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ENSURING RELIABILITY AND ADDRESSING CHALLENGES IN QUICK DELIVERY SERVICES

By Pavithra B ¹, Aruna R ², Jerusha B ³, Suwetha R ⁴

*1- Assistant Professor Department of B Com(e-Com) & B Com(SF)

*2,3,4- Students of III Bcom (SF), the Department of Bcom (e-com) & Bcom (SF)

PSGR Krishnammal College for Women, Peelamedu, Coimbatore.

ABSTRACT

This study investigates the perceived reliability and accuracy of last-mile delivery services under quick delivery offers, while also identifying the common complaints and challenges faced by customers. With e-commerce and retail sectors increasingly promising rapid fulfilment such as same-day and next-day delivery, customer satisfaction depends on how effectively last-mile operations are executed. The study was conducted among 303 respondents in Coimbatore using percentage analysis, descriptive statistics, mean ranking, and chi-square tests. The results highlight the importance of reliable and accurate service in building customer trust and identify issues such as delays, delivery errors, poor communication, and workforce-related concerns as recurring challenges. The findings provide valuable insights for businesses to improve delivery performance and strengthen long-term customer satisfaction.

KEY WORDS: Quick Delivery, Last-Mile Delivery, Reliability, Customer Complaints, Ecommerce

INTRODUCTION

The e-commerce industry has undergone a massive transformation in recent years, with quick delivery services becoming one of the most critical differentiators in a competitive

marketplace. The promise of delivery within the same day or even within hours has significantly influenced consumer behaviour. Customers today associate delivery speed not only with convenience but also with reliability, trust, and brand value. However, delivering on these promises is not without challenges. The last mile, which represents the final stage of the supply chain, often faces hurdles such as traffic congestion, order inaccuracy, poor coordination, and delivery workforce fatigue. These factors impact reliability and result in recurring complaints from customers. As expectations continue to rise, businesses must find innovative strategies to ensure accuracy while also addressing the issues that frustrate consumers. This study aims to analyse how customers perceive the reliability of last-mile delivery during quick delivery offers and to identify the challenges they frequently report.

STATEMENT OF THE PROBLEM

Quick delivery is no longer viewed as a premium service but as a basic requirement in modern e-commerce. While businesses have invested heavily in logistics, technology, and delivery networks, there remains a clear gap between customer expectations and actual service outcomes. Common issues such as delayed deliveries, damaged goods, order mismatches, and lack of transparency create dissatisfaction and weaken brand trust. Moreover, the pressure to deliver at unprecedented speeds often leads to operational inefficiencies and workforce-related challenges. Unless businesses identify and address these issues, they risk losing customers in a highly competitive marketplace.

OBJECTIVES

- To analyse the perceived reliability and accuracy of last-mile delivery services during quick delivery offers.
- To identify common customer complaints and challenges related to last-mile performance under quick delivery schemes.

NEED OF THE STUDY

Customer satisfaction today depends less on product quality alone and more on the overall delivery experience. Quick delivery promises are valuable only if customers perceive them as reliable and accurate. Complaints regarding missed timelines, poor communication, or product mishandling can easily undermine brand reputation. This study is necessary to bridge the gap between operational performance and customer expectations. It highlights the importance of reliability in last-mile logistics and emphasizes the need to systematically address customer complaints to ensure long-term competitiveness.

RESEARCH METHODOLOGY

1. Area of Study	Coimbatore city
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. Tools Used	Percentage analysis, Descriptive statistics, Mean ranking, Chi-square test

LIMITATIONS OF THE STUDY

- The study is confined to customers in Coimbatore city.
- The findings are based on a sample size of 303, which may not represent the entire customer population.
- Responses are subjective and may differ across contexts.
- The study focuses only on retail and e-commerce delivery, excluding other service industries.

REVIEW OF LITERATURE

- Gupta & Saini (2020): Found that quick delivery enhanced perceptions of brand trust but reliability mattered more than speed alone.
- Fernandes & Sharma (2021): Emphasized that consistent delivery performance built stronger loyalty compared to ultra-fast delivery that was inconsistent.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1

Factors influencing customers buying behaviour in quick delivery

Factors	Group	Frequency	Percent
Frequency of reading reviews before placing a quick order	Always	48	15.8
	Often	73	24.1
	Sometimes	145	47.9
	Rarely	31	10.2
	Never	6	2.0
Type of delivery delay that causes the most frustration	No delivery updates	81	26.7
	Product out of stock after placing order	105	34.7
	Delivery rescheduled without notice	79	26.1
	Delivery agent unreachable	24	7.9

	Long refund process	14	4.6
Customers response when a delivery fails or gets cancelled	Reorder from another app	49	16.2
	Ask family for help	91	30.0
	Complaint to platform	110	36.3
	Forget about it	31	10.2
	Wait for refund then decide	22	7.3
Customers reaction to rude or unprofessional behavior by a delivery agent	Report it on the app	49	16.2
	Tell others but don't report	91	30.0
	Stop using the app	110	36.3
	Ask someone else to handle next time	31	10.2
	Ignore it	22	7.3
Confidence of customers in managing delivery issues	Very confident	55	18.2
	Somewhat confident	119	39.3
	Not confident	82	27.1
	Don't know how to report	33	10.9
	Never faced issues	14	4.6
Customers reaction to delays in quick delivery orders	I cancel the order	63	20.8
	I complaint to customer support	139	45.9
	I wait patiently	74	24.4
	I avoid using the platform in future	27	8.9

