

In the long term, the consequences of customer dissatisfaction can have more far-reaching effects:

Damage to Brand Reputation: Prolonged customer dissatisfaction can severely damage the e-commerce platform's brand reputation.

Legal and Regulatory Risks: Persistent issues with delayed deliveries and incorrect shipments may expose the e-commerce platform to legal liabilities and regulatory scrutiny.

Decline in Market Share: Continued customer dissatisfaction may lead to a decline in market share as competitors capitalize on the e-commerce platform's weaknesses.

Negative word-of-mouth and online reviews can persist over time, making it challenging to rebuild trust and credibility among consumers.