A STUDY OF THE INFLUENCE OF PERCEIVED SOCIAL SUPPORT ON LIFE SATISFACTION OF ONLINE-PLATFORM COURIERS

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AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

In the context of China's rapidly expanding gig economy, online-platform couriers face mounting psychological and occupational pressures that may affect their overall well-being. This study investigated the influence of perceived social support on life satisfaction of couriers, and examined the mediating role of self-efficacy and the moderating role of professional identity. This study adopted a quantitative research design and used survey questionnaires collected from 372 couriers in Chengdu through both online and offline channels. Validated measurement scales were used, and data analysis was conducted using SPSS and AMOS. The results reveal that perceived social support has a significant positive effect on life satisfaction, both directly and indirectly through self-efficacy. Moreover, professional identity moderates the relationship between perceived social support and life satisfaction, amplifying the positive effect. These findings provide empirical support for psychological frameworks of well-being in gig work and offer practical recommendations for improving courier welfare through targeted interventions.

Keywords: online-platform couriers, self-efficacy, professional identity, social support, life satisfaction

ACKNOWLEDGEMENT

DECLARATION

I, YU YISHUANG, hereby declare that this Independent Study entitled "A STUDY OF THE INFLUENCE OF PERCEIVED SOCIAL SUPPORT ON LIFE SATISFACTION OF ONLINE-PLATFORM COURIERS" is an original work and has never been submitted to any academic institution for a degree.

(YU YISHUANG)

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Chapter 1 Introduction

1.1 Background of the Study

The rise of the gig economy — characterized by short-term, app-mediated employment — has rapidly transformed modern labour markets, offering flexibility and ease of entry for workers globally (World Bank, 2023). Among gig workers, food-delivery and courier riders represent a large yet vulnerable segment, facing inconsistent income, social isolation, and limited benefits, which often negatively affect their mental health and life satisfaction (Li, 2022; Allure, 2018).

Existing research on social support has demonstrated its critical role in enhancing individuals' psychological well-being by buffering stress and promoting positive emotions (Cobb, 1976; Brissette et al., 2002). Meanwhile, self-efficacy, the belief in one's capability to achieve goals, is a major determinant of coping, motivation, and satisfaction levels (Bandura, 1977). Professional identity, defined as the subjective attachment and sense of belonging to one's occupation, further strengthens engagement and well-being among workers, especially in emergent gig roles (Karriker et al., 2021)

However, little is known about how perceived social support, self-efficacy, and professional identity interrelate to influence the life satisfaction of online-platform couriers, a rapidly growing but socially marginalised group. Given the precarious nature of courier work and increasing policy attention (Financial Times, 2025), it is essential to investigate these psychological dynamics to inform targeted interventions and policy design.

1.2 Questions of the Study

In the context of China's rapidly growing gig economy, online-platform couriers are increasingly exposed to long working hours, unstable income, and limited occupational security, all of which may negatively impact their psychological well-being and life satisfaction. While perceived social support is widely recognized as a critical protective factor for mental health, the mechanisms through which it influences the life satisfaction of couriers remain underexplored. In particular, little is known about the psychological pathways, such as the mediating role of self-efficacy, and contextual factors—such as the moderating effect of professional identity, that shape this relationship. This lack of clarity limits the ability to design effective interventions to support couriers' well-being in this precarious form of employment.

1. Does perceived social support influence the life satisfaction of online-platform couriers?

2. Does perceived social support influence their self-efficacy?

3. Does self-efficacy influence their life satisfaction?

4. Does self-efficacy mediate the impact of perceived social support on life satisfaction?

5. Does professional identity moderate the effect of perceived social support on life satisfaction?

1.3 Objectives of the Study

1. To examine the influence of perceived social support on the life satisfaction of online-platform couriers.

2. To examine the influence of perceived social support on self-efficacy.

3. To examine the influence of self-efficacy on life satisfaction.

4. To investigate the mediating role of self-efficacy in the relationship between perceived social support and life satisfaction.

5. To investigate the moderating role of professional identity in the relationship between perceived social support and life satisfaction.

1.4 Scope of the Study

This cross-sectional study targeted actively employed online-platform couriers aged 18–55 in metropolitan Chengdu. It examined the four variables—perceived social support, self-efficacy, professional identity and life satisfaction—using validated self-report scales analysed with SPSS and AMOS.

1.5 Significance of the Study

This study contributes to the literature by constructing and empirically testing a comprehensive model that links perceived social support to life satisfaction among online-platform couriers, while introducing self-efficacy and professional identity as key psychological mechanisms. It enriches the theoretical understanding of how support systems influence well-being in precarious gig-economy occupations and extends the application of social support theory into the context of urban delivery work, an area that remains underexplored in mainstream academic discourse. By identifying both mediating and moderating pathways, the study advances multidimensional models of subjective well-being and occupational psychology.

On a practical level, the study offers actionable insights for delivery platforms, policymakers and the broader public. By highlighting the critical role of perceived social support, it suggests that enhancing couriers' social networks—through family, platform support or societal recognition—can significantly improve their life

satisfaction. The mediating role of self-efficacy underscores the importance of skill development and confidence-building interventions, while the moderating effect of professional identity points to the value of career recognition and identity reinforcement strategies. These findings can inform targeted policies and workplace improvements aimed at reducing stress and promoting the well-being of a rapidly growing and essential urban workforce.

1.6 Definition of Key Terms

Perceived social support refers to an individual's subjective evaluation of the availability and adequacy of support received from their social network, including family, friends, colleagues, and others. It emphasizes the individual's perception rather than the actual amount of support provided.

Life satisfaction is defined as a cognitive, global assessment of one's overall quality of life according to self-selected criteria. It represents the degree to which an individual feels content with their life as a whole, rather than with specific life domains.

Self-efficacy refers to an individual's belief in their capability to organize and execute the courses of action required to manage prospective situations. It affects how people think, feel, motivate themselves, and act when facing challenges.

Professional identity is defined as the degree to which individuals perceive themselves as belonging to a professional group and internalize its values, norms, and roles. It reflects the psychological attachment and commitment to one's profession.

Chapter 2 Literature Review

2.1 Online-Platform Couriers

Couriers play a vital role in the logistics industry. They are responsible for classifying items, packaging goods, confirming delivery addresses, and ensuring the timely delivery of packages to consumers. Traditional couriers typically perform tasks such as packing, transporting, sorting, delivering, and signing receipts, and occasionally resolve problems during the delivery process (Li et al., 2021).

In contrast, online delivery couriers (also known as gig couriers) receive orders through internet platforms. Their work includes order acceptance, pickup, riding for delivery, app operation, and real-time updates to customers on order status. This digitalized process heavily relies on modern technology such as smartphones, GPS tracking, and location-based services (Huang, 2019). Compared with traditional couriers, the workload for online couriers is more flexible but also more intense and diversified. They are not only responsible for delivering restaurant meals but also for a variety of products including fresh groceries and daily necessities (Zhou & Sun, 2020).

Online delivery couriers have become a "new infrastructure" of modern urban life. They not only boost socio-economic development but also bring great convenience to urban residents, becoming an indispensable part of city life (Jiang et al., 2020). However, online couriers face multiple challenges such as professional identity dilemmas, lack of social belonging, emotional strain, and survival pressure. These challenges are often overlooked, and society has not given enough attention and support to this group (Zhang & Chen, 2022). Enhancing understanding and support can help couriers better adapt to work conditions and realize their personal values, which in turn can improve their service quality and stability.

