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# Patience for Social Cause: How Perceived Variables of Philanthropy Influence Consumer's Patience During Delayed Delivery While Spiritual Satisfaction Mediates

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## ARTICLE DETAILS ABSTRACT

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The limitation of the resources is an undeniable truth, whether the resources are natural or unnatural, even inside the haven of the market or under the planet's surface. But for competitive advantages businesses must satisfy their consumers and must be able to meet their required needs. In the 21st Century the consumer wants fast and rapid delivery, although, for businesses, it may cost heavily. To overcome this issue the discount on delayed delivery has been used by businesses for years and still now that is an individualistic approach of benefit on both sides. The paper's objective is to give another solution to this problem with a centre on the social cause or good, not merely for the benefit of the individual or business. For this, the perceived variable of philanthropy (value, impact & trustworthiness) is examined to understand their influence on the patience of consumers on delayed delivery based on social exchange theory while the relationship of spiritual satisfaction mediates. The sample size of 384 respondents is collected online and the Smart PLS 4 structural equation modelling technique is applied to the hypotheses which are constructed by going through the existing literature. The results showed that the perceived value of philanthropy, perceived impact of philanthropy, and perceived trustworthiness of philanthropy positively influence the consumer to practice patience when delivery is delayed. Moreover, spiritual satisfaction only intervenes in the relationship between the perceived trustworthiness of philanthropy and the patience of consumers on delayed delivery. Furthermore, the paper gives the precautions to secure consumers from fraudulent businesses.



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## Introduction

The twilight in the heart of the downtown is sensational but has an adverse impact on the one whose expectations were unmet, while patience is a virtue. The modern human bodies tend toward haste and want relief from restlessness in a world that is not the place of every desire. Businesses have limited resources for the fulfillment of consumer expectations and attainment (Sonar et al., 2024), whereas the consumer is in the infinite spiral of quick pleasure for decenniums. As competitiveness is survival of the fittest (Vassolo et al., 2024), multiple businesses have been offering rapid delivery, by considering it a determined competitive element for the past two decades (Barbee et al., 2021). The speed of the delivery maximizes the operation cost and ultimately decreases the cost of generated revenue (Nagalakshmi et al., 2024). The case of the well-known venture capital e-commerce company named Kozmo founded in 1997 is an excellent specimen that dramatically shut down after several years due to uncertainty in revenue and operation costs, which were created as the result of fulfilling the expectations of the consumers. The story of the fast delivery of Beyond Lines wanted to be written by CEO Joseph Park became an “E-Dreams” American documentary film under the direction of Wonsuk Chin and this was late Wednesday in 2001 in New York City (Kelting et al., 2024).

Instead of surrendering to consumer’s expectations (Beverland et al., 2024), changing consumer expectations ethically is better for businesses having limited resources and for the general well-being of society. The lengthened debate between scholars on the significance or insignificance of rapid delivery unveiled various perspectives for e-tailing businesses (Drenik, 2023), and the recent survey forecast that rapid delivery is not as important as delivery cost, security, and transparency for consumers (Puri, 2022). Numerous businesses construct different marketing strategies to create a balance between delayed delivery and consumer expectations (id est. companies like Amazon and Temu offer variants of coupons and rewards for slow delivery).

Katie et al., (2024) conducted six experimental studies to investigate consumer’s behavior where incentives will be provided in lieu of delayed delivery, the effectiveness of the incentive kinds, and consumer preferences (donation or discount) at the micro as well as macro level. She concluded that communication is an essential element in confess consumers of delayed delivery and afterward, they preferred donations over discounts. Even though comprehensive research on consumer patience and service delays (Cui et al., 2024; Liu et al., 2023), limited research scrutinizes how consumer patience regarding delayed delivery is reshaped by donation-based value of exchange, by addressing the gap of examination of the donation effect and delayed delivery, this study's objective is to understand, the influence of perceived variables of philanthropy (value, impact & trustworthiness) on the patience of consumers on delayed delivery while spiritual satisfaction intervenes as a mediator fulfillment the space inside the literature.

The reciprocal relationship that donation perception creates on the ground of Social Exchange Theory (Homans, 1958), motivates the consumer to adopt patience on delivery delays. This cost-benefit exchange (Pumplun et al., 2024) means when consumers perceive or consider a donation as a valuable, impactful, and trustworthy exchange, they feel inner soul satisfaction that leads to spiritual satisfaction (Binu Raj et al., 2023) which reinforces them to practice more patience during the delay of delivery. Moreover, research further secures transactions of benefits among consumers and businesses by providing valuable precautions that consumers take to secure themselves from fraudulent businesses (Lingyan et al., 2022).

