**International Journal of Research Publication and Reviews**

Journal homepage: www.ijrpr.com ISSN 2582-7421

# A Study on Customer Expectations and Satisfaction Regarding Same-Day Delivery Service

***Dr.U.Homiga*[1] , *Swetha M*[2]**

Natesan institute of cooperative management

ABSTRACT

This study investigates customer expectations and satisfaction regarding same-day delivery services in the evolving landscape of e-commerce and logistics. The surge in demand for rapid, reliable delivery—accelerated by the COVID-19 pandemic—has heightened consumer expectations for convenience, safety, and efficiency. Same-day delivery bridges the gap between traditional in-store immediacy and the flexibility of online shopping, reshaping how customers perceive value in logistics services. This research explores the key factors influencing customer satisfaction, including speed, technology integration, and service reliability, while also analyzing the operational challenges businesses face in providing efficient same-day delivery. Findings highlight a significant gap between customer expectations and actual service experiences, emphasizing the need for continuous innovation in logistics operations and customer engagement. The study concludes that understanding and addressing these expectation gaps is essential for businesses aiming to enhance service quality, improve customer retention, and maintain a competitive edge in a rapidly transforming industry.

## INTRODUCTION

In today's marketplace, customer satisfaction is a key factor for business survival, especially as post-pandemic consumer behavior has accelerated the demand for faster and more reliable delivery services. Same-day delivery has emerged as a crucial logistics solution, bridging the gap between the immediacy of in-store purchases and the convenience of online shopping. This innovation has raised customer expectations for speed, flexibility, and convenience, while also presenting significant operational challenges for businesses striving to maintain both profitability and high service standards. Understanding what customers expect from same-day deliveryand how satisfied they are with current offeringshas become essential for companies aiming to enhance service quality and gain a competitive advantage. This study explores the main factors influencing customer expectations and satisfaction, and analyzes the gaps between anticipated and actual experiences with same-day delivery services. By addressing these gaps, businesses can improve customer retention, boost conversion rates, and strengthen their market position. The findings of this research provide insights into optimizing logistics operations and meeting the evolving needs of today's consumers in the rapidly changing e-commerce landscape.

## Review of Literature

The implementation of same-day delivery services has been widely acknowledged as a pivotal advancement in the logistics and e-commerce industries, particularly in the post-pandemic era. Multiple studies have highlighted that the surge in online shopping and shifting consumer behaviors have significantly increased the demand for rapid and reliable delivery solutions. Same-day delivery acts as a bridge between the immediacy of in-store purchases and the flexibility of online shopping, thereby reshaping customer expectations for convenience and speed.

Research by Kumar and Sharma (2021) emphasizes the critical role of technology in enabling same-day delivery. The integration of real-time tracking, automated dispatch systems, and route optimization has allowed businesses to process, pack, and deliver orders within hours. These technological advancements not only enhance operational efficiency but also contribute to higher levels of customer satisfaction by providing transparency and timely updates throughout the delivery process.

However, the literature also points to several operational and logistical challenges. Maintaining real-time inventory across multiple locations, managing last-mile delivery complexities, and scaling operations during peak demand periods are recurring issues (Patel, 2023). Studies note that same-day delivery is typically more feasible in urban areas with robust infrastructure, while limited geographic reach and higher costs remain barriers for expansion into rural regions. Furthermore, effective supply chain coordination is essential, as disruptions at any stage can lead to delays and negatively impact customer satisfaction.

Gupta and Roy (2022) further highlight that while same-day delivery services can reduce cart abandonment rates and increase overall sales, their sustainability depends on continuous innovation and efficient resource management. The literature also suggests that the adoption of green logistics practices, such as route optimization and electric vehicles, can help address environmental concerns associated with rapid delivery models.

In summary, existing research underscores that same-day delivery services offer significant benefits in terms of customer experience and competitive advantage. However, their successful implementation requires overcoming challenges related to technology, logistics, and scalability. The future growth of this sector will likely depend on ongoing advancements in automation, artificial intelligence, and sustainable logistics practices.

## Research Methodology

**Research Design**

A mixed-methods approach was used, combining both quantitative and qualitative data to provide a comprehensive analysis of customer expectations and satisfaction regarding same-day delivery services.

**Data Collection**

- **Primary Data:**

Gathered through structured questionnaires distributed to a stratified random sample of online shoppers and logistics professionals in urban and semi-urban areas. The questionnaire included both closed and open-ended questions to capture detailed insights into customer expectations and satisfaction levels.

- **Secondary Data:**

Sourced from industry reports, logistics company publications, and government databases, focusing on trends, operational challenges, and customer feedback related to same-day delivery in India.

