale five point is used. In this section target population for this research is university students, teachers, and general public who are working and study in different sectors. This study focused on the satisfaction of customers on online shopping and its values in ecommerce industry in Karachi in particular.

Sample Size

The minimal sample size necessary for this study was calculated using the A-priori Sample Size Calculator. Considering the anticipated effect size of 0.3, statistical power of 0.8 five latent variables, twenty-five observed variables and probability size of 0.05 the Daniel Sooper calculator advised a minimal sample size of 150. As a result, the study is carried out by gathering information from a variety of sources, 250 respondents who avail services from different online shopping store.

Data Collection Technique

The Data Collection involved in this study is survey method which was created on Google forms and circulated among the respondents who filled the forms. Likert scale which was developed by Likert (1932)

was used to get response in the questionnaire where 1 denoted strongly agree whereas 5 represented strongly disagree. This study of logistics as customer's satisfaction is based on non-probability sampling where participants were students, online customers, and faculty members. Regarding age of participants in our logistic qualitative study range is usually from 20- 50 age group. The sampling size of study were 250 participants both male and females with experience of online shopping. The information used in this study was directly gathered from respondents; it was not taken from any other source. The appropriate participants, who ranged in age from 21 to 50, were chosen for this review, and all of their personal information has been considered confidential. The overall results for which the data was obtained have been reported. Furthermore, no one is obligated to complete the questionnaire; respondents are free to provide information for this study at their own desire.

Statistical Technique

Initially we used Z-score and Mahalanobis technique to eliminate the outliers from the collected responses. In the second step we performed KMO and Bartlett's Test result, our KMO and Bartlett's test is accepted for further analysis. Subsequently we performed Exploratory Factory analysis on the given data. Accordingly, we computed the variables for regression analysis which was performed to test the hypothesis.

Correlation

Correlation is one of the most commonly used tools for analyzing the degree of association between any two variables. Pearson correlation coefficient (r) is used as a measure while performing analysis. Its value ranges between +1 to -1.

Regression

As per a study Field (2000), for the estimation of nature of relationship, the intensity between predictor and outcome of the variable regression analysis (a statistical modeling) is used. In this study this model is applied on the independent variable which are delivery monitoring, convenient place of delivery, convenience of return and time of delivery and dependent variable that is customer satisfaction. The regression equation is given below.

$$Y = c + \beta_1 (DM) + \beta_2 (CR) + \beta_3 (CP) + \beta_4 (TD) + e$$

Data Analysis

To examine the internal reliability of the items involved we have performed a pilot study on a small sample of data as data collection tool. The value of Cronbach Alpha must be at least 0.7. Moreover, IBM SPSS 22 was used to conduct pilot testing effectively. Within the pilot testing, a reliability study was also done smoothly; this was done on the sample size of 50 respondents. The overall results which verified the overall reliability of the selected sample, as the variable was greater than 0.70. The value of Cronbach alpha's of Delivery Monitoring = 0.822, Convenience of Return value = 0.883, Convenient place of delivery = 0.714, Time of delivery = 0.730, Customer satisfaction = 0.832. The values of Cronbach Alpha of all latent variables were sufficient enough to perform further examination (Table 1).

Table 1
Instrument Reliability

No	Latent Variables	Cronbach's Alpha
1	Delivery Monitoring (DM)	0.822
2	Convenience of Return (CR)	0.883
3	Convenient place of Delivery (CP)	0.714
4	Time of delivery (TD)	0.730
5	Customer Satisfaction (CS)	0.832

Construct Validity

How closely the item measurements obtained from a sample represent the population's real score is determined by construct validity, which established the level of confidence. Construct validity is used to test the cross-loadings and outer loadings of the respective data. The result of the outer-loading should

be greater than 0.70. Below mentioned tables represent outer loading and cross loading respectively. Not just this, it is mandatory that items in the construct should be greater within the construct. Furthermore, the effective examination of Cronbach's alpha for all the factors has resulted to be more than 0.7.

Data Screening

Data screening is the process of effectively identifying and rectifying the errors in data. Moreover, it is used to identify the outliers and check and rectify if there is an error in the data collected. Outliers are the data that differs from the majority of the data collected (Aggarwal, 2015). There are two types of outliers namely univariate and multivariate. The univariate outlier is used to identify the relationship of all latent variables with one dependent variable and four independent variables. Where as, multivariate outliers are related to analyzing the relationship between all latent variables. In this process, researcher found no missing values during the data collection. The Z-score method was used to identify the first univariate outlier; the value was greater than 3.29, whereas 12 outliers were identified and effectively removed. Furthermore, Mahalanobis distance was used to identify multivariate outliers; the value of multivariate outliers was 0.001. A total of 12 multivariate outliers were detected and removed. For the data collected, 28 outliers were identified and removed. After effectively identifying and removing the outliers, the data shrank from 250 to 229.

