The systematic review of literature on the independent variable number three, which is delivery speed and reliability will start with the paper titled “Challenges and Opportunities in Last Mile Delivery: A Malaysian Case Study”. This research paper explores last mile delivery challenges and opportunities in e-commerce, emphasizing the use of technology such as metadata, blockchain, artificial intelligence, and autonomous delivery. The paper also discusses the concept of Supply Chain 4.0 and the need for organizations to adopt new technologies and processes. The paper provides examples of advancements in technology and identifies areas for further research. The paper emphasizes the importance of innovative solutions and technology adoption to improve last mile delivery processes. The list of references includes various sources covering different aspects of last-mile delivery in the context of e-commerce, providing a range of perspectives and insights for further research (Shah and Chan, 2021).

The next paper is “The effect of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country”, it examines the relationship between service quality, perceived value, and trust in home delivery service personnel on customer satisfaction. The study was conducted in Dhaka, Bangladesh, and collected data from 259 respondents who received home delivery service. The findings indicate that service quality, perceived value, and trust all have a significant impact on customer satisfaction. Trust was found to partially mediate the relationship between service quality and satisfaction, as well as the relationship between perceived value and satisfaction. The paper suggests that managers should focus on developing reliability and building trust in their service delivery personnel. The research contributes to the development and validation of a trust-based satisfaction model in the context of home delivery services (Uzir et al., 2021).

Furthermore, the next paper is titled “Analysing the Influence of COVID-19 on the E-Commerce Customer’s Retail Experience in the Supermarket Industry: Insights from Brazil”, which was authored by Beatriz Moschetta Cunha, Carolina Kato Lettieri and others. This research paper investigates the impact of the COVID-19 pandemic on customer satisfaction in the online grocery retail industry. The study focuses on three factors: delivery logistics, product presentation on the app, and delivery and price. The findings reveal that delivery logistics was the most affected factor due to the pandemic, while product presentation on the app had the strongest correlation with overall customer satisfaction. The study also highlights the differences in satisfaction requirements between different age groups, emphasizing the importance of understanding and catering to the needs of different customer segments. The paper concludes by discussing the implications of the study's findings for both theory and practice, emphasizing the need for retailers to prioritize the customer experience and adapt their operations to the post-pandemic reality (Cunha et al., 2023).

Next, a paper that studies the customer satisfaction’s role in online experience of last-mile delivery (LMD) and purchase intentions in Pakistan. This research paper examines the relationship between last-mile delivery and customer satisfaction in online shopping. It discusses the importance of service quality, delivery experience, and e-service quality in influencing customer satisfaction. The paper highlights the mediating role of last-mile delivery in the relationship between online retail experience and customer satisfaction. By understanding these factors, businesses can improve their delivery methods and enhance customer satisfaction in the e-commerce industry (Ain and Ahmed Siddiqui Associate Professor, n.d.).

Next, a paper on mediating role of LMD on customer satisfaction and experience. This research paper summarizes various studies on online customer experience and satisfaction, covering topics such as customer journey, delivery delays, e-service quality, brand equity, online shopping experiences, customer loyalty, and cross-channel synergies. The papers provide valuable insights into understanding and improving the customer experience in online retail (Vakulenko et al., 2019a). Furthermore, another paper states that six factors of customer experience in online retail are delivery efficiency, parcel tracking, smooth delivery, visual appeal, joyful anticipation, and convenience. The scale was found to have acceptable properties and can be used by researchers and practitioners in the e-commerce and logistics field. The study also examined the relationship between the derived scales and trust in courier services, highlighting the importance of trust in ensuring customer satisfaction and loyalty. The researchers developed a self-report tool called CMX-LMD scale to measure user experience in last-mile delivery in e-commerce (Vrhovac et al., 2023).

Next, a paper related to unattended deliveries, which examines customer expectations of unattended grocery delivery services and their impact on customer satisfaction and retention. The study indicates that customers value convenience, reliability, transparency, and flexibility in these types of services. The paper emphasizes the importance of the last-mile delivery process in shaping the overall customer experience. (Olsson, Hellström and Vakulenko, 2023). Furthermore, a paper on customer preferences for LMD methods states investigates consumer preferences for last-mile parcel delivery options in Australia, focusing on unmanned aerial delivery drones, traditional postal delivery, and parcel lockers. The study uses stated choice experiments and surveys 709 respondents to explore consumer preferences and willingness to pay for different delivery attributes. The findings suggest that people prefer postie over drone delivery, but drones become competitive with large market shares if they deliver faster and cheaper. Both drone and postie become less attractive relative to parcel lockers when a safe place is not available for parcel delivery. The study identifies opportunities for chargeable add-on services, such as signature for postie and 2-hour parcel deliveries for drones (Merkert, Bliemer and Fayyaz, 2022).

