

Delivery Attributes in Social Media Selling and Their Implication on Future Purchase Behaviour

E.A.C.P. Karunarathne
Department of Industrial Management, Faculty of Applied Sciences
Wayamba University of Sri Lanka
Kuliyapitiya-60200
Sri Lanka
Email: chami@wyb.ac.lk

D.P.M.N. Dissanayake
Department of Industrial Management, Faculty of Applied Sciences,
Wayamba University of Sri Lanka
Kuliyapitiya-60200
Sri Lanka
Email: nadeethadissanayake@gmail.com

Received Jan. 28, 2025, Revised Jun. 11, 2025, Accepted Jun. 25, 2025
Published Jun. 30, 2025.

Management Review: An International Journal, 20(1): 63-90.
ISSN: 1975-8480 eISSN: 2714-1047
<https://doi.org/10.55819/mrij.2025.20.1.63>

ABSTRACT

Social media marketing has assumed a distinctive status in online shopping these days. Further, integrating online shopping experiences into social media channels has resulted in a complex relationship between delivery attributes and consumer e-satisfaction. This study explores the relationship between delivery attributes and their satisfaction, and find the ultimate implication on future purchasing intentions in the context of social media

selling. For the study, delivery fee, delivery time, delivery quality, delivery tracking, and return options were considered as delivery attributes. An online questionnaire was developed and 400 social media users who make purchases on social media platforms were contacted for this cross-sectional survey. Relevant research hypotheses were developed and tested using structured equation modelling to identify targeted relationships. The results validated the designed hypotheses, and a significant influence of delivery attributes in social media selling on consumer expectations and satisfaction was identified. Also, customer satisfaction significantly enhances the prediction of future purchase intentions in social media sales. Further, the model presented confirms the seller's concerns about an effective delivery mechanism to gain more significant benefits for the firm by enhancing customers' future engagement in purchasing. Firms need to express more profound concern about delivery attributes since delivery quality, fees, and time are of significant importance to all online buyers. Therefore, online enterprises must understand the implications of different delivery attributes to optimize their shipping strategies.

Keywords: Delivery options, Delivery fee, Customer satisfaction, social media selling, Future purchase behavior

INTRODUCTION

Consumer purchasing behaviors have undergone significant transformation during the previous decade, particularly due to advancements in the global online marketplace (Mor et al., 2024). On the other hand, the rise of social media platforms and technological advancements has influenced how individuals interact with each other and engage with businesses

(Karunaratne et al., 2025; Hanna, Rohm, & Crittenden, 2011). Also, the integration of social media and e-commerce has resulted in a change in the purchasing behavior of customers, which has led to increased levels of satisfaction. Thus, due to the fast-paced and ever-evolving business environment, companies must be able to adapt quickly to changes in order to remain competitive and survive (Gaukler, Kwon, & Lee, 2023).

From the Sri Lankan perspective, the rapid expansion of internet usage and advancement of the e-commerce infrastructure in the country are fostering the growth of the online social media economy. The remarkable evolution of e-commerce over time and its anticipated future growth are ascribed to enhancements in shipping and payment methods, among other factors (Cao, Ajjan, & Hong, 2018). Moreover, due to the growth of online shopping, delivery services have seen a surge in demand. E-commerce for physical objects mandates a high demand for delivery options such as delivery fee, delivery time, delivery quality, delivery tracking, and delivery returns, making last-mile logistics more challenging for consumer satisfaction and future purchase intentions.

Delivery attributes are crucial in e-commerce and considerably influence customer preferences, as they are most concerning final stage of order fulfillment (Amorim et al., 2024). Studies on customer satisfaction and happiness in e-business have shown a strong correlation between service quality and purchase intentions. Customer satisfaction leads to repeat purchases and recommendations. According to Lee and Lin (2005), service quality and customer happiness are highly related to client purchase intentions. Further, uncertainty can affect satisfaction and purchase intentions (Crosby & Stephens, 1987).

In a marketplace, customer satisfaction plays a significant role in their future purchase intention. In the social media market, delivery attributes are major concerns in the customer purchase

decision-making process. Despite the growth of e-commerce, a few studies have analysed the impacts of e-commerce deliveries (Raj & Thandayudhapani, 2024; Dias, Oliveira, & Isler, 2022). Also, according to Cao, Ajjan, and Hong (2018), the significance of post-purchase activities, such as shipping and returns, relative to customer service in the context of e-commerce remains ambiguous. Further, with the rapid development of mobile communication and social media adoption, investigating how those consumers value the delivery attributes will always be an exciting finding both from a theoretical and a managerial perspective. Thus, this study examines the impact of pertinent factors of delivery attributes in the social media selling in Sri Lanka. Therefore, the main research question is, “How do these identified delivery attributes related factors affect initiating customer satisfaction?”. Further, since customer satisfaction helps enhance future purchase intention, both these factors’ implications on consumer purchase intention would be an interesting context to investigate. Thus, the second research question is defined as, “Does satisfaction initiated through delivery attributes in social media selling influence customer’s future purchase intention?”

