Informal contracts' influence on shipping efficiency: a customer- perspective of package delivery agent

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Keywords: courier services, package delivery agents, informal contract, trust.
Abstract: Understanding the role of informal agreements can help delivery services prioritize customer preferences, leading to improved service quality and customer satisfaction. Unfortunately, where there are gaps either on general understanding of communication stand in-between the different of failure and success. This qualitative research study delves into the dynamics of informal contracts between customers and package delivery agents, and their impact on the efficiency of the shipping process. The research aims to gain a deeper understanding of how these unwritten agreements affect various aspects of the delivery process from both the customer and delivery agent viewpoints. Through in-depth interviews and thematic analysis, this study sheds light on the nuances of these informal arrangements and their role in shaping the overall shipping experience. The study revealed that informal agreements play a significant role in package delivery experiences. Participants described unspoken arrangements formed through trust and effective communication. Adherence to these agreements positively influenced service efficiency, with prioritized deliveries and improved accuracy. However, deviations from agreements led to emotional reactions such as frustration and disappointment, impacting the perceived trustworthiness of the delivery service. Additionally, the study highlighted cultural variations in the adoption of informal agreements and the importance of clear communication in establishing and maintaining these arrangements.

1 Introduction

The courier service represents the final and pivotal stage within the Internet shopping procedure [1]. Register Courier services frequently assumed the dual responsibility of packaging and transporting or delivering goods. The demand for courier services in Malaysia has witnessed a surge during Covid-19 pandemic [2]. The increasing need for shipping has played a significant role in the formation of numerous entities Courier services [3]. The current state of affairs has advanced to the extent where courier firms are now engaging in collaborations with agents. The agents are responsible for the transportation and delivery of packages, as facilitated by courier services. In Malaysia, agents refer to individuals or small groups who undertake the task of collecting parcels on behalf of courier services. These agents engage in a door-to-door approach to facilitate the delivery and collection of shipments. Subsequently, the package is transferred to a courier service for transportation, whereupon the individuals involved receive a remuneration from the courier service. Moreover, they generate a profit from their customers as well. The individuals in question lack a valid business license and mostly engage in transactions with their immediate social circle and relatives, or by affiliating themselves with different wholesale entities. Due to the high level of trust bestowed upon them by their consumers, the latter refrain from engaging in any formal contractual agreement when entrusting their items for delivery.

Occasionally, these entities may generate sales for wholesale enterprises, whilst in other instances, they are employed for the purpose of facilitating the transportation of goods. Regardless of the circumstances, they are consistently valuable.

There is a lack of research on both the standard operating practices that these package delivery agents adhered to and their operation as a result of the fact that these package delivery agents are not registered and that their business does not follow any formal procedures. They also deliver their services on a "Informal Contract" basis, which is the fundamental reason why they do not yet have a standard operating procedure in place. Considering the potential problems that may result from "Informal Contracts" associated with package delivery services, problems include the possibility that packages may be delivered late, lost, damaged, or in the wrong location [4]. This study believes it is vital to analyse, from the customer's point of view, the shipping operation efficiency of package delivery agents who work on informal contracts in order to determine how effective their shipping operations are.

De Oliveira et al. [5] have demonstrated that in Brazil, despite the existence of legal regulations governing motorcycle courier activity, a considerable fraction of the workforce involved in this sector operates informally. The efficiency of motorcycle couriers is adversely affected by the imposition of delivery charges, suggesting that the

implementation of a fee-free delivery policy may provide favourable outcomes in terms of delivery performance and the overall count of motorcycle couriers. The implementation of training programs focused on financial and career management has the potential to enhance the productivity levels of motorcycle couriers. There is a need to establish trust when it comes to logistic operation [6]. Specifically, in delivery services, to the point where currently based on trust, drone-based package delivery logistics systems are produced [7-10]. Considering that their interest in optimizing package delivery service within the research communities. The main aim of this study is to examine the effects of informal contracts formed between package delivery service personnel and clients on the whole shipping process. The contemporary e-commerce environment has experienced a notable increase in the transportation of packages, and the contacts between clients and package delivery agents have emerged as crucial factors in influencing the effectiveness of the shipping procedure. Formal contracts are commonly employed to regulate business transactions, although the influence of informal agreements and implicit expectations is as noteworthy inside this sphere. The objectives of this study are:

