

A STUDY ON THE ROLE OF SOCIAL MEDIA IN ENHANCING CUSTOMER TRUST IN COURIER DELIVERY PLATFORMS

Padmavathy S.¹, Radhikaashree M.²

¹Dr. M.G.R. Educational and Research Institute.

Email: padmavathy.s1990@gmail.com

²Deputy HOD, Dr. M.G.R. Educational and Research Institute.

Email: radhikaashree.mba@drmgrdu.ac.in

Abstract: The social media commerce industry has a far higher level of participation than traditional e-commerce models. This engagement leads to large changes in the live orders made by customers. The scenario is uncertain thus order fulfillment systems should be designed to be fast, accurate and efficient. This will assist increase consumer satisfaction and create long-term loyalty. The courier service platforms use social media channels not just for commercial marketing but also for real-time consumer engagement, the resolution of customer complaints and the positioning of the brand. The analysis is framed in the context of the ongoing development of the digital world. The research aims to relate the activities on social media by including the factors of responsiveness, information correctness, user created content and brand engagement to improve the customer's trust.

It is worth noting that the paper makes a powerful argument for the increased dependence of consumers on reviews, ratings and recommendations from other consumers in their trust-based decision making processes. This is particularly true for high-contact industries such as courier delivery when a failure in service might conceivably affect the degree of pleasure enjoyed by clients immediately. This study takes an empirical method to accurately characterize the influence digital touchpoints have on trust dynamics. It is claimed that this strategy is supported by primary data and also statistically tested and empirically validated. In the study the focus is on positive connections it appears, while material that opposes such correlations is overlooked. False information, reviews or virally harmful content that may quickly erode trust are not taken into consideration in the spread. The research focuses on responsiveness and interactivity but may not include all the important operational aspects needed to build trust beyond social media visibility. This includes delivery dependability, logistics infrastructure and last mile constraints.

Keywords: Customer trust, Social Media, Regression analysis

1. Introduction

At the beginning of the 21st century the CEP services like as courier, express and package delivery are growing globally, particularly in developing countries. The middle class is becoming bigger, richer and living in better circumstances, which means more access to the internet and more people doing business online. Recently, urban delivery companies have realized the necessity to adopt digital marketing techniques to sustain their competitive advantage (Banerji, 2022). This realization is a direct outcome of the increasing growth of online commerce that has created an increased need for speedy and efficient delivery services. With the introduction of digital marketing, the way organizations engage with their customers has been radically transformed (Chawla, 2022). According to Kania (2023) the digital format allows for presenting a range of information, and the interactive aspect of the platform allows for easy and customized engagement with clients. Social networks are more trusted by consumers who engage in digital buying and purchasing. Most businesses in developing nations operate under limited financial resources, have the ambition to expand their consumer base and confront various developmental problems. The usage of digital marketing technologies may help to improve the digital interactions and enable the growth of a corporation.



Most of the urban messaging sector relies on human delivery which is time consuming and expensive, and less efficient than other alternatives. To stay competitive many firms provide free or cheap cost delivery. On the other hand, there are concerns over the sustainability of this approach (Soleimani, 2021).

High participation rates make customers more vulnerable to impulsive purchases triggered by social media trends, promotions, and endorsements from key influencers. Thus, the conversion rates of sales are higher and the volatility of real-time orders is more than those of the normal e-commerce business models. As the demand for fast communication increases, customers now expect quick responses and personalized service. This has resulted in greater pressure on merchants to come up with an efficient, precise and simple way to fulfill orders. Managing this demand properly is key to ensuring consumer satisfaction and loyalty. A simple and fast shipping process creates trust and makes consumers want to buy again.

2. Problem Statement

E-commerce has grown rapidly, making courier delivery essential for customer happiness. In a competitive market where switching suppliers is simple, these platforms nonetheless deal with trust concerns including delivery delays, damaged merchandise, confusing tracking, and varying service quality. Social media has changed how consumers assess and interact with service providers, giving courier firms a forum to update and address issues but also exposing them to brand harm from poor reviews and imprecise messaging. The research on logistics trust has concentrated on operational efficiency and technology, ignoring social media's strategic role. It is unclear how information timeliness, dependability, user reviews, and interaction techniques affect customer trust.