To address the abovementioned concerns, research objectives were designed to identify consumer behavioral changes resulting from delivery attributes. For that, the relationship between consumer perceptions of delivery attributes in social media selling and their purchase intention is to be investigated. In other words, this study will analyze the factors affecting delivery attributes and its’ implications on customer satisfaction and customer’s purchase intention. Further, based on the study findings, possible recommendations are to be made on delivery aspects in social media marketing. According to Cárdenas, Beckers, and Vanelslander (2017), the factors influencing delivery services should be known to fulfill customers’ expectations and needs. Thus,

it is crucial to grasp the trends when adopting delivery attributes as a marketing strategy since the poor view of channel attributes may lead to negative opinions towards the commercials and the company itself.

LITERATURE REVIEW

Digital transformation entails reimagining business processes by integrating digital technologies into every aspect of the organization (Bolitogtokh & Yanjiv, 2023). Similarly, advancements of the e-commerce industry have highlighted the importance of attributes associated with delivery in online business models. To confront market competition, many firms have brought greater innovation to the delivery process through channel integration (Dündar & Öztürk, 2020). Logistics guarantees timely, undamaged, and proper delivery of products to clients to meet customer expectations. Thus, assessing the quality of logistics processes facilitates process enhancement and elevates client satisfaction levels (Garcia et al., 2012). According to the wide analysis by Jain, Sethi, and Khincha (2017) in e-tailing, along with numerous aspects, timeliness, fees, conditions, and return shipping alternatives, are associated with customer satisfaction and their repurchase intention.

From the delivery fee's perspective, the delivery or shipping fee is crucial for attracting buyers and increasing sales volume. However, customers may resent additional expenses, making them less likely to make a purchase. A study by Lewis (2006) found that shipping charges significantly impact order incidence and size, indicating that consumers are willing to accept cost-justified increases in transaction costs. Gümüs et al. (2013) assert that shipping and handling surcharges, a major issue in online retailing, which significantly impact customer purchase decisions.

Customers enjoy convenience and sometimes receive free shipping, but some perceive them as an unfair source of profit for online businesses. A study found that consumers have varied perspectives on shipping costs, highlighting the need for effective pricing strategies. Online retailers offer free shipping to compensate for long delivery times, potentially influencing customer behavior. This suggests that shipping charges and purchase importance could strengthen the relationship between delivery time and customer satisfaction. Consumers prefer short delivery times as they save time waiting at home. They are increasingly demanding faster delivery times due to time-starvation and dissatisfaction with the purchasing process, as extended delivery periods make them feel “time-starved” (Collier & Bienstock, 2006).

On the other hand, Ahn, Ryu, and Han (2004) defined delivery quality as the functionality of a product and consistency between online shop specifications and physical goods. Online social media shops’ offline aspects include product quality and delivery service. Ostrom and Iacobucci (1995) found that customers prioritize price for less critical services and quality for more critical services, indicating varying priorities in a purchase. They place greater importance on price under conditions for less critical services and greater importance on quality for more critical services.

Home delivery is a personalized logistics solution that allows clients to wait at home for their products to arrive (Xing et al., 2010). Nowadays, the speed of delivery is regarded as a critical aspect of e-commerce success with customers anticipate receiving their orders the next day after purchasing (Rai et al., 2019). As e-retailing has grown in popularity, so have the obligations of online retailers and logistics managers, who must now efficiently deliver products to customers' doorsteps. This is because a product purchased online or virtually cannot be used by the consumer unless it is delivered to them at the appropriate time, place,

amount, and conditions (Chen et al., 2014). Nowadays, online consumers prioritize both quality and convenience when it comes to delivery time (Seiders, Berry, & Gresham, 2000). This includes saving time and effort, which companies are well-known for offering.

Efficient delivery services can provide a competitive advantage and influence clients in social media selling. Delivery tracking is the process of tracking products from e-retailers to consumers, facilitated by social media retailers and logistics service providers. This technology significantly enhances customer satisfaction by providing real-time visibility into the status and location of orders. E-retailers have implemented innovative measures like free and timely delivery, shipment tracking, delivery speed, and product presentation to address customer concerns (Riley & Klein, 2021). Order tracking allows customers to follow their purchases, and retailers may schedule deliveries at a certain period, cutting down on logistical delays. Delivery tracking significantly impacts customer satisfaction by providing transparency, building trust, enhancing convenience, and contributing to a positive overall customer experience.

Moreover, the increasing interest in social media selling revolves around the delivery and returns of purchased items, as businesses optimize value for themselves and customers (Mollenkopf, Frankel, & Russo, 2011). It has also been stated that returns are even more important in online commerce than offline selling because consumers occasionally do not have the opportunity to physically examine the product (Dholakia, Zhao, & Dholakia, 2005). A relatively recent innovation in the e-tailing context, the return option uses one-of-a-kind internet-based technology to enhance online sales.