Currently, most academic research on couriers focuses on logistics systems, management efficiency, dispatch optimization, and algorithmic control (Sun & Liu, 2021). Although improving efficiency and service quality is important, the neglect of the social and psychological aspects limits our comprehensive understanding of online couriers. Compared with traditional full-time couriers, gig workers often experience more unstable incomes and working hours, leading to greater psychological and emotional fluctuations (Liu & Xu, 2020).

So far, existing studies on online couriers have mainly emphasized labor rights, platform governance, and policy regulation (Chen & Guo, 2022). Few studies have explored their professional identity, working status, or subjective well-being in a

systematic and empirical manner. Therefore, it is urgent to conduct in-depth empirical research on these issues to fill the gap.

In addition, topics such as traffic safety behavior (Zhang et al., 2019) and media portrayal of couriers have received limited scholarly attention. For instance, Zhang et al. (2019) examined food delivery couriers' red-light violations using the Theory of Planned Behavior, highlighting the behavioral risks associated with time pressures and order quotas. However, empirical studies on the professional identity, life satisfaction, and psychosocial health of couriers are still lacking. More comprehensive and systematic research is needed to bridge this knowledge gap and provide insights for improving their working conditions and societal recognition.

2.2 Perceived Social Support

The concept of social support emerged in the 1960s within social psychology to explore how individuals utilize social networks to receive support. Social support is recognized as a critical component of interpersonal relationships, involving positive interactions that promote health or alleviate stress through instrumental help, emotional concern, or informational aid (Moak & Agrawal, 2010).

As research deepened, scholars distinguished between objective social support, tangible and existing support such as material assistance or stable relationships (e.g., marriage, family) and perceived social support—an individual's subjective feeling of being understood, respected, and cared for. Perceived social support reflects one's psychological evaluation of received support and deeply influences emotional and mental well-being, often proving more predictive than objective measures (Lakey & Drew, 1997; Pierce et al., 1991).

Samson et al. (1991) conceptualized perceived social support as the degree to which individuals feel respected, understood, and cared for. Liu (2014) later emphasized that perceived support reflects the satisfaction and emotional experience that stems from being valued within one's social network.

Therefore, in this study, perceived social support is defined as the extent to which online delivery couriers feel respected, understood, and supported by others in their environment.

2.3 Professional Identity

"Identity," also referred to as "identification," is a fundamental concept involving self-awareness, origins, and purpose. In philosophy, identity refers to the sameness and continuity of existence, involving abstract and dialectical thinking. However, in the

field of psychology, identity emphasizes individuals' psychological processes, particularly self-awareness and the development of the self-concept (Erikson, 1968).

The earliest psychological exploration of identity can be traced back to Sigmund Freud, who, in 1921, introduced the term "identification" to describe the emotional connection between an individual and another person. Under unconscious motivation, individuals tend to emulate and internalize the traits of another person, eventually forming a relatively stable psychological structure (Freud, 1961).

With the deepening of research, the concept of identity has gradually expanded to include the professional domain, giving rise to the concept of professional identity. In this context, it refers to an individual's perception of their profession's meaning, value, and social role.

Scholars have approached this from various perspectives. For example, Kremer and Hofman (1981) proposed that professional identity is shaped by individuals' cognitive and emotional experiences during professional activities. Ibarra (1999) argued that professional identity evolves through work experience, role experimentation, and social feedback. In the Chinese academic field, Shen (2007) emphasized that professional identity involves the emotional connection between individuals and their work, as well as the recognition of the value and purpose of their professional role.

Meanwhile, Yuan and Lee (2011) viewed professional identity as an individual's overall understanding of their profession and social positioning. They emphasized that professional identity is dynamic and context-dependent, shaped by changing environments, social roles, and stages of personal development.

In summary, based on existing studies and the particular context of gig workers such as food delivery personnel, this study defines professional identity as an individual's emotional and evaluative perception of their occupational value, social significance, and role meaning.

2.4 Self-Efficacy

The concept of self-efficacy was first proposed by American psychologist Bandura in 1977. He defined self-efficacy as an individual's belief in their ability to utilize their skills to complete a specific task or behavior (Bandura, 1977a). It is a psychological evaluation process of one's confidence in completing work. Notably, this sense of confidence is not static but fluctuates depending on the task and context. Bandura (1977b) emphasized the critical role of self-efficacy in task performance and self-regulation in his research on social learning theory.

As individuals' self-efficacy improves, they are better able to cope with life's challenges, enhancing their sense of achievement and life satisfaction. In the 21st century, Chinese scholars have further developed the self-efficacy theory. Based on Bandura's theoretical framework and empirical studies, new insights into self-efficacy have emerged. For instance, Zhou and Guo (2023) highlighted that self-efficacy refers to the confidence an individual possesses in their ability to complete specific tasks or duties.

With the deepening of research, the concept of self-efficacy has been widely introduced into various fields. In the vocational domain, self-efficacy has been defined differently by scholars. For example, Betz and Hackett (1986) conceptualized vocational self-efficacy as individuals' confidence in their ability to perform tasks in a specific occupational domain. Similarly, Abele and Spurk (2009) regarded vocational self-efficacy as an individual's positive belief and expectation about their capabilities in the professional environment.

Vocational self-efficacy plays a crucial role in career decision-making, career development, and job satisfaction. Based on this, the present study defines self-efficacy as vocational self-efficacy—specifically, delivery workers' subjective judgment of whether they can effectively complete work-related tasks or activities. It refers to their belief and confidence in applying relevant skills to accomplish occupational tasks.

2.5 Life Satisfaction

The concept of life satisfaction was first proposed by American social scientist Johnson in 1978. He defined life satisfaction as an individual's cognitive evaluation of the quality of their life based on personal standards over a certain period of time (Shin & Johnson, 1978). Subsequently, Diener defined life satisfaction as a general assessment of one's overall life and viewed it as a key indicator of subjective well-being (Diener, 1984). Suh and colleagues further emphasized that life satisfaction relies on the subjective standards of the evaluator and reflects an individual's comprehensive judgment of their life quality (Diener et al., 1998). Therefore, life satisfaction can be seen as an important indicator of overall life quality and is positively associated with physical and mental health, as well as well-being.

Through a review of the literature, it is found that Chinese researchers commonly adopt Johnson's definition when studying life satisfaction, which has gained widespread acceptance in the academic community. For instance, Su et al. (2007) and Li (2011) both emphasized the role of life satisfaction in reflecting an individual's psychological health and life quality, reinforcing Johnson's view that life satisfaction is a key psychological indicator. Life satisfaction significantly impacts an individual's

emotional experiences and behavioral motivations. It not only helps shape personal life goals but also guides behaviors toward those goals. This impact extends beyond the individual level, potentially producing ripple effects that influence entire societies, thereby serving as a key driving force for social development.

To sum up, based on the actual context of this study, life satisfaction is defined as the overall subjective cognitive evaluation made by delivery workers of their living conditions and quality of life over a relatively extended period or at a particular point in time.

2.6 Social Support Theory

Social Support Theory was proposed by Cobb and Kasl in the 1970s. The theory posits that when individuals face various challenges and stressors in life, the support they receive within their social networks—especially perceived support—has a significant impact on their mental well-being and ability to cope. Cobb (1976) believed that social support is a kind of emotional experience, essentially a sense of being loved, cared for, and respected, and can be sourced from family, friends, colleagues, or community organizations. Social support can take many forms, including emotional support, informational support, and instrumental support.