## Theoretical Review

Delay in service is one of the prominent issues in service marketing (Gallino et al., 2023), especially in this era of digitization where consumer expectations rapidly change (Sagar, 2024). As power shifts towards consumers, they are now in the seat of driving demanding value-added services (Monod et al., 2023). This Shifting of power towards consumers highlights that they now have multiple choices in product or service selection due to the presence of wider categories of online shopping channels (Brown et al., 2023). To fulfill their demand businesses now become more focused on making strategies that meet their consumer demand, which increases competition not only in large domestic markets but also globally (Kanter, 2024; Sudirjo, 2023). Unique selling strategies have now become essential for marketers to survive (Rachmad, 2024). However, Marketers utilize unique service propositions to satisfy their consumer response to develop loyalty to their brand.

Delivery delays often produce a reduction in the loyalty of the brand leading the companies towards deduction in their wealth maximization (Yuen et al., 2023). However, if consumers already know that the benefits are returned when they pay the cost (Yang et al., 2023), their relationship with the brand becomes certain, especially when this benefit is in the form of spiritual satisfaction (Lusianti et al., 2024). For the understanding of consumer perception of patience regarding delay in delivery, the study uses the literature review technique (Dixit et al., 2021; Singh, Paul, et al., 2021) to provide the ground for social exchange theory which demonstrates the engagement of individuals in social activities based on cost and benefits (Zhao, Detlor, 2023) in illustrating hypotheses. Multiplex databases like Science Direct, Scopus, Google Scholars, and Research Gate (Singh et al., 2024) are used to build the variable chain with the theory of social exchange.

### **Social Exchange Theory**

Social Exchange theory postulates that social behavior arises as the result of the mutual exchange of benefits and costs among consumers (Mishra & Mund, 2024). Tactile (id est. money and goods), or imperceptible (id est. trust, love, and respect), whatever exchanges of resources made a sustained relationship. (Ahmad et al., 2023). The theory of social exchange provides a sociological and social psychological framework for understanding person-to-person relationships through the viewpoint of cost-benefit exchange, where patience plays an important role in developing cooperation (Jun & Eckardt, 2023). These two main constructs of the theory highlight that in gaining positive output consumers always sacrifice negative aspects during the exchange (Manthiou et al., 2020) which means in perceiving meaningful social exchange like contributing donations to charity that provide spiritual satisfaction (King et al., 2024), the consumer must practice patience (Hidayat et al., 2024), especially during delayed delivery.

By employing these two primary constructs of social exchange theory (means cost and benefit) in building ground to link the patience of consumers on delayed delivery which acts as the dependent variable with the independent variables (id est. perceived variables of philanthropy) while spiritual satisfaction role is to play the script of a mediating variable. However, based on the social exchange theory, this study constructs a cost-benefit relationship of perceived variables of philanthropy (value, impact & trustworthiness) that led the consumer towards spiritual satisfaction that motivated them to practice patience during delayed delivery to overcome the arising gap in the literature of service delay.

### **Perceived Variables of Philanthropy (Donation)**

Philanthropy in the literature refers to gifts in the form of money or equivalent things both tangible or intangible that a person, group, or organization donates for the welfare of society (Davies, 2023). It plays a remarkable role in supporting social causes (Kumar & Chakrabarti, 2023). Companies now focus more on cause-related marketing and societal marketing for human well-being (Bianchi et al., 2023). They are

moving more toward adapting human-centric or social-centric approaches in their positioning to show strong interaction with consumers and overcome their social issues (Nyamekye et al., 2023). Market researchers examined that consumers consider perceived value, perceived impact, and perceived trustworthiness as an impact full variable in their decision-making process (Kim et al., 2024; Kyбapko & Oзiмc, 2024; Kuncoro et al., 2021).

### **Perceived Value of Philanthropy**

Amado Mateus et al. (2023), define perceived value as an assessment of products or services by the consumers based on the perception of exchange among cost and benefit, which means what they receive on what they give. From the perspective of donation, it means, how consumers consider their donation is valuable (Minguez & Sese, 2023). This influences brand competitiveness, consumer behavior, and decision-making (Qingzhe, 2024). However, delays in the delivery of products or services lead consumers towards dissatisfaction because consumer patience decreases continuously when waiting time increases, but it becomes reversed when philanthropy is involved (Balaskas et al., 2024). Consumer's understanding level regarding delivery delays may rise when they consider their donation serves a special motive. This might enhance their willingness to wait as they link their patience with positive outcomes. So, we hypothesized that:

*H<sub>1</sub>: The perceived value of philanthropy positively influences the patience of consumers on delayed delivery.*