Customer satisfaction can be defined from either a transactional or a cumulative standpoint. According to the

transaction-specific perspective, customer satisfaction is an appraisal based on recent purchase experiences (bounding). In contrast to the transaction-specific perspective, the cumulative approach emphasizes overall evaluations, implying that customer satisfaction ratings should be based on all of the customer's buying experiences rather than any specific purchase experience (Johnston & Fornell, 1991). Also, the literature has shown that customer satisfaction and purchase intentions are directly connected to service quality. Consequently, it is anticipated that consumer satisfaction with the online store's level of service and delivery charge will lead to repeat business and client recommendations to friends and family (Wen & Lin, 2017). According to Cao, Ajjan, and Hong (2018), post-purchase logistic services such as shipping, tracking, and return are useful in predicting customer satisfaction for online shoppers.

Future purchase intention is the tendency for consumers to purchase goods or services at the same shop and deliver their use experiences to friends and relatives (Cronin Jr, Brady, & Hult, 2000). Future-purchase regret can be due to personal characteristics, inappropriate buying behaviour, or negligence in the seller's behaviors (Deepak & Shrikrishnan, 2018) due to personality or different risks in nature that are in online shopping. Customers face various problems when buying from online stores, which discourages them from buying stores (Daroach, Nagrath, & Gupta, 2021). Most current studies on future-purchase behaviour concentrate on physical and offline sectors, and there is comparatively little discussion of how to combine post-purchase behaviour and logistical service quality in the context of online shopping (Luo et al., 2020).

METHODOLOGY

The research aims to assess the influence of delivery options on customers' future purchase behavior in social media marketing. The conceptual framework along with the respective hypotheses, are shown below (Figure 1).

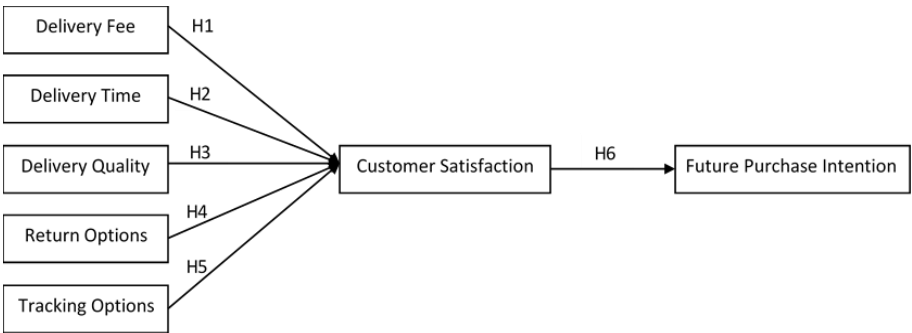


Figure 1: Conceptual Framework

Data were collected through an online survey questionnaire, developed based on literature review findings. The questionnaire will describe the existing context, delivery attributes, customer satisfaction, and future purchase intentions. Purposive sampling will be used for non-probabilistic sampling, ensuring each subgroup is well represented in the sample for more accurate results.

The study uses primary data from a self-administrated online questionnaire to survey over 20-year-old social media users in Sri Lanka, aiming to collect at least 400 responses due to the wide population of the country. The survey process began in October 2023. The study selected participants through practical sampling procedures, receiving 401 replies, but one was removed due to incompleteness, and 400 records were considered for analysis. The study focuses on three main variables: delivery options, customer satisfaction, and future purchases intention. Delivery fee, delivery

time, delivery quality, delivery tracking, and return options were considered as attributes related to the delivery.

A multiple-item measurement scale was designed referring to the previously validated scales found in the literature. Altogether 19 indicators were used, scored using a five-point Likert scale ranging from “strongly disagree” to “strongly agree”.

To measure the delivery fee, a five-item scale was used by referring mainly Lewis (2006). Another two-item scale has been adopted to measure the delivery time, referred to as Cao, Ajjan, and Hong (2018). Delivery quality was measured, referred to a two-item scale adopted by Ahn, Ryu, and Han (2004). To measure the delivery tracking, a two-item scale was used with reference to (Liu et al., 2008). To measure the customer satisfaction construct, a three-item scale was used referred to Srinivasan, Anderson, and Ponnnavolu (2002). A two-item scale adopted by Reibstein (2002) and Cao, Ajjan, and Hong (2018) was referred to measure future purchase intention construct.

Hypothesis Development

According to Smith, Bailey, and Brynjolfsson (2001) found that social media marketing, product information, ordering ease, and shipping charges positively influence customer perceptions of purchasing convenience. Lewis (2006) at found delivery fees significantly impact consumer purchase decisions. Further, it reveals that higher shipping costs decrease online business traffic, while order size intensives increase purchase sizes. Online shoppers increasingly prefer free shipping discounts and promotions on online shopping habits. As a result, the below hypothesis (H1) was developed.

H1: Delivery fee positively impacts customer satisfaction in social media selling

Delivery time is determined by product fulfillment, and reliability is linked to consistent customer service. Last-mile delivery expertise is a crucial aspect of logistics consumer service, driving consumer loyalty. Xu, Munson, and Zeng (2017) study on e-service offerings found that fast delivery within 24 hours boosts consumer satisfaction for hedonistic products like toys, wine, and jewelry. However, the negative effect of delivery time is moderated by shipping charges, with free shipping strengthening this effect. With the extended delivery date, customers, by reason of their association with their previous experiences, may perceive a higher likelihood of the undesirable event that they will not receive the product on time (Koukova, Srivastava, & Steul-Fischer, 2012). As a result, the following hypothesis (H2) was designed to identify the implication of delivery time on their satisfaction.