To Investigate the Formation and Nature of Informal Contracts in Package Delivery Services

To Assess the Impact of Informal Contracts on Shipping Efficiency and Customer Satisfaction

These two objectives of study would synergistically contribute to a holistic comprehension of the role and impact of informal contracts in the package delivery process. The primary aim of the initial objective is to examine the fundamental mechanisms that underpin these agreements. Conversely, the subsequent objective aims to explore the tangible consequences and ramifications that these agreements have on the diverse players engaged in the shipping process.

2   Theoretical framework

There exist numerous theories pertaining to the concept of "Informal Contract." When examining its application in the context of package delivery services, as well as the agents involved in facilitating these services and their customers, additional theories emerge that elucidate the potential impact and provide a practical framework for implementation. Given the purpose of adopting theories to facilitate the attainment of specified research objectives, this study aims to select theories that align with their potential to contribute to the realization of the suggested research objectives. Therefore, in order to accomplish the two research objectives pertaining to the impact of informal contracts on shipping efficiency from the standpoint of customer-package delivery agents, it is necessary to consider several theories from diverse fields.

Regarding the study's objective 1, which pertains to the examination of the development and characteristics of informal contracts in package delivery services, the theories employed include the "Social Contract Theory,"

"Communication Theories," and "Trust Theory." The rationale behind the adoption of theories stems from the fact that the "Social Contract Theory" delves into the tacit agreements and standards that regulate interactions within a given society [11]. The concept can offer a theoretical structure for comprehending the emergence of informal contracts as unexpressed agreements rooted on commonly held cultural norms [12]. In a similar vein, the field of "Communication Theories" provides insights into the processes by which participants in communicative exchanges transmit and interpret messages [13]. Understanding how clients and delivery agents negotiate and develop informal agreements is crucial in this context [14]. The concept of "Trust Theory" posits the framework of "Trustworthiness-Trust-Credibility" as a means to elucidate the process of establishing and sustaining trust within interpersonal connections [15]. The examination of trust's role in the establishment of informal contracts holds significant relevance in comprehending this phenomenon [16].

Regarding research objective 2, the assessment of the impact of Informal Contracts on shipping efficiency and customer satisfaction incorporates the utilization of several theories. These theories include "Service Quality Theories," "Expectancy Disconfirmation Theory," "Agency Theory," and "Behavioural Economics Theories." The rationale behind the adoption of these theories stems from their ability to evaluate service quality characteristics and customer happiness, as evidenced by the Service Quality Theories [17]. The approach presented herein offers a theoretical lens through which to examine the potential influence of informal contracts on key dimensions such as responsiveness, reliability, and assurance within the context of package delivery services. [18] The concept of "Expectancy Disconfirmation Theory" elucidates the process by which customers develop evaluations of satisfaction by comparing the disparity between their initial expectations and the subsequent real experiences [19-20]. This study aims to investigate the impact of adherence to informal contracts on customer satisfaction. Moreover, the concept of "Agency Theory" serves to investigate the dynamics of the principal-agent interaction and its use in analysing the impact of informal contracts on the behaviour of customers and delivery workers [21]. The utilization of this approach facilitates the examination of matters such as moral hazard and the extent to which informal agreements effectively align incentives [22]. The concept of "Cultural Theories" pertains to the study of culture and its characteristics, aiming to elucidate the influence of cultural elements on the perception and realization of informal contracts, particularly in cross-cultural settings [23]. The theories of "Behavioural Economics" offer valuable insights into the decision-making processes of individuals when faced with unclear circumstances [24]. This aspect holds significance in comprehending the impact of informal contracts on decision-making within the realm of delivery interactions.

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These theories can be employed in conjunction with each study objective to build a comprehensive theoretical framework that guides the research design, data collection, analysis, and interpretation of results. The aforementioned findings serve to situate the research within the existing scholarly literature, providing insights into the complex dynamics related to informal contracts and their impact on shipping effectiveness and customer contentment.