Factors that could lead a customer to discontinue using a delivery service	Repeated delays	88	29.0
	Poor delivery staff behaviour	104	34.3
	Damaged products	71	23.4
	High delivery charges	29	9.6
	Unresolved complaints	11	3.6
Customers willingness to share live location for quicker delivery	Yes	201	66.3
	No	102	33.7

(source: Primary data)

- ❖ 47.9 per cent of the respondents sometimes read reviews before placing a quick order, while 24.1 per cent often read reviews.
- ❖ 34.7 per cent of the respondents experience the most frustration when a product is out of stock after placing an order, followed by 26.7 per cent who get no delivery updates.
- ❖ 36.3 per cent of the respondents lodge a complaint to the platform when a delivery fails or gets cancelled, while 30.0 per cent ask family for help.
- ❖ 36.3 per cent of the respondents stop using the app when faced with rude or unprofessional behavior by a delivery agent, whereas 30.0 per cent tell others but don't report it.
- ❖ 39.3 per cent of the respondents are somewhat confident in managing delivery issues, while 27.1 per cent are not confident.
- ❖ 45.9 per cent of the respondents complain to customer support when there are delays in quick delivery orders, while 24.4 per cent wait patiently.
- ❖ 34.3 per cent of the respondents stated that poor delivery staff behavior could lead them to discontinue using a delivery service, followed by 29.0 per cent citing repeated delays.
- ❖ 66.3 per cent of the respondents are willing to share their live location for quicker delivery, while 33.7 per cent are not willing.

DESCRIPTIVE STATISTICS

TABLE 2

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
Customers expectations from quick delivery services	303	1.00	5.00	2.5215	1.18155
customers respond when quick delivery is not offered for a needed item	303	1.00	5.00	2.5644	1.11951

Customers habit of reading reviews before placing a quick order	303	1.00	5.00	2.5842	0.94133
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(source: Primary data)

- ❖ The overall satisfaction of customers with the speed of quick delivery services is moderately high, with a mean score of 3.77, indicating that most customers are fairly satisfied.
- ❖ The impact of quick delivery on customers' perception of brand reliability is comparatively low, with a mean score of 2.34, suggesting that quick delivery alone does not strongly influence brand reliability.
- ❖ Key factors valued by customers apart from delivery speed have a mean score of 2.42, showing that while delivery speed is important, other aspects also contribute to customer satisfaction.
- ❖ The types of products most frequently ordered through quick delivery services have a mean score of 2.48, indicating a moderate variety of preferences among customers.
- ❖ Customers' expectations from quick delivery services have a mean score of 2.52, reflecting that customers have moderate expectations beyond just fast delivery.
- ❖ When quick delivery is not offered for a needed item, customers' responses have a mean score of 2.56, indicating a tendency toward moderate dissatisfaction or seeking alternatives.
- ❖ Customers' habit of reading reviews before placing a quick order has a mean score of 2.58, suggesting that most customers occasionally check reviews before making quick delivery purchases.

MEAN RANKING

TABLE 3

Aspects where quick delivery services requiring improvement

Particulars	Mean	Rank
On-time delivery performance	7.58	I
Delivery agent professionalism	7.10	II
Real-time tracking system	6.62	III
Product availability accuracy	6.05	IV
Communication clarity with agents	5.83	V
Packaging quality	5.28	VI
Complaint resolution speed	4.89	VII
Refund and return process	4.39	VIII
Notifications and updates system	3.89	IX
App usability and order placement	3.36	X

(source: Primary data)

- ❖ On-time delivery performance is identified as the most critical area for improvement, with the highest mean score of 7.58, indicating that customers prioritize timely delivery above all else.
- ❖ Delivery agent professionalism is ranked second (mean = 7.10), showing that courteous and professional behavior of delivery staff is a key concern for customers.
- ❖ Real-time tracking systems are the third most important area for improvement (mean = 6.62), reflecting customer demand for accurate order tracking.
- ❖ Product availability accuracy (mean = 6.05) and communication clarity with agents (mean = 5.83) are also important aspects requiring attention.
- ❖ Packaging quality (mean = 5.28), complaint resolution speed (mean = 4.89), and refund and return processes (mean = 4.39) are moderately ranked areas needing enhancement.
- ❖ Notifications and updates systems (mean = 3.89) and app usability/order placement (mean =

3.36) are comparatively lower priority, but still require improvement for better customer experience.

