

Understanding the Impact of Service Convenience on Customer Satisfaction in Home Delivery: Evidence from Karachi

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Abstract

The rise of e-commerce caused by the growing popularity of the world wide web, electronic gadgets, and social media, has led to a constant upward trend in online shopping in Pakistan. Home delivery is crucial to online shoppers because if the product does not reach their desired destination, the purchase made will be conceived as inconvenient by the buyer. This study aims to identify how five kinds of conveniences, i.e., decision convenience, access convenience, transaction convenience, benefit convenience, and post benefit convenience, impact how satisfied customers are by the services provided by online retailers during home delivery. 110 individuals who availed a home delivery service over the past year took part in the study, and customer experience was observed as they were offered different conveniences at the various stages of home delivery. After performing a regression analysis, results show that four independent variables have a positive and significant impact on the dependent variable, while the impact of benefit convenience, the fifth variable, is insignificant. These results show us that the timely and correct delivery of products does not impact satisfaction as long as the provider offers a convenient post purchase return policy. They also show that decision convenience, post benefit, and transaction convenience have the greatest impacts on customer satisfaction. Access convenience and benefit convenience are also shown to have a high impact on the dependent variable. Based on these findings, we recommend that online retailers pay more attention to offering convenience services to their customers to improve satisfaction.

Keywords: Customer Satisfaction, Online Retailers, Home Delivery Services, Decision Convenience

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1. Introduction

1.1 Background

For a firm to succeed, it must optimize its logistics practices, because improved logistics performance helps improve the overall profitability of a company (Mentzer & Williams, 2001). With a constant upward trend in the use of the internet and online shopping, home delivery has now entered the scope of logistics services expected from a firm (Mentzer & Williams, 2001). Home delivery refers to the ease provided by companies to their customers by which instead of physically having to go to a store to pick up an item, the purchased product is delivered home by the seller (Xing et al., 2010). Home delivery has become a crucial component for buyers making a purchase on the web (Chen et al., 2014).

The addition of home delivery to the line of logistics services expected from an online retailer has complicated the overall supply chain and distribution process, because a “virtual” purchase is not complete until the product is delivered at the correct time, condition, quantity, and place (Chen et al., 2014; Christopher & Gattorna, 2005). This means logistics managers now must overlook a series of additional duties to ensure that sold products reach the buyer’s doorstep efficiently (Chen et al., 2014). Some factors that affect this aspect of logistics include the difference in cost based on the delivery routes taken, and effective communication between sellers and buyers that will help solve any problems that may occur during the process (Chen et al., 2015; Persson & Virum, 2001).

Efficient logistics management is highly beneficial for a firm for several reasons. Firstly, the increasing demand of seamless logistics services by customers has made it crucial for companies to improve their logistics facilities if they want to create and retain loyal customers that bring in profit (Chen et al., 2014). Furthermore, an effective way to minimize expenses and improve profitability is also to increase the efficiency of a company’s logistics management (Nicholls & Watson, 2005). Lastly, studies prove that a company’s success depends on its ability to offer high-level logistics services to their customers (Kahn & Mentzer, 1996; Mentzer & Williams, 2001). Hence, by offering a superior quality of logistics services, companies can reduce cost, save time, and improve profits and their share in the market (Chen et al., 2015)

According to studies, there are five different kinds of conveniences that a company can offer at different stages of an online purchase, starting from before the purchase is made to after the product has been delivered. These are: (1) decision convenience; (2) access convenience; (3) transaction convenience; (4) benefit convenience; and (5) post-benefit convenience (Berry et al., 2002). By dividing convenience into these categories, firms can get a better understanding of how much time and effort customers perceive as a reasonable demand from sellers at the different stages of a purchase. Companies can resultantly make decisions that will help exceed customer expectations and ensure customer satisfaction. Hence, firms must plan and implement convenience strategies that will help them create a loyal and long-lasting customer base and provide them with a competitive edge over other players in the market.

In recent years, the rise of e-commerce caused by the growing popularity of the world wide web, electronic gadgets, and social media, has led to a constant upward trend

in online shopping in Pakistan (Kundi & Shah, 2007). This, in turn, has led to increased competition in the online retail market of the country, with both local and international brands attempting to secure a place in the industry.