### **Perceived Impact of Philanthropy**

Perceived impact is also an impactful factor in building consumer opinion. Perceived impact in its essence is defined as how consumers perceive its action directly or indirectly influence or create change in society (Ioannou et al., 2023). From the viewpoint of philanthropy, how consumer assume their donation creates a difference in the well-being of society (Tonon et al., 2022). Studies support that people's willingness to help becomes higher when they perceive their actions have a higher impact (Atanga & Mattila, 2023). Moreover, it also seems that if consumers have detailed information about how their donations are used it can also increase its perceived impact lead a step toward building loyalty (Kumar & Chakrabarti, 2023). Martin-Collado et al. (2024), in their research, show that perceived impact has a well-established consistent relationship with patience. This higher perceived impact might help the consumers practice more patience during delivery delays as they examine their delay as crucial to influencing the positive output of their donation. So, we hypothesized that:

*H<sub>2</sub>: The perceived impact of philanthropy positively influences the patience of consumers on delayed delivery.*

### **Perceived Trustworthiness of Philanthropy**

Numerous disciplines (id est. marketing and psychology, etc) use trust in various contexts in their research, some use it in developing romantic relationships, and organizational relationships while others use it in making consumer relationships (Mariani et al., 2022; Cabeza-Ramirez et al., 2022, Buttner & Goriz, 2008). Market researchers defined perceived trustworthiness as the belief-based approach to trust. This trust perception develops donation behavior in consumers and reinforces their attitude to engage in charitable donations or acts (Piao et al., 2024). Trustworthiness that consumers perceive about donations leads them to invest more in charity (Stotzer et al., 2023). If consumers perceive donation as trustworthiness this will develop patience. (Chen et al., 2021). Past research significantly develops links between perceived trustworthiness and patience (Deng et al., 2022). So, if consumers believe the whole donation process is

trustworthy, this may develop the willingness to wait in their emotions leading to practicing more patience during delay of delivery. So, we hypothesized that:

*H<sub>3</sub>: The perceived trustworthiness of philanthropy positively influences the patience of consumers on delayed delivery.*

### **Spiritual Satisfaction**

Satisfaction is the certainty of the human soul and intellect. Interior satisfaction is the satisfaction of us means satisfaction of the soul called spiritual satisfaction because of the well-known statement, “We don’t have a soul. We are a soul and have a body”. The crucial objective of marketing is to satisfy the consumer's needs (Hamzah & Shamsudin, 2020).

Consumer satisfaction creates a strong bond of loyalty that further moves consumers toward advocacy of the brand or its products (Dobrokhotov, 2023). Marketers link their product or service attributes with consumer's emotions and spirituality to provide deep meanings (Al-Hadrawi et al., 2022; Dodds et al., 2021). Studies conclude that perceived value, perceived impact, and perceived trustworthiness have a strong bond with satisfaction (Pai et al., 2024; Mainardes & Freitas, 2023; Rahayu et al., 2023; Ngoc Quang et al., 2023; Taghizadeh Kerman, 2022) and satisfaction strengthens the consumer to practice tolerance (Korol & Bevelander, 2023) or patience during service delay. So, in the mirror of these arguments if consumers understand the perceived variable of philanthropy may provide spiritual satisfaction so they may practice patience, especially during delayed delivery that creates the hypothesis that:

*H<sub>4</sub>: Spiritual satisfaction positively plays the script of mediation between the perceived value of philanthropy and the patience of consumers on delayed delivery.*

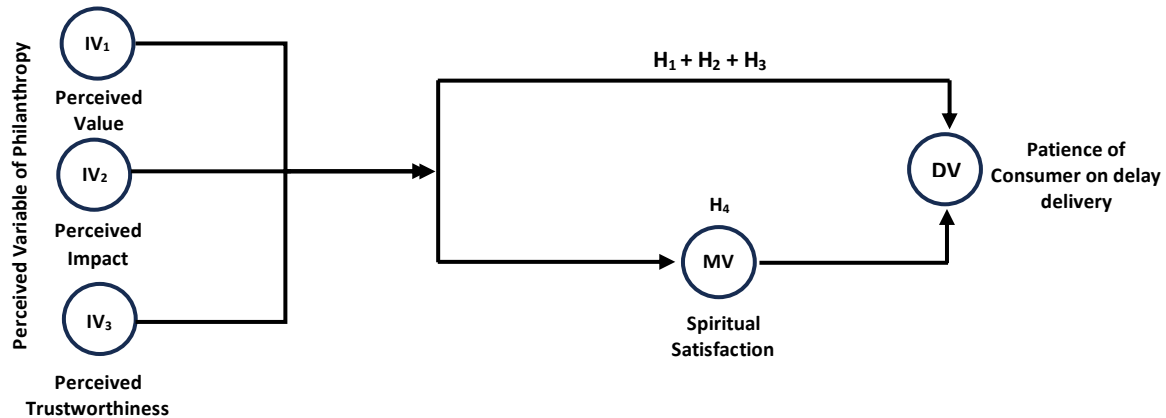
*H<sub>5</sub>: Spiritual satisfaction positively plays the script of mediation between the perceived impact of philanthropy and the patience of consumers on delayed delivery.*

