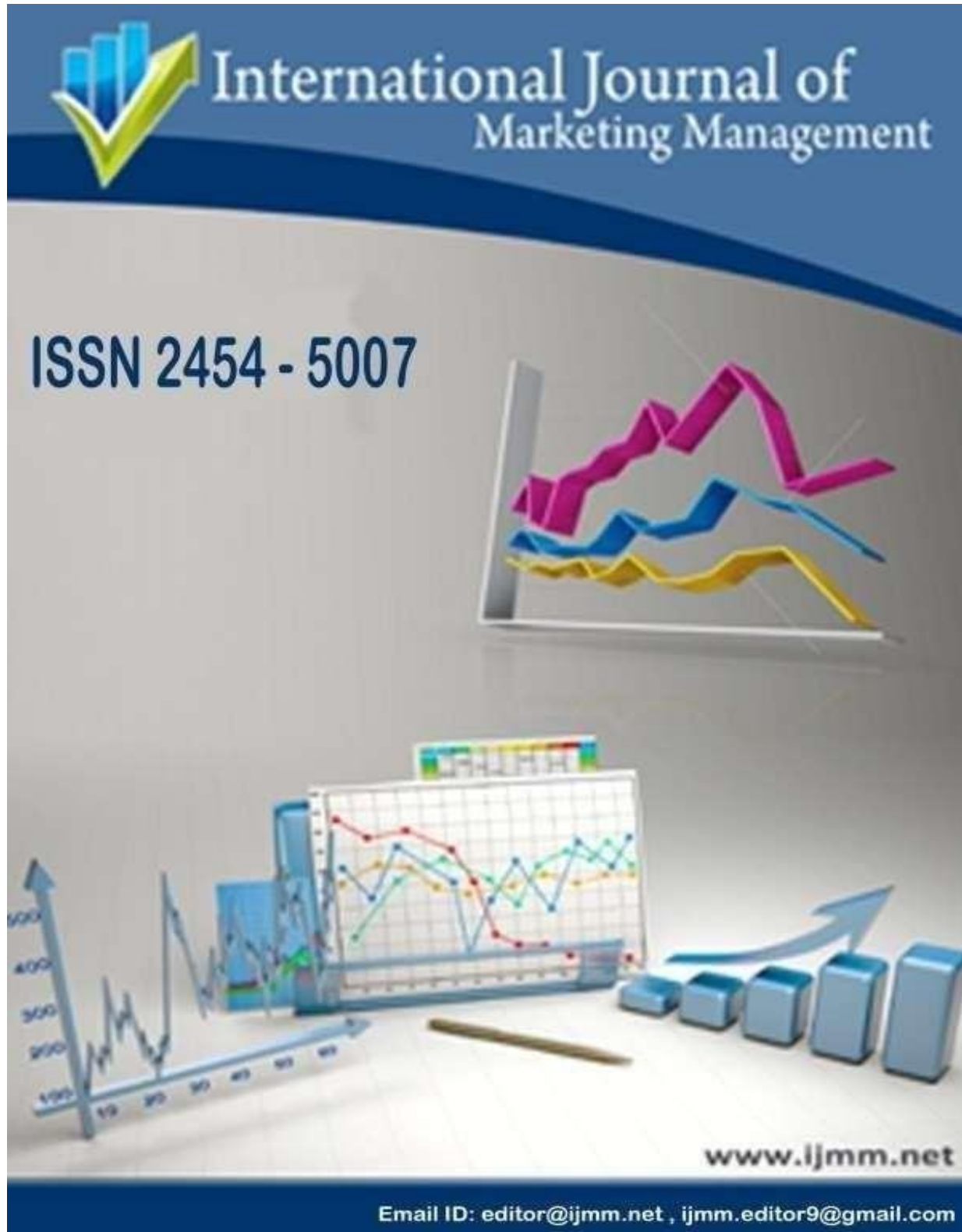




A STUDY ON IMPACT OF QUICK DELIVERY OFFERS ON CUSTOMER SATISFACTION AND LAST-MILE DELIVERY PERFORMANCE

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ABSTRACT

This study examines the impact of quick delivery offers on customer satisfaction and last-mile delivery performance in the e-commerce sector. With increasing demand for speed and reliability, delivery services have become a key factor influencing consumer decisions and brand loyalty. The research was conducted in Coimbatore city with 303 respondents, using a structured questionnaire and analyzed through percentage analysis, mean ranking, descriptive statistics, and chi-square tests. Findings indicate that delivery speed and reliability are the strongest drivers of satisfaction, while professionalism and tracking accuracy also play crucial roles. The study concludes that businesses must balance customer expectations with operational efficiency and sustainability to remain competitive.