3. Literature Reviews

E-commerce has been very popular in the previous few years. When a shop posts an offer on a website, users accept the offer by assessing the product features, price and delivery choices, purchasing the products of their interest and completing the checkout procedure. The sales of retail website are enhanced considerably by customizing these things in the offers and the targeted consumer groups and the expenditures are decreased for most current data that is accessed by the customers. This underlines the need for online shopping to be an important factor in the success of broadband suppliers in using current technology to offer clients fulfilling alternatives (Ranathunga, 2021). One of the most important advantages of online communication is its ability to simplify the process of searching for data and to make transactions easier. However, developments in the use of new internet technology require that internet commerce not only display product information but also create positive interactions (Ramanathan, 2017).

The utilization of mobile phones may be viewed as one of the new methods that can aid firms in improving their performance on the market according to several experts. E-commerce is the virtual commercial activities of a company using information technology. The progress of information technology such as mobile e-commerce has integrated the usage of smartphones to the field of e-commerce in culinary sector (Rajendran, 2022). Now there are meal delivery businesses that make it simpler for people to get the foods they prefer. You give a great reputation in the eyes of your clients, and the quality of the customer service you provide becomes an incredibly significant aspect. The assessment of the quality of e-services will be the decisive element of the level of pleasure gained via the electronic media. Improving the quality of e-services will lead to an increase in consumer satisfaction (Pang, 2021). The quality of an electronic service is determined by a variety of factors, such as security, dependability, responsiveness, delivery and communication, which should be taken into account (Arora, 2018).

Fortes and Rita explained that one of the most important advantages of the Internet is the ability to simplify data searching and facilitate operations, but advances in imaginative website technology usage necessitate e-retailers not only present details regarding goods but also cultivate beneficial connections among consumers through delivering an enjoyable going shopping the surroundings (i.e., ease of journey, high-quality information, website design, protection, and so on), which are essential for the continued success of the business.

Online merchants strive to align their logistics operations to the needs of their consumers, so that high levels of customer satisfaction may be achieved. When logistics management is done properly, customer satisfaction improves, delivery costs are down and productivity increases. Therefore, it is crucial to dive into the reasons behind the hike in the level of customer satisfaction in product delivery and ways to optimize and adapt the delivery processes in order to achieve the maximum customer satisfaction in e-commerce activities.

Objectives

To examine the role of social media in influencing customer trust in courier delivery platforms.

To analyze the impact of responsiveness and quality of communication on social media in building customer trust.

To evaluate the influence of user-generated content (reviews, ratings, and feedback) on customer trust and decision-making.

4. Methodology

This research is designed to systematically explore the role of social media in enhancing customer trust in courier delivery systems. The present research is of descriptive kind. The descriptive approach is considered appropriate because of its capability to allow the collection and analysis of data about customer perceptions, experiences and attitudes towards social media interactions and trust-building processes within courier services.

The study effort uses primary and secondary sources of information. Primary data are collected from the respondents using a standardized questionnaire. The purpose is to get their view on social media participation, communication effectiveness, consumer contact and trust on courier delivery platforms. The questionnaire is the main instrument used for the aim of obtaining first hand information relevant to the objectives of the research. Secondary data collecting involves a broad range of sources such as research papers, journals, books, industry reports, business magazines, and credible online databases. These materials provide theoretical and contextual help to comprehend the relationship between the usage of social media and the confidence of clients in the firm in the logistics and courier service sector.

The selection of respondents is achieved by the use of a method termed convenience sampling. This means that the people are chosen depending on the availability and their will to participate in the survey. Using this non-probability sampling procedure, it enables the data collection from people who have had previous experience with courier delivery systems and interaction with them via the social media dissemination channels in an efficient way.