Home delivery is crucial to online shoppers because if the product does not reach their desired destination, the purchase made will be conceived as inconvenient by the buyer (Dholakia, 2003).

1.2 Problem Statement

To improve profitability and market share, organizations must work on exceeding customer expectations to ensure customer satisfaction, which is needed for organizational success. Studies show that shopping is an activity that is considered entertaining and essential by the masses (Shafaat & Sharif, 2017). According to an online survey, 47% of the Pakistani population expects to shop online more frequently in the future than they do now, showing the growing significance of virtual shopping channels.

Customers are now actively looking for sellers that offer convenient buying, delivery, and post-delivery services. This paper focuses on the significance of providing convenience to customers and the impact that these services have on customer satisfaction.

As the Pakistani population moves towards online shopping (Kundi & Shah, 2007), researchers must study the importance of minimizing consumer time and effort during virtual purchases to assure customer satisfaction. This is because to satisfy customers, you must offer service convenience (Berry et al., 2002; Colwell et al., 2008). The need to improve home delivery services has also elevated as this is an essential element of online shopping, which means efficiency in this part of the supply chain is crucial for a seller to ensure customer satisfaction.

1.3 Research Question

This paper attempts to answer the following questions regarding online shopping:

1. Is there a significant impact of decision convenience on customer satisfaction?
2. Is there a significant impact of access convenience on customer satisfaction?
3. Is there a significant impact of transaction convenience on customer satisfaction?
4. Is there a significant impact of benefit convenience on customer satisfaction?
5. Is there a significant impact of post-benefit convenience on customer satisfaction?

1.4 Scope

The scope of the study is the population of Karachi. A smaller sample of 116 respondents was taken that represented the large number. The study is aimed at customers and driven by the growing demand of home delivery in Pakistan. To ensure reliable results, only individuals that had shopped online in the past year were included in the sample. The study has six variables. Five of the variables are independent, and one, i.e., customer satisfaction, is dependent. The five service conveniences were taken as the independent variables. These are (1) decision convenience, (2) access convenience, (3) transaction convenience, (4) benefit, and (5) post-benefit convenience.

1.5 Significance of research

The key purpose of this paper is to understand how significant convenient home delivery services are and their impact on overall customer satisfaction. This is crucial for companies in today's world, as now, it is not only important to ensure a delivery service that is physically efficient, but also one that buyers find convenient. Past studies show a direct link between service convenience and customer satisfaction (Colwell et al., 2008). Service convenience is the idea of designing services with a goal of reducing the time and effort a customer must put in to acquire them (Berry et al., 2002; Kaura, 2013). So, beyond monetary benefits, people today also look for sellers that offer services that are convenient and require minimum work and time from them as customers (Kaura, 2013). Despite this, the research carried out in Pakistan on the topic of online shopping widely focuses on the marketing aspect of the practice, with little attention given to how important a convenient delivery structure is. The goal of this study is to help online Pakistani retailers understand customer preferences and the influence different service conveniences have on customer behavior.

2. Literature Review

2.1 Theoretical Framework

The end goal of any business is earning a hefty profit (Garbarino & Johnson, 1999). The only way to do this is by making sure that your customers are satisfied, which comes by assuring that all their needs are met. All successful companies in the world are flourishing because their customers are happy, leading to more sales, and ultimately, higher profitability (Shen et al., 2000).

To provide superior customer service and assure customer satisfaction, companies pay extra attention to innovation and aim to discover new strategies to increase the comfort and convenience services offered by them (Weiss et al., 2004). The reason companies pay special attention to convenience services is because this is a factor that has proven to be valuable and important to customers (Anderson & Mittal, 2000a). Keeping this in mind, this study uses service convenience as its base model and attempts to investigate the impact it has on online buyers as they avail home delivery services.