Next, a paper on challenges and possible improvements on LMD logistics addresses last mile logistics challenges in urban areas and proposes solutions for improvement. Challenges are classified into four categories: infrastructure, logistics costs, technology, and last mile logistics management. The paper emphasizes the significance of last mile logistics considering urban freight flow trends and the increasing prevalence of e-commerce. The paper suggests that enhancing last mile logistics can contribute to the development of future urban logistics (El Moussaoui et al., 2022). Moreover, a paper systemically reviewing literature on LMD logistics framework provides a systematic literature review and proposes a framework to address the different components of last mile logistics. The literature covers a wide range of themes, including emerging technologies, operational optimization, supply chain structures, performance measurement, and policy. The review identifies a lack of unity in the understanding of the concept and a need for a more holistic and coherent view of last mile logistics (Olsson, Hellström and Pålsson, 2019).

Next, a paper of survey on LMD concepts from an operation perspective provides a list of references from a research paper on last-mile delivery concepts. The references cover various topics, including the use of drones in delivery routes, optimization models for efficient routing, the impact of e-commerce on delivery services, and the challenges and innovations in last-mile logistics (Boysen, Fedtke and Schwerdfeger, 2021). Next, paper of LMD methods and their perceived sustainability examines the perceived sustainability of three last-mile delivery methods in e-commerce: home delivery, parcel lockers, and click and collect. The study analyses the drivers of consumers' acceptance and intention to use each method, including convenience, costs, and sustainability. The paper suggests that delivery methods should prioritize convenience while implementing standards for environmental and social sustainability.(Klein and Popp, 2022). Next, a paper on solutions to increase LMD efficiency analyses 75 papers published between 2001 and 2019 and identifies factors that affect the cost of last-mile delivery, including failed deliveries, customer density, and automation. The paper also highlights various innovative solutions such as parcel lockers, crowdsourcing logistics, mapping customer behaviour, and dynamic pricing. The researchers identify gaps in the literature and suggest areas for further research. The paper provides insights for both academics and practitioners by analysing and classifying relevant literature and presenting a framework for factors affecting last-mile delivery cost and viable solutions to increase efficiency. (Mangiaracina et al., 2019).

Next, a paper on improving LMD deliveries (time and location-based), is a review of scientific papers on innovative solutions for last-mile delivery in B2C e-commerce. The review analyses 75 papers published between 2001 and 2019 and identifies factors that affect the cost of last-mile delivery, including failed deliveries, customer density, and automation. The paper also highlights various innovative solutions such as parcel lockers, crowdsourcing logistics, mapping customer behaviour, and dynamic pricing (Escudero-Santana et al., 2022). Next, a paper on problems with bad deliveries, explores avenues to improve successful delivery rates. The authors offer a method to design efficient delivery routes considering user availability and planned revisits. They used a branch-and-price algorithm and suggested that little increases in transportation costs can vastly increase hit rates. They conclude their research is significant because optimizing delivery rates will improve customer satisfaction and also decrease costs of failed deliveries. (Florio, Feillet and Hartl, 2018).

Next, a paper investigating factors of online purchase intention of Malaysian customers of Lazada, examines the factors that influence consumer satisfaction in online shopping on the Lazada platform. It found that product quality, price, buying experience, and after-sales service all have a significant positive relationship with satisfaction. The study suggests that Lazada should focus on improving the user experience and addressing product quality and reliable delivery services to enhance customer satisfaction (Ogbu Edeh et al., 2021). Furthermore, paper on service innovation in LMD and the customer’s e-journey, explores ways to improve successful delivery rates in e-commerce. The authors propose a method to design efficient delivery routes that consider customer availability and planned revisits. The study uses qualitative methods to gain insights into customer experiences and highlights the importance of incorporating delivery and return services in the e-customer journey map. The findings provide insights into customer responses to service innovation and offer managerial implications for e-retailers and logistics service providers. (Vakulenko et al., 2019b). Moreover, a paper on trust, perceived quality and future intention in courier services among customers, examines the relationship between trust in courier services and perceived service quality, as well as future intention to use courier services. The study uses an electronic questionnaire to collect data from courier service customers, and the results show that trust in service is influenced by factors such as ease of use and usefulness. The study suggests that trust in service is a combination of trust in the service provider, interpersonal trust, and trust in technology (Ejdys and Gulc, 2020).

Next, a paper on customers’ valuation of convenience and time in e-fulfilment, examines factors that influence customers' preferences and decision-making in online shopping and delivery services. It focuses on the valuation of time and convenience in the context of omni-channel retailing. The study utilizes a Choice-Based Conjoint (CBC) analysis to model the decision-making process of consumers when selecting e-fulfilment options. The results indicate that lead time is a critical factor for consumers, followed by convenience and total price. (Gawor and Hoberg, 2019). Finally, a paper on impact of convenience on e-commerce setting (consumer-based approach), examines the impact of convenience in click and collect (C&C) retail settings, specifically in the context of online grocery shopping. It identifies five dimensions of convenience: access, functional, process, relational, and digital convenience. The findings show that convenience positively influences consumer response, with functional convenience having the strongest impact (Vyt et al., 2022).

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