*H<sub>6</sub>: Spiritual satisfaction positively plays the script of mediation between the perceived trustworthiness of philanthropy and the patience of consumers on delayed delivery.*

### **The Patience of Consumers on Delayed Delivery**

Patience is not only a word that makes sentences. It's an action that makes life memorable during unpleasant circumstances or situations (Ismail & Solahuddin, 2023). According to the lexical principles of Arabic the word “Patience” is basically “habs al-nafs” which means practicing “self-restraint” or “holding the soul back”. Abu Talib Al-Makki (d. 386 AH) defines sabr in “Qut Al-Qulub” as “habs al-nafs” which means “passion-restraint” and “self-restraint” (Khalil, 2022). Patience is like perseverance that undergoes certain evil for the sake of excellence (Nederman, 2024). It not only creates cultural and ideological boundaries but also develops grounds for businesses to stand in the market of competitiveness. Building consumer trust is essential to create patience (Honora et al., 2023).

Consumers only perform the practice of patience when they perceive it is beneficial both for them and society. Experimental research concluded that service delay or delivery delay problems can be overcome by using incentives in the form of discounts or donations because they create tolerance or patience among consumers (Katie et al., 2024).



*Figure 01: Conceptual Framework Based on Social Exchange Theory*

## Methodology:

### Sampling Method

Punjab province located in Pakistan was selected to accomplish the study's objective. As enumerated in the Seventh National Population and Housing Census Report (2023), the total population of Punjab is recorded at 127.68 million with a growth rate of 2.55 percent (Pakistan Economic Survey, 2024, p. 25). Lyallpur (Faisalabad) is a picturesque city named in honor of Sir James Broadwood Lyall a lieutenant Governor of Punjab, which is also titled Manchester City of Pakistan because of its industrialized hubs (Safdar et al., 2024) with a contribution of around about 9.076 million in the total population is selected for data collection. The 5-Point Likert Scale of Structured Questionnaires related to perceived variables of philanthropy (value, impact & trustworthiness), Spiritual Satisfaction, and patience of consumers during delayed delivery is distributed online by using a snowball sampling technique (Ahmed, 2024; Kausar, 2024; Deng et al. 2023; Chvaja et al. 2023) to a sample size of 385 units calculated through Kerjucice and Morgan table of 1970 (Abbas et al., 2022; Gulzar et al., 2022; Iqbal et al., 2021).

This descriptive research design method is constructed by deep analysis of existing literature, which is defined as gathering data from a specific sample of participants without environmental manipulation. (Ali & Hassan, 2024; Deckert & Wilson, 2023; Siedlecki, 2020).

### Variables and Measurements

For the measurement of variables, the study applies the adaption technique in selecting a Five-Point Likert Scale ranging from strongly disagree to strongly agree. For the measurement of the perceived value of philanthropy, the scale of four items is adapted from Shah & Maurvi, (2023) who adapted it from Kim et al., (2012). Similarly, the perceived impact of philanthropy is measured through a three-item scale used by Erlandson et al., (2015), and the perceived trustworthiness of philanthropy is examined by a 5-item scale developed by Buttner & Goritz, (2008).

For measuring the mediating variable (id est. spiritual satisfaction), the scale developed by Paloutzian & Ellison (1982) is adapted and used as a proxy as it covers both the context of religious and existential which is essential in the development of spiritual satisfaction (Akbar & Keten, 2024; Saha & Ahuja, 2017; Casas et al., 2009). To answer the question of the possibility of measuring patience with accurate validity and reliability Dudley developed a scale in 2003 after examining multiple domains. This study adapted the patience scale from Dudley, (2003) to measure the patience of consumers during delayed delivery.

## **Analysis Tools**

After that, the study consumes the Statistical Package for Social Science and Smart PLS-4 software to convert data into impactful insights. Because of the presence of various latent variables and complex relationships, Partial least structural equation modelling (also abbreviated as PLS-SEM), has been used for several years as an essential tool by marketers (Singh et al., 2024; Yawar Abbas, 2024; Mubashra et al., 2023; Sarstedt et al., 2022).

## **Results:**

### **Descriptive Analysis**

The research questionnaires with a sample size of 385 were distributed online by applying the snowball technique in which 384 were used in this research because of the invalidity of one response. By applying descriptive analysis techniques through Statistical Package for Social Science Version 26.0 the resulting insight is that, from a sample size of 384 units 50.8% of respondents are male and 49.2% are female. Most respondents were in the age categories starting from 18 years and ending at more than 48 years with an average of 20.4% compared to 18.5% (not average percentage) of respondents below 18 years.