According to studies, three factors influence the way a person behaves. These factors are (1) subjective norms, (2) attitude towards behavior, and (3) perceived behavioral control (Uzir et al., 2021). This theory is widely known as the Theory of Planned Behavior (TPB) (Sutisna & Handra, 2022). It helps support the hypotheses presented in this study, as it believes that humans make decisions rationally, based on the information made available to them. The more information a seller makes readily available to a buyer, the lesser the time and effort they will need to put in themselves, this will increase convenience and ultimately improve satisfaction. In developing nations like Pakistan, where buyers are still hesitant to shop online, providing convenience and ample information to buyers can help change the narrative and improve customer trust.

The social exchange theory shows how building buying habits helps influence customer perception and retention. The theory states that customers evaluate products emotionally and rationally. Emotional evaluation includes how happy they are with the outcome and process quality, and rational evaluation is concerned with the knowledge

acquired and whether trust was built. A study shows that once shopping habits are built, the emotional evaluation of a customer plays a bigger role in influencing their decision to buy from the seller again than the rational evaluation (Chou & Hsu, 2016). This theory shows us the importance of improving the convenience provided to a customer to help positively impact the emotional evaluation and ultimately, customer retention and satisfaction.

2.2 Home Delivery

Home delivery is a practice by which businesses offer to transport purchased products directly to the customer's doorstep instead of the customer doing so themselves (Kassim & Asiah Abdullah, 2010). The reason this value-added service is gaining so much popularity is the benefits it entails. These include (1) customers not having to physically visit stores as frequently, especially in case there is a stock out, (2) customers not having to worry about transporting heavy and physically large products themselves, and (3) customers being able to shop over the internet with ease, knowing the goods will be delivered within a reasonable time (Chen et al., 2011, 2015; Punakivi & Saranen, 2001). Hence, the significance of offering home delivery for online retailers lies in the massive role the practice plays in satisfying customers. A firm can get a competitive edge through creating an efficient, reliable, and convenient home delivery service (Ehmke et al., 2012).

2.3 Customer Satisfaction

When buying a product or service, customers have certain perceptions and expectations from the purchase. For customers to be satisfied, a company must assure that these expectations are met (Dai & Salam, 2014; Kaura et al., 2015). Hence, buyers are satisfied if they are delighted about a purchase (Oliver, 1980; Weiss et al., 2004). The satisfaction level provides an insight to firms regarding how capable their product or service is and helps them analyze future buying patterns. Customer satisfaction is initially transaction specific, i.e., a reaction to a one-time buy. However, if customer is happy with a purchase today, it is likely that he will return to buy the same product again tomorrow. And if a seller is able to deliver multiple purchases successfully, the satisfaction becomes an aggregate view of what the buyer thinks about the service provider (Ullah Bilal et al., 2020). His positive perception of the company will increase chances of him purchasing other products and services offered by them as well.

2.4 Service Convenience

Studies have proved that one major factor that influences buying behavior is service convenience (Dai & Salam, 2014; Kaura et al., 2015). Service convenience refers to how easy a company makes the buying experience for their customers, and how much they can reduce the effort customers need to put in to complete a task (Dai & Salam, 2014; Morganosky, 1986). Companies use service convenience to impress their customers by minimizing the time and strength these customers are required to put in to make a purchase (Brown, 1990, Swapen et al., 2023). Companies attempt to improve satisfaction by reducing the work demanded by customers when they purchase a product or service. This is important because it can lead to a competitive advantage by creating a superior organization/customer relationship. Service convenience is the only way a company can promise greater quality and exceed buyer expectations (Berry et al., 2002; Liang & Wang,

2005). Often, multiple competitors offer similar convenience services. In this situation, a company must aim to provide greater value to their buyers and improve their market position. Studies proposed the following five types of service conveniences that help improve customer perception and satisfaction at various phases of the buying process (Berry et al., 2002; Colwell et al., 2008).

2.4.1 Decision Convenience

Customers make decisions based on the following factors: (1) availability of information, (2) company image, (3) word of mouth, (4) facilities offered and (5) physical traits of the employee. The first type of service convenience companies can offer deals with these factors, and it called decision convenience. This is the effort and time that customers put in to decide whether they want to pay for a service or carry it out themselves (Dai & Salam, 2014; Kaura et al., 2015). This is crucial as the better the decision convenience offered, the higher the customer satisfaction level (Bendall-Lyon & Powers, 2004). The information availability aspect of decision convenience is crucial for sellers offering home delivery services as it helps attract customers to the brands and products being sold. Providing maximum and up-to-date information helps ease the decision-making process for the customers. Our first hypothesis is thus:

Hypothesis 1: Decision convenience has a significant impact on customer satisfaction.

