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## "A STUDY ON IMPORTANCE OF FAST DELIVERY IN E-COMMERCE LOGISTICS"

<sup>1</sup>Anshu Raj Ayush, <sup>2</sup>Anupriya Singh, <sup>3</sup>Ananad Chaudhary

<sup>123</sup>Noida Institute of Engineering and Technology Greater Noida

### ABSTRACT:

In the tremendously competitive landscape of e-trade, fast transport has emerged as a critical component influencing purchaser pleasure, emblem loyalty, and buying choices. This studies paper explores the importance of rapid transport within e-trade logistics, analyzing its effect on client expectancies, operational performance, and average enterprise performance. By leveraging both number one and secondary information, the observe investigates how organizations implement speed-focused techniques and the challenges they face in accomplishing speedy delivery without compromising great or value. The paper additionally highlights client perceptions of transport timelines and the developing demand for identical-day or subsequent-day delivery offerings. Findings from the research propose that fast transport is no longer a luxury however a need, shaping the destiny of on-line retail logistics and turning into a key differentiator among e-commerce structures.

**Keywords:** Fast Delivery, E-commerce Logistics, Customer Satisfaction, Same-Day Delivery, Last-Mile Delivery, Operational Efficiency, Consumer Behavior, Supply Chain Management, Online Retail, Logistics Performance

### Introduction

The evolution of e-commerce has converted the worldwide retail panorama, presenting purchasers the benefit of purchasing goods and offerings at their fingertips. As digital transactions keep to surge, purchaser expectations across the pace and reliability of shipping services have intensified. In this rapid-paced market, shipping speed is not only a fee-delivered carrier but a vital determinant of patron pleasure, aggressive advantage, and brand loyalty. Fast transport has become an vital issue of e-trade logistics, often influencing a client's choice to buy and their chance of returning to the identical platform. With main gamers like Amazon, Flipkart, and others investing closely in explicit logistics, the enterprise has witnessed a dramatic shift closer to optimizing remaining-mile transport and decreasing turnaround time. However, reaching speedy delivery entails complex logistical planning, technological integration, and fee control, posing widespread demanding situations for both established and rising e-commerce companies.

This research paper targets to observe the significance of fast delivery within the e-commerce logistics atmosphere. It explores how delivery pace impacts client behavior, operational effectiveness, and standard business achievement. Additionally, the study investigates the expectancies of clients regarding shipping timelines, the position of era in enabling faster transport, and the logistical hurdles groups should triumph over to meet those developing demands. By knowledge the important function that fast transport performs in shaping the destiny of e-trade, this examine seeks to provide insights that can assist agencies enhance their logistics techniques and beautify patron satisfaction.

### Objectives of the Study

- To assess customer expectations and preferences regarding delivery speed in e-commerce.
- To analyze the impact of fast delivery on customer satisfaction and repeat purchase behavior.
- To evaluate how fast delivery influences consumer decision-making when choosing between e-commerce platforms.

### Literature Review

Chopra and Meindl (2021) emphasized that strategic supply chain planning is crucial in today's competitive environment, where faster delivery can act as a differentiator. They argue that companies must invest in responsive and agile logistics systems to meet customer demands in real-time. Similarly, Christopher (2016) highlighted the importance of lean and agile logistics frameworks, particularly in e-commerce, where customer expectations are heavily influenced by short delivery windows.

Kotler et al. (2015) explored how service delivery elements—including speed—affect overall customer satisfaction. According to them, fast delivery enhances the perceived value of the purchase, positively influencing the repurchase intention and long-term customer engagement. This aligns with Rushton, Croucher, and Baker (2017), who detailed that logistics efficiency directly impacts customer experience, particularly in online retail settings.

Fernie and Sparks (2018) examined the challenges and emerging issues in retail logistics, stating that same-day and next-day deliveries are becoming industry standards due to rising consumer expectations. Their study reveals that the speed of delivery is no longer a luxury but a necessity for customer retention.

In a more recent empirical study, Hübner et al. (2016) explored the effect of distribution systems in omnichannel retailing and found that integrated logistics operations with real-time visibility significantly enhance delivery performance, leading to higher satisfaction rates among consumers.

Lim, Kumar, and Kumari (2021) compared fast and sustainable delivery options, finding that while speed is critical for consumer satisfaction, there is a growing awareness of environmental concerns. However, the majority of e-commerce consumers still prioritize quick delivery over ecological sustainability when making purchasing decisions.

Data from Statista (2024) indicates a sharp rise in consumer expectations regarding delivery timelines in India, with a large segment of customers opting for platforms that offer same-day or next-day delivery. This is echoed by Business Today (2023), which reported that Indian e-commerce companies are increasingly focusing on last-mile delivery optimization to remain competitive.