The analysis also reveals that overall, of 195 units of male respondents, 09 respondents are those who never experienced online shopping in their lives. 61 and 66 respondents are those who shop online rarely and occasionally, while 59 respondents are those who shop online frequently. On the side of females, 11 respondents never experienced online shopping, 64 respondents did online shopping rarely, and 57 (for both) respondents performed online shopping occasionally and frequently (*Table 1*).

**Table 01:** Sample Data Characteristics.

Sample	Category	Proportionate
Gender	Male	50.8 %
	Female	49.2 %
Age	Below 18 Years	18.5 %
	18 – 28 Years	20.1 %
	29 – 38 Years	20.1 %
	39 – 48 Years	20.6 %
	More than 48 Years	20.8 %
Education	Matriculation	20.8 %
	Intermediate	22.4 %
	Bachelor's	27.6 %
	Master's	20.6 %
Shopping Online Frequency	Doctor of Philosophy (PhD)	8.60 %
	Never	5.20 %
	Rarely	32.6 %
	Occasionally	32.0 %
	Frequently	30.2 %

### Normality Analysis

For the scrubbing of data, multiple statistical analysis was performed to check the missing value and normality in the data. The normality of the dataset was analysed by the value of kurtosis and skewness (Abbas et al., 2022; Pallant, 2005). Kurtosis value interprets how long data go away from the point of mean, while skewness value shows the data status regarding mean, mode, and median comparative among each other (Demir, 2022). Previous studies suggested different acceptable ranges for the normal distribution of data. Some suggest between  $\pm 1$  (Bulmer, 1979),  $\pm 1.5$  (Tabachnick & Fidell, 2013), and  $\pm 2$  (Gravetter & Wallnau, 2014; Field, 2013; George & Mallery, 2010) while others suggest  $\pm 2$  for skewness and  $\pm 7$  for kurtosis (Hair et al., 2010; Byrne, 2010). Kline (2011) recommended that normality cannot be attained outside the value that ranges between  $\pm 3$  for skewness and  $\pm 10$  for kurtosis. *Table 02* shows that the data is probably normally distributed according to the above-defined parameters. Moreover, no missing value was found as all responses lie in the range of strongly disagree to strongly agree.



**Table 02: Data Normality**

Factor	Skewness		Kurtosis	
	Statistics	Std. Error	Statistics	Std. Error
Perceived Value of Philanthropy	-.540	.125	.637	.248
Perceived Impact of Philanthropy	.572	.125	.848	.248
Perceived Trustworthiness of Philanthropy	-.705	.125	-.626	.248
Spiritual Satisfaction	.562	.125	-.732	.248
Patience on Delayed Delivery	-.594	.125	-.562	.248

## Reliability

Reliability analysis examines the consistency and stability of the tool results (Carmines & Zeller, 1979). Cronbach's Alpha ( $\alpha$ ) and Composite Reliability (CR) are the two common methods for determining reliability. As per Hair et al., (2018), Cronbach's Alpha ( $\alpha$ ) and Composite Reliability (CR) value is accepted as it is greater than or equal to 0.7. To what extent does the collection of measurement items assess each latent variable, referred to as Composite Reliability (CR)? It plays an important role in the measurement of the model's internal consistency (Singh et al., 2024). *Table 03* highlights that Cronbach's Alpha ( $\alpha$ ) of the perceived value of philanthropy (PV), perceived impact of philanthropy (PI), perceived trustworthiness of philanthropy (PT), spiritual satisfaction (SS), and patience of consumer on delayed delivery (PD) are 0.921, 0.963, 0.916, 0.955, and 0.883 which is greater than 0.7 and interpreted as an excellent value. (Landis & Koch, 1977). In the case of perceived trustworthiness of philanthropy (PT) item PT5 of the measurement scale is deleted to influence the Cronbach's Alpha ( $\alpha$ ) value as it interrupted the overall  $\alpha$ -value of the variable. Moreover, the value of Composite Reliability (CR) of each variable is also greater than 0.7, which is according to the parameter that interprets all variables have excellent internal consistency. *Table 03* also shows that the factors loading of all items of variables is more than 0.6 which indicates perfect outer loading.