2.4.2 Access Convenience

This is simply how much energy and time is needed to place the order for a service. It is the ease of initiating a purchase, or the effort required from a buyer when he tries to access a company and their goods or services. A study proves that companies that offer multiple channels through which their customers can contact them (Seiders et al., 2007) and have services available at convenient hours are greatly able to improve customer satisfaction levels (Dai & Salam, 2014; Kaura et al., 2015). Having service providers available is crucial because customers expect to be facilitated by sellers if they face problems with their purchase (Y. W. Chang & Polonsky, 2012; Jiang et al., 2013). Our second hypothesis is thus:

Hypothesis 2: Access convenience has a significant impact on customer satisfaction.

2.4.3 Transaction Convenience

This type of convenience begins after a buyer has made the decision to make a purchase and accesses the website to place the order (Jiang et al., 2013). The work and time required from the customer by the seller there on out till the transaction is complete is transaction convenience. Because the process is still relatively recent, customers believe it to be a complex task, and any convenience offered to them during this time greatly impacts satisfaction (Kaura et al., 2015). This type of convenience is directly proportional to customer satisfaction (Aagja et al., 2011), so our next hypothesis is:

Hypothesis 3: Transaction convenience has a significant impact on customer satisfaction.

2.4.4 Benefit Convenience

There is a direct impact of benefit convenience on customer satisfaction (Aagja et al., 2011; Colwell et al., 2008). Customers ultimately purchase products because they expect to get some benefit from them, so at this stage, customers want to spend as little

time and effort as possible to get these benefits. Providing convenience here becomes essential because even a little bit of inconvenience could impact the overall experience of the customer associated with the purchase (Dai & Salam, 2014; Kaura et al., 2015). For online shopping, the benefit convenience expected is the delivery of the product at the correct time and in the promised condition. Studies verify that satisfied customers are created by offering flexible delivery options on demand (Aagja et al., 2011). Our hypothesis based on this is:

Hypothesis 4: *Benefit convenience has a significant impact on customer satisfaction.*

2.4.5 Post Benefit Convenience

Post benefit convenience is expected by customers if the actual purchasing process is complete but certain complications compel them to get back in contact with the seller (Jiang et al., 2013). These services are not availed by all customers, but only those that either require further assistance in maintenance or return (Kaura et al., 2015). Studies prove a direct impact of this convenience on overall satisfaction (K. C. Chang et al., 2010). Our last hypothesis based on this is:

Hypothesis 5: *Post benefit convenience has a significant impact on customer satisfaction.*

Below is a diagrammatic framework of the hypotheses, showing how the variables are related.