**Data Analysis**

Data were analyzed using Microsoft Excel and SPSS. Statistical methods included descriptive statistics, chi-square tests, and correlation analysis to identify significant factors influencing customer satisfaction and expectation gaps in same-day delivery services.

**Data Analysis and Interpretation**

The data for this study were collected through structured questionnaires distributed to 100 respondents, including both online shoppers and logistics professionals in urban and semi-urban areas. The responses were analyzed using descriptive statistics and graphical representation to understand customer expectations and satisfaction regarding same-day delivery services.

**Demographic Profile of Respondents**

Out of 100 respondents, 60% were male and 40% were female. The majority (55%) were in the age group of 21-30 years, followed by 25% in the 31-40 years range, and 20% above 40 years. Most respondents (70%) were frequent online shoppers, while 30% used online shopping occasionally.

**CHI SQUARE:**

| Meet Expectations Consistently | Dissatisfied | Neutral | Satisfied | Very Dissatisfied | Very Satisfied | Row Total |
|---|---|---|---|---|---|---|
| **Always** | 1 | 1 | 0 | 3 | 12 | 17 |
| **Frequently** | 2 | 2 | 5 | 4 | 10 | 23 |
| **Never** | 5 | 1 | 3 | 6 | 3 | 18 |
| **Occasionally** | 4 | 3 | 2 | 5 | 7 | 21 |
| **Rarely** | 7 | 2 | 1 | 7 | 3 | 20 |
| **Column Total** | 19 | 9 | 11 | 25 | 35 | 99 |

Example Calculation

For cell (Always, Dissatisfied):

$$E_{11} = \frac{17 \times 19}{99} \approx 3.26$$

$$\text{Contribution} = \frac{(1 - 3.26)^2}{3.26} \approx 1.57$$

**Chi-Square Contributions by Row**

- Row 1 (Always):

$$\chi_1^2 \approx 1.57 + 0.19 + 1.89 + 0.39 + 5.97 = 10.0$$

- Row 2 (Frequently):

$$\chi_2^2 \approx 1.32 + 0.004 + 2.34 + 0.56 + 0.43 = 4.6$$

- Row 3 (Never):

$$\chi_3^2 \approx 0.69 + 0.25 + 0.50 + 0.47 + 1.78 = 4.6$$

- Row 4 (Occasionally):

$$\chi_4^2 \approx 0.00023 + 0.62 + 0.048 + 0.017 + 0.02$$

- Row 5 (Rarely):

$$\chi_5^2 \approx 2.60 + 0.018 + 0.67 + 0.75 + 2.34 =$$

**Total Chi-Square Statistic**

**$\chi 2 \approx 10.01+4.65+4.68+0.71+6.39=26.45$**

## Chi-Square Formula

$$\chi^2 = \sum_{\text{all cells}} \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where each expected frequency is calculated by:

$$E_{ij} = \frac{(\text{Row Total}_i \times \text{Column Total}_j)}{\text{Overall Total}}$$

**Degrees of Freedom**

**df=(r−1) (c−1) = (5−1) (5−1) =4×4=16**

**p-value**

**$\chi 2=26.45$, df=16⇒p≈0.04**

**Since p<0.05p < 0.05p<0.05, reject the null hypothesis. There is a statistically significant association between frequency and satisfaction levels.**

**DETERMINING THE P-VALUE**

For a chi-square value of approximately 26.45 with 16 degrees of freedom, the critical value for p=0.05p = 0.05 is about 26.30. Since 26.45 are slightly above this threshold, the resulting p-value comes out just below 0.05.

p≈0.045

## CONCLUSION

- Chi-Square Statistic: ≈ 26.45
- Degrees of Freedom: 16
- p-value: ≈ 0.045

Because the p-value is less than 0.05, we reject the null hypothesis. And we accept alternative hypotheses. There is a significant relationship with the customer's expectation and satisfaction regarding the same day delivery services

**Awareness and Usage of Same-Day Delivery**

A significant 85% of respondents were aware of same-day delivery services, and 68% had used such services at least once. Among users, 75% preferred same-day delivery for electronics and fashion products, while 25% opted for groceries and daily essentials.

**Customer Expectations**

The analysis revealed that 80% of respondents considered delivery speed as the most important factor, followed by real-time tracking (65%) and flexible delivery time slots (50%). 60% expected delivery within 6-8 hours of placing an order, while 40% were satisfied with delivery within 24 hours.

**Satisfaction Levels**

When asked about satisfaction, 70% of respondents expressed satisfaction with the speed of delivery, while 20% were neutral, and 10% were dissatisfied, mainly due to delayed deliveries or limited-service availability in their area. 72% rated the condition of delivered goods as good, and 65% appreciated the professionalism of delivery staff.

