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A Study on Customer Loyalty towards Online Delivery Platforms among Youth in Chennai

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ABSTRACT:

This study examines the factors influencing customer loyalty towards online delivery platforms among youth in Chennai City, with attention to platform preference, delivery speed and reliability, and customer satisfaction. A descriptive research design was adopted and primary data were collected through a structured questionnaire administered via Google Forms. Using convenience sampling, 60 valid responses were obtained from young users aged 18–25 years, and opinion statements were measured on a five-point Likert scale. Percentage analysis, descriptive statistics, Pearson correlation, chi-square test and regression analysis were applied. Respondents held positive perceptions: 81.7% were satisfied with the services of their preferred platform and 76.7% intended to continue using it. Regular use of the preferred platform was strongly and positively correlated with the intention to recommend it ($r = 0.614$, $p < 0.001$). Gender was not significantly associated with the influence of fast delivery on platform choice ($\chi^2 = 1.20$, $df = 3$, $p = 0.752$). Customer satisfaction significantly predicted the intention to continue using the platform, a measure of loyalty ($\beta = 0.50$, $p < 0.001$), and explained 25% of its variance ($R^2 = 0.25$, $F(1, 58) = 19.49$, $p < 0.001$). The study recommends faster and more reliable delivery, prompt complaint resolution, accurate delivery tracking, rewards for repeat customers and continuous monitoring of customer satisfaction.

Keywords: Customer loyalty, online delivery platforms, customer satisfaction, delivery reliability, youth, Chennai

Introduction:

Online Delivery Platforms

Rapid growth in internet services and smartphone use has changed how people buy products and services. Online delivery platforms such as Amazon, Flipkart, Meesho and Myntra let customers search for products, compare options, pay securely, track orders and receive goods at their doorstep. Young consumers are among the most active users of these platforms because they are comfortable with digital technology and value convenience, variety, offers and speed.

Customer Loyalty

Customer loyalty is a customer's continued purchase from the same provider over time, together with positive word of mouth. Because customers can switch platforms easily, retaining existing customers has become more important than acquiring new ones. Delivery speed and reliability, service quality, pricing and offers, secure payment, customer support and trust are commonly associated with loyalty.

Problem Statement

Competition among online delivery platforms is increasing, and a poor delivery or service experience can lead a customer to move to another platform. Earlier studies show that service quality, delivery reliability and satisfaction influence loyalty, but few look at platform preference, delivery speed and reliability and satisfaction together for young users in a specific city. This study examines these questions for youth in Chennai City.

Relevance and Significance of the Study

The findings can help online delivery companies understand youth preferences and design better retention strategies, and they add to the limited evidence on customer loyalty among young online shoppers in Chennai. The study can also serve as a reference for researchers and management students interested in online consumer behaviour.

Review of Literature:

Research on customer loyalty rests on the idea that loyalty combines a favourable attitude with repeat purchase behaviour. Dick and Basu (1994) proposed an integrated framework in which higher loyalty arises when customers hold a positive attitude towards a provider and keep buying from it. Parasuraman, Zeithaml and Berry (1988) developed the SERVQUAL model, identifying tangibles, reliability, responsiveness, assurance and empathy as the dimensions of service quality, with better service quality leading to higher satisfaction and loyalty. Kotler and Keller (2016) similarly stated that satisfaction is central to loyalty, because customers stay when they receive value, good service and a positive experience.

In the online setting, Anderson and Srinivasan (2003) found that highly satisfied customers are more likely to remain loyal to an e-commerce platform, and that trust, convenience and perceived value strengthen this relationship. Srinivasan, Anderson and Ponnavaolu (2002) identified customisation,

convenience, customer care, trust and the overall shopping experience as antecedents of e-loyalty. Ribbink et al. (2004) showed that website security, privacy, responsiveness and ease of use raise satisfaction and trust, which supports loyalty. Parasuraman, Zeithaml and Malhotra (2005) developed the E-S-QUAL scale with efficiency, system availability, fulfilment and privacy dimensions, and linked high e-service quality to satisfaction, trust and loyalty. Rita, Oliveira and Farisa (2019) reported that timely delivery, accurate product information, easy navigation and secure payment improve satisfaction, and that satisfied customers continue buying from the same platform.

Research gap: Existing studies establish that service quality, delivery reliability, satisfaction, offers and complaint handling affect customer loyalty. However, few studies examine platform preference, delivery speed and reliability, and satisfaction together in relation to the loyalty of youth in Chennai City. This study addresses that gap.

Methodology:

This study uses primary data collected through a structured questionnaire distributed via Google Forms, with convenience sampling (a non-probability technique) used to select 60 respondents who are young users of online delivery platforms in Chennai City. Secondary information for the conceptual background and literature review was drawn from books, journals, research articles and reliable online sources. The research follows a descriptive, cross-sectional design. Young users are defined as respondents aged 18–25 years. The questionnaire contained demographic questions, general questions on platform use, and twelve opinion statements measured on a five-point Likert scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree and 5 – Strongly Agree.