While a multitude of causes can conceivably be associated with these research. The theories employed in this study are oriented towards achieving the research aims. Other theoretical frameworks that can be associated with the examination of the influence of informal contracts on shipping efficiency, particularly from the perspective of customer-package delivery agents, encompass "E-commerce and Logistics theory" and "Customer-Service Provider Interactions". The academic discipline of "E-commerce and Logistics theory" has established a robust framework for examining the overarching trends in the growth of e-commerce and the simultaneous advancement of logistics and package delivery services [25]. This study comprises an examination of the challenges encountered in the final stage of delivery, sometimes referred to as last-mile delivery. It also investigates the preferences and demands of customers in relation to this aspect of the delivery process. Furthermore, it explores the role and impact of delivery agents within the larger e-commerce ecosystem. The theoretical framework referred to as "Customer-Service Provider Interactions" has been created to analyze the intricacies of communication, customer contentment, and the determinants that impact the overall delivery experience, particularly in the realm of delivery services [26].

Conducting research on service quality, efficiency, and customer perceptions in the logistics and delivery industry can provide significant insights into the multifaceted factors that impact the overall delivery process. This may involve inquiries regarding the efficacy of delivery velocity, accuracy, tracking systems, and the influence of technology within the given framework. The investigation into trust-building strategies between clients and delivery agents is of considerable importance in the present setting [27]. The examination of the initiation and perpetuation of trust in delivery interactions, together with its implications for the efficacy and proficiency of deliveries, has considerable academic importance. The incorporation of cultural and sociological elements in research provides a more holistic framework for understanding the impact of informal agreements on customer expectations and the conduct of delivery agents. It is crucial to do an analysis of the legal and ethical aspects pertaining to informal contracts within the domain of electronic commerce and the transportation of goods. This may entail discussions regarding consumer rights, duties, and obligations. Studies that focus on the customer experience, satisfaction, and their perceptions of service quality during delivery interactions have the potential to offer useful insights into the impact of informal agreements on their overall level of satisfaction [28]. The examination of the human-centric aspects of logistics and delivery services, encompassing the importance of empathy, communication, and personalized encounters, holds promise for providing a holistic comprehension of the ramifications of informal agreements. By utilizing qualitative research methodologies within the fields of consumer behaviour and service interactions, relevant studies can provide useful insights into the subjective experiences, feelings, and motivations demonstrated by both consumers and delivery employees.

3 Research methodology

The qualitative research methodology is a research approach that prioritizes the comprehension and interpretation of the fundamental meanings, patterns, and intricacies of human behaviour, experiences, and social phenomena. Qualitative research is predicated upon the use of non-numerical data, encompassing textual information, visual representations, direct observations, and interviews, in order to comprehensively investigate the intricacies and depth of a certain subject matter [29-30]. The research methodology employed in this study is qualitative in nature, aiming to explore and gain insights into the intricate viewpoints, experiences, and behaviours of consumers and package delivery workers. Specifically, the focus is on understanding the impact of informal contracts on shipping efficiency. The research methodology utilizes many methodologies, including in-depth interviews, open-ended surveys, and thematic analysis, in order to gather comprehensive qualitative data. The objective of this research is to elucidate the fundamental motivations, emotions, and social dynamics that influence the establishment of informal contracts and their consequences on many facets of the package delivery procedure. This study aims to employ qualitative research methods in order to gain a comprehensive and profound comprehension of the intricate dynamics and subjective perceptions pertaining to informal agreements within the shipping industry.

3.1 Research design

The present study utilizes a qualitative research approach, facilitating a comprehensive examination of the complex dynamics associated with informal contracts. Qualitative research is well-suited for comprehending the subjective experiences and viewpoints of persons.

3.1.1 Population of the study and sampling

Given that this study is qualitative in nature, it necessitates a limited number of representative individuals from a given community. Typically, the population under study is estimated and pertains to the total number of individuals or topics being examined. The procedure of estimating the study population involves the identification of potential participants who are individuals employed as package delivery agents, as well as their consumers. In

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particular, those situated inside the Malaysian environment, whether residing in Malaysia or utilizing Malaysian delivery services for the transportation of their packages either from Malaysia to any location or from any location to Malaysia. The topic under consideration holds significance in relation to the research problem.