Analysis

Table 1: Correlation analysis

Correlations	Social media engagement	Responsiveness and timely communication	User-generated content	Perceived consistency	Negative social media exposure	Influence on customer trust
Social media engagement	1	.784**	.790**	.886**	.893**	.915**
Responsiveness and timely communication	.784**	1	.637**	.807**	.748**	.944**
User-generated content	.790**	.637**	1	.836**	.884**	.774**
Perceived consistency	.886**	.807**	.836**	1	.923**	.923**
Negative social media exposure	.893**	.748**	.884**	.923**	1	.876**
Influence on customer trust	.915**	.944**	.774**	.923**	.876**	1

Results of correlation analysis demonstrate that there are substantial and statistically significant positive correlations between all variables included in the study. This indicates that the factors associated with social media have a very significant correlation with the customer confidence of the organizations that offer courier delivery services. Given that the significance threshold ($p < 0.01$) is reached across all the correlations, it may be concluded that the observed connections are very unlikely to have been the product of random chance, and indeed, indicate substantial relationships between the constructs.

The correlation between social media engagement and the influence on consumer trust is rather strong ($r = 0.915$). Therefore, the active interactions that take place between courier platforms and consumers on social media can be concluded to greatly contribute to the creation of trust. The strong correlations between social media engagement and perceived consistency ($r = 0.886$) and negative social media exposure ($r = 0.893$) further validate that consumer trust heavily relies on the extent to which platforms effectively communicate and sustain their online

presence in a consistent manner. This suggests that it is not enough to be involved, but that the quality and reliability of communication are also important in communication.

Responsiveness and timely communication had the strongest link with customer trust with a correlation value of 0.944. It was the most impacting element among all the characteristics that were evaluated during this research. The results of this research indicate that customers attach great significance to getting quick responses, solving their issues, and getting real-time information via social media sites.

The correlation of user-generated content with customer trust is positive and significant ($r = 0.774$), however the link is somewhat lower than the correlations with other criteria on the list. This indicates that consumers' evaluations, ratings and comments uploaded on social media might affect trust, but customers may also rely on other factors like direct contacts and talks with the company when evaluating the courier service platforms. However, the evidence of the considerable association between user created content and perceived consistency ($r = 0.836$) and negative social media exposure ($r = 0.884$) indicates that it is an important factor in shaping public opinions.

The substantial correlation between perceived consistency and customer trust ($r=0.923$) indicates that the congruence of social media communication and actual service provision is important for building trust. Customers are more likely to choose companies that deliver on what they communicate via their digital channels, yet inconsistencies may undermine trust in the company. This study further highlights the need of linking marketing communication with operational performance.

Furthermore, unpleasant social media exposure is also significantly related to consumer trust ($r = 0.876$), indicating that negative experiences, complaints and information obtained online have a strong impact on customers' perception of a firm. The very substantial connection ($r = 0.923$) between adverse social media exposure and perceived consistency suggests that customers are very sensitive to discrepancies between the promises made by firms and the actual service experiences they have. It is evident from this that it is vital for courier platforms to be proactive in managing their online reputation and to respond sufficiently to consumer queries.

Table 2: Regression analysis

Model	Sum of Squares	df	Mean Square	F	p value
Regression	249.553	5	49.911	1824.51	.000b
Residual	4.35	159	0.027		
Total	253.903	164			
Coefficients ^a	B	Std. Error	Beta	t	p value
(Constant)	0.083	0.046		1.821	0.07
Social media engagement	0.261	0.023	0.286	11.131	0.00
Responsiveness and timely communication	0.516	0.018	0.52	28.197	0.00
User-generated content	0.029	0.019	0.034	1.506	0.13
Perceived consistency	0.224	0.029	0.242	7.671	0.00
Negative social media exposure	-0.022	0.034	-0.022	-0.649	0.52
a Dependent Variable: Influence on customer trust					

A regression study was carried out to examine the extent to which social media engagement, promptness and responsiveness, user-generated content, perceived consistency and negative social media exposure influence consumer confidence in courier delivery platforms. The F-value of 1824.510 and the p-value of 0.000 indicates that the whole model is very significant. This is because the F value shows that independent factors jointly explain a large share of variation in consumer confidence. This implies that customers attribute a large degree of importance to the congruence between the social media messaging and what really happens in the service delivery. When courier platforms deliver services that fulfill the expectations established by their online communications, customers are more likely to trust the service provider and to develop long-term relationships with the service provider.