**Table 03: Reliability and Convergent Validity Analysis**

Constructs	Items	Factor Loadings	CR	AVE
Perceived Value of Philanthropy (PV)	PV1	0.916	0.943	0.807
	PV2	0.927		
	PV3	0.915		
	PV4	0.832		
Cronbach's Alpha				
0.921				

Perceived Impact of Philanthropy	PI1	0.951		
(PI)	PI2	0.987		
Cronbach's Alpha	PI3	0.957	0.967	0.932
0.963				
Perceived Trustworthiness of Philanthropy	PT1	0.830		
(PT)	PT2	0.936		
Cronbach's Alpha	PT3	0.908	0.934	0.799
0.916	PT4	0.897		
Spiritual Satisfaction	SS1	0.935		
(SS)	SS2	0.944		
Cronbach's Alpha	SS3	0.894	0.973	0.845
0.955	SS4	0.911		
	SS5	0.911		
Patience on Delayed Delivery	PD1	0.803		
(PD)	PD2	0.799		
Cronbach's Alpha	PD3	0.847	0.948	0.664
0.883	PD4	0.820		
	PD5	0.804		

## Convergent Validity

When a group of items is utilized in measuring latent variables Convergent validity (CV) is executed. It is examined through the value of Average Variance Extracted (AVE). If the value of Average Variance Extracted (AVE) is more than 0.5 it means Convergent Validity (CV) is established (Lim, 2024). *Table 03* reports that all AVE values are under the criteria which shows the existence of Convergent Validity.

## Discriminant Validity

To examine the Discriminant Validity (DV) numerous criteria are performed but this study uses the Heterotrait Monotrait Ratio (HTMT) which says Discriminant Validity (DV) is set among constructs when its value is less than 0.9 (Gorai et al., 2024). *Table 04* gives insight that all the values of off-diagonal are not more than the diagonal value which is the indicator of the establishment of Discriminant Validity (DV) among constructs.

**Table 04:** *Discriminant Validity of Model*

	PD	PI	PT	PV	SS
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PD				
PI	<b>0.197</b>			
PT	0.184	<b>0.130</b>		
PV	0.032	0.100	<b>0.044</b>	
SS	0.184	0.269	0.319	<b>0.099</b>

## R<sup>2</sup> Value

To check the impact of the independent variable over the dependent variable the value of R<sup>2</sup> is used. A value less than 0.25 shows a weak association, between 0.25 and 0.50 shows a moderate association and greater than 0.50 shows a strong association between independent and dependent variables (Purwanto & Sudargini, 2021; Hair et al., 2019).

Table 05 below shows that the patience of consumers on delayed delivery (dependent variable) was affected by 32 percent by the perceived value of philanthropy, the perceived impact of philanthropy, and the perceived trustworthiness of philanthropy (independent variables). Furthermore, spiritual Satisfaction (mediating variable) was affected by 46 percent by the PV, PI, and PT independent variables. Both R<sup>2</sup> values lie between 0.25 and 0.50 so, it represents a moderate association.

*Table 05: Structural Model Fit*

	R <sup>2</sup> Value
PD	0.329
SS	0.468

## Direct Relationship

To analysis, the relationship among variables used in the research bootstrapping present in the Structural Equation Modelling (SEM) is employed. The criteria for the p-value are the same as 0.05, a value less than this line indicates a positive influence otherwise vice versa (Singh et al., 2024; Thakkar, 2020) and for the t-value, it must be more than 1.96 (Marliyah et al., 2021; Winship & Zhuo, 2020).

After applying a non-parametric procedure (id est. Bootstrapping) Table 06 below revealed that the perceived value of philanthropy ( $\beta = 0.261$ , t-value=5.062, p-value= 0.00), perceived impact of philanthropy ( $\beta=0.160$ , t-value=3.598, p-value=0.00), and perceived trustworthiness of philanthropy ( $\beta=0.201$ , t-value=2.254, p-value=0.012) positively influence the patience of consumers on delayed delivery as all variables have p-value < 0.05 and t-value > 1.96. So, hypotheses H<sub>1</sub>, H<sub>2</sub>, and H<sub>3</sub> support the argument developed above after analysis of the previous literature.

*Table 06: Direct Relationships*

B	t-value	p-value	Decision
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PV – PD	0.261	5.062	0.000	Supported
PI – PD	0.160	3.598	0.000	Supported
PT – PD	0.201	2.254	0.012	Supported

### Mediation Relationship

Additionally, on the other hand, it has been seen that spiritual satisfaction (SS) positively plays the script of mediation among the perceived trustworthiness of philanthropy (PT) and the patience of consumers on delayed delivery (PD), but it fails to execute the script of intervention with the perceived value of philanthropy (PV), perceived impact of philanthropy (PI) and the patience of consumer on delayed delivery (PD).

So, considering the analysis *Table 07* shows that  $H_6$  ( $\beta=0.138$ ,  $t\text{-value}=2.247$ ,  $p\text{-value}=0.012$ ) supported the argument as the value of  $p < 0.05$  and the value of  $t > 1.96$  while  $H_4$  ( $\beta=-0.001$ ,  $t\text{-value}=0.110$ ,  $p\text{-value}=0.456$ ), and  $H_5$  ( $\beta=0.011$ ,  $t\text{-value}=1.060$ ,  $p\text{-value}=0.145$ ) did not as their  $p\text{-value}$  and  $t\text{-value}$  not meet the defined-criteria.