CHI SQUARE

TABLE 4

Customer Preferences in Products Ordered Through Quick Delivery

Demographic profiles	Groups	Customer Preferences in Products Ordered Through Quick Delivery												Chi sq.	Sig.
		Stationery / Study material		Electronics / Gadgets		Grocery/ Essentials		Fashion / Personal items		Other		TOTAL			
		No	%	No	%	No	%	No	%	No	%	No	%		
Age	Below 18	6	20.68	12	41.37	6	20.68	4	13.79	1	3.44	29	100	1.120	.059
	18 – 20	24	20.0	40	33.33	35	29.16	20	16.66	1	0.83	12	100		
	21 – 25	7	10.60	24	36.36	22	33.33	13	19.69	0	0	66	100		
	26 – 30	6	14.28	12	28.57	14	33.33	10	23.80	0	0	42	100		
	Above 30	12	26.08	15	32.60	15	32.60	4	8.69	2	4.34	46	100		
Gender	Male	18	14.75	39	31.96	33	27.04	22	18.03	0	0	11	100	1.214	.044
	Female	37	19.37	64	33.50	59	30.89	29	15.18	2	1.04	19	100		

Educational Qualification	School	3	12.5	10	41.6	7	29.16	4	16.6	0	0	24	10	7.54	.94
					6				6			0	0	9	1
	UG	30	20.2	44	29.7	47	31.75	25	16.8	2	1.3	14	10		
			7		2				9		5	8	0		
	PG	8	11.9	27	40.2	19	28.35	13	19.4	0	0	67	10		
			4		9				0			0	0		
	Other	14	21.8	22	34.3	19	29.68	9	14.0	0	0	64	10		
			7		7				6				0		
Monthly Income	Below 10,000	24	18.0	46	34.5	44	33.08	18	13.5	1	0.7	13	10	9.83	.83
			4		8				3		5	3	0	5	0
	10000-25000	4	11.7	13	38.2	9	26.47	8	23.5	0	0	34	10		
			6		3				2				0		
	25000-50000	12	18.4	19	29.2	21	32.30	12	18.4	1	1.5	65	10		
			6		3				6		3		0		
	Above 50000	15	21.1	25	35.2	13	18.30	13	18.3	0	0	71	10		
			2		1				0			0	0		
Marital Status	Single	39	18.1	72	33.4	64	29.76	38	17.6	2	0.9	21	10	1.27	.93
			3		8				7		3	5	0	3	8
	Married	16	18.1	31	35.2	28	31.81	13	14.7	0	0	88	10		
			8		2				7				0		
Family Type	Joint	17	18.0	31	32.9	28	29.78	17	18.0	1	1.0	94	10	1.25	.02
			5		7				8		6		0	7	2
	Nuclear	38	18.1	72	34.4	64	30.62	34	16.2	1	0.4	20	10		
			8		4				6		7	9	0		

(source: Primary data)

❖ 39.6 per cent of the respondents in the age group of 18–20 years prefer electronics and gadgets through quick delivery.

❖ 36.3 per cent of the respondents in the age group of 21–25 years also prefer electronics and

gadgets.

- ❖ 32.6 per cent of the respondents above 30 years prefer electronics and gadgets and groceries equally.
- ❖ 33.5 per cent of the female respondents prefer electronics and gadgets through quick delivery, while 31.9 per cent of the male respondents prefer the same.
- ❖ 41.6 per cent of the respondents with school-level education prefer electronics and gadgets, whereas 31.7 per cent of undergraduates prefer groceries and essentials.
- ❖ 40.2 per cent of postgraduate respondents prefer electronics and gadgets.
- ❖ 35.2 per cent of married respondents prefer electronics and gadgets, whereas 33.4 per cent of single respondents prefer the same.
- ❖ 34.4 per cent of respondents from nuclear families prefer electronics and gadgets, while 32.9 per cent from joint families also prefer the same.
- ❖ 34.5 per cent of respondents with monthly income below Rs.10,000 prefer electronics and gadgets, whereas 32.3 per cent with income between Rs.25,000–Rs.50,000 prefer groceries and essentials.
- ❖ Overall, electronics and gadgets emerge as the most preferred product category across most demographic groups.

SUGGESTIONS

- Businesses should strengthen real-time tracking systems and ensure proactive communication with customers during delays.
- Workforce welfare must be prioritized by providing fair incentives, safety measures, and realistic delivery timelines.
- Establishing localized warehouses or micro-fulfilment centres can improve accuracy and reduce delays.

- Complaint management systems should be enhanced with immediate feedback loops and resolution mechanisms.
- Companies should set realistic delivery promises rather than overcommitting, as reliability matters more than speed alone.

CONCLUSION

The study clearly establishes that in the age of e-commerce and digital retailing, quick delivery is not just about speed but about reliability, accuracy, and transparency. Customers attach greater value to services that deliver on time, provide correct orders, and communicate effectively throughout the process. When these expectations are not met, dissatisfaction arises in the form of complaints such as late deliveries, damaged products, or lack of communication. The findings show that while quick delivery has the potential to build strong customer trust, its success depends on how consistently it performs in the last mile. Companies that over-promise but under-deliver risk eroding their reputation and losing loyal customers, whereas those who focus on delivering accurately within realistic timelines strengthen long-term relationships.

Reference

- Gupta & Saini (2020): Found that quick delivery enhanced perceptions of brand trust but reliability mattered more than speed alone.
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