The determination of sample size in qualitative research is guided by the "Principle of Theoretical Saturation." The concept of theoretical saturation can serve as a valuable framework for doing qualitative research. Empirical evidence suggests that in certain situations, a sample size of 12 may be sufficient to achieve data saturation within a generally homogeneous community [31]. According to Hennink and Kaiser [32], the point of saturation was achieved with a range of 9-17 interviews or 4-8 focus group talks. In a phenomenological study, Creswell [33] suggested conducting between 5 and 25 interviews, while for a grounded theory study, a range of 20-30 interviews was advised. Based on the aforementioned recommendations, the present study has successfully recruited a sample size of 10 participants for the interview.

There are ten individuals who serve as package delivery services agents, while six individuals assume the role of customers for these delivery agents. All clients who participated in the study got package deliveries from delivery agents representing different service providers. Therefore, this particular technique is referred to as purposive sampling, which is employed to guarantee the inclusion of a diverse variety of experiences.

3.1.2   Development of interview questions

The interview question is specifically designed to align with and serve as a subset of the study objectives. Therefore, two sets of interview questions have been devised to gather data that will fulfill both research objectives 1 and 2. All of the questions included in the study are open-ended in nature and have been subjected to a rigorous validation process involving three subject matter experts. As a result, a collection of interview questions that have undergone validation and correction was later generated (refer to Table 1 and Table 2).

Table 1 The research interview questions map to respective research objectives

Research Objective 1 Interview Questions: Investigate the Formation and Nature of Informal Contracts	Research Objective 2 Interview Questions: Assess the Impact of Informal Contracts on Shipping Efficiency and Customer Satisfaction
Expected Theme: *Formation of Informal Contracts*	**Expected Theme:** *Impact on Shipping Efficiency*
1 Could you provide an analysis of tacit agreements between clients and delivery agents? What were the specific terms that were involved in the matter under consideration?	Have you observed variations in the rate of delivery and level of precision in relation to the existence of informal agreements? What is the impact of these factors on one's level of satisfaction?
2 What is the role of communication in the establishment of informal contracts? Please provide instances when communication has influenced these agreements.	What is the effect of adhering to or deviating from an informal agreement on one's emotional experience during delivery?
3 The present inquiry seeks to examine the various aspects that lead to the establishment of trust between consumers and delivery agents. Additionally, this investigation aims to explore the relationship between trust and informal contracts.	What is the impact of informal agreements on the communication dynamics between consumers and delivery agents?
4 What is the influence of cultural or environmental elements on the interpretation of informal agreements in package deliveries?	Could you please provide an example of a situation in which a departure from an informal agreement led to discontentment? What were the circumstances that led to this occurrence?
5 Are there variations in informal agreements among different sorts of products? What is the influence of this on their formation?	To what extent can informal agreements impact the perception of predictability and reliability within the delivery process?
6 Illustrate cases in which informal agreements were not honored. What were the underlying factors that contributed to these outcomes, and in what ways did they influence your cognitive interpretation?	What is the impact of informal agreements on the probability of future utilization of the same delivery service provider?
7 What is your perception of the negotiation process involved in these informal agreements? Are there variations in the expectations?	Could you please cite instances that illustrate the influence of adhering to informal agreements on one's overall trust in the delivery agent and provider?
8 To what extent do prior interactions with agents or providers shape individuals' expectations and the establishment of informal agreements?	How can informal agreements impact one's capacity to offer feedback or express issues regarding the delivery process?

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The research approach employed in this study entails the use of in-depth semi-structured interviews with self-initiated expatriates, human resource managers, and organizational executives. The interview questions focus on the participants' personal experiences, their perspectives of package delivery services, and the influence of informal contracts in relation to the behaviours they have encountered. The interview questions are well aligned with the established study objectives. Consequently, considering the two research inquiries that have been presented, a series of interview inquiries was produced for each of them. Likewise, the forthcoming themes that are predicted to emerge following the completion of data collection for both the research goal 1 questions and research objective 2 questions have been formulated. The framework for research question 1 is to investigate individuals' perceptions regarding the establishment and characteristics of informal contracts. The objective of study question 2 is to investigate the perception regarding the influence of Informal contract on shipment efficiency and customer satisfaction.

