

# GOODS DELIVERY BUSINESS GROWTH: SOCIAL AND ENVIRONMENTAL OPERATIONS

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## ABSTRACT

Abstract—High-efficiency communication technology and high-quality delivery staff service were customer satisfaction as drive to delivery business grow. But social and environmental problems have caused by operations increase as the business grows. The purpose of this research was study social and environmental management affects the economic success of delivery business. The quantitative study, using questionnaire, was collected the data from 400 samples who have used applications food delivery. The data was analyzed by structural equation modelling. This research found that social and environmental affect to goods delivery business growth.

Keywords—Social and Environmental, Goods Delivery Business Growth

## INTRODUCTION

Goods delivery business is freight forwarding business that the seller chooses to use the service to deliver the product to the consumer, which plays an important role in the seller's success in sales and has more customers. From past research, it was found that high-performance data management was most successful activities in the goods delivery business. Next, customers will focus on the quality of employees, service convenient, corporate image and goods delivery, respective but, social and environmental development was importance same away with high-performance data management and quality of employees ( Thai, 2013; Nualkaw, Wararatchai, Sommanawat, & Aunyawong, 2021). That could be, It has conflicted between the service provider and the recipient. Inconsistency in carrier traffic discipline, the COVID-19 crisis and air pollution from delivery business operations, while intense business competition from more and more competitors in the business. The delivery service provider must satisfy the customers who use the service so that the customers can receive the products according to their expectations. Therefore, customer satisfaction was driving force behind the goods delivery business and ecommerces business to increase sales. higher market share and higher growth (Phrapratanporn, Wararatchai, Aunyawong and Nik, 2019 pp. 183-184).

The objective of this research was study the social and environmental factor affecting the delivery business growth. It was new economic approach on creative economy and social and environmental economy. The results of the study will be beneficial for delivery business owners and use to guideline for social and environmental management business and develop the business organization to grow continuously.

## LITERATURE REVIEWS

### **Social and Environmental and Delivery Business Performance**

Economic business performance was goods purchase customer decision from seller who using service delivery service providers, word of mouth and recommend others to use the service and attract more new customers to use the service ( Nualkaw, Wararatchai, Sommanawat, & Aunyawong, 2021) . Social and environmental development was give customer service value for requirment to customer and keep customers as customers of the organization forever. There are strict measures to prevent the spread of COVID-19, continuously train employees to best serve customers, appropriate welfare for employees, strictly strict employees in the use of vehicles according to the law and use environmentally friendly shipping packaging. ( Kamble, Raut and Dhume (2011); Thai (2013); Khan, 2019 ; Aldakhil, Nassani, Awan, Abro and Zaman (2018); Klinkajon and Donkwa (2020) Corporate Social and Environmental Responsibility was guideline for businesses of all sizes. It was

sustainable development and business benefit of all organization. It had influence on the success of the organization. As a result, the organization has a higher market share, higher income, retain more customers and have better environmental management success. (Le, 2022; Le, Vo and Venkatesh, 2022) Therefore, the research hypothesis can be set as follows.

H: Social and Environmental Operations affects Delivery Business Performance

## METHODOLOGY

This research was quantitative research. Populations are people who have used applications food delivery. Therefore, it should be a population that has quality in research, but the exact population size is unknown. The sample size of 400 was determined according to Cochran (1977). For research instrument, the questionnaire was checked its Content Validity by 3 experts, it was found that the whole questionnaire had a validity value (IOC) in the range of 0.67-1.00 which passed a threshold of 0.50 or higher, along with revised questions according to the advice of experts to make the questions more quality. Next, the revised questionnaire was tested with a sample of 30 similar samples to find reliability. It was found that this questionnaire had Cronbach's alpha value of 0.948. It could be considered that the questionnaire had a high level of confidence. After that, the questionnaire was taken to collect real samples with the sample group until the required numbers of questionnaires were obtained by focusing on understanding the survey participants to comprehend the content of the questionnaire to prevent misunderstandings in questions. This may cause the questionnaire to not have the desired quality. Then, the data were analyzed by using descriptive statistics such as frequency, percentage, and inferential statistical analysis, including Structural Equation Modeling (SEM) to test social and environmental factors affect to economic success of delivery business.