H2: Delivery time positively impacts customer satisfaction in social media selling

Long delivery times lead to customers waiting for products, reducing their utility. Free shipping compensates for this delay, reducing the expectation that the retailer will offer free shipping to compensate for the waiting. After-sale service is seen as an important aspect that has an impact on achieving customer satisfaction (Alexander et al., 2002). A default and free basic after-sales service, on the other hand, plays a significant role in drawing more customer attention in a market with fierce brand competition (Chien, 2005). Hence, H3 can be hypothesized as follows.

H3: Delivery quality positively impacts customer satisfaction in social media selling

Liu et al. (2008) highlights the importance of information quality, product loyalty, transaction capacity, security, shipping fee, and delivery tracking service in online shopping customer happiness. They emphasize the significance of delivery and customer service in delighting customers worldwide. Service quality delivery is a critical success strategy, surpassing low shipping charges or free shipping. Searching for pricing and quality information boosts satisfaction and likelihood of returning to a website (Lynch & Ariely, 2000). Therefore, it can be hypothesized that,

H4: Tracking service positively associates with customer satisfaction in social media selling

When shopping on the internet, consumers cannot physically see or handle the product; they are dubious that what is portrayed on the web corresponds to what they receive. The product is not available for the customer to inspect prior to purchasing. As a result, buyers are compelled to rely on price cuts. In such circumstances, the fairness of the delivery charge, delivery quality, and delivery speed may be the most important predictors of satisfaction and subsequent intent to return. As a result, the below hypothesis (H5) was developed.

H5: Return service positively impacts customer satisfaction in social media selling

Customers' overall happiness reflects how well they like their experience on the site, and it is likely the best indicator of their likelihood to return to the site again when they feel to make another purchase in the category. It is easy to foresee that if clients are extremely unsatisfied with their purchases, they will be

extremely reluctant to return to the site in the future. Lewin (2009) stated that customer satisfaction is an important source of competitive advantage and can lead to customer loyalty and repeat purchases. Further researchers have noted the significant relationship between customer satisfaction and customer purchase intentions (Lee & Lin, 2005; Cao, Ajjan, & Hong, 2018). Taking this into account, the following hypothesis was designed to identify the implications of advertising value on customer satisfaction and future purchase intention.

H6: Customer satisfaction is positively influenced by future purchase intention in social media selling

Data Analysis

Through the questionnaire, several socio-demographic details were obtained. Many of these were used as control variables, and descriptive analysis of this information helped in visualizing the sample profile. Demographic analysis reveals 58.4% female and 42.6% male respondents, with 193 occasionally using social media for online purchasing. As the first step, exploratory factor analysis was carried out for all measurement scales to examine the internal consistency of the sample. The study used principal component analysis factoring estimation and Varimax with Kaiser normalization to derive scales for a construct. Results showed seven dimensions, in line with the design, with 0.552 being the lowest extraction weight community. Further, Kaiser–Meyer–Olkin (KMO) value (0.780) was obtained from the analysis to confirm the sampling adequacy, and the results implied commendable sample adequacy for the data analysis. Furthermore, a perfect factor separation was identified on the pattern matrix, and around 68.84% of the total variance explanation was identified

in this model. Then, the reliability of each variable was tested, referring to Cronbach's alpha values. Table 1 shows the reliability test values obtain from the analysis. Test results confirm the acceptable reliability for all studying variables by getting values over 0.7 as shown in Table 2.

Table 1. Reliability of Studying Variables

Construct	Cronbach's Alpha	N of Items
Delivery Fee	0.721	5
Delivery Time	0.698	2
Delivery Quality	0.706	2
Delivery Tracking	0.796	2
Return Delivery	0.785	3
Customer Satisfaction	0.796	3
Future Purchase Intension	0.815	2

Table 2. Validity of Studying Variables

Variable	KMO	Barlett's test of sphericity	AVE
Delivery Fee	0.722	.000	0.671
Delivery Time	0.500	.000	0.877
Delivery Quality	0.500	.000	0.832
Delivery Tracking	0.500	.000	0.911
Return Delivery	0.627	.000	0.809
Customer Satisfaction	0.671	.000	0.843
Future Purchase Intention	0.500	.000	0.920

Thereafter, to validate the model construct further, the validity test for the research constructs was conducted using three indices: KMO greater than 0.5, AVE (Average Variance explained) greater than 0.5, and all significant values less than 0.05, indicating satisfactory construct validity.