However, it is important to note that user-generated content does not have a statistically significant effect on customer trust ($\beta = 0.034$, $t = 1.506$, $p = 0.130$). There is a good association between customer reviews, ratings and feedback and trust, but the influence of these indicators is not enough to forecast consumer trust by themselves, when other variables are taken into account and assessed simultaneously. This suggests that customers may put more emphasis on their direct interactions with the company and their own service experiences than on the remarks of other users.

Moreover, it is important to note that negative social media exposure does not significantly affect customer trust ($\beta = -0.022$, $t = -0.649$, $p = 0.520$). The correlation is not statistically significant, even though the coefficient is negative, suggesting that there could be a negative effect. The study reveals that unusual cases of defective material or complaints may not affect customer trust as much if courier platforms have high levels of participation, response and consistent service performance. If you are able to successfully manage your reputation and aid your clients you may be able to mitigate the negative consequences of adversely exposed social media.

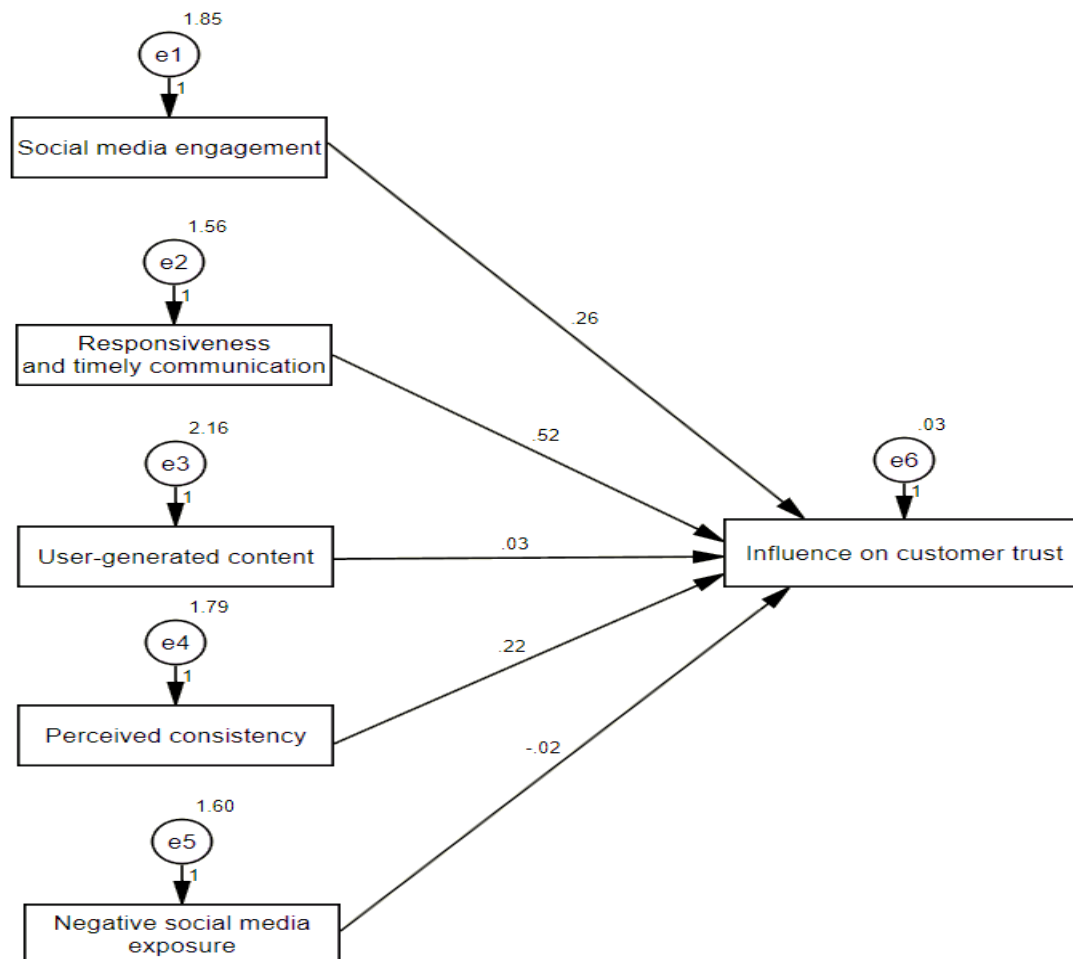


Table 3: Path analysis

Dependent variable	Independent variable	Estimate	S.E.	C.R.	P
Influence on customer trust	Social media engagement	0.261	0.009	27.977	0.00
Influence on customer trust	Responsiveness and timely communication	0.516	0.01	50.889	0.00
Influence on customer trust	User-generated content	0.029	0.009	3.331	0.00
Influence on customer trust	Perceived consistency	0.224	0.009	23.683	0.00

