

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.