**Table 07:** Mediation Relationships

	<b>B</b>	<b>t-value</b>	<b>p-value</b>	<b>C. I (5%)</b>	<b>C. I (95%)</b>	<b>Decision</b>
PV – SS – PD	-0.001	0.110	0.456	-0.021	0.019	Not Supported
PI – SS – PD	0.011	1.060	0.145	-0.003	0.028	Not Supported
PT – SS – PD	0.138	2.247	0.012	0.038	0.239	Supported

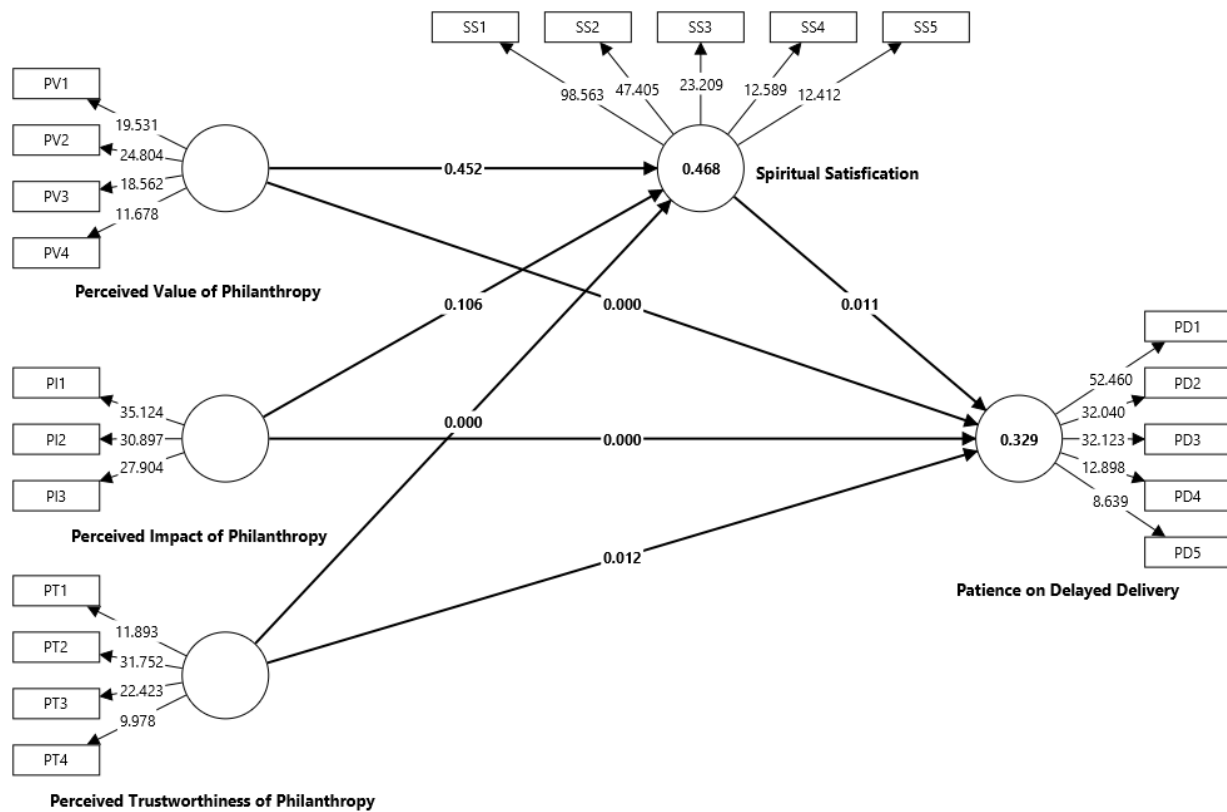


Figure 02: Path Structure and Coefficients

## DISCUSSION

### Theoretical Implication

To understand the influence of the perceived variables of philanthropy (id est. the perceived value of philanthropy (PV), the perceived impact of philanthropy (PI), and the perceived trustworthiness (PT) of philanthropy) on the patience of consumers during delayed delivery (PD) while spiritual satisfaction (SS) mediates their relationship this study was conducted. The interpretation after the analysis is that the perceived value of philanthropy (PV), the perceived impact of philanthropy (PI), and the perceived trustworthiness of philanthropy (PT) positively influence the consumer to practice patience during delayed delivery (PD).