Influence on customer trust	Negative social media exposure	-0.022	0.01	-2.201	0.03
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A standardized path coefficient of 0.52 says that the model reveals that responsiveness and timely communication have the most beneficial influence on the amount of trust that consumers have in a firm. The report suggests that customers apparently value fast answers, timely updates, and effective communication via social media platforms a lot. This coefficient is the largest of all of the components that were analyzed, which shows that responsiveness is the most essential feature in determining trust compared to the other components. The more responsive a courier delivery platform is to customers' demands, issues, and service-related challenges, the more likely such a platform is to gain trust. The path coefficient for social media activity is 0.26 indicating a substantial positive influence on the trust consumers have in our brand. This finding indicates that the active link that happens between courier platforms and customers via the use of social media indicates a good contribution to the creation of trust. This allows companies to build transparency, accessibility and stronger customer interactions, which eventually drives a rise in consumer confidence in the platform. More involvement makes organizations do these things.

The perceived consistency path coefficient is 0.22, indicating that there is a significant positive effect on the trust that consumers have in the brand. This study highlights the need for the consistency of information provided by courier platforms on social media with the real services provided. However, user contributed content has a path coefficient of 0.03 showing that it has a relatively little positive impact on customer trust. Reviews, ratings and comments from customers could all have a part in the establishment of trust. But, it appears that their direct influence has very little in comparison with the value of corporate communication and service consistency. This is also demonstrated by the model. A negative sign indicates that poor news, complaints or unfavorable information on the Internet may lead clients to lose trust in the firm. As a result, the research suggested that good customer relationship management practices may be able to lessen the impact of harmful content on the internet.

5. Discussion

The findings of this study provide important insights into the evolving role of social media in influencing the amount of trust clients have in courier service systems. The results indicate that social media is no longer a platform for promotional operations. More detailed study of the results shows that the most important aspect of the degree of consumer confidence in a firm is the responsiveness and timeliness of communications. The results of the study show that confidence is created not only by the results of the service provided but also greatly dependent on how courier platforms manage connections with clients before, during and after the delivery process. More and more, customers are trusting firms that actively interact and engage with their audience to be more customer-oriented. But facts show that involvement alone does not guarantee trustful relationships. customers scrutinize if the promises conveyed via social media match the actual service performance, the high relevance of perceived consistency thus signifies that consumers undertake this review. This also supports the concept that trust is generated via digital presence as well as the consistency of communication and operational excellence.

The study results showed an interesting discovery that the influence of user contributed content on customer trust is fairly limited. While customer evaluations, ratings and comments were associated with good trust, the effects of these parameters were not statistically significant in regression and structural models. This finding challenges the popular assumption that peer-generated information is the key determinant of whether or not consumers trust digital environments. This is because the study reveals that these elements may not necessarily affect trust. This study shows the robustness of customer trust when backed up by effective engagement strategies and practices that manage reputation successfully. It also indicates that customers may take single negative episodes in the context of overall service performance rather than letting such occurrences dominate their views. This is different from the typical method when such occurrences are allowed to speak their mind.

6. Conclusion

In conclusion, the study results reveal that the degree of confidence clients have in courier delivery platforms is impacted by a variety of elements, including the quality of contact, the effectiveness of communication, and the reliability of service. The findings confirm the premise that social media is an important mechanism for increasing trust, but the effectiveness of this mechanism depends on the organization's ability to integrate digital communication strategies with reliable operational performance. Hence, trust is not merely created via the availability of social media platforms, but through the value customers acquire from meaningful interactions and consistent service experiences.

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