Brissette (1977) identified three coping mechanisms in the context of social support: problem-focused coping, emotion-focused coping, and efficient adjustment coping. Among them, emotion-focused coping has been emphasized by many researchers as it reflects how social support enhances individuals' emotional resilience. Regardless of whether the source of stress is internal or external, social support can serve as a protective factor that buffers the adverse effects of stress and promotes physical and mental health. Specifically, social support helps individuals better cope with stress, reducing negative emotions such as anxiety and depression, thus preserving their psychological health. At the same time, it promotes the achievement of personal goals and contributes to individuals' self-efficacy and sustained life satisfaction.

From the perspective of the motivation-protection model, social support, self-efficacy, and life satisfaction are positively correlated and mutually reinforcing. Therefore, applying Social Support Theory to this study enables a deeper understanding of how perceived social support, self-efficacy, and life satisfaction are interconnected among online-platform couriers.

2.7 Conceptual Framework

This study explores how perceived social support affects the life satisfaction of online-platform couriers and examines the roles of professional identity and self-

efficacy within that relationship. The ultimate goal is to provide an empirical basis for reducing couriers' life stress and enhancing their life satisfaction. Accordingly, perceived social support is treated as the independent variable, life satisfaction as the dependent variable, self-efficacy as a mediating variable, and professional identity as a moderating variable.
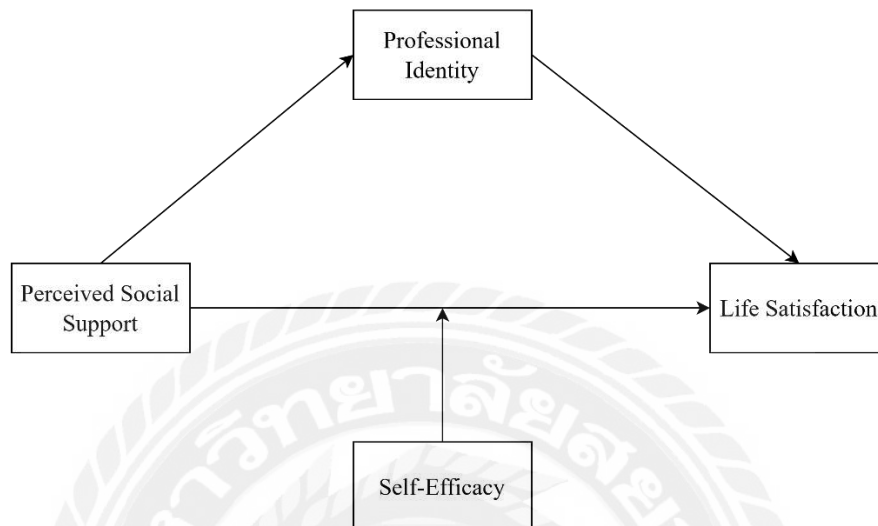

Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research design to examine the relationships among perceived social support, self-efficacy, professional identity, and life satisfaction of online-platform couriers. A total of 382 questionnaires were distributed, with 372 valid responses recovered, yielding an effective response rate of 97.4%. All participants provided informed consent prior to participation.

The questionnaire included validated measurement scales for all four constructs, each rated on a five-point Likert scale. Data were analysed using SPSS and AMOS. SPSS was used for reliability analysis (Cronbach's α), descriptive statistics, Pearson correlation, and PROCESS Macro Models 4 and 1 for testing mediation and moderation effects, respectively. AMOS was employed to perform Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to assess the validity of measurement models and evaluate the hypothesized structural relationships.

3.2 Questionnaire Design
3.2.1 Perceived Social Support Scale

This study adopted the Perceived Social Support Scale originally developed by Zimet et al (1988). and revised by Jiang et al. (1993) to measure the level of social support perceived by individuals. The scale includes three dimensions: support from family, friends, and significant others. In this study, "significant others" refers to colleagues, supervisors, or acquaintances. Each dimension consists of four items, totaling 12 items. Used 5-point scale (1 = strongly disagree, 5 = strongly agree). The higher the total score, the higher the level of perceived social support among online-platform couriers (Jiang et al., 1993; Zimet et al., 1988). The items are shown in Table 3.1 below.

Table 3.1 Perceived Social Support Scale

Dimension	No.	Item Content
Friend Support	ZG01	My friends can really help me.
	ZG02	I can rely on my friends when I encounter difficulties.
	ZG03	I can share both joy and sorrow with my friends.
	ZG04	I can talk to my friends when I have difficulties.
Family Support	ZG05	My family can provide me with practical help.
	ZG06	When needed, I can get emotional help and support from my family.
	ZG07	I can talk to my family when I encounter problems.

	ZG08	My family is willing to support my various decisions.
Other Support	ZG09	When I encounter difficulties, some people (e.g., colleagues, supervisors, relatives) will be there for me.
	ZG10	I can share joy and sorrow with some people (e.g., colleagues, supervisors, relatives).
	ZG11	When I face difficulties, the comfort I receive from some people (e.g., colleagues, supervisors, relatives) is helpful.
	ZG12	Some people (e.g., colleagues, supervisors, relatives) care about my feelings.

3.2.2 Professional Identity Scale

The Professional Identity Scale used in this study was adapted from the scale developed by Wei et al. (2013) in the context of primary and secondary school teachers in China. The revised scale consists of 14 items across three dimensions: professional value, professional behavior tendency, and professional belonging. The dimension of professional value contains 5 items, behavior tendency 5 items, and professional belonging 4 items. The scale adopts a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Higher total scores indicate a higher level of professional identity among online-platform couriers (Wei et al., 2013). The items are shown in Table 3.2 below.

Table 3.2 Professional Identity Scale

Dimension	No.	Item Content
Professional Value	ZY01	I feel proud to be an online-platform courier.
	ZY02	Being a courier helps me realize the value of life.
	ZY03	I am willing to identify myself as a courier.
	ZY04	I am a suitable person for courier work.
	ZY05	I believe courier work plays an important role in human social development.
Behavioral Tendency	ZY06	I will actively complete work tasks.
	ZY07	I always strive to complete delivery tasks.
	ZY08	I am willing to take on courier work within the scope of my duties.
	ZY09	I consciously comply with platform regulations in my work.
	ZY10	I actively establish good relationships with coworkers.
Sense of Belonging	ZY11	When I hear others speaking positively about couriers, I feel a sense of honor.
	ZY12	I care about how others view couriers.

	ZY13	When someone criticizes couriers without understanding the group, I feel insulted.
	ZY14	I care about how others treat couriers.

3.2.3 Self-Efficacy Scale

This study adopted the Self-Efficacy Scale, which was developed by Schwarzer and Jerusalem (1995), and translated and revised by Wang et al. (2001) in the Chinese context. The scale consists of 10 items and uses a single-dimension structure. A 5-point Likert scale was used (1 = strongly disagree, 5 = strongly agree). The higher the score, the stronger the respondent's self-efficacy (Wang et al., 2001). The scale items are listed in Table 3.3.