Multicollinearity occurs when one predictor variable in a multiple regression model can be perfectly predicted from others, causing coefficient estimates to change unpredictable. SPSS measures this, while VIF measures the correlation between predictor variables. The table shows that tolerance values for five independent variables are greater than 0.2 and the VIF values are less than 5 as shown in Table 3. Thus, there was no risk of multicollinearity. Therefore, multiple regression analyses can be carried out.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Delivery Fee	.804	1.244
Delivery Time	.668	1.497
Delivery Quality	.631	1.584
Delivery Tracking	.764	1.309
Return Delivery	.723	1.383

Further, Confirmatory Factory Analysis (CFA) was performed and the analysis output values were referred to confirm the construct fitness. According to the test results, generally satisfied validity evaluation standards were achieved (Chi-squared = 189.02; $p = .000$; CMIN/DF = 1.783, GFI = 0.953; NFI = 0.940; CFI = 0.972; AGFI = 0.916; RMR = 0.032; RMSEA = 0.044). From the construct validation perspective, one-dimensionality is an essential condition to achieve (Mak & Sockel, 2001). Therefore, test result of

each construct was referred to identify one-dimensionality. Getting measurement model GIF, over a value of 0.9 (GFI = 0.953) suggest that each of the constructs is unidimensional (Jöreskog & Sörbom, 1993). Further, referring to Normed Fit Index (NFI), 0.940, the convergent validity of constructs was confirmed.

Structural Model

The SEM approach was utilized in the creation of the suggested structural model on delivery attributes in social media marketing on consumers' future purchase behavior, and the analysis revealed important relationships between a selected group of variables.

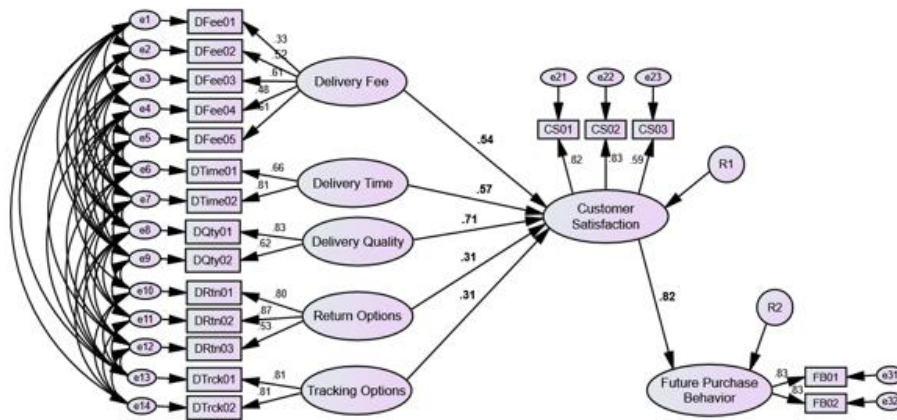


Figure 2. Structural Model

The acceptance of the structural model was determined using the same model fit criteria as the measurement model. The analysis's results showed that the following model fit criteria as

the measurement model. The analysis's results showed that the following model fit indices were obtained: Chi-square = 195.96, $p = .000$, CMIN/DF = 2.063, GFI = 0.952, NFI = 0.938, CFI = 0.966, AGFI = 0.904, RMR = 0.055, RMSEA = 0.052. Since the test results remained within an acceptable range, the structural model was thus approved. Figure 2 displays the SEM analysis's output.

The study's primary goal was to determine how delivery attributes used in social media selling affected the purchasing behavior of prospective customers. The study provided a comprehensive picture of the delivery aspects of social media selling by comparing the combined effects of all the components. Five factors, such as delivery fee, delivery time, delivery quality, return possibilities, and tracking options, were taken into consideration and shown to have a substantial impact on each other in relation to the production of customer satisfaction through social media selling. With online media sales, every component has an equal impact on customer happiness. According to the investigative findings, delivery quality value has a bigger influence on customer satisfaction rather than delivery time or delivery cost. In addition, equal effects on customer satisfaction are also seen in monitoring options and return choices. However, the impact value of these factors is greater than the value of the other components. The importance of customer happiness in shaping future purchasing decisions is demonstrated by the structure model's value. Due to the significant influence that delivery quality, cost, and time have on customers' e-satisfaction and future purchasing behavior, they play a crucial part in social media selling.

Hypothesis Testing

Using social media marketing, Hypothesis H1 examines the impact on customer satisfaction with delivery fees. The suggested hypothesis was examined using the SEM test results.

Consequently, a substantial and positive association ($p = 0.000$) was found between the two variables. A 95% confidence level allows for the rejection of the null hypothesis, which indicates that there is no beneficial influence of the delivery fee on customer satisfaction in social media selling. Moreover, the model shows that for every standard deviation increase in delivery fee, the effect value of customer satisfaction increased by 0.537 by standard deviation.

Hypothesis H2 uses social media marketing to investigate how delivery time affects customer satisfaction. The suggested hypothesis was analyzed using the SEM test results. Consequently, a significant and positive association ($p = 0.000$) was found between the two variables. Therefore, at a 95% confidence level, the null hypothesis, which indicates that there is no beneficial influence of the delivery time on customer satisfaction in social media selling, can be rejected. According to the model, there is a 0.566 standard deviation improvement in time taken in the online delivery process.