**Challenges Identified**

Respondents highlighted several challenges: 45% mentioned occasional delays due to traffic or weather, 30% cited limited product availability for same-day delivery, and 25% noted higher delivery charges compared to standard shipping.

**DETERMINING THE P-VALUE**

For a chi-square value of approximately 26.45 with 16 degrees of freedom, the critical value for p=0.05p = 0.05 is about 26.30. Since 26.45 is slightly above this threshold, the resulting p-value comes out just below 0.05.

p≈0.045

**CONCLUSION**

- Chi-Square Statistic: ≈ 26.45
- Degrees of Freedom: 16
- p-value: ≈ 0.045

Because the p-value is less than 0.05, we reject the null hypothesis. And we accept alternative hypotheses. There is a significant relationship between the customer's expectation and satisfaction regarding the same day delivery services.

**INTERPRETATION:**

The chi-square test revealed a statistically significant association between the frequency of an event (e.g., Always, Frequently, etc.) and satisfaction levels (e.g., Very Dissatisfied to Very Satisfied), with a chi-square value of 26.45, 16 degrees of freedom, and a p-value of approximately 0.045. Since the p-value is less than the standard significance level of 0.05, we reject the null hypothesis, indicating that satisfaction levels vary meaningfully across

different frequency categories. This suggests that the frequency with which individuals experience the event has a notable impact on their satisfaction, with more frequent experiences generally linked to higher satisfaction levels.

## Key Findings

**1. Changing Customer Expectations**

The demand for same-day delivery has fundamentally altered customer expectations, with speed, convenience, and reliability now seen as essential features in online shopping. The COVID-19 pandemic accelerated this trend, making rapid delivery a standard requirement for customer satisfaction.

**2. Technology as an Enabler**

Advanced technologies such as real-time tracking, automated dispatch, and route optimization have become critical in enabling efficient same-day delivery. These systems provide transparency, allow customers to monitor their orders, and help businesses manage logistics more effectively.

**3. Competitive Advantage**

Businesses offering same-day delivery gain a significant competitive edge. This service reduces cart abandonment rates, encourages impulse purchases, and increases overall customer retention by meeting the growing demand for instant gratification.

**4. Operational Challenges**

Despite its benefits, same-day delivery presents notable challenges. Key issues include managing real-time inventory across multiple locations, last-mile delivery complexities, scalability during peak demand, and higher operational costs. Limited geographic reach, especially in rural areas, remains a barrier.

**5. Impact on Business Performance**

Same-day delivery services have been shown to improve customer experience, minimize returns and cancellations, and boost sales and revenue. Optimized delivery routes and faster inventory turnover also contribute to lower shipping and holding costs.

**6. Sustainability Considerations**

Efforts to optimize delivery routes and consolidate shipments have led to sustainability improvements, such as reduced emissions and more efficient use of resources. However, the push for rapid delivery also poses challenges in balancing speed with environmental responsibility.

**7. Industry Transformation**

The logistics industry has evolved rapidly, driven by digital transformation, e-commerce growth, and consumer demand for faster service. Innovations such as AI, automation, and green logistics are reshaping the sector and will continue to drive future advancements.

## Suggestions

- Businesses should invest further in advanced logistics technologies such as AI-driven route optimization and real-time tracking to enhance delivery speed and reliability.
- Expanding the geographic reach of same-day delivery services, especially into semi-urban and rural areas, can help tap into new customer segments and increase market share.
- Companies should focus on continuous staff training and development to improve the professionalism and efficiency of delivery personnel, which directly impacts customer satisfaction.
- Offering flexible delivery time slots and transparent communication about delivery status can address customer preferences and reduce dissatisfaction due to delays.
- Developing partnerships with local warehouses and third-party logistics providers can help manage inventory more efficiently and ensure timely order fulfilment.
- To address sustainability concerns, businesses should adopt green logistics practices, such as electric delivery vehicles and eco-friendly packaging, without compromising on speed.
- Regularly collecting and analyzing customer feedback will help identify service gaps and provide actionable insights for ongoing improvement in same-day delivery offerings.

**WEBSITES**


- University of Nottingham Bibliography for Logistics and Supply Chain Management – https://notts.rl.talis.com/lists/317ADE0A-CD92-73B4-6B1A-41B8662BE665/bibliography
- SOLE - Logistics Bibliography – http://www.sole.org/bibliography.asp
- Citationsy Logistics Referencing Guide – https://citationsy.com/styles/logistics
- ResearchGate Supply Chain Bibliography – https://www.researchgate.net/publication/326614098_Bibliography_on_Supply_Chain_Management
- Springer Link Logistics & Supply Chain References– https://link.springer.com/article/10.1007/s12063-022-00257-0