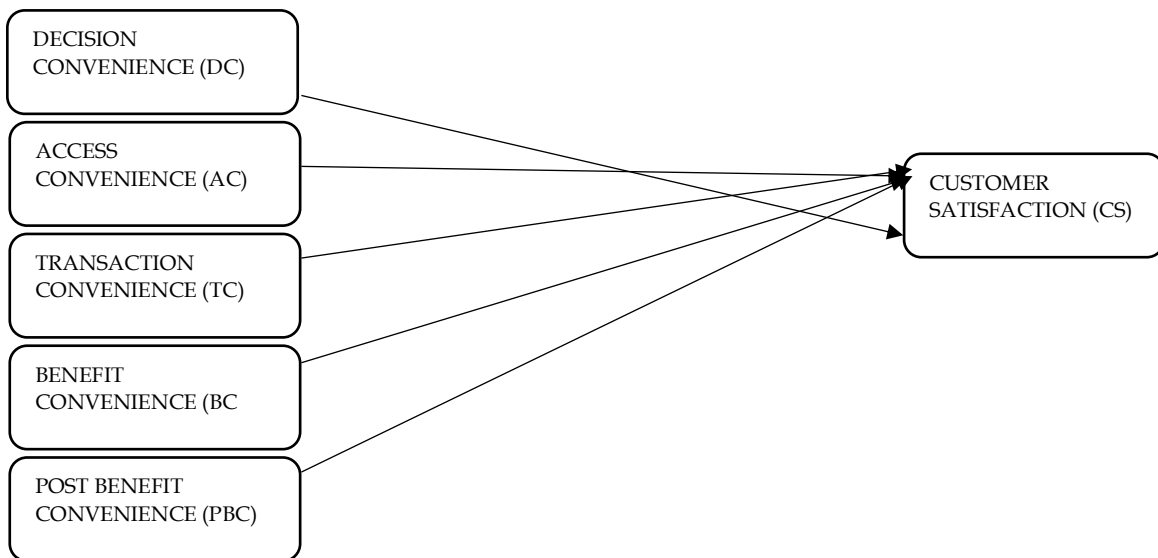


Figure 1: Hypothesized Framework

3. Methodology

Here, independent variables are the five types of service conveniences, whereas customer satisfaction is dependent. We will examine the impact our variables have on each other using the following research methods.

3.1 Research Approach & Design

The approach adopted in this paper is quantitative. Through this method, researchers can calculate results from a small sample of an overall larger population by gathering data in numeric form (Duffy, 1985). This deductive approach assures that no personal bias on the author's part affects the hypotheses and results (Frankfort-Nachmias et al., 1992). In this kind of research, data is generated using surveys and questionnaires, this data is measured and counted objectively, and a valid and reliable conclusion is drawn based on the findings.

In this paper, the quantitative approach is used to understand how respondents perceive the different types of service conveniences. This paper is also correlational, it helps conclude whether the different variables used are related, and to what extent the relationship holds (Johnson, 2001).

3.2 Data and Sampling

This study uses the convenience sampling process for analysis of the variables, as this method assures easy access and proximity to the researcher (Anderson & Mittal, 2000b). The sample size consists of 116 Respondents, and the respondents are limited to customers who made an online purchase that included home delivery in the last year. The time restriction was added so only individuals that clearly remember their delivery experience would respond. The questionnaire was floated online for the convenience of the respondents (Granello & Wheaton, 2004).

3.3 Instrument

Data was collected using a 32 item long online questionnaire. A five-point unipolar Likert scale, starting from 1 - "least agreed" to 5 - "strongly agreed" helped measure all five independent variables against customer satisfaction. The questions are divided into two parts, the first part has items that help measure the variables, whereas the second asks for demographic specifications. The items regarding independent variables were adopted from previous papers (Berry et al., 2002; Colwell et al., 2008). The questions regarding the dependent variables were extracted from another study (Olorunniwo & Li, 2010).

3.4 Variable Description

3.4.1 Customer Satisfaction

Customers become satisfied when the convenience offered by a product exceeds their expectations, and this satisfaction is necessary for any business to succeed (Berry et al., 2002). This is why customer satisfaction is a crucial factor for this study. Because of the direct effect convenience has on satisfaction, sellers need to provide these services to prosper (Berry et al., 2002; Liang & Wang, 2005).

3.4.2 Decision Convenience

Decision convenience is the initial step for a customer planning to make a purchase. It is where customers skim through the available information regarding the product, which may include the price, delivery details, and warranties. The seller is responsible for providing transparent and complete information at this stage. It is crucial

for companies to provide convenience here because customers form their first impression regarding the seller and product here (Berry et al., 2002).

3.4.3 Access Convenience

When the decision to buy has been made by a customer, the next step is to get in contact with the seller (Berry et al., 2002). Convenience at this stage comes when the effort required to place the order and communicate with the other party is reduced. Because customers have other commitments and time constraints, being able to place the order according to their convenience is crucial for online shoppers.

3.4.4 Transaction Convenience

Transaction convenience begins after the service provider has been contacted by a buyer interested in making a purchase. The transaction stage includes the actual payment of money in return of some product (Meuter et al., 2000). This stage can be made more convenient by giving buyers several payment options to choose from. Cyber fraud is another reason transaction convenience is important.