KEY WORDS: Quick Delivery, Customer Satisfaction, Last-Mile Delivery, E-commerce.

INTRODUCTION

Quick delivery options like same-day and next-day shipping have become a major factor in retail and e-commerce, influencing purchase decisions, customer satisfaction, and brand loyalty. While they provide a strong competitive edge, they also create challenges in last-mile delivery, which is costly and complex due to traffic, delivery density, and tight timeframes. To meet these demands, companies are adopting technologies such as GPS tracking, automated sorting, and AI-driven route optimization. However, increased delivery frequency and smaller shipments strain logistics networks and raise operational costs. This study examines how quick delivery impacts customer satisfaction and last-mile performance, highlighting the need

for strategies that balance speed, efficiency, and environmental responsibility.

STATEMENT OF THE PROBLEM

The growing demand for quick delivery has placed increasing pressure on last mile operations, often resulting in high costs, resource constraints, and operational strain. While fast shipping can strengthen customer loyalty and offer a competitive advantage, delays, delivery errors, or inconsistent service can significantly damage customer satisfaction and brand reputation. Businesses must manage tight delivery timelines while ensuring accuracy, reliability & cost-effectiveness. This challenge is further intensified by rising customer expectations, competitive market pressures & the need for sustainable logistics practices. Striking the right balance between speed, service quality & operational efficiency is essential for achieving sustainable last mile performance and maintaining long-term customer trust.

OBJECTIVES

- To evaluate customer expectations and satisfaction levels regarding quick delivery promises.
- To assess how quick delivery offers influence customers' trust and buying decisions.

SCOPE OF THE STUDY

The study focuses on evaluating the influence of quick delivery offers such as same-day, next-day, and express shipping on overall customer satisfaction, particularly with respect to delivery speed, reliability, and order accuracy. It further examines the effect of these services on last-mile delivery performance, including their implications for cost, efficiency, and operational challenges faced by logistics providers. The research is limited to retail and e-commerce sectors in urban and semi-urban regions, where customer demand for rapid delivery is most prominent. By narrowing the scope to these contexts, the study seeks to generate insights that are both relevant and practical for businesses operating in competitive delivery environments.

RESEARCH METHODOLOGY

1	Area of study	Coimbatore, Tamilnadu
2	Sample size	303 respondents
3	Sampling method	Convenience sampling
4	Data collection	Primary data and secondary data
5	Period of study	June 2025 – September 2025
6	Analysis Tools	Simple percentage analysis, Descriptive Statistics, Chi-square, Mean Ranking.

LIMITATIONS

- The study covers only Coimbatore city.
- Findings are based on a limited sample size, which may not represent all customers.
- Responses depend on participants' honesty and personal experiences.
- The study focuses mainly on retail and e-commerce sectors, excluding other industries.
- Time and resource constraints may limit the depth of analysis.

REVIEW OF LITERATURE

Zhang and Zhao (2020) conducted an empirical study examining the impact of same-day delivery on urban retail customers' satisfaction and loyalty. Using survey data from over 500 online shoppers in metropolitan areas, they found that rapid fulfillment significantly increased the likelihood of repeat purchases and strengthened trust in the retailer. Their analysis revealed that the positive effects were most pronounced among younger, tech-savvy consumers who valued immediacy and convenience. However, the authors cautioned that same-day delivery's benefits were contingent on consistent execution, noting that even a few negative experiences with late arrivals could offset earlier gains. The study concluded that retailers implementing speed-focused delivery models should simultaneously invest in reliability measures such as real-time tracking and proactive communication to sustain customer satisfaction over time.

