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A Study On The Role Of Open Box Delivery In Shaping Consumer Trust In The E-Commerce Platform

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ABSTRACT

Open Box Delivery (OBD) has emerged as a customer-centric solution in e-commerce, offering buyers the opportunity to inspect products before acceptance. This study investigates how OBD impacts consumer trust, particularly with regard to product authenticity, reduced returns, and overall satisfaction. The research involved 125 respondents from India, focusing on their perceptions, experiences, and expectations related to OBD. Findings reveal that OBD builds trust by reducing uncertainty and offering transparency, especially for high-value products. Recommendations include improving awareness, enhancing return policies, and training delivery personnel.

KEYWORDS

Open Box Delivery, Consumer Trust, E-Commerce, Online Shopping, Customer Experience.

1. INTRODUCTION

E-commerce has transformed how consumers shop, offering convenience and competitive pricing. However, the lack of physical product inspection before purchase remains a challenge. Open Box Delivery allows consumers to check items upon delivery, thereby reducing fraud, increasing satisfaction, and fostering trust. This study explores how OBD impacts consumer trust and suggests improvements to enhance its effectiveness.

2. REVIEW OF LITERATURE

Studies indicate that trust is critical in digital shopping:

- Verma & Sharma (2024): Highlight the link between CSR activities and brand loyalty, stating that genuine efforts build consumer trust.
- Yadav & Singh (2024): Focus on open-box delivery and consumer behavior, identifying clarity of return policy as key to trust.
- Sharma & Gupta (2023): Emphasize personalization in e-commerce, which strengthens customer engagement and loyalty.
- Roy & Das (2023): Discuss neuromarketing, showing emotional cues influence buying decisions.
- Mehta & Patel (2022): Study VR in shopping, showing it enhances customer engagement and brand loyalty.

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research design is adopted to study the impact of Open Box Delivery on consumer trust.

3.2 SAMPLING TECHNIQUE

Sample Size: 125 respondents

Sampling Method: Convenient sampling

Population: Online shoppers familiar with Open Box Delivery in India

3.3 SOURCES OF DATA

Primary Data: Collected using structured online questionnaires

Secondary Data: Derived from journals, research articles, and online databases.

3.4 TOOLS USED

Simple Percentage Analysis

Frequency Analysis

Likert Scale Analysis

Rank Analysis

4. DATA ANALYSIS & INTERPRETATION

4.1 DEMOGRAPHIC INSIGHTS:

- Age group 15–25 dominates (59.2%)
- Gender: 54.4% male, 45.6% female
- Monthly online shoppers: 49.6%
- Most purchased category: Electronics & Gadgets (32.8%)

4.2 AWARENESS AND BEHAVIOR:

- Awareness of OBD mainly through social media (35.2%)
- Preferred payment method: Digital wallets (41.6%)
- Trust in platforms: 36% have high trust
- 41.6% agree OBD is useful; 48% willing to pay 1–2% extra for it

4.3 PERCEIVED ADVANTAGES:

- Reduces return and refund issues (33.6%)
- Enhances trust in the platform (29.6%)

4.4 LIKERT SCALE FINDINGS:

- Product authenticity assurance: 3.24 (moderately important)
- Reduced damage: 3.53 (important)
- Ease of return/refund: 3.6 (important)
- Delivery transparency: 3.79 (important)
- Customer reviews: 3.83 (important)
- Brand reputation: 3.66 (important)

4.5 RANK ANALYSIS:

Most preferred OBD categories:

- Furniture & Home Decor
- Beauty & Health Products
- Fashion & Apparel
- Electronics
- Home Appliances

5. FINDINGS & SUGGESTIONS

5.1 FINDINGS:

- OBD boosts trust and satisfaction in online shopping
- Young adults dominate the user base
- Key concerns: clarity in return policies, product handling

5.2 SUGGESTIONS:

- Improve packaging and handling procedures
- Promote awareness via social media and notifications
- Train delivery personnel in customer interaction and product handling
- Enhance OBD availability across more categories

6. CONCLUSION

Open Box Delivery adds significant value to e-commerce by building consumer trust, especially for high-value items. Though it presents operational challenges, the long-term benefits in trust and satisfaction outweigh the costs. E-commerce firms should consider adopting and optimizing OBD to enhance customer experience and competitive edge.

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