3.4.5 Benefit Convenience

Customers buy products and services because they expect to get some benefit from them when they are in their possession. How easily customers can get that benefit directly impacts how satisfied they are. In the context of home delivery, customers generally opt for the option because it gets them what they need at home in a short time. If a seller is unable to provide the ordered product to buyers at the desired time in the expected condition, customers will be dissatisfied (Berry et al., 2002).

3.4.6 Post Benefit Convenience

Post benefit convenience helps increase loyalty and build long-lasting customer relations (Berry et al., 2002). This stage comes after buyers have already received the primary benefit of their purchase but seek further assistance from the seller (Berry et al., 2002). This includes reverse logistics to maintenance services and product returns.

4. Data Analysis

4.1 Respondents

The questionnaire distributed for this study was filled and returned by 116 respondents from all over Karachi. 6 of these responses were not considered as they contained unsuitable information, after which the remaining 110 were used.

Of these respondents, 67.3% were female, while 32.7% were males. In the context of age, 66.4% of the respondents were between the ages of 21 to 25, whereas another 13.6% were less than 20 years old. A 70% majority were undergraduates, followed by 19.1% postgraduates. The most recently delivered product of 35.5% of the respondents was clothes, 18.2% people had ordered electronic goods, books and jewelry were ordered by 10.9% of the respondents each, and the remaining ordered objects were miscellaneous. It is also noted that the most bought object of female respondents was jewelry, whereas majority of the male respondents had bought electronic goods.

Table 1: Demographic profile of respondents

Demographics		Frequency	Percentage
Gender	Female	74	67.3
	Male	36	32.7
Age	20 or less	15	13.6
	21-25	73	66.4
	26-30	2	1.8
	31-35	4	3.6
	36-40	3	2.7
	41-45	3	2.7
	More than 45	10	9.1
	Above	1	.9
	Graduate	4	3.6
Education	Intermediate	1	.9
	Intermediate/A levels	6	5.5
	Masters	21	19.1
	Undergraduate	77	70.0

4.2 Reliability Analysis

Cronbach's Alpha helps evaluate how internally consistent or reliable a group of survey items is. It is based on a standard scale of 0 to 1. To prove internal consistency, Cronbach's alpha values must exceed 0.7 (Arif et al., 2016; Nunnally, 1978; Raza & Hanif, 2013). From the table, we can see that the data of our variables is extremely reliable. The dependent variable, customer satisfaction, is the most reliable, with a value of 0.94. Decision and post benefit convenience come in second, both with values of 0.87. Following these are access convenience and transaction convenience, with values 0.859 and 0.836 respectively. The lowermost value is that of benefit convenience, which at 0.79, is still highly reliable. The overall reliability of all 32 items is 0.958, which shows very strong internal consistency of the instrument.

Table 2: Reliability Statistics

	Cronbach's Alpha	Number of Items
DC	0.87	6
AC	0.859	5
TC	0.836	4
BC	0.79	7
PBC	0.871	5
CS	0.94	5
Overall	0.958	32

4.3 Validity Analysis

To prove correlation between different variables, we do a validity analysis. A significant correlation is verified by a sig value less than 0.05. For our study, the validity analysis clearly shows that all the independent variables are significantly correlated with

customer satisfaction. In addition to this, a strong correlation can be observed amongst all five of the independent variables as well, making the data highly valid.

Table 3: Correlations

Convenience:			DC	TC	BC	PBC	CS
Decision	Pearson Correlation	1	.686**	.618**	.722**	.600**	.745**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	110	110	110	110	110	110
Access	Pearson Correlation	.686**	1	.610**	.643**	.599**	.697**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110
Transaction	Pearson Correlation	.618**	.610**	1	.627**	.465**	.674**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110
Benefit	Pearson Correlation	.722**	.643**	.627**	1	.696**	.707**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110
Post Benefit	Pearson Correlation	.600**	.599**	.465**	.696**	1	.717**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110
Satisfaction	Pearson Correlation	.745**	.697**	.674**	.707**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

4.4 Regression

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.728	.715	.48427

The coefficient of determination (R) helps prove a correlation between the independent and dependent variables (Leech et al., 2013). Here, R is 0.853, showing that the correlation between these variables is highly significant. R square on the other hand, helps explain how much of a change in a dependent variable is due to a change in the independent variables (Nagelkerke, 1991). In this study, R square is 72.8%, which shows that any change in customer satisfaction is 72.8% because of the other variables in the study. The adjusted R square in the study is 71.5%, this is the percentage of deviation that our model has captured.