## RESULTS

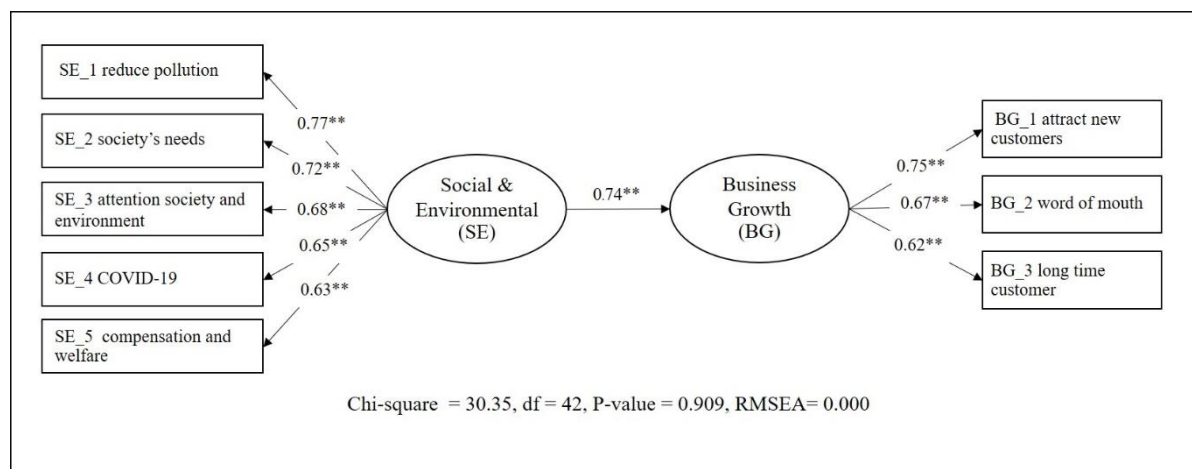


Figure 1 Model of Goods Delivery Business Growth by Social and Environmental Operations

This research found that group sample of this research found Most of them were female, representing 55.25 percent. The sample was aged between 15 years - 24 years, representing 66.75%, the educational level was at the bachelor's degree, representing 57.75%, had occupations, most of them are private employees, representing 61.25 percent and the majority of their income was level of 20,001 - 30,000 baht, representing 63.25 percent. In addition, for construct validity test using structural equation modelling (SEM) found that the questions were consistent with the empirical variables very well, ( $\chi^2 = 30.35$ ,  $df = 42$ ,  $\chi^2/df = 0.722$ ,  $P\text{-value} = 0.909$ ,  $RMSEA = 0.000$ ,  $GFI = 1.00$ ,  $AGFI = 0.96$ ), as shown in Figure 1

The results present that the direct effect to goods delivery business growth (SE) was social and environmental factor (factor loading was 0.74, was significant at 0.01). Thus, H hypothesis was accepted. It has included seven observed variables, by which 1) develop delivery system services quality need to reduce pollution (SE1), 2) There is social and environment customer services respond to society's needs (SE2), 3) We train employees to working for attention society and environment (SE3), There is measures to prevent infection with COVID-19

(SE4) and There are appropriate compensation and welfare for employees, with the factor loadings of 0.77, 0.72, 0.68, 0.65 and 0.63, respectively. Goods delivery business growth factor (BG) has included three observed variables, by which 1) attract new customer (BG1), 2) word of mouth (BG2) and 3) long time customer (BG3), with the factor loadings of 0.75, 0.67 and 0.62, respectively.

## CONCLUSION AND DISCUSSION

Social and environmental deterioration was drive consumers need to saw business of goods delivery service providers in all sectors that need to focus more on social and environmental development. The results of this research have suggested consumers would like to see more improvements in the quality of delivery service systems that need to reduce carrier pollution. And focus on serving customers to meet the needs of society more. It was corporate social responsibility as a guideline for businesses of all sizes. Sustainable development of the organization will be cause a lot of business benefits. Corporate Sustainability has become business strategy to build reputation and enhancing operational efficiency for organization into achieving business competitive advantages (Udomthanasansakul, 2021). It is investment in human resources, community and society. In the beginning, it may not cause much added value to the business. But if the investment continues to increase to a certain level will increase the business value or have a positive effect on the business in the long time (Chantabutr, Wuttichindanon and Thirathon, 2020). It is according to stakeholder theory that Meeting the needs of different stakeholders will make the business successful (Hannan & Freeman, 1984) and ways to build an organization's image by improving the performance of internal stakeholders (employees) and stakeholders. External interests (community, society, environment) (Kang, Lee and Huh, 2010). Environment destroyed was long-term human threats. Therefore social responsibility has positive relationship with sustainability of business performance. It was voluntary integration of society and the environment into business strategies and practices to help improve the better quality of life for human. (Trongwattanawuth and Siriprasertsin, 2022)

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