Demographics

Out of 229 respondents, (108) (47.16%) were females and (121) (52.84%) were males. Most of the respondents fall in the age group of 21-30 years (174) (75.98%) which is followed by 31-40 i.e. (45) (19.65%) and 41-50 years (10) (4.37%). The qualification level for the majority of respondent were Undergraduates, (92) (40.17%) followed by Graduates i.e. (87) (37.99%), Post graduate i.e. (40) (17.47%) and Doctorates i.e. (10) (4.37%). The spending level in a month for most of the respondents was PKR 0 – 10,000, i.e. (144) (62.88%) followed by PKR 10,001 – 20,000, i.e. (39) (17.03%), PKR 20,001 – 30,000, i.e. (26) (11.35%) and PKR 30,000 above (20) (8.73%) (Table 2).

Table 2
Respondent's Demographic

	Frequency	%
Age		
21-30 years	174	75.98
31 -40 years	45	19.65
41-50 years	10	4.37
Gender		
Male	121	52.84
Female	108	47.16
Education		
Under Graduate	92	40.17
Graduate	87	37.99
Post graduate	40	17.47
Doctorate	10	4.37
Spending In A Month		
PKR 0 – 10,000	144	62.88
PKR 10,001 – 20,000	39	17.03
PKR 20,001 – 30,000	26	11.35
PKR 30,000 Above	20	8.73

Univariate Outliers - Z score Method

In univariate outlier, we have seen the Z-score values and find the values of outlier which is greater than 3.29 or less than -3.29, there are 08 univariate outliers in our data. The row numbers are 4, 20,44,46,68,107,139 and 225. After finding these 00 univariate outliers, we have deleted these rows from our data sheet.

Multivariate Outliers (Mahalanobis Method)

In multivariate outliers, we have used the Mahalanobis value and found the probability of total items of our data, we removed the values which are less than 0.001. In the data, there are 13 multivariate outliers and the row numbers are 19, 26, 63, 66, 76, 77, 88, 170, 171, 184, 208, 246 and 247. After finding these outliers, we have deleted these outliers from the data sheet.

Exploratory Factor Analysis

In exploratory factor analysis, first we have to check the KMO and Bartlett's test, which define the sampling adequacy of the data. Two things are checked in the KMO and Bartlett's test, Firstly, the value of KMO should be greater than 0.7, and secondly the Bartlett's significant value which should be less than 0.05.

Interpretation

To measure the sampling adequacy Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity tests are conducted as shown above. The sample taken for the factor analysis is adequate on the basis of KMO test which is indicating that if the value is 0.50 or more. To find out the correlation and its adequacy the Bartlett's test of sphericity is a statistical test which shows the significance of all correlations within the correlation matrix (Draycott & Kline, 1994). The KMO measure of sampling adequacy test (0.914) and Bartlett's test of sphericity (1980.543) indicate that the data were appropriate for factor analysis. On the basis of these results, the factor analysis was conducted as demonstrated below.

Exploratory Factor Analysis

Table 3

Rotated Component Matrixa

	Components				
	1	2	3	4	5
DM1	.802				
DM2	.782				
DM3	.814				
DM4	.624				
DM5	.778				
CP1				.711	
CP2				.675	
CP3				.715	
CR1		.704			
CR2		.644			
CR3		.757			
CR4		.746			
CR5		.622			
TD2					.756
TD3					.681
CS1			.636		
CS2			.677		
CS3			.634		
CS4			.617		
CS5			.672		

Interpretation

In the exploratory research result, the values of all items are greater than 0.5 and each variable is placed in their respective column. For analyzing the factor structure and correlation between items included in the scale exploratory factor analysis using the maximum likelihood method with Varimax rotation. The results of rotated factor matrix are provided in the following tables. Initially, we did not get the desired results as some of the items were loading on other factors. We eliminated five items from two independent variables namely Convenient Place of delivery (CP); items (CP4) & (CP5) and three items

were eliminated from another independent variable namely Time of Delivery (TD); items (TD1), (TD4) & (TD5). We achieved the following final result comprising of twenty items from all five latent variables out of twenty-five observed variables. Furthermore, we performed regression analysis.