Kumar and Mishra (2019) explored the relationship between delivery speed and online shopping behavior through a cross-sectional survey of 600 Indian e-commerce customers. Their findings indicated that faster delivery options, particularly one- and two-day services, significantly enhanced purchase frequency and increased basket size. Interestingly, the research highlighted a psychological component to speed — customers perceived quick delivery as an indicator of the retailer's operational strength and product quality. Nevertheless, the study warned that customers' satisfaction could quickly decline if delivery speed expectations, once set, were not met. The authors emphasized the need for delivery promises to be realistic and backed by operational capacity, especially in competitive e-commerce markets where trust is easily lost.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Demographic factor	Groups	Frequency	Percentage
Age	Below 18	29	9.6
	18 – 20	120	39.6
	21 – 25	66	21.8
	26 – 30	42	13.9
	Above 30	46	15.2
Gender	Male	112	37.0
	Female	191	63.0

Qualification	School	24	7.9
	Undergraduate	148	48.8
	Postgraduate	67	22.1
	Others	64	21.1
Marital Status	Single	215	71.0
	Married	88	29.0
Family type	Joint Family	94	31.0
	Nuclear Family	209	69.0

(Source: Primary data)

- **Age:** Most respondents are young, with 39.6% in the 18–20 group and over 71% aged 25 or below.
- **Gender:** Females form the majority (63%), while males account for 37%.
- **Educational Qualification:** Nearly half are undergraduates (48.8%), followed by postgraduates (22.1%), others (21.1%), and schooling (7.9%).
- **Marital Status:** A majority are single (71.1%), while 28.9% are married.
- **Family Type:** Most respondents belong to nuclear families (69%), with 31% from joint families.

DESCRIPTIVE STATISTICS

Customer Perceptions and Satisfaction with Quick Delivery Services

STATEMENT	N	Minimum	Maximum	Mean	S.D
Satisfaction of the Customers with the speed of quick delivery services	303	1.00	5.00	3.7723	1.09980
Impact of quick delivery on customers perception of brand reliability	303	1.00	5.00	2.3432	0.94956
Key factors valued by customers apart from delivery speed	303	1.00	6.00	2.4224	1.07950
Types of products most frequently ordered through quick delivery services	303	1.00	5.00	2.4818	1.00603

(Source: Primary data)

- Satisfaction with delivery speed has the highest mean score, indicating that users are generally content with how quickly deliveries reach them, while other factors—such as impact, importance, product choice, expected experience, concerns about unavailability, and review-reading behavior—show moderate mean scores, reflecting mixed responses on their influence.
- The standard deviation values reveal variability in opinions, suggesting that not all respondents share the same views on different aspects of quick delivery services.

Mean Ranking

Factors that influence customers' decision to choose quick delivery

Particulars	Mean	Rank
Speed of delivery	7.89	I
Delivery reliability	7.59	II
Urgency of product need	6.89	III
Availability of promotional offers	6.29	IV
Delivery reliability	5.78	V
Customer service response	5.20	VI
Platform reputation / brand	4.80	VII
Real-time tracking availability	3.93	VIII
Recommendations from friends/family	3.50	IX
Past experience with the platform	3.14	X

(Source: Primary data)

- Speed of delivery (Mean = 7.89) and delivery reliability (Mean = 7.59) are the most important factors influencing customer decisions, followed by urgency of product need (Mean = 6.89) and availability of promotional offers (Mean = 6.29), showing that users prioritize quick, dependable service and attractive deals.
- Factors such as customer service response (Mean = 5.20) and platform reputation (Mean = 4.80) are moderately important, while real-time tracking, recommendations, and past

experiences are less critical, indicating that operational efficiency and reliability matter more than personal recommendations or prior usage.