The statements covered three areas: platform preference (PP1–PP4), delivery speed and reliability (DS1–DS4) and the satisfaction–loyalty link (SL1–SL4). Percentage analysis and descriptive statistics were used to profile respondents and summarise opinions, Pearson correlation to test the relationship between regular use and intention to recommend, the chi-square test to test the association between gender and the influence of fast delivery, and regression analysis to test the effect of customer satisfaction on loyalty. Significance was tested at the 5% level in SPSS.

Objectives:

Primary objective: To study the factors influencing customer loyalty towards online delivery platforms among youth in Chennai City.

Secondary objectives:

- To identify the online delivery platforms preferred by youth in Chennai.
- To evaluate the impact of delivery speed and reliability on customer loyalty.
- To analyse the relationship between customer satisfaction and customer loyalty.
- To suggest measures for improving customer satisfaction and strengthening customer loyalty.

Data Analysis and Interpretation

1. PERCENTAGE ANALYSIS – DEMOGRAPHIC PROFILE (N = 60)

Table 1. Respondent profile and duration of platform use

Variable	Key result
Age	18–20 years 28.3% (n = 17); 21–25 years 71.7% (n = 43)
Gender	Male 56.7% (n = 34); Female 43.3% (n = 26)
Duration of using online delivery platforms	Less than 1 year 28.3%; 1–2 years 35.0%; 3–5 years 18.3%; more than 5 years 18.3%

Inference: The sample is young, with about 72% aged 21–25 years, and slightly more male (56.7%) than female. About 63% of respondents have used online delivery platforms for up to two years, so most have relatively recent experience; 18.3% have used them for more than five years.

2. PERCENTAGE ANALYSIS – OPINION STATEMENTS (N = 60)

Table 2. Means, standard deviations and agreement for opinion statements (N = 60)

Item	Statement (short)	Mean	SD	% Agree/Strongly agree
PP1	I prefer using online delivery platforms	4.10	0.88	75.0
PP2	I regularly use my preferred platform	3.67	0.91	66.7
PP3	Preferred platform meets my shopping needs	3.88	0.85	65.0
PP4	I would recommend my preferred platform	3.78	0.92	68.3
DS1	Fast delivery influences my platform choice	3.90	0.84	66.7
DS2	Orders arrive within the promised time	3.80	0.80	63.3
DS3	I trust my preferred platform	3.83	0.81	61.7
DS4	Reliable delivery increases my satisfaction	3.87	0.81	70.0

Item	Statement (short)	Mean	SD	% Agree/Strongly agree
SL1	I am satisfied with the services	4.17	0.81	81.7
SL2	I intend to continue using the platform	4.02	0.75	76.7
SL3	I would recommend the platform to others	3.95	0.77	71.7
SL4	Overall satisfaction influences my loyalty	4.02	0.79	73.3

Inference: All statements have means between 3.67 and 4.17, showing positive perceptions. Agreement is highest for satisfaction with the services (81.7%), intention to continue using the platform (76.7%) and preference for online delivery platforms (75.0%), and lowest for trust in the preferred platform (61.7%) and receiving orders within the promised time (63.3%). Between 15.0% and 36.7% of respondents chose the neutral option, and no statement was disagreed with by more than 10.0% of respondents, so views are broadly favourable but not uniform.

3. CORRELATION ANALYSIS – REGULAR USE AND INTENTION TO RECOMMEND

H0: There is no significant relationship between regularly using the preferred online delivery platform and intending to recommend it to others.

H1: There is a significant relationship between regularly using the preferred online delivery platform and intending to recommend it to others.

Table 3. Pearson correlation (N = 60)

Variables	Pearson r	Sig. (2-tailed)	N	Result
Regular use of preferred platform × Intention to recommend	0.614	< 0.001	60	Significant

Interpretation: The correlation is strong, positive and significant at the 5% level ($r = 0.614$, $p < 0.001$), so H0 is rejected. Customers who use their preferred platform regularly are more likely to recommend it to others. Correlation does not establish cause and effect.

4. CHI-SQUARE TEST – GENDER AND INFLUENCE OF FAST DELIVERY

H0: There is no significant association between gender and whether fast delivery influences the choice of online delivery platform.

H1: There is a significant association between gender and whether fast delivery influences the choice of online delivery platform.