3.1.3 Data collection

The primary method employed for data collecting in this study is the utilization of interviews. The interview process encompasses a sequence of procedures aimed at actively involving participants, collecting data, and acquiring a deeper understanding of their experiences and viewpoints. This will enable the study to capture the perception of informal contracts within the specific setting of package deliveries. The utilization of interviews in this context offers a valuable opportunity to delve into emerging themes and foster an environment where participants are encouraged to divulge their individual narratives. The interviews were performed with each and every participant. The individuals who met the research objectives and sampling criteria were contacted by telephone and face-to-face communication methods. They were provided with an introduction and explanation of the study's purpose, and were asked to participate.

Prior to conducting the interview, the researchers furnish the participants with a consent document that delineates the study's objectives, the interview methodology, the participants' entitlements, and the safeguards implemented to ensure confidentiality. All participants thoroughly read and comprehended the contents of the consent form, and afterwards provided their signature as an indication of their voluntary agreement to participate in the study. All interviews were conducted utilizing an online platform, with each participant conducting their interview at a different time. The participants have reached a consensus to record the interviews in order to assure precise transcription at a later stage.

3.2 Data analysis

Thematic analysis was employed as a methodological approach to discern and ascertain repeating patterns, themes, and categories within the dataset obtained from the interviews. The analytical method encompasses a series of iterative stages that include coding, categorization, and topic development. Table 2 presents the main topic "formation of informal contracts" together with the significant subthemes that have emerged, the linked quotations, and the coding created for this study.

Table 2 The analytical extractions of the findings main theme "formation of informal contracts"

	Subthemes	Sample Quotations	Code
1	Some examples of informal deals and the terms of those agreements.	"I remember once leaving the package with neighbor when customer was out of town."	we find mutual understanding
2	How communication affects the way informal deals are made.	"When I inquired... it was a foregone conclusion."	Effective negotiation through communication
3	How trust and making informal deals are related.	"Trust is crucial... reliable."	Trust enhancing informal agreements
4	Culture has an effect on how informal deals are interpreted.	Cultural differences are less frequent.	Cultural influence on agreement norms
5	How different kinds of products affect making informal deals.	"For fragile items... an unspoken rule."	Item-specific agreement nuances
6	What people think when informal deals are broken.	Once the product is complete... commitment to these agreements ends.	Trust end by breaching agreements
7	A participant's view on how informal deals are negotiated.	"I've discovered... ensures a smooth operation."	Agreement negotiation dynamics
8	How events from the past affect making informal agreements.	"I had a great... without a formal agreement."	Agreements shaped by historical experiences.

In a similar vein, the primary themes of "Impact on Shipping Efficiency" have given rise to several significant subthemes. This study has identified and presented these subthemes, together with the corresponding quotations and the coding system employed, in Table 3.

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Table 3 The analytical extractions of the findings main theme "impact on shipping efficiency"

	Subthemes	Sample Quotations	Code
1	informal deals affect how fast and happy customers are with delivery.	"It's like they prioritize... stick to it."	Improved service and contentment
2	Emotional experience tied to whether or not informal deals are kept or broken.	"When the delivery agent... trust we built was broken."	Emotional impact of agreement outcomes
3	informal deals change the way people talk to each other.	"Having a clear agreement... focused... efficient."	Structured and focused communication
4	Unhappy because an informal deal wasn't kept.	"I wasn't home... it was raining... disappointed."	Disappointment due to agreement breach
5	Informal deals have made things more predictable and reliable.	"When there's an agreement... secure."	Increased reliability and confidence
6	informal deals affect the choice of service provider in the future.	"When they respect our agreements... choose them again."	Positive experience shaping loyalty
7	Trust is increased when people stick to informal deals.	"When the delivery agent fulfills... care about delivering a good service."	Trust enhancement through agreement fulfillment
8	informal agreements supply feedback	"I didn't want to complain... awkward for future deliveries."	Feedback reluctance due to agreements

4 Presentation of the results and discussion

In the context of qualitative research, it is common practice to condense the fundamental aspects of participants' experiences and viewpoints into concise sentences that effectively capture the key themes of their responses. These interpreted statements offer a framework for comprehending the subtleties and complexities of the research goals. This essay explores the interpreted phrases that are formed from interview responses, emphasizing the valuable insights that can be obtained from these condensed formulations.