CHI SQUARE

Customer response while sharing location and landmark inquires

Demographic profiles	Groups	Customer response while sharing location and landmark inquires												Chi sq.	Sig.
		Share immediatly		Ask someone older		Try but struggle		Wait for them to find me		I rarely get asked		TOTAL			
		No	%	No	%	No	%	No	%	No	%	No	%		
Age	Below18	4	13.79	9	31.03	11	37.93	2	6.89	3	10.34	29	100	22.254	.135
	18 – 20	23	19.17	34	28.33	28	23.33	20	16.67	15	12.5	12	100		
	21 – 25	11	16.67	11	16.67	26	39.39	12	18.18	6	9.09	66	100		
	26 – 30	12	28.57	11	26.19	14	33.33	4	9.52	1	2.38	42	100		
	Above30	6	13.04	19	41.30	14	30.43	5	10.87	2	4.35	46	100		
Gender	Male	29	25.89	34	30.36	30	26.79	14	12.5	5	4.47	11	100	10.909	.028
	Female	27	14.14	50	26.18	63	32.98	29	15.18	22	11.51	19	100		
Educational Qual	School	3	12.5	7	29.17	12	50	1	4.17	1	4.17	24	100	16.908	.153
	UG	24	16.22	38	25.67	41	27.70	25	16.89	20	13.51	14	100		

ification	PG	16	23. 88	17	25. 37	22	32. 83	8	11. 94	4	5.9 7	67	100		
	Other	13	20. 31	22	34. 37	18	28. 12	9	14. 06	2	3.1 2	64	100		
Monthly Income	Below 10,000	26	19. 55	30	22. 56	39	29. 32	23	17. 29	15	11. 28	13	100	13.93 6	.305
	10000-25000	7	20. 59	7	20. 59	13	38. 24	6	17. 65	1	2.9 4	34	100		
	25000-50000	8	12. 31	25	38. 46	20	30. 77	5	7.6 9	7	10. 77	65	100		
	Above 50000	15	21. 13	22	30. 99	21	29. 58	9	12. 68	4	5.6 3	71	100		
Marital Status	Single	39	18. 14	52	24. 19	67	31. 16	34	15. 81	23	10. 70	21	100	7.466	.113
	Married	17	19. 32	32	36. 36	26	29. 55	9	10. 23	4	4.5 5	88	100		
Family Type	Joint	19	20. 21	23	24. 47	32	34. 04	12	12. 77	8	8.5 1	94	100	1.459	.834
	Nuclear	37	17. 70	61	29. 19	61	29. 19	31	14. 83	19	9.0 9	20	100		

- Chi-square analysis was conducted to examine whether demographic factors such as age, gender, educational qualification, monthly income, marital status, and family type are significantly associated with customer responses while sharing their location. The results reveal that, at a 5% significance level, age, educational qualification, monthly income, marital status, and family type do not have a significant association with customer response. In contrast, gender shows a significant association, with females more likely to struggle while sharing their location compared to males, who tend to share it immediately. These findings suggest that, aside from gender, demographic factors have limited influence on how

- customers respond when sharing their location, indicating that situational or contextual factors may play a more important role in shaping such behavior.

SUGGESTIONS

1. Focus on On-time Delivery

Quick delivery companies should improve speed and punctuality by using better route planning and real-time tracking. This will help reduce delays and increase customer trust.

2. Improve Delivery Agent Professionalism

Delivery staff should be trained in polite behavior, communication, and problem-solving. Incentives can motivate them to maintain high service standards.

CONCLUSION

The study, “A Study on the Impact of Quick Delivery Offers on Customer Satisfaction and Last-Mile Delivery Performance,” examined consumer perceptions of quick delivery services based on 303 responses. The customer base was predominantly young, female, single, and from nuclear families, with nearly 71% aged 25 or below, indicating that quick delivery appeals mainly to younger consumers valuing speed and convenience. Analysis showed that delivery speed (mean

7.89) and reliability (7.59) are the strongest drivers of satisfaction, while factors like product availability, recommendations, and tracking have less impact. Customers highlighted the need for better punctuality, professionalism, tracking, and product availability, though complaint resolution and app usability were less critical. Chi-square tests indicated that gender affects location-sharing behavior and product preferences, and family type influences product choices, while age, education, income, and marital status showed no significant effect. Overall, the study emphasizes that operational efficiency, speed, and professionalism are central to customer satisfaction, and platforms should focus on these aspects while addressing the needs of a predominantly youthful customer base to ensure loyalty and sustainable growth.

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