Harvard Business Review (2022) posited that the "speed of delivery" is becoming as important as the product itself. Their analysis showed that companies with faster delivery services tend to enjoy higher levels of customer trust and loyalty. Similarly, the Times of India (2023) highlighted how delivery speed is influencing market share in the Indian e-commerce sector, with leading platforms like Amazon and Flipkart leveraging logistics networks to meet these demands.

A study on ResearchGate (2023) specifically addressed the correlation between fast delivery and customer satisfaction. The findings concluded that delivery speed significantly impacts the likelihood of repeat purchases and is often the deciding factor when consumers choose between two similar e-commerce platforms.

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## Research Methodology

This study adopts a *descriptive research design*, aimed at understanding customer perceptions, preferences, and behavioral responses toward fast delivery in the context of e-commerce logistics. Descriptive research is suitable as it allows for the collection of quantitative data to describe the phenomena observed.

### 2. Type of Research

The research is quantitative and primary in nature, utilizing structured questionnaires to collect first-hand data directly from respondents.

### 3. Data Collection Method

The primary data was collected through a structured questionnaire distributed to selected respondents. The questionnaire comprised close-ended questions designed in alignment with the study's three main objectives:

- To assess customer expectations and preferences regarding delivery speed.
- To analyze the impact of fast delivery on customer satisfaction and repeat purchase behavior.
- To evaluate how fast delivery influences consumer decision-making when choosing between e-commerce platforms.

### 4. Sampling Method

The sampling technique used for this study is *convenience sampling*, a non-probability sampling method. Respondents were chosen based on their accessibility and willingness to participate in the survey. This method was appropriate given the time and resource constraints.

### 5. Sample Size

The sample size for the study was *100 respondents*. This size was deemed adequate to draw general conclusions regarding customer behavior related to delivery speed in e-commerce.

### 6. Target Population

The target population for this research included individuals who shop online frequently and have had experience with different delivery timelines offered by e-commerce platforms.

### 7. Data Analysis Tools

The collected data was compiled and analyzed using *simple statistical tools*, primarily percentage analysis. Interpretation was done through tables showing:

- Particulars
- Number of Respondents

- Percentage

Each question was analyzed in context with the study objectives to derive meaningful insights.

### 8. Research Instrument

The primary research instrument was a Google Form-based structured questionnaire consisting of multiple-choice and Likert-scale questions.

## Data Analysis & Interpretation

### Section A: General Information

Q1. How important is fast delivery to you when shopping online?

Particular	No. of Respondents	Percentage
Very important	48	48%
Important	30	30%
Neutral	12	12%
Not very important	7	7%
Not important at all	3	3%

#### Interpretation:

A majority of respondents (48%) consider fast delivery as very important while shopping online. Another 30% rated it as important, indicating that nearly 78% of customers place significant value on delivery speed. Only a small portion (10%) view it as less important, highlighting the critical role fast delivery plays in consumer expectations.

Q2. Which delivery time frame do you generally prefer while shopping online?

Particular	No. of Respondents	Percentage
Same-day delivery	22	22%
Next-day delivery	35	35%
Within 2–3 days	28	28%
Within a week	10	10%
No preference	5	5%

#### Interpretation:

Next-day delivery is the most preferred option (35%) followed by 2–3 day delivery (28%). Same-day delivery is favored by 22% of respondents. This shows that consumers generally expect delivery within 1–3 days, with fewer customers (10%) willing to wait up to a week. Only 5% are indifferent to delivery timelines.

Q3. What is the maximum number of days you are willing to wait for a product delivery?

Particular	No. of Respondents	Percentage
1 day	18	18%
2–3 days	46	46%
4–5 days	20	20%
Up to 7 days	12	12%
More than 7 days	4	4%

#### Interpretation:

46% of respondents are willing to wait 2–3 days for a delivery, making it the most acceptable timeframe. 18% prefer 1-day delivery, showing a desire for express service. Only 4% are willing to wait beyond 7 days, indicating that long delivery times can potentially deter customers.

Q4. Have you ever chosen to reorder from a brand/platform because of its fast delivery service?

Particular	No. of Respondents	Percentage
Yes	62	62%
No	20	20%
Maybe	18	18%

**Interpretation:**

A significant majority (62%) of respondents have reordered from a brand because of fast delivery. This highlights the strong connection between delivery speed and customer loyalty. Only 20% said no, suggesting that delivery speed is a key influencer in repeat buying decisions.

Q5. How satisfied are you with the delivery speed of your most frequently used e-commerce platform?

Particular	No. of Respondents	Percentage
Very satisfied	30	30%
Satisfied	42	42%
Neutral	15	15%
Dissatisfied	9	9%
Very dissatisfied	4	4%

**Interpretation:**

A combined 72% of respondents expressed satisfaction with the delivery speed of their preferred e-commerce platform. This indicates that most leading platforms are meeting customer expectations in this area, although 13% still report dissatisfaction, pointing to room for improvement.

Q6. Do you feel more satisfied with your shopping experience when your order arrives earlier than expected?