Hypothesis H3 investigates the impact of delivery quality on customer satisfaction via social media marketing. Test results of the SEM were referred to analyses of the proposed hypothesis. Through that, a positive and significant relationship ($p = 0.000$) was identified among those two variables. Thus, the null hypothesis, which denotes no positive impact on delivery fees on customer satisfaction in social media selling, can be rejected at a 95% confidence level. Moreover, the model indicates that the delivery fee impact value goes up by 0.707 standard deviations when customer satisfaction improves by 1 standard deviation.

Using social media marketing, Hypothesis H4 investigates how customer satisfaction affects delivery tracking facilities. The suggested hypothesis was analyzed using the SEM test results. As an outcome, a substantial and positive association ($p = 0.000$) was

found between the two variables. Therefore, at a 95% confidence level, the null hypothesis, which indicates that there is no beneficial influence of the delivery tracking options on customer satisfaction in social media selling, can be rejected. Furthermore, the model shows that for every standard deviation increase in the delivery tracking option, the effective value of customer satisfaction increases by 0.308 standard deviations.

Hypothesis H5 investigates the impact of the delivery return function on customer satisfaction via social media marketing. Test results of the SEM were referred to analyses of the proposed hypothesis. Through that, a positive and significant relationship ($p = 0.000$) was identified among those two variables. Thus, the null hypothesis, which denotes no positive impact of delivery tracking on customer satisfaction in social media selling, can be rejected at a 95% confidence level. Moreover, the model indicates that customer satisfaction impact value goes up by 0.305 standard deviations when the delivery return function improves by 1 standard deviation.

Hypothesis H6 investigates the impact of customer satisfaction on future shopping intention via social media platforms. Test results of the SEM were referred to analyses of the proposed hypothesis. Through that, a positive and significant relationship ($p = 0.000$) was identified among those two variables. Thus, the null hypothesis, which denotes no positive impact of customer satisfaction on future shopping intention in social media platforms, can be rejected at a 95% confidence level. Moreover, the model indicates that future shopping intention value increases by 0.823 standard deviations when customer satisfaction improves by 1 standard deviation.

DISCUSSION AND CONCLUSION

Social media marketing, popular in B2C, enables interactive involvement with businesses, brands, and communities (Hanna, Rohm, & Crittenden, 2011). The research examines the influence of delivery attributes on future purchase behavior in Sri Lankan social media marketing, focusing on its implication in satisfying customers, which encourages future purchase behaviors. The study was conducted by defining and validating the proposed hypotheses in the selected delivery attributes, namely, delivery fee, delivery time, delivery quality, return options, and delivery tracking. Through the analysis, a significant influence of delivery attributes in social media selling on consumer expectations and satisfaction was identified. It implies that consumers have become accustomed to seamless, convenient, and timely experiences from the delivery perspective. On the other hand, customer satisfaction significantly enhances the prediction of future purchase intentions in social media sales.

Online businesses offer various delivery services to cater to diverse tastes. Customers prefer greater delivery quality, as it reduces returns and impacts customer satisfaction and future purchasing intentions, emphasizing fees, time, tracking, and return shipping. From the delivery fees perspective, online merchants can use delivery charges to gain a competitive edge and build customer loyalty. Customers demand discounts and flexible fee structures that align with modern consumer expectations. Transparent and fair fee practices build trust between consumers and businesses, while unexpected or hidden fees can erode trust and negatively impact a brand. Clear communication about delivery fees and reasonable options fosters customer loyalty. In line with Dias, Oliveira, and Isler (2022) study, this study finding indicates the importance of the delivery fee in retaining customers in marketplaces. On the other hand, free shipping structures can be adopted since they are attractive to customers, setting the

background for potential future purchase intention (Vitara & Sari 2024). Thus, delivery fees play a crucial role in social media marketing platforms. Further, study findings reinforce the validity of Vitara and Sari (2024) recommendation on shipping fee promotions in attracting prospective customers and encouraging existing customers to increase their purchase volumes.

Also, shorter delivery times are the second most influential factor, as it reduces customer waiting time. Concerns regarding delivery or non-delivery are among the reasons why many individuals hesitate to shop online (Kaur & Quareshi, 2015). Thus, by implementing a prompt delivery mechanism, service providers get an opportunity to avoid the most significant barriers to online product acquisition (Tandon et al., 2021).

It is proven that delivery attributes in online shopping increase customer satisfaction, which in turn leads to increased future purchase intention (Cao, Ajjan, & Hong, 2018). In line with previous study findings, accurate delivery boosts customers' e-satisfaction (Oh, Yoon, & Park, 2012). Businesses in Sri Lanka that offer various delivery options, such as express, scheduled, or free shipping, are more likely to boost customer satisfaction and increase future purchase intention, highlighting the importance of delivery-related alternatives for future social media sales.

This study explores the impact of delivery attributes on customer satisfaction in Sri Lankan online shopping, focusing on young, middle-aged, and adult consumers. Results show that transparent and reliable delivery attributes build trust and loyalty, leading to repeat purchases. Optimizing delivery attributes that align with consumer expectations can drive sales, cultivate long-term customer relationships, and improve brand reputation. Social media sellers that consistently provide reliable and satisfactory delivery attributes are more likely to retain their customer base. However, since the customers are more concerned about delivery,

customers expect customer-based shipping charges, so the seller must assess the impact of profitability before implementing such strategies.