Table 3.3 Self-Efficacy Scale

Dimension	No.	Measurement Content
Self-Efficacy	ZW01	If I exert all my effort, I can solve problems that occur during delivery (e.g., unclear address, unresponsive customers).
	ZW02	Even when others doubt me, I believe in my own ability and methods to achieve goals (e.g., maintaining high order volume and low complaint rate).
	ZW03	I can remain firm and persistent (e.g., earning a stable income, pursuing promotion) and easily achieve delivery goals (e.g., high quantity and good reviews).
	ZW04	I believe I can quickly deal with all unexpected situations during delivery (e.g., order cancellation).
	ZW05	By using my intelligence and adaptability, I am confident in dealing with accidents like parcel damage.
	ZW06	As long as I put in enough effort, I firmly believe I can handle most difficulties (e.g., weather delays affecting delivery time).
	ZW07	I can stay calm and professional when facing difficulties (e.g., customer complaints, negative reviews).
	ZW08	When I encounter a difficult problem (e.g., unclear delivery requirements), I can calmly think of many possible solutions.
	ZW09	When I face obstacles (e.g., delivery delays, customer refusal), I can think of flexible ways to resolve the situation.
	ZW10	No matter what happens during delivery, I believe I have enough ability and confidence to handle it.

3.2.4 Life Satisfaction Scale

This study adopted the Life Satisfaction Scale developed by Diener et al. (1985) to assess the life satisfaction of online-platform couriers. The version used here was translated and revised by Xiong and Xu (2009) for Chinese participants. The scale contains five items and adopts a unidimensional structure. A 5-point Likert scale was used (1 = strongly disagree, 5 = strongly agree). Higher scores indicate greater life satisfaction (Diener et al., 1985; Xiong & Xu, 2009). The contents of the scale are shown in Table 3.4.

Table 3.4 Life Satisfaction Scale

Dimension	Code	Item Description
Life Satisfaction	SH01	My current life is close to my ideal.
	SH02	My life conditions are excellent.
	SH03	I am satisfied with my life.
	SH04	So far, I have gotten the important things I want in life.
	SH05	If I could live my life over, I would not change anything.

3.3 Hypothesis

H1: Perceived social support positively influences the life satisfaction of online-platform couriers.

H2a: Perceived social support positively influences self-efficacy.

H2b: Self-efficacy positively influences life satisfaction.

H2c: Self-efficacy mediates the relationship between perceived social support and life satisfaction.

H3: Professional identity moderates the effect of perceived social support on life satisfaction.

3.4 Population and Sample

A structured questionnaire survey was conducted among actively employed couriers in Chengdu, aged 18–55, using a combination of offline and online data collection methods. Offline, paper questionnaires were distributed and retrieved on site during non-peak delivery periods when couriers were not accepting orders. For online, the same instrument was digitized via Wenjuanxing, and links were disseminated through WeChat, QQ, and other messaging platforms, allowing completed responses to be collected automatically. A total of 382 questionnaires were distributed, with 372 valid responses recovered, yielding an effective response rate of 97.4%.

3.5 Data Analysis

This study utilized SPSS and AMOS to analyze the 372 collected questionnaires. Descriptive statistics and homogeneity of variance tests were performed, with T-tests and ANOVA used to examine differences in life satisfaction across demographic variables of couriers. AMOS was used for confirmatory factor analysis, and SPSS, with Hayes' PROCESS macro plug-in, was applied for reliability and validity tests, mediation and moderation analyses, and other model assessments. The specific steps are as follows:

SPSS was used to conduct descriptive statistical analysis of the sample data, examining the basic characteristics of online couriers in terms of age, gender, marital status, job type, education level, job tenure, average monthly income. In addition, descriptive statistics including mean and standard deviation were calculated for the key variables of perceived social support, professional identity, self-efficacy, and life satisfaction.

AMOS and SPSS were used to examine the measurement model for the four key constructs through exploratory and confirmatory factor analysis, to verify the reliability and validity of the measurement instruments and ensure the data's quality and credibility. During the validation process, correlations among the core variables were also briefly assessed.

SPSS was used to conduct independent-sample T-tests to explore differences in couriers' life satisfaction across gender, followed by ANOVA to examine differences across other demographic variables.

SPSS, AMOS, and the SPSS PROCESS macro were used to analyze the mediating and moderating effects. First, AMOS was used to extract the structural equation model paths. Then, the PROCESS macro was used to apply bootstrapping methods to test the direct, mediating, and moderating effects. Finally, SPSS was used to verify the moderation effect.

3.6 Reliability and Validity Analysis of the Scale
3.6.1 Reliability Analysis

Reliability analysis is used to assess whether a measurement instrument or method yields consistent and stable results. The primary purpose of reliability analysis is to evaluate the stability and consistency of the measurement results. Whether the same results can be obtained at different times and under different conditions using the same tool.

Since all four key variables in this study are measured using scales, a reliability analysis was conducted on the measurement data prior to further analysis. Cronbach's

Alpha coefficient was used to evaluate reliability. The coefficient ranges from 0 to 1; the closer the value is to 1, the better the reliability of the scale, indicating higher internal consistency. Typically, a Cronbach's Alpha above 0.7 indicates acceptable reliability.

Using SPSS 25.0, this study conducted reliability testing. As shown in Table 4.4, the overall Cronbach's Alpha coefficient of the Perceived Social Support Scale is 0.925, with sub-dimensions being: friend support (0.825), family support (0.812), and support from significant others (0.793), all above 0.7.

The Professional Identity Scale showed an overall reliability of 0.936. Sub-dimensions were: professional value identification (0.848), professional behavior orientation (0.831), and professional belonging (0.811), all above the acceptable threshold.

The Self-Efficacy Scale had an overall Cronbach's Alpha of 0.933, and the Life Satisfaction Scale yielded 0.859. These results suggest that all the scales used in this study demonstrate strong reliability and are suitable for subsequent analyses.

Table 3.5 Reliability Analysis

Variable	Dimension	Subscale Alpha	Overall Cronbach's Alpha
Perceived Social Support	Friend Support	0.825	0.925
	Family Support	0.812	
	Significant Others Support	0.793	
Professional Identity	Professional Value	0.848	0.936
	Professional Behavior	0.831	
	Sense of Belonging	0.811	
Self-Efficacy			0.933
Life Satisfaction			0.859

3.6.2 Validity Analysis

Validity refers to the extent to which a measurement tool or method accurately measures the intended construct. There are several types of validity, such as content validity, construct validity, convergent validity, and discriminant validity. Construct validity evaluates the alignment between the latent constructs and their corresponding measured variables.

This study adopted well-established scales and made adjustments based on expert advice and empirical testing to enhance the appropriateness and representativeness of the items. To assess construct validity, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity were conducted using SPSS 25.0 to determine the data's suitability for factor analysis.

According to Kaiser's criteria, a KMO value above 0.9 indicates excellent sampling adequacy. A KMO above 0.8 is considered suitable, while 0.7 is acceptable, and below 0.7 is unsuitable. Additionally, when KMO > 0.7 and Sig. < 0.05, the data are considered suitable for factor analysis, as shown in Table 3.6.