Table 5: ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.232	5	13.046	55.631	.000 ^b
	Residual	24.390	104	.235		
	Total	89.622	109			

To analyze how accurately all the predictor variables predict the outcome variable, we check the significant value of regression (Leech et al., 2013). The hypothesis of the F-

test states that the explained variables of a study have the same impact on the dependent variable as the unexplained residual variables. To reject this hypothesis, the significant value must not exceed 0.05. From the table above, we can see that the hypothesis is rejected for this study, meaning the model is fit for the analysis.

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.003	.262		.010	.992
DC	.315	.095	.277	3.316	.001
AC	.144	.081	.138	1.769	.080
TC	.263	.077	.243	3.396	.001
BC	.044	.105	.037	.418	.677
PBC	.278	.063	.329	4.414	.000

The above table shows the relationship between our five independent variables and the dependent variable. We can see how strongly each independent variables effect on customer service is by checking the values of beta. The t test tells us whether an independent variable has a significant impact on the dependent variable. In our study, we see that decision convenience has the greatest effect on customer satisfaction, with the value of beta at 0.315 and p value 0.001. After this comes the impact of post benefit and transaction convenience, with beta values 0.278 and 0.263 respectively, as well as significant values of 0.000 and 0.001. access and benefit convenience have the lowest effects, with beta values of 0.144 and 0.044. Their p values are 0.08 and 0.677. The positive values of beta prove that the impact of the independent variables on the dependent variable is positive.

Following a criterion of proving significance at p value <0.1, all the independent variables of this study share a significant relationship, except benefit convenience. The significant value 0.677 shows that the effect of this variable on customer satisfaction is insignificant.

5. Conclusion

This study aims to prove whether the customer satisfaction level of online shoppers is impacted by several kinds of service conveniences offered in their home delivery services. When we talk about successful home delivery, it is important to note that getting the product to the correct place at the promised time is not the only requirement (Liu et al., 2008). Other factors to consider when trying to attain customer satisfaction include making information available to customers, assuring secure payment methods, developing effective communication channels between the buyers and sellers, and offering post-sales services (Yan & Dai, 2009). This study aims to assist online retailers on whether the different types of service conveniences help improve customer satisfaction, and which ones they should focus on the most.

This study uses a sample size of 110 to get insight on the matter. The results of the study are in accordance with other research done on the topic in the past, except in the case of benefit convenience. For online shopping, the benefit convenience expected is largely the delivery of the product at the right time and quality. The insignificant effect of this variable shows that delivery expectations in Pakistan are in some ways lower than in other places, and that customers are more flexible regarding timeliness and quality of products ordered online. The insignificant impact of benefit convenience contrasts with previous research (Chen et al., 2011), where this is a prime factor that effects satisfaction. Since a customer's goal when making a purchase online is a tangible, reliable product that is delivered to them quickly and conveniently, this type of convenience seems like a crucial one. However, judging from the fact that this variable's impact is insignificant whereas post benefit convenience has one of the greatest impacts, we can conclude that more so than a timely and safe delivery of their ordered product, Pakistani buyers place greater importance on having a guaranteed and convenient product return policy. The reason this is such an important factor is that until after delivery, online purchased products are intangible, and customers expect an easy channel to return or exchange these goods if they are unsatisfied with them.

Another way to explain why benefit convenience has an insignificant impact on customer satisfaction is that without complete and reliable information and convenient and safe payment options, no customer can buy the right product. Hence, other conveniences end up being a priority to buyers before actually receiving the good.

The variable with the most impact in this study is decision convenience, which contains the following factors: (1) availability of information, (2) company image, (3) word of mouth, (4) facilities offered and (5) physical traits of the employees. Availability of information is important in any decision-making process, this remains true for online purchases (Lim & Dubinsky, 2004). This means that in the Pakistani online retail market, companies that provide proficient websites with easy and complete information regarding the company and the product being sold, can satisfy their customers the best. Before deciding to buy a product, customers demand reliable and appropriate information about it and its brand (Senecal et al., 2005).