4.1 The principal finding on the formation and nature of informal contracts

The primary finding pertaining to the first study's objective centers around the concepts of "Mutual Understanding and Arrangement (MUA)", "Effective Negotiation through Communication (ENC)", and "Trust Enhancing Informal Agreements (TEIA)" as the ultimate themes after undergoing pre-processing. The acronym MUA refers to the concept of mutual understanding and arrangement, which commonly serves as the foundation for the establishment of informal contracts between clients and delivery agents. This situation illustrates the implicit but mutually understood agreements that evolve over a period of time, embodying the confidence and dependability that parties attribute to such arrangements. This highlights the significance of communication, encompassing both verbal and nonverbal forms, in facilitating such agreements, thereby guaranteeing the fulfilment of client wishes even in the absence of formal written records. The significance of communication in influencing informal agreements is emphasized by ENC. The experiences of the participants highlight the significance of excellent communication in facilitating the negotiation process. The concept of Effective Communication and Negotiation (ENC) posits that when customers effectively express their preferences

and delivery personnel duly acknowledge them, it fosters a tacit agreement that manifests a mutual comprehension. This approach provides insight into the underlying processes of negotiation that extend beyond the apparent terms. The concept of TEIA refers to the dynamic relationship between trust and informal agreements. The participants place significant emphasis on the notion that trust plays a pivotal role in the establishment of these agreements. Customers establish a perception of dependability that extends beyond basic transactions by confiding in delivery personnel with their items and preferences. The aforementioned expression denotes that the existence of trust amplifies the inclination of individuals to partake in implicit agreements, hence facilitating more seamless interactions.

Among some of the key perceptions of the participant on Informal contract instances and the terms involved, one participant reveals that:

"Yes, we agreed that if I'm not home, they could leave the package with my neighbor. We never really talked about it, but it's kind of become a rule. They agreed to leave it next door and leave me a note in my mailbox."

This shows that an informal contract can be made even if there isn't a written deal. Instead, it's more like a mutual understanding that has grown over time. As part of the deal, the package will be left next door and the customer will be told by a note left in their mailbox. This arrangement shows how trust and familiarity can lead to a practical agreement that makes it easier to give something when the recipient isn't around. Also, when it came to how delivery agents and their customers communicated about informal contracts for no-delivery services, one responder said that:

"It's important to talk. Once, I asked if they could deliver after 6 PM, and the service person said yes. Since

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then, they text me every time I get a package to confirm the time. It's like an unwritten agreement that we've made by talking things out."

This shows that good communication is very important in this situation. Because of this, the person delivering the packages now sends a text message to the customer to confirm when the package will be delivered. This unspoken agreement, which was made possible by clear communication, shows how a shared understanding has been reached, making arrival times more accurate and in sync. Also, when asked about the things that help customers and delivery workers build trust and how trust relates to informal contracts, some respondents gave similar answers. One of them said,

"Trust is very important in this process. We trust them more the more times they've done what we've asked. It works both ways, and when we trust them to do what we ask, we're more likely to make these informal deals with them because we know they'll keep to them".

This shows that trust is an important part of delivering packages. It says that trust between the sender and the receiver grows as the delivery people always follow the recipient's wishes. When people trust each other, they can make informal deals. It's the idea that if they trust the delivery people to do what they ask; they'll be more likely to go along with these unspoken agreements because they know the delivery people will listen to their wishes. Lastly, one respondent says this about the role of cultural or contextual factors:

"Cultural factors do play a part. I noticed that leaving a package with a neighbour wasn't as usual when I was abroad. So, it really depends on how people in that place do things. It might not be as common in all places."

This shows that different cultures have an effect on the way people leave items with their neighbours. It might not be accepted by everyone. Leaving a package with a neighbour might not be as usual in other places. This happens more or less often depending on cultural norms and local habits. This shows how important it is to think about cultural factors when trying to understand why informal agreements are used for package deliveries.