Particular	No. of Respondents	Percentage
Strongly agree	40	40%
Agree	38	38%
Neutral	12	12%
Disagree	6	6%
Strongly disagree	4	4%

**Interpretation:**

A total of 78% of respondents agree or strongly agree that early delivery increases their satisfaction. This reinforces the positive psychological impact of fast or ahead-of-schedule deliveries on the customer experience.

Q7. When choosing between two similar platforms, how often do you choose the one with faster delivery?

Particular	No. of Respondents	Percentage
Always	28	28%
Often	36	36%
Sometimes	20	20%
Rarely	10	10%
Never	6	6%

**Interpretation:**

64% of respondents either always or often prefer the platform with faster delivery, showing that delivery speed plays a major role in competitive consumer decision-making. Only a small fraction (6%) stated that they never consider delivery speed, highlighting its broad importance.

Q8. Rank the following factors in order of importance when selecting an e-commerce platform (1 = Most important, 5 = Least important) (Summarized as average rank based on 100 respondents)

Particular	Average Rank
Product price	1.8
Product quality	2.0
Fast delivery	2.5

<b>Return policy</b>	<b>3.0</b>
<b>Brand reputation</b>	<b>3.7</b>

**Interpretation:**

Product price and quality are the top priorities for most consumers. Fast delivery ranks third, ahead of return policy and brand reputation, emphasizing that while price and quality dominate decisions, delivery speed is a major secondary factor in platform selection.

Q9. Has a poor delivery experience ever led you to stop using a particular e-commerce platform?

<b>Particular</b>	<b>No. of Respondents</b>	<b>Percentage</b>
<b>Yes</b>	<b>39</b>	<b>39%</b>
<b>No</b>	<b>44</b>	<b>44%</b>
<b>Not sure</b>	<b>17</b>	<b>17%</b>

**Interpretation:**

Nearly 40% of respondents have stopped using an e-commerce platform due to poor delivery experiences. This suggests that delivery performance directly affects customer retention, and e-commerce firms need to address delivery issues promptly to maintain loyalty.

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**Findings**

1. Fast delivery is a high precedence for on-line consumers, with 78% of respondents rating it as "very critical" or "important."
2. The most desired shipping timeframes are subsequent-day (35%) and 3 day transport (28%), displaying that clients expect rapid achievement.
3. A majority of respondents (64%) are willing to attend no greater than three days for product transport, reflecting a narrow appropriate window for logistics providers.
4. Same-day delivery is appealing to a vast 22% of customers, even though it is not the maximum not
5. 62% of clients have reordered from a platform due to its speedy delivery services, indicating that speed significantly drives patron retention.
6. 72% of respondents are glad or very satisfied with the delivery speeds of their most-used platforms, showing alignment between provider and expectation.
7. Early transport enhances delight: 78% of contributors agreed or strongly agreed that receiving orders in advance than anticipated positively impacts their shopping enjoy.
8. 64% of respondents prefer faster transport when choosing between two comparable e-commerce structures, proving that logistics speed is a competitive differentiator.
9. When ranking selection-making factors, speedy transport became ranked 0.33 after product rate and product great, ahead of return coverage and brand reputation.
10. 39% of customers have stopped the use of a platform due to terrible delivery experience, highlighting the vital role of logistics in client retention.

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**Conclusion**

In the current virtual commerce landscape, logistics overall performance—especially the rate of delivery—has emerged as a pivotal determinant of consumer delight and competitive gain. The findings of this take a look at have underscored the developing significance that purchasers location on rapid delivery whilst enticing with e-commerce platforms. The fast evolution of client expectancies, influenced through improvements in deliver chain technologies and competitive marketplace strategies, has made delivery pace a middle factor of the general on line purchasing revel in. Through primary statistics accrued from a sample of 100 respondents, it has grow to be glaring that customers no longer handiest price however also count on shorter transport windows, regularly favoring next-day or -day delivery services. The statistics in addition suggests that fast transport is a important thing influencing client loyalty and repeat purchases. A considerable share of respondents affirmed that timely delivery without delay affects their satisfaction levels and subsequent selection to repurchase from the same platform.

Moreover, while confronted with a couple of platform alternatives, customers often prioritize transport pace as a key choice-making criterion, frequently ranking it alongside or just after fundamental issues such as product fee and first-class. The take a look at also exhibits that a poor delivery experience can negatively affect brand notion, main to customer attrition. This highlights the complicated connection among logistics efficiency and brand trust within the e-trade area. From a theoretical viewpoint, the consequences align with the standards of patron-centric logistics control and provider first-class idea, which suggest that the perceived price of service—along with timeliness—plays a sizeable role in influencing patron behavior. The emphasis on pace displays a broader shift in consumer expectations towards immediacy, comfort, and reliability, factors which have end up synonymous with first-class provider in the e-commerce zone.

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