When consumers perceive their philanthropy (donation) as valuable, and impactful and at the same time the behavior of perceived trustworthiness is developed in them this motivates them to practice patience when delivery is delayed. Additionally, spiritual satisfaction (SS) also effectively mediates the relationships between the perceived trustworthiness of philanthropy (PT) and the patience of consumers on delayed delivery (PD), which means when the consumers perceive their philanthropy (donation) will be consumed honestly for the welfare of society by the entity they trust.

The perception of trustworthiness fleshes out this will develop a spiritual circle of satisfaction around them that motive to practice more patience when delivery is delayed because they consider it a profitable deal. These results also match with the previous literature outcomes (Collado et al., 2024; Pai et al., 2024; Ngoc Quang et al., 2023; Deng et al., 2022; Taghizadeh Kerman, 2022; Seyed et al., 2021; Pazit et al., 2015; Constantino et al., 2010), but the area of the research might be different. Furthermore, the study highlights

that instead of the perceived trustworthiness of philanthropy (PT), spiritual satisfaction (SS) doesn't make any mediating relationship with other variables.

So, this study contributes valuable enhancement to the literature by examining the intervention effect of spiritual satisfaction (SS) which is one step next to life satisfaction. Moreover, on the grounds of Social Exchange Theory, this study contributes by defining the beneficial linkage of cost-benefit exchange among perceived variables of philanthropy (value, impact & trustworthiness), spiritual satisfaction, and patience of consumers on delayed delivery in the service literature that will be useful for academic researchers.

## **Practical Implication**

This research gives valuable insight to practitioners to adopt discounts as an incentive strategy along with donations to overcome a load of quick delivery expenses. The results show that consumers practice patience during delayed delivery when they perceive their sacrifice has an impactful and valuable effect on the well-being of society. The study also recommends that the businesses that will be considered for donation make stronger relationships with their consumers because the spiritual satisfaction of the consumer is playing a crucial part in it. Besides this, for better outcomes and to gain consumer trust, businesses should be transparent in reporting and policies, clearly communicate with consumers, be professional, and give testimonials of the impact.

## **CUSTOMER PRECAUTIONS**

Honesty and deception are all around us, whether in our lives or even inside the luxurious architectures of corporations. But there is a plural word called precautions that may help you in the market, which ensures your donation money will move towards legitimate sources and social causes. These are the essential precautions you should take before welcoming the donation feature offered by the market on delayed delivery.

**Verification of the Business:** Verification of authenticity, legitimacy, and credibility of the business through its registration, unique identification number allotted by the government, and its tax position.

**Ensure Professionalism:** Ensure the professionalism of the business through the security protocols implemented on the website to secure buyer transactions and other personal information. Security protocols like HTTPS, SSL/TLS, and 2FA or MFA are compulsory.

**Transparency in Privacy Policy:** Make sure the business has transparency in its privacy policy. The knowledge of the ways your data is collected, processed, and used is significant for you to avoid any misuse of your data by others.

**Professional Reviews:** The viewpoint of the professionals is considered a good attitude before confirmation of any judgement. So, going through professional reviews on the platform is important and useful.

**Check Out Donation Transparency and Effect:** Identify the donation transparency of the business through annual financial reports because legitimate and trustworthy businesses issue their reports annually. Furthermore, ensure pieces of real-time evidence (like the amount of poor people they feed or schools they constructed, etc), statistics, and previous donations effects.

**Cross-Check Through Charity Organization:** If the business claims that it channels the donated money to the beneficiaries through charitable organizations. Then contact those charity organizations to cross-check the claim of the business and as well credibility of the charity organizations.

## Conclusion

The highly competitive environment of the market where consumer needs and satisfaction are centric to gain competitive advantage. But for the fulfillment of every need and satisfaction of the consumer, ample resources are required which is not possible for businesses to meet. In this paper, we have pointed out one of such problems and tried to provide a solution. With the parallel of discount offered by businesses on the delayed delivery the implication of donation will also be beneficial for businesses under limited resources because perceived value, impact, and trustworthiness based on social exchange theory make a positive significant impact on the patience of the consumers that further influence their spiritual satisfaction and build a strong relationship between them and businesses. But transparency in the process to gain the trust of the consumer is important and the consumer also takes precautions in account for streamlining the process.

## Limitation

The study only examines the influence of three perceived variables of philanthropy which defined 32% of the patience of consumers during delayed delivery (dependent variable) and 46% of the spiritual satisfaction (mediating variable) variables which means other perceived variables exist that explain the leftover percentage. Furthermore, the paper is limited to sample size, area, and snow-ball technique.

## Future Recommendation

In the future, scholars can identify other perceived variables from the literature and their relationship with the patience of the consumer on delayed delivery. They can further enhance the sample size and do cross-area comparisons for better results. Additionally, different sampling techniques like random, voluntary, and purposive (et cetera) can be applied.

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