Theories can be linked to the finding. It was shown that "Mutual Understanding and Arrangement" is a map to "Social Contract Theory" The Social Contract Theory says that people in a society make unspoken deals to work together for the good of all. This idea fits with the words "Mutual Understanding and Arrangement." People involved in the delivery process make deals that aren't said out loud but are similar to social contracts. The theory helps reach the goal of the study by giving a framework for figuring out how mutual benefits, trust, and shared expectations lead to informal agreements. By using Social

Contract Theory, researchers can learn more about the reasons, rules, and underlying principles that lead these unspoken agreements.

"Effective Negotiation Through Communication" is a link to "Communication Theories" Communication theories explain how successful communication shapes how people interact with each other. In the context of "Effective Negotiation through Communication," these theories help reach the study goal by showing how shared meaning, clarity, and understanding are key to making informal agreements work. When researchers use Communication Theories, they can look at how people talk about their views, negotiate terms, and come to agreements through good communication, which leads to the formation of unspoken contracts.

"Trust Enhancing Informal Agreements" is a map to "Trust Theory" Trust Theory focuses on how trust affects how people deal with each other and with the world. In the context of "Trust Enhancing Informal Agreements," this theory helps reach the goal of the study by explaining how trust is the basis for these agreements. This phrase makes it clear that trust is important for unspoken deals to work. By using Trust Theory, researchers can find out what makes people trust each other, what role past events play, and how trust affects how willing people are to sign informal contracts.

4.2 The principal finding on the impact of informal contracts on shipping efficiency and customer satisfactions

As the final themes, "Improved Service and Contentment (ISC)," "Emotional Impact of Agreement Outcomes (EIAO)," and "Structured and Focused Communication (SFC)" are the most important results of study objective 2. In terms of ISC, it shows how informal deals affect how well shipping works and how happy customers are. By sticking to informal agreements, delivery workers make sure that certain customer preferences are given the most attention. This leads to better service, higher speed, and, in the end, happy customers. The phrase shows that informal deals aren't just about keeping to the terms of the agreement, but also about giving the customer what they want. EIAO shows how informal deals can have an emotional side. It emphasizes that these deals have a direct effect on how the people involved feel. When people follow or break informal deals, it makes them feel something, which affects how they think the service is and how trustworthy the provider is. This way of looking at it stresses how important these agreements are in shaping how customers feel about the delivery process. SFC shows how informal deals affect how people talk to each other. Participants say that these agreements structure their relationships and help them talk about things that have to do with delivery. The phrase emphasizes that informal agreements make communication easier, making sure that talks are purposeful and in line with what's expected in terms of delivery. This, in turn, makes work more efficient.

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One responder said,

"Definitely. When we have a deal, they seem to give my packages more attention. They try to follow the rules we've set up, which makes things much faster and more accurate. It makes me feel better and makes me more happy with their service."

This suggests that an informal understanding has a clear effect on how the delivery service treats the packages of customers. With a deal in place, it seems like the delivery service pays extra attention to the packages of customers. The delivery agents try hard to follow the rules that have been agreed upon by both parties. This makes deliveries happen faster and more accurately. This level of commitment and adherence to the rules gives customers a feeling of security and satisfaction, which makes their overall experience with the service a good one. In a similar way, one respondent said,

"One time they didn't follow the deal, and it was frustrating. I thought they would leave it with my friend, but they left it on my porch instead, where it got wet in the rain. It felt like the trust we had built up had been broken, and I was very upset."

This suggests that breaking the agreement made people unhappy, especially if the customers had counted on the delivery workers to keep their end of the deal. When they didn't, they were disappointed. The situation showed how important trust is in these kinds of arrangements and how its loss can lead to bad feelings. On the other hand, one respondent said this about the effect of informal agreements on how customers and delivery agents talk to each other:

"Having a clear understanding sets the tone for our conversations. I know what to expect, and they know what is important to me. So, we can talk to each other more clearly and effectively. It seems like we've always been on the same page."