Table 3.6 KMO and Bartlett's Test

Variable	KMO Value	Chi-Square Value	df	Sig.
Perceived Social Support	0.961	2250.423	66	0.000
Professional Identity	0.970	2800.426	90	0.000
Self-Efficacy	0.960	2296.632	45	0.000
Life Satisfaction	0.859	773.393	10	0.000

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics

Table 4.1 Demographic Characteristics of Respondents

Variable	Group	Proportion (%)
Age	① 18–25 years	19.7
	② 26–35 years	56.7
	③ 36–45 years	16.1
	④ 46–55 years	7.5
Gender	① Male	92.7
	② Female	7.3
Marital Status	① Married	55.1
	② Unmarried	39.0
	③ Divorced	5.9
Education Level	① Elementary school or below	1.3
	② Junior high school	23.7
	③ High school / Vocational school	47.8
	④ College diploma	18.9
	⑤ Bachelor's degree or above	8.3
Place of Origin	① Village	51.6
	② Small town	33.6
	③ Large or medium city	14.8
Job Type	① Part-time	41.4
	② Full-time	58.6
Job Tenure	① 1 year or less	25.5
	② 1–2 years	11.8
	③ 2–3 years	23.2
	④ Over 3 years	39.5
Monthly Income	① ¥2000 or less	7.8
	② ¥2001–4000	15.1
	③ ¥4001–6000	44.1
	④ ¥6001–8000	26.0
	⑤ ¥8000 or more	7.0
	① 3 days or fewer	6.2

Working Days per Week	② 4 days	1.3
	③ 5 days	9.2
	④ 6 days	29.8
	⑤ 7 days	53.5
Working Hours per Day	① 5 hours or fewer	6.5
	② 6–8 hours	32.3
	③ 9–11 hours	48.7
	④ 12 hours or more	12.5

First, in terms of age distribution, considering safety requirements, couriers are generally required to be between 18 and 55 years old. In this study, the largest age group is 26–35 years old (56.7%), followed by 18–25 (19.7%), 36–45 (16.1%), and 46–55 (7.5%). Therefore, couriers aged 26–35 form the main force, as this age group tends to have stronger physical ability and adaptability to meet the demands of the job. Second, regarding gender, male couriers make up 92.7%, while females account for only 7.3%. This shows a male-dominated occupation, reflecting the gender composition typical of this profession. Third, marital status shows that most couriers are married (55.1%), followed by unmarried (39.0%) and divorced (5.9%). Fourth, in terms of education level, 47.8% graduated from high school, vocational school, or secondary technical school; 1.3% only completed elementary school or below; 23.7% have junior high school education; 18.9% have a college diploma; and 8.3% have a bachelor's degree or above. This indicates that most couriers possess at least a high school level education, which provides them with basic learning ability and job skills. Fifth, 51.6% come from villages, 33.6% from small towns, and 14.8% from large or medium-sized cities. Sixth, regarding job type, both full-time and part-time couriers are represented, with 41.4% being part-time and 58.6% full-time. This reflects the flexible and diversified employment structure common in platform-based work. Seventh, in terms of job tenure, most couriers are relatively new to the job. 25.5% have worked for 1 year or less; 11.8% for 1–2 years; 23.2% for 2–3 years; and 39.5% for more than 3 years. Eighth, regarding average monthly income, 7.8% earn less than 2,000 yuan; 15.1% earn between 2,001–4,000 yuan; 44.1% earn between 4,001–6,000 yuan; 26.0% earn between 6,001–8,000 yuan; and 7.0% earn more than 8,000 yuan. This indicates that most couriers earn between 4,001 and 6,000 yuan per month. Ninth, 83.3% of couriers work 6 days or more per week, with 29.8% working 6 days and 53.5% working 7 days. Regarding daily working hours, 6.5% work 5 hours or less, 32.3% work 6–8 hours, 48.7% work 9–11 hours, and 12.5% work 12 hours or more.

4.1.2 Descriptive Analysis

This study focuses on four key variables: perceived social support, self-efficacy, professional identity, and life satisfaction. Descriptive analysis was conducted on these variables based on the data collected from online food delivery couriers. The results are shown in Table 4.2.

The average score for perceived social support was 40.55, with sub-dimensions as follows: friend support (M = 13.69), family support (M = 13.66), and support from significant others (M = 13.20).

The average score for professional identity was 46.51, which includes professional value identity (M = 16.73), professional behavioral tendency (M = 16.51), and professional belonging (M = 13.27).

The average score for self-efficacy was 33.88, while the average score for life satisfaction was 17.90.

In conclusion, the average scores of the four key variables, perceived social support, professional identity, self-efficacy, and life satisfaction, are all at or above the medium level.

Table 4.2 Descriptive Statistics of Key Variables

Variable	Range	Min	Max	M	SD
Perceived Social Support	0–60	12	58	40.55	9.137
Friend Support	0–20	4	20	13.69	3.390
Family Support	0–20	4	20	13.66	3.292
Support from Others	0–20	4	20	13.20	3.074
Self-Efficacy	0–50	12	48	33.88	7.055
Professional Identity	0–70	20	67	46.51	7.369
Professional Value	0–25	7	25	16.73	3.750
Professional Behavior	0–25	5	24	16.51	3.655
Professional Belonging	0–20	5	20	13.27	3.104
Life Satisfaction	0–25	6	25	17.90	3.880

4.1.3 Common Method Bias Test

In this study, data were collected using a single questionnaire administered at one time point, which may result in common method bias (CMB). If present, CMB can distort the true relationships among variables. Therefore, it is necessary to test whether the collected data exhibit common method bias.

This study used SPSS 25.0 software to conduct Harman's single-factor test for common method variance. All items were subjected to unrotated exploratory factor analysis. According to the general standard used in domestic and international research,

if the variance explained by the first factor is less than 40%, it can be considered that common method bias is within an acceptable range.

As shown in Table 4.3, a total of 7 factors had eigenvalues greater than 1. The first factor accounted for only 24.819% of the total variance, which is well below the 40% threshold. The variance explained by other factors was also much lower than 40%. In summary, this study does not suffer from significant common method bias. The data quality is high, and the dimensional distinctions are clear. Detailed test results are shown in Table 4.3.

Table 4.3 Common Method Bias Test

Component	Initial Eigenvalue			Extracted Sums of Squared Loadings		
	Total	Variance Explained (%)	Cumulative (%)	Total	Variance Explained (%)	Cumulative (%)
1	9.183	24.819	24.819	9.183	24.819	24.819
2	3.444	9.069	33.888	3.444	9.069	33.888
3	2.930	7.918	44.747	2.930	7.918	44.747
4	2.469	6.674	51.421	2.469	6.674	51.421
5	1.844	4.984	56.405	1.844	4.984	56.405
6	1.185	3.202	59.607	1.185	3.202	59.607
7	1.041	2.814	62.421	1.041	2.814	62.421
8	0.843	2.279	64.700			

4.1.4 Confirmatory Factor Analysis

Before examining convergent validity and discriminant validity, this study first tested the model fit using the CFA (Confirmatory Factor Analysis) method. Generally, when the chi-square/degree of freedom ratio (CMIN/DF) is less than 2, the Root Mean Square Residual (RMR) is less than 0.08, the Goodness-of-Fit Index (GFI) is greater than 0.8, the Adjusted Goodness-of-Fit Index (AGFI) is greater than 0.8, the Incremental Fit Index (IFI) is greater than 0.9, the Tucker–Lewis Index (TLI) is greater than 0.9, the Comparative Fit Index (CFI) is greater than 0.9, and the Root Mean Square Error of Approximation (RMSEA) is less than 0.08, it indicates that the model fit is relatively good. These indices are commonly used to assess how well the structural equation model fits the data.