The results show that after decision, post benefit and transaction convenience have the biggest impacts on customer satisfaction, followed by access convenience and benefit convenience.

5.1 Recommendations

Customer satisfaction is the key to success for any company. In the past, the supply chain department of a firm oversaw assuring complete and timely delivery of products to buyers. With time, customer expectations have changed. Today, in addition to a timely delivery, online retailers must also work on reducing the non-monetary cost their customers pay to satisfy them. These costs are in the form of time and effort required from customers to make a successful online purchase. To gain competitive advantage, online retailers must reduce these costs and make their processes convenient and customer centric.

This study identifies that decision convenience has the greatest impact on customer satisfaction in online purchasing. The more complete the information on your website, the more convenient it becomes for buyers to make decisions. It is proved that companies that provide images of the items they are selling, greatly improve their impact on customers compared to those that simply write product descriptions (Koivumäki, 2001). The recommendation we can give to online retailers based on this study is for them to provide as transparent and complete information as possible. Information may include details on the product's color, model, functions, manufacturer, and the product's images.

This study also demonstrates the significant impact of post purchase services on satisfaction. Studies identified the negative impact of unanswered and unreported complaints on customer satisfaction (Zeithaml, 2000). The second recommendation we can make to online retailers based on this study is to work on reducing post purchase risk. This is the risk of a customer not receiving the same product that they ordered online (Liu et al., 2008). The way companies can address this issue, is by improving their post benefit convenience services. After-sales customer service is a part of online retailing that is neglected by retailers in Pakistan. This means the retailers that are willing to invest their time and effort into this service will create a competitive advantage for themselves in the region. Offering services for quick product exchange, fixing damages, and product maintenance after purchase, are prime demands and appreciated by customers.

The third highest impact on customer satisfaction comes from transaction convenience. With cyber-security crimes and fraud levels high, an online retailer in a country like Pakistan must pay special attention to building their customers' trust. To do this, they must work on simplifying payment procedures and guaranteeing the safety of the payment methods they offer. Our third recommendation to retailers is thus, to create a protected, secure, trustworthy, and convenient shopping environment to their customers.

Access convenience must also be a focus of the retailers of Pakistan to satisfy today's customers. Companies that offer multiple channels through which their customers can contact them and have services available at convenient hours are greatly able to improve satisfaction levels, so it is suggested that online retailers work on this aspect of convenience.

5.2 Limitations and Suggestions

Due to lack of time and resources, this study faces several limitations, further research on the topic could yield even more promising results by tackling these issues. The biggest limitation of the study is its sample size, which consists of only 110 respondents and could not be expanded further due to lack of time. Another shortcoming is the population, which is restricted to within the residents of Karachi because of lack of resources. Carrying out the study over a larger region or nationwide would help gain clearer insights on the topic and cater to larger markets. Furthermore, this study uses the convenient sampling technique to gather data, again due to lack of time and resources, a more reliable sampling technique could yield better results.

Additionally, this study only checks the impact of five different kinds of conveniences on customer satisfaction. Since one of these variables, i.e., benefit

convenience, is shown to have an insignificant impact on the dependent variable, it is recommended that future studies try focusing on finding more variables that would help explain how customer satisfaction can be improved. Some of the factors that can be looked into include website design attributes, minimizing the role of service providers by offering advanced features, etc.

Also, the questionnaire used in this study is unipolar, further research on the topic can be done using a bipolar questionnaire. This model can also help evaluate customer satisfaction for companies in the courier service industry. Lastly, this study is conducted using the common attributes of companies that offer home delivery services, other researchers can focus on a single industry or online retailer instead, to get a deeper insight.

Ethical Consideration

The authors declare that this submission follows the policies of AJSS as outlined in the Guide for Authors and in the Ethical Statement. Full consent was obtained from the participants prior to the study and all procedures were carried out in accordance with approved ethical standards.

Informed Consent

Respondents were interviewed based on informed consent. A fully informed, considered, and freely given decision about whether or not to participate in the study, without the exercise of any pressure or coercion.

Declaration of Interest Statement

The authors declare that we have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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