From the future research perspective, only a few studies are available regarding delivery attributes for future purchase intentions in specific country settings, especially regarding return shipping. Since consumer demographic and behavioral characteristics may influence consumer preferences for online purchases (Qureshi et al., 2009; Chiu et al., 2014), a comprehensive analysis of demographic factors could be done by using more advanced analysis procedures in future studies.

The sample referred for this study is one of the associated limitations. Though the study is a cross-sectional survey of a convenience sample, the authors were unable to obtain the responses with greater diversity due to the mode adopted in data collection. Gathering data from multiple locations within the study continent might boost the validity of the research outcomes.

REFERENCES

- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications*, 3(4), 405-420.
- Alexander, W. L., Dayal, S., Dempsey, J. J., & Ark, J. D. (2002). The secret life of factory service centers. *The McKinsey Quarterly*, 3, 106-115.
- Amorim, P., DeHoratius, N., Eng-Larsson, F., & Martins, S. (2024). Customer Preferences for Delivery Service Attributes in Attended Home Delivery, *Management Science*, 70(11). 7559-7578.

- Bolitogtokh, D. & Yanjiv, D. (2023). Mongolian remote communities and digital banking transformation, *Management Review: An International Journal*, 18(2), 94-114.
- Cao, Y., Ajjan, H., & Hong, P. (2018). Post-purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction: An empirical study with comparison. *Asia Pacific Journal of Marketing and Logistics*, 30(2), 400-416.
- Cárdenas, I., Beckers, J., & Vanelslander, T. (2017). E-commerce last-mile in Belgium: Developing an external cost delivery index. *Research in Transportation Business & Management*, 24 (September), 123-129.
- Chen, M. C., Hsu, C. L., Hsu, C. M., & Lee, Y. Y. (2014). Ensuring the quality of e-shopping specialty foods through efficient logistics service. *Trends in Food Science & Technology*, 35(1), 69-82.
- Chien, Y. H. (2005). Determining optimal warranty periods from the seller's perspective and optimal out-of-warranty replacement age from the buyer's perspective. *International Journal System Sciences*, 36(10), 631-637.
- Chiu, C., Wang, E. T., Fang, Y. H., & Huang. (2014). Understanding customers' repeat purchase intentions in b2c e-commerce: The roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85-114.
- Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in e-retailing. *Journal of Service Research*, 8(3), 260-275.
- Cronin Jr, J. J., Brady, M. K., & Hult, G. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193-218.
- Crosby, L. A., & Stephens, N. (1987). Effects of relationship marketing on satisfaction, retention, and prices in the life

- insurance industry. *Journal of Marketing Research*, 24(4), 404-411.
- Daroach, B., Nagrath, G., & Gupta, A. (2021). A study on factors limiting online shopping behavior of consumers. *Rajagiri Management Journal*, 15(1), 39-52.
- Deepak, S. S., & Shrikrishnan, J. (2018). Factors affecting post purchase regret in online shopping. *International Journal of Pure and Applied Mathematics*, 118(22), 915-920.
- Dholakia, R. R., Zhao, M., & Dholakia, N. (2005). Multichannel retailing: A case study of early experiences. *Journal of Interactive Marketing*, 19(2), 63-74.
- Dias, E., Oliveira, L., & Isler, C. (2022). Assessing the effects of delivery attributes on e-shopping consumer behaviour. *Sustainability*, 14(1), 13.
- Dündar, A.O. & Öztürk, R. (2020). The effect of on-time delivery on customer satisfaction and loyalty in channel integration, *Business & Management Studies: An International Journal*, 8(3), 2675-2693.
- Garcia, F. A., Marchetta, M. G., Camargo, M., & Forradellas, R. Q. (2012). A framework for measuring logistics performance in the wine industry: quality, timeliness, cost and productivity. *International Journal of Production Economics*, 139(2), 558-568.
- Gaukler, G., Kwon, I.W., & Lee, C.W. (2023). Identifying critical success factors in supply chain performance. *Management Review: An International Journal*, 18(2), 76-93.
- Gümüş, M., Li, S., Oh, W., & Ray, S. (2013). Shipping fees or shipping free? A tale of two price partitioning strategies in online retailing. *Production and Operations Management*, 22(4), 758-776.

- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of social media ecosystem. *Business Horizon*, 54(3), 265-273.
- Jain, R., Sethi, V., & Khincha, H. P. (2017). Determinants of customer satisfaction and repurchase intention in e-tailing: A study on Indian consumers. *International Journal of Business and Management Invention*, 6(6), 1-7.
- Johnston, M., & Fornell, C. (1991). A framework for comparing customer satisfaction across individuals and product categories. *Journal of Economic Psychology*, 12(2), 267-286.
- Jöreskog, K. G., & Sörbom, D. (1993). LISREL 8: Structural equation modeling with the SIMPLIS command language. Lawrence Erlbaum Associates Inc.: Scientific Software International.
- Karunarathne, E.A.C.P., Wijesundara, W.M.T.H., Athukorala, A.S.T., & Chithrananda, K.P.S.P. (2025), Role of social media dependency and online reputation in instituting stress among social media users, *Asian Education and Development Studies*, 14(2), 283-298.
- Kaur, G., & Quareshi, T.K. (2015). Factors obstructing intentions to trust and purchase products online. *Asia Pacific Journal of Marketing and Logistics*, 27(5), 758-783.
- Koukova, N.T., Srivastava, J. & Steul-Fischer, M. (2012). The effect of shipping fee structure on consumers' online evaluations and choice. *Journal of the Academy of Marketing Science*, 40, 759-770.
- Lee, G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution management*, 33(2), 161-176.
- Lewin, J. E. (2009). Business customers' satisfaction: What happens when suppliers downsize? *Industrial Marketing Management*, 38(3), 283-299.

- Lewis, M. (2006). The effect of shipping fees on purchase quantity, customer acquisition, and store traffic. *Journal of Retailing*, 82(1), 13-23.
- Liu, X., He, M., Gao, F., & Xie, P. (2008). An empirical study of online shopping customer satisfaction in China: A holistic perspective, *International Journal of Retail & Distribution Management*, 36(11), 919-940.
- Luo, H., Ma, S., Rao, J., Zheng, Z., Li, M. & Xu, H. (2020). Research on the influence of logistics service quality on post-purchase behavior in e-business. 2020 IEEE 3rd International Conference on Electronic Information and Communication Technology, 31-34.
- Lynch, J. G. & Ariely, D. (2000). Wine online: Search costs affect competition on price, quality, and distribution. *Marketing Science*, 19(1), 83-103.
- Mak, B. L., & Sockel, H. (2001). A confirmatory factor analysis of IS employee motivation and retention. *Information & Management*, 38(5), 265-276.
- Mollenkopf, D. A., Frankel, R., & Russo, I. (2011). Creating value through returns management: Exploring the marketing-operations interface. *Journal of Operations Management*, 29(5), 391-403.
- Mor, A., Orsenigo, C., Soto Gomez, M., & Vercellis, C. (2024). Shaping the causes of product returns: topic modeling on online customer reviews. *Electronic Commerce Research*, 1-35.
- Oh, J., Yoon, S., & Park, B. (2012). A structural approach to examine the quality attributes of e-shopping malls using the Kano model. *Asia Pacific Journal of Marketing and Logistics*, 24(2), 305-327.
- Ostrom, A., & Lacobucci, D. (1995). Consumer trade-offs and the evaluation of services. *Journal of Marketing*, 59(1), 17-28.

- Qureshi, I., Fang, Y., Ramsey, E., McCole, P., Ibbotson, P., & Compeau, D. (2009). Understanding online customer repurchasing intention and the mediating role of trust: An empirical investigation in two developed countries. *European Journal of Information Systems*, 18(3), 205-222.
- Rai, H. B., Mommens, K., Verlinde, S., & Macharis, C. (2019). How does consumers' omnichannel shopping behaviour translate into travel and transport impacts? Case-study of a footwear retailer in Belgium. *Sustainability*, 11(9), 2534.
- Raj, G. D., & Thandayudhapani, S. (2024). Evolution of e-commerce logistics: global trends and implementations. *ComFin Research*, 12(2), 42-45.
- Reibstein, D. (2002). What attracts customers to online stores, and what keeps them coming back? *Journal of the Academy of Marketing Science*, 30(4), 465-473.
- Riley, J. M., & Klein, R. (2021). How logistics capabilities offered by retailers influence millennials' online purchasing attitudes and intentions. *Young Consumers*, 22(1), 131-151.
- Seiders, K., Berry, L. L., & Gresham, L. G. (2000). Attention, retailers! How convenient is your convenience strategy? *MIT Sloan Management Review*, 41(3), 79-89.
- Smith, M. D., Bailey, J., & Brynjolfsson, E. (2001). Understanding digital markets: Review and assessment (MIT Sloan Working Paper 4211-01). MIT Sloan School of Management.
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41-50.
- Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021). Why do people purchase from food delivery apps? A consumer value perspective. *Journal of Retailing and Consumer Services*, 63, 102667.

- Vitara, A. F., & Sari, P. N. (2024). Enhancing purchase decisions: The role of e-WOM, online customer review, and free shipping promotion. *Journal of Economics and Business Research*, 3(1), 67-80.
- Wen, Z., & Lin, L. (2017). Membership free shipping programs: Effect on competition and optimality of member fees. *Proceedings of the 50th Hawaii International Conference on System Sciences*. 3935-3939.
- Xing, Y., Grant, D. B., McKinnon, A. C., & Fernie, J. (2010). Physical distribution service quality in online retailing. *International Journal of Physical Distribution & Logistics Management*, 40(5), 415-432.
- Xu, X., Munson, C. L., & Zeng, S. (2017). The impact of e- service offerings on the demand of online customers. *International Journal of Production Economics*, 184, 231-244.