As shown in Table 4.4, the value of CMIN/DF is 1.085, which is less than 2; the statistical value of RMR is 0.038, which is less than 0.08; the values of GFI and AGFI are 0.901 and 0.890 respectively, both exceeding 0.8; the values of TLI, IFI, and CFI are 0.991, 0.992, and 0.992 respectively, all exceeding 0.9; and the RMSEA value is 0.015, which is less than 0.08. Therefore, all the above values fall within the acceptable

range, indicating that the model in this study has a relatively good fit. Detailed results are presented in Table 4.4.

Table 4.4 Model Fit Indices for Confirmatory Factor Analysis

Model Fit Index	Recommended Threshold	Observed Value	Fit Status
CMIN	—	838.914	—
DF	—	773	—
CMIN/DF	< 2	1.085	Good
RMR	< 0.08	0.038	Good
GFI	> 0.8	0.901	Good
AGFI	> 0.8	0.890	Good
IFI	> 0.9	0.992	Good
TLI	> 0.9	0.991	Good
CFI	> 0.9	0.992	Good
RMSEA	< 0.08	0.015	Good

Based on the premise of good model fit, this study further tested the model's Composite Reliability (CR) and Average Variance Extracted (AVE). According to the CFA model testing process, it is generally accepted that when the standardized factor loading is ≥ 0.6, CR ≥ 0.7, and AVE ≥ 0.5, the measurement model meets the requirements for convergent validity.

As shown in Table 4.5, all items in the scales of perceived social support, life satisfaction, self-efficacy, and professional identity have standardized factor loadings above 0.6. The CR values for each scale are 0.925, 0.860, 0.933, and 0.937, respectively, all above 0.7. The AVE values are 0.509, 0.551, 0.584, and 0.516, respectively, all greater than 0.5. These results indicate that each scale demonstrates good convergent validity. Detailed results are shown in Table 4.5 below.

Table 4.5 Results of Confirmatory Factor Analysis

Construct	Item	Loading	CR	AVE
Perceived Social Support	ZG01	0.708	0.925	0.509
	ZG02	0.707		
	ZG03	0.736		
	ZG04	0.736		
	ZG05	0.687		
	ZG06	0.755		
	ZG07	0.755		
	ZG08	0.692		
	ZG09	0.731		

	ZG10	0.667		
	ZG11	0.729		
	ZG12	0.715		
Life Satisfaction	SH01	0.798	0.860	0.551
	SH02	0.722		
	SH03	0.761		
	SH04	0.729		
	SH05	0.698		
Self-Efficacy	ZW01	0.786	0.933	0.584
	ZW02	0.769		
	ZW03	0.810		
	ZW04	0.765		
	ZW05	0.777		
	ZW06	0.800		
	ZW07	0.793		
	ZW08	0.741		
	ZW09	0.724		
	ZW10	0.666		
Professional Identity	ZY01	0.785	0.937	0.516
	ZY02	0.703		
	ZY03	0.751		
	ZY04	0.734		
	ZY05	0.687		
	ZY06	0.760		
	ZY07	0.734		
	ZY08	0.687		
	ZY09	0.667		
	ZY10	0.678		
	ZY11	0.687		
	ZY12	0.767		
	ZY13	0.709		
	ZY14	0.692		

To further evaluate the discriminant validity of the measurement scales, this study adopted the AVE method for examination. As shown in Table 4.6, the square roots of the AVE values are presented along the diagonal of the matrix. The square root of the AVE value for life satisfaction is 0.742, for professional identity is 0.718, for perceived

social support is 0.713, and for self-efficacy is 0.764. In summary, the square root of the AVE value for each key variable is greater than its correlations with other variables, indicating satisfactory discriminant validity.

This result suggests that the measurement scales used in this study have good discriminant validity, meaning that the measurement items for different constructs can effectively distinguish among the constructs and do not interfere with one another. Additionally, the lower triangular portion of the table shows the correlation coefficients among the variables, which provides further reference for subsequent analyses. Detailed data are presented in Table 4.6 below.

Table 4.6 Discriminant Validity

	Life Satisfaction	Professional Identity	Perceived Social Support	Self-Efficacy
Life Satisfaction	0.742			
Professional Identity	0.219**	0.718		
Perceived Social Support	0.307**	0.110*	0.713	
Self-Efficacy	0.348**	0.045	0.341**	0.764
Note: p < 0.05, p < 0.01.				

4.1.5 Model Fit Evaluation

As shown in Table 4.7, the CMIN/DF statistic is 1.267, which is less than 2, indicating an acceptable model fit. The GFI and AGFI indices are 0.923 and 0.909, respectively, both exceeding the recommended threshold of 0.8, suggesting good fit. The TLI, IFI, and CFI values are 0.983, 0.984, and 0.984, respectively, all above 0.9, which also indicates good model fit. The RMR value is 0.041, less than 0.08, and the RMSEA value is 0.027, also less than 0.08, both within acceptable ranges.

In summary, the structural model demonstrates a good fit and is suitable for subsequent hypothesis testing.

Table 4.7 Model Fit Evaluation Results

Model Fit Index	Recommended Threshold	Statistic	Fit Evaluation
CMIN	—	406.829	—
DF	—	321	—
CMIN/DF	< 2	1.267	Good
RMR	< 0.08	0.041	Good

GFI	> 0.8	0.923	Good
AGFI	> 0.8	0.909	Good
IFI	> 0.9	0.984	Good
TLI	> 0.9	0.983	Good
CFI	> 0.9	0.984	Good
RMSEA	< 0.08	0.027	Good
Note: When CMIN/DF < 2, RMR < 0.08, GFI > 0.8, AGFI > 0.8, IFI > 0.9, TLI > 0.9, CFI > 0.9, and RMSEA < 0.08, the model is considered to exhibit good fit.				

4.2 Hypothesis Test Results

4.2.1 Mediating Effect Test

This study adopted the SPSS Process macro program developed by Hayes to test the mediating effect. Perceived social support was set as the independent variable, self-efficacy as the mediating variable, and life satisfaction as the dependent variable. The study adopted the Bootstrapping method with a resample size set to 5000, i.e., from the original sample of 372, a total of 5000 bootstrap samples were drawn with replacement, and the 95% confidence interval (CI) was calculated. If the interval does not include 0, it indicates that the mediating effect of self-efficacy is significant; otherwise, it is not.

As shown in Tables 4.8 and 4.9, perceived social support significantly predicted self-efficacy ($\beta = 0.321$, $p < 0.001$), and self-efficacy significantly predicted life satisfaction ($\beta = 0.252$, $p < 0.001$). Furthermore, perceived social support significantly predicted life satisfaction ($\beta = 0.196$, $p < 0.001$).

The 95% confidence interval for the indirect effect of perceived social support → self-efficacy → life satisfaction is [0.040, 0.137], which does not include 0, indicating a significant mediating effect. The indirect effect value of self-efficacy was 0.081, and the total effect value was 0.277, indicating that 29.2% of the effect of perceived social support on life satisfaction is mediated by self-efficacy. In summary, H1, H2a, H2b, and H2c are all supported.