Table 4
Descriptive Statistics

	Mean	Std. Deviation	N
CSD	2.0306	.59319	229
DMR	1.9476	.71895	229
CPR	2.2504	.72373	229
CRR	2.0576	.68223	229
TDR	2.1550	.82117	229

The mean value of independent variable-customer satisfaction (CS) is 2.0306 and standard deviation is .59319. Similarly, the mean value of dependent variable Delivery monitoring (DM) is 1.9476 whereas standard deviation .71895, convenient place of delivery (CP) having a mean value of 2.2504 and standard deviation of .72373, convenience of return (CR) having a mean value of 2.0576 and standard deviation of .68223 and time of delivery having a mean value of 2.1550 and standard deviation of .82117. CSD; DMR; CPR; CRR; TDR.

Table 5
Correlations

		CSD	DMR	CPR	CRR	TDR
Pearson Correlation	CSD	1.000				
	DMR	.551	1.000			
	CPR	.506	.471	1.000		
	CRR	.645	.451	.482	1.000	
	TDR	.539	.392	.376	.505	1.000

As indicated in table we can see that R Square value is 0.550 which means that our independent variables cause 55% change in the dependent variable. In the table ANOVA results shows that P value is 0.000 which is less than 0.05, therefore there is a significant relationship between the independent and dependent variables.

Table 6
Regression

	B	Std. Error	t-stat	P-value	Tolerance	VIF
CSD	.412	.104	3.975	.000		
DMR	.197	.044	4.433	.000	.693	1.444
CPR	.114	.045	2.556	.011	.678	1.475
CRR	.317	.050	6.385	.000	.617	1.621
TDR	.151	.039	3.913	.000	.701	1.426

Adj R2 = 0.542, F-stat = 68.427*

Source: Author

Table 6 shows the coefficient results. Below is the equation model.

$$CS = 0.412 + 0.197DMR + 0.114CPR + 0.317CRR + 0.151TDR + e$$

The findings revealed that Delivery Monitoring (DMR) has a positive and significant impact on Customer Satisfaction (CS) having sig value of 0.000 or t value as 4.433 which is greater than 1.96 whereas beta value is 0.239, After that, Convenient Place of delivery CPR has a positive and significant impact on Customer Satisfaction (CS) as their sig value is 0.011 or t value is 2.556 which is greater than 1.96 and beta value is 0.139, another variable (CRR) has a positive and significant impact on Customer Satisfaction (CS) and their sig value is 0.000 or t value which is 6.385 which is also greater than 1.96 and beta value is 0.364 and lastly (TDR) also has a positive impact on Customer Satisfaction (CS) as their sig value is 0.000 or t value is 3.913 which is greater than 1.96 and beta value is 0.209 hence all these hypothesis are above the threshold value and therefore these all the hypothesis are accepted. After that we have also observed that Variance Inflation Factor (VIF) values which are less than 5 and all values are unique in the table and showing multicollinearity in the data (XiaoYan, et al., 2012).

CONCLUSION

This research was conducted to show the impact of logistics on customer satisfaction. The logistics factors include delivery monitoring, convenient place of delivery, time of delivery and convenience of return, this research emphasizes the positive relationship between logistics factors and customer satisfaction. The hypothesis results also supported the relationship between logistics factors and customer satisfaction. The research conducted was focused on e-commerce customers who are influenced by logistics' components that are convenient place of delivery, time of delivery, delivery monitoring, and convenience of return. Moreover, this research emphasizes on positive impact of these components on customer satisfaction because e-commerce research focus on delivering the right value to customer which increase satisfaction and result in customer retention.

The order fulfillment time is one of the most important factors encouraging to make purchases over the internet. This time runs from the moment the seller confirms the order until the moment the goods are received by the customer. It is determined by several process which is packing, picking, shipments, and delivering. Along with this whole process Customers relies on time period of delivery, what if time gets extended in consequently it may reduce subjectively perceived satisfaction. Customers need fast delivery in online shopping on same working days or within a week if companies fulfill their requirement their satisfaction increases. During time period of deliveries of products, the customer gets to know about location of his product. This accurate flow of information comprises of time of order fulfillment, place of delivery which is important as it is creating value factor in customers online shopping and this delivering monitoring has greatest impact on customer satisfaction. Return from customers is not only inadequate for companies but also stressful for customers so easy return policies and procedures or returning in shorter days and making easy return leave customers with great positive experience. Hence focusing on factors which derive customer satisfaction is crucial for the online sellers in the e-commerce market place.

Limitation and Future Recommendations

This research has some limitations; we have used convenience sampling technique in our research study due to limited time frame. Similarly, we have selected cross sectional method for data collection, also the data collection has demographic limitation of Karachi city only further the data collected was short sample sized comprising of 250 respondents. We have adopted common variables in the study while for future studies it is recommended to test some more factors that affect the logistics in e-commerce industry. Furthermore, for in depth study longitudinal method should be adopted and data collection should be made from large population.

Competing Interests

The authors has declared that no competing interests exist.

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