This suggests that when customers and delivery agents have a clear agreement, it has a good effect on how they talk to each other. This clear understanding sets up a way for people to talk to each other. The customer knows what to expect, and the service people know what's most important to the customer. So, they can talk to each other in a more focused and efficient way. This shared understanding makes it easier for the two people to talk in a way that gets to the point. It's almost as if both sides start their interactions with the same idea, which makes dialogue easier and more effective. From a different point of view, one respondent said,

"It was frustrating to be disappointed, even if it was fixed later, because at first you feel like everything is over and there's nothing you can do about it."

This shows that initial sadness makes people feel like they've lost control and can't do anything about the situation. The customer says that the first feeling of sadness is so strong and overwhelming that it overshadows the fact that the problem was eventually fixed. This idea shows how the effects of emotional reactions can last even after problems are solved. "Improved Service and Contentment" maps to "E-commerce and Logistics Theory." "E-commerce and Logistics Theory" is especially important to "Improved Service and Contentment." This idea is about how to improve the customer experience by making the supply chain work better. For this study goal, it helps to understand how following informal agreements can improve service efficiency by making the delivery process run more smoothly. By studying the principles of logistics efficiency, researchers can figure out how keeping deals helps make deliveries faster and more accurate, which matches what people expect and makes them happier overall.

"Emotional Impact of Agreement Outcomes" is a map to "Affective Events Theory" The Affective Events Theory fits well with the term "Emotional Impact of Agreement Outcomes." This theory says that events cause emotional reactions, which then change how people act. For this study goal, the Affective Events Theory helps researchers understand how emotional responses are caused by sticking to or breaking informal agreements. Researchers can find out how people feel when their expectations are met, surpassed, or not met because of agreement results. This helps us understand how these feelings affect loyalty, future actions, and total interactions between customers and service providers.

"Customer-Service Provider Interactions" is a link to "Structured and Focused Communication." The idea of "Customer-Service Provider Interactions" fits perfectly with the phrase "Structured and Focused Communication." This theory looks at what happens when customers and service companies talk to each other. For this study goal, it helps to understand by showing how informal agreements structure how people talk to each other. Researchers can look at how the agreements guide the conversations of the people involved, making sure that the talks stay on delivery-related topics. When you know how these communication patterns work, you can see how efficient, focused conversations lead to better service.

5 Conclusion

In summary, this study explored the intricate realm of informal agreements established between package delivery agents and consumers, revealing a multifaceted network encompassing trust, communication, emotions, and service

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effectiveness. By conducting interviews and performing analysis, this study has provided insights into the genesis, impact, and dynamics of these implicit agreements, thereby enhancing our comprehension of their significance within the contemporary package delivery industry. The results revealed two notable research aims. Initially, the examination of the establishment and characteristics of these informal contracts revealed the significance of mutual comprehension, effective communication, and cultural subtleties in developing these arrangements. The participants recounted situations in which trust and familiarity facilitated the development of implicit understandings, obviating the necessity for explicit conversations. The importance of efficient communication has been identified as a crucial factor in the establishment of these agreements, serving as a means to negotiate preferences, terms, and expectations. Furthermore, the evaluation of the influence of informal contracts on the efficiency of shipping operations and the satisfaction of customers highlighted the interconnectedness between the adherence to contractual agreements and the quality of service provided. The participants provided accounts of situations in which these agreements resulted in the prioritization of delivery, precise implementation, and increased levels of satisfaction. On the other hand, when there were deviations from these agreements, it elicited intense emotional responses, highlighting the delicate nature of trust between customers and service providers. The findings of this study have broader ramifications that beyond the domain of package delivery. The authors place significant emphasis on the significance of establishing and sustaining trust within service encounters, while also noting the influence of cultural diversity and recognizing the emotional aspects of customer experiences. This study functions as a persuasive appeal for delivery services to give priority to client preferences, allocate resources towards effective communication techniques, and swiftly rectify any deviations in order to cultivate enduring connections. As this exploration of informal agreements in the realm of package delivery draws to a close, it becomes apparent that these implicit arrangements extend beyond simply logistical considerations. These entities symbolize the intricate fabric of human engagements, intricately intertwined with elements such as trust, anticipation, and communication. By acknowledging the importance of these insights and implementing corresponding actions, service providers can initiate a journey towards providing customized, streamlined, and emotionally impactful experiences that surpass mere package delivery and establish enduring relationships with their clientele.

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