Table 4.8 Mediating Effect Test of Self-Efficacy

Dependent Variable	Independent Variable	R	R²	F	β	T
Self-Efficacy		0.321	0.103	42.414***		
	Perceived Social Support				0.321	6.513***
Life Satisfaction		0.366	0.134	28.503***		

	Perceived Social Support				0.196	3.840***
	Self-Efficacy				0.252	4.926***
Note: **p < 0.01, ***p < 0.001						

Table 4.9 Total Effect, Direct Effect, and Mediating Effect Decomposition

Effect Type	Effect Value	Boot SE	Boot CI Lower	Boot CI Upper	Proportion of Effect
Direct Effect	0.196	0.051	0.096	0.297	—
Mediating Effect of Self-Efficacy	0.081	0.023	0.040	0.137	29.2%
Total Effect	0277	0.050	0.179	0.375	—

4.2.2 Moderation Effect Test

To explore whether professional identity moderates the effect of perceived social support on the life satisfaction of couriers, this study used gender, age, marital status, education level, place of origin, job type, job tenure, number of working days per week, working hours per day, and average monthly income as control variables. Perceived social support is used as the independent variable, professional identity as the moderator, and life satisfaction as the dependent variable. The moderation effect is tested using the SPSS Process macro developed by Hayes. The test results are shown in Table 4.10.

Table 4.10 Moderation Effect Test of Professional Identity

	Life Satisfaction		
	M1	M2	M3
	β	β	β
Gender	0.122*	0.104*	0.087*
Age	-0.020	-0.027	-0.049
Marital status	-0.075	-0.074	-0.062
Education level	0.113	0.121	0.084
Place of origin	-0.133*	-0.113*	-0.085
Type of work	-0.263***	-0.282	-0.185
Working years	0.155*	0.147*	0.140*
Workdays/week	0.001	0.012	0.009
Work hours/day	0.108	0.121*	0.086
Monthly income	0.132	0.134	0.089
Perceived social support		0.245***	0.394***
Professional identity		0.191***	0.183***
Social support × Professional identity			0.452***
R²	0.139	0.243	0.291

ΔR²	0.115	0.128	
F	5.817***	9.626***	19.648***
Note: *p < 0.05, **p < 0.01, ***p < 0.001.			

From Table 4.10, it can be seen that perceived social support (β = 0.245, p < 0.001) and professional identity (β = 0.191, p < 0.001) have significant positive effects on the life satisfaction of couriers. When the interaction term (perceived social support × professional identity) is included in the regression model, the interaction coefficient is significant (β = 0.452, p < 0.001). Therefore, professional identity plays a moderating role in the relationship between perceived social support and life satisfaction of couriers, confirming H3.

4.3 Discussion

This study probed the relationships among perceived social support, professional identity, self-efficacy and life satisfaction in the online-platform courier population, developed an explanatory framework for how social support shapes life satisfaction, and clarified the mediating and moderating mechanisms involved. The principal findings are as follows.

1.Couriers' overall levels of perceived social support, professional identity, self-efficacy and life satisfaction are all situated at the medium range.

2. Perceived social support exerts a direct positive effect on couriers' life satisfaction.

3. Self-efficacy partially mediates the impact of perceived social support on life satisfaction, confirming the pathway "social support → self-efficacy → life satisfaction."

4. Professional identity moderates the relationship between perceived social support and life satisfaction: the higher the level of professional identity, the stronger the positive influence of social support.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The research results show that the perceived social support of online delivery couriers is significantly positively correlated with life satisfaction. A higher level of perceived social support is associated with more positive emotional experiences and greater life satisfaction. Perceived social support refers to the emotional and psychological support individuals perceive in their social lives, including feelings of being respected, understood, supported, and cared for. When individuals feel supported and cared for, they can better leverage their social support systems to overcome difficulties, adapt to changing environments, and thereby experience more beauty and happiness in life, ultimately enhancing life satisfaction. Conversely, lacking perceived social support may lead to feelings of loneliness and helplessness, resulting in dissatisfaction and hopelessness in life.

This study conducted an analysis based on the relationships among three variables: perceived social support, self-efficacy, and life satisfaction, using structural equation modeling. The model analysis shows that the path coefficients among the three variables are significant. Perceived social support has both direct and indirect dual effects on the life satisfaction of online delivery couriers, and self-efficacy plays a partial mediating role in this process. In other words, perceived social support not only directly affects the life satisfaction of online delivery couriers, but also indirectly affects their life satisfaction through self-efficacy. Individuals with high self-efficacy are generally more likely to feel a strong sense of existence, display greater confidence, and thereby gain a higher degree of social support. This support helps them better cope with life's setbacks, enhances psychological resilience, and ultimately leads to higher life satisfaction.

This study concludes that professional identity moderates the relationship between perceived social support and life satisfaction. This means the level of professional identity affects the strength of the impact that perceived social support has on life satisfaction. Specifically, when professional identity is higher, the positive effect of perceived social support on life satisfaction becomes stronger. Online delivery couriers who feel supported by society tend to experience higher life satisfaction. Furthermore, those with a stronger sense of professional identity are better able to transform social support into motivation and life satisfaction, helping them better adapt to the challenges and difficulties of work.

Conversely, when professional identity is lower, its moderating effect on the relationship between perceived social support and life satisfaction weakens. In such cases, online delivery couriers may be less aware of or less able to utilize the support they receive, which may affect their evaluation of life satisfaction. Therefore, even if they receive social support, they may still not fully experience the satisfaction and happiness of life.

5.2 Recommendation

First, strengthen social support. Families, friends and society at large should offer couriers ample emotional and instrumental help. Families can raise couriers' perceived support by demonstrating understanding and care, thereby boosting life satisfaction. Society should recognise couriers' contributions instead of labelling them a "low-end group," and provide appropriate guarantees and protections. Platform companies need to respect couriers and create opportunities for positive social interaction. Government agencies should improve relevant labour regulations and social-security schemes to ensure 100 % coverage—including accident, serious-illness, commercial medical and pension insurance—so that couriers can work in a safer, more rewarding environment.

Second, cultivate professional identity. Platform firms can cooperate with insurers to design comprehensive occupational-risk packages and collaborate with vocational schools to offer upgrading programmes, enabling couriers to acquire career advancement pathways and, in turn, a stronger sense of professional pride and belonging.

Third, enhance self-efficacy. Delivery platforms should actively explore ways to boost couriers' confidence, motivation and creativity. Skill-development courses (e.g., accurate order-picking, crisis management) and promotion opportunities (e.g., team leader roles) can strengthen self-efficacy. In addition, companies can optimise working conditions by supplying adequate tools, setting up rest areas and fostering team cohesion. Psychological-health services—such as counselling and stress-management workshops—will help couriers maintain a positive mindset, further elevating self-efficacy. Ultimately, these measures are expected not only to heighten couriers' confidence and optimism but also to reinforce their perception and utilisation of social support, thereby maximising life satisfaction.

5.3 Further Study

First, future studies should introduce additional variables to deeply explore the mechanisms through which subjective social support affects the life satisfaction of online delivery couriers.

The aim of this study was to improve couriers' life satisfaction by analyzing whether perceived social support influences life satisfaction and how it does so. In reality, however, the formation of life satisfaction is a complex process influenced by many pre-existing variables. Therefore, future research should further investigate and analyze these pre-variables in depth.

In addition, this study only examined the mediating and moderating effects of self-efficacy and professional identity in the relationship between perceived social support and life satisfaction. Other variables, such as self-esteem and work values, may also play mediating or moderating roles within this structural model and should be explored further.

Second, in terms of research methods, future studies can employ a variety of methods for more comprehensive investigations. For example, through interviews with supervisors, colleagues, merchants, or customers, more diverse assessments of couriers' life satisfaction can be obtained. Alternatively, a combination of self-reported and peer-evaluated measures could be used for better measurement of relevant variables.

Third, regarding sampling and sample size, future research can expand the survey regions to better reflect the situation of couriers across different areas. Additionally, using random sampling methods will make the study results more generalizable. When sample size permits, researchers can also ensure that the number of survey participants from different types of delivery platforms is approximately 1:1. This allows for comparative analysis and the development of more representative and meaningful conclusions.

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Appendix

Dear Participant,

Hello! Thank you very much for taking the time to complete this questionnaire. This survey is designed to investigate the relationship between perceived social support and life satisfaction among food delivery workers, and is for research purposes only. There are no right or wrong answers; please answer based on your actual situation. This questionnaire is anonymous and strictly confidential, so please feel free to answer truthfully. Thank you again for your understanding and cooperation!

Part I. Basic Information

1. **Your gender:**

□ A. Male   □ B. Female

2. **Your age:**

_____ years old

3. **Your marital status:**

□ A. Married   □ B. Unmarried   □ C. Divorced   □ D. Widowed   □ E. Other: _____

4. **Your education level:**

□ A. Primary school and below   □ B. Junior high school   □ C. High school / Technical secondary school / Vocational school

□ D. College   □ E. Bachelor's degree and above

5. **Your place of residence (hukou):**

_____ Province, _____ City

6. **Where are you from:**

□ A. Rural area   □ B. Small town   □ C. Large or medium-sized city

7. **Your work status:**

□ A. Part-time   □ B. Full-time

8. **How long have you been doing this job:**

□ A. 1 year or less   □ B. 1–2 years   □ C. 2–3 years   □ D. More than 3 years

9. **Your average number of working days per week:**

□ A. 3 days or fewer   □ B. 4 days   □ C. 5 days   □ D. 6 days   □ E. 7 days

10. **Your average daily working hours:**

□ A. 5 hours or less   □ B. 6–8 hours   □ C. 9–11 hours   □ D. 12 hours or more

11. **Your average monthly income:**

□ A. ¥2,000 or less   □ B. ¥2,001–¥4,000   □ C. ¥4,001–¥6,000

□ D. ¥6,001–¥8,000   □ E. ¥8,000 or more

Part II. Scales

(1) Perceived Social Support Scale

No.	Item	Degree of Agreement				
01	When I encounter difficulties, someone (e.g., coworkers, supervisors, family) is there for me.	□	□	□	□	□
02	I can share my joys and sorrows with someone (e.g., coworkers, supervisors, family).	□	□	□	□	□
03	My family can give me substantial help.	□	□	□	□	□
04	When needed, I can receive emotional support and help from my family.	□	□	□	□	□
05	When I face difficulties, the comfort and support from others (e.g., coworkers, supervisors, family) are helpful to me.	□	□	□	□	□
06	My friends can offer me practical help.	□	□	□	□	□
07	When in trouble, I can seek help from my friends.	□	□	□	□	□
08	I can discuss my problems with my family.	□	□	□	□	□
09	I can share my joys and sorrows with my friends.	□	□	□	□	□
10	In my life, there is someone (e.g., coworkers, supervisors, family) who cares about my feelings.	□	□	□	□	□
11	My family supports my decisions wholeheartedly.	□	□	□	□	□
12	I can discuss my difficulties with my friends.	□	□	□	□	□

(2) Professional Identity Scale

No.	Item	Degree of Agreement				
01	I feel proud to be a food delivery worker.	□	□	□	□	□
02	Being a food delivery worker helps me realize my life values.	□	□	□	□	□
03	When introducing myself, I'm happy to mention that I'm a delivery worker.	□	□	□	□	□
04	I am well suited for the job of a food delivery worker.	□	□	□	□	□
05	I think delivery work plays an important role in human and social development.	□	□	□	□	□
06	I am able to complete my tasks on time.	□	□	□	□	□

07	I complete delivery tasks seriously.	□	☐	☐	☐	☐
08	I abide by the scope of responsibilities of my job.	□	☐	☐	☐	☐
09	I follow the work regulations required by the platform.	□	☐	☐	☐	☐
10	I actively build harmonious relationships with colleagues.	□	☐	☐	☐	☐
11	When I see or hear praise for delivery workers, I feel a sense of comfort and pride.	□	☐	☐	☐	☐
12	I care about how others view delivery work.	□	☐	☐	☐	☐
13	When others criticize delivery workers, I feel ashamed.	□	☐	☐	☐	☐
14	I care about how others view the delivery worker group.	□	☐	☐	☐	☐

(3) Self-Efficacy Scale

No.	Item	Degree of Agreement				
01	If I try hard, I can solve delivery problems (e.g., unclear address, unreachable customers).	□	☐	☐	☐	☐
02	Even if others doubt me, I can rely on my own ability to reach my goals (e.g., high rating, low complaint rate).	□	☐	☐	☐	☐
03	I believe that earning a living or getting promoted is achievable through persistence.	□	☐	☐	☐	☐
04	I believe I can quickly and effectively handle all unexpected delivery issues (e.g., last-minute order cancellations).	□	☐	☐	☐	☐
05	With wisdom and adaptability, I believe I can handle unexpected delivery problems (e.g., equipment failure).	□	☐	☐	☐	☐
06	As long as I am capable, I believe I can handle multiple delivery orders (e.g., weather delays).	□	☐	☐	☐	☐
07	I can calmly and professionally deal with difficult situations (e.g., rude customers).	□	☐	☐	☐	☐

08	Faced with a difficult delivery task (e.g., unreasonable routing), I can always find multiple solutions.	□ □ □ □ □
09	When encountering problems (e.g., unfriendly customers), I can react flexibly and think of effective solutions.	□ □ □ □ □
10	No matter what happens during delivery, I believe I have the ability and confidence to deal with it.	□ □ □ □ □

(4) Life Satisfaction Scale

No.	Item	Degree of Agreement
01	My current life largely matches my ideal lifestyle.	□ □ □ □ □
02	I am satisfied with my current life status.	□ □ □ □ □
03	I am satisfied with my life.	□ □ □ □ □
04	So far, I have gotten the things I want in life.	□ □ □ □ □
05	If I could live my life over, I wouldn't change anything about my current situation.	□ □ □ □ □

บันทึกข้อความ

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ   โทร.ภายใน 5336

ที่   มส 0210.01 / 0281   วันที่ 20 กันยายน 2568

เรื่อง   ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

       เรื่องเดิม   นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. YU YISHUANG รหัสนักศึกษา 6217195406 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด ดังต่อไปนี้

1. ผ่านการตรวจสอบความซ้ำซ้อนด้วยโปรแกรม Grammarly เมื่อวันที่ 18 กันยายน 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 28 กุมภาพันธ์ 2564
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 กรกฎาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 87 CEFR C1 เมื่อวันที่ 1 กรกฎาคม 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 18th National and International Academic Conference on "Sustainable Horizon: Transforming Ideas into Impact" Subject : A Study of the Pereceived Social Support 's Influence on the Life Satisfaction of Online-Platform Couriers on 6-7 August 2025, United Nations Conference Centre Bangkok Thailand

       เรื่องพิจารณา   เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมับตินักศึกษาสำเร็จการศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

       จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)
คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

(ลายมือเขียน)
24 ก.ย. 68

แต่ข้อความในตราประทับ

สำนักงานอธิการบดี
เอกสารฉบับนี้จะนะระกอบโหลดเข้าฐานข้อมูลได้
ลงชื่อ ....
วันที่ 26/9/68