Table 4. Gender × influence of fast delivery on platform choice (count)

Gender	Strongly agree	Agree	Neutral	Disagree	Total
Male	9	12	12	1	34
Female	7	12	6	1	26
Total	16	24	18	2	60

Table 5. Chi-square test results (valid cases = 60)

Test	Value	df	Sig.	Result
Pearson Chi-Square	1.20	3	0.752	Not significant
Likelihood Ratio	1.22	3	0.748	Not significant
Linear-by-Linear Association	0.25	1	0.619	Not significant

Interpretation: The p-value (0.752) exceeds 0.05, so H0 is not rejected. Gender is not significantly associated with the influence of fast delivery on platform choice. Because only two respondents chose “Disagree”, some cells have expected counts below 5, so this result should be read with caution.

5. REGRESSION ANALYSIS – CUSTOMER SATISFACTION AND LOYALTY

H0: There is no significant impact of customer satisfaction on customer loyalty.

H1: There is a significant impact of customer satisfaction on customer loyalty.

Table 6. Regression coefficients (dependent variable: intention to continue using the platform)

Predictor	B	Std. error	Beta	t	Sig.	Result
(Constant)	1.13	0.21	–	5.36	< 0.001	–
Customer satisfaction	0.47	0.11	0.50	4.41	< 0.001	Significant

$R = 0.50$; $R^2 = 0.25$; Adjusted $R^2 = 0.24$; Std. error of the estimate = 0.65; $F(1, 58) = 19.49$, $p < 0.001$.

Interpretation: The model is statistically significant, and customer satisfaction explains 25% of the variation in customer loyalty. Satisfaction is a significant positive predictor ($\beta = 0.50$, $p < 0.001$), so H0 is rejected. The remaining 75% of the variation is explained by factors outside this model.

6. SUMMARY OF HYPOTHESIS TESTING

Table 7. Hypothesis testing summary

Test	H0	Result
Correlation	No relationship between regular use and intention to recommend	$r = 0.614, p < 0.001 \rightarrow$ Reject H0
Chi-square	No association between gender and influence of fast delivery	$p = 0.752 \rightarrow$ Fail to reject H0
Regression	No impact of customer satisfaction on loyalty	$\beta = 0.50, p < 0.001 \rightarrow$ Reject H0

Results

The study analysed 60 valid responses. Respondents hold positive perceptions of online delivery platforms, with 81.7% satisfied with the services of their preferred platform, 76.7% intending to continue using it and 71.7% willing to recommend it. Regular use of the preferred platform is strongly and significantly correlated with the intention to recommend it ($r = 0.614, p < 0.001$). Gender is not significantly associated with the influence of fast delivery on platform choice ($\chi^2 = 1.20, df = 3, p = 0.752$). The regression model is significant ($R^2 = 0.25$, adjusted $R^2 = 0.24, F(1, 58) = 19.49, p < 0.001$), and customer satisfaction significantly predicts loyalty ($\beta = 0.50, p < 0.001$). Together, these results suggest that satisfied and regular users are the platform's most loyal and most likely advocates, and that delivery speed matters to young users irrespective of gender.

Key findings

- Most respondents are aged 21–25 years (71.7%) and male (56.7%); 63.3% have used online delivery platforms for up to two years.
- Satisfaction is the most favourably rated area: 81.7% are satisfied with the services and 73.3% agree that their overall satisfaction influences their loyalty.
- 66.7% agree that fast delivery influences their choice of platform, 63.3% receive orders within the promised time and 70.0% agree that reliable delivery increases their satisfaction.
- Regular use and intention to recommend are strongly and positively correlated ($r = 0.614, p < 0.001$).
- Gender is not significantly associated with the influence of fast delivery on platform choice ($p = 0.752$).
- Customer satisfaction has a significant positive effect on loyalty ($\beta = 0.50, p < 0.001$) and explains 25% of its variation.

Discussion

Satisfaction and loyalty. The significant effect of satisfaction on the intention to continue using a platform is consistent with Anderson and Srinivasan (2003) and Kotler and Keller (2016), who describe satisfaction as a central driver of loyalty. However, satisfaction explains only a quarter of the variation in loyalty ($R^2 = 0.25$). This suggests that other factors, such as trust, perceived value, service quality, offers and customer care, also shape loyalty (Srinivasan et al., 2002; Ribbink et al., 2004). These were not included in the regression model.

Delivery speed and reliability. Two-thirds of respondents say fast delivery influences their choice, and 70.0% say reliable delivery raises their satisfaction. This agrees with Rita et al. (2019), who found that timely delivery improves satisfaction. At the same time, 33.3% were neutral on receiving orders within the promised time and 36.7% were neutral on trust, which indicates room for platforms to improve fulfilment and build trust.

Usage and advocacy. The strong correlation between regular use and willingness to recommend shows that engaged users are likely to promote the platform, which supports the view that loyalty includes both repeat use and positive word of mouth (Dick & Basu, 1994).

Gender. No significant association was found between gender and the influence of fast delivery, so speed appears to matter to male and female youth alike. As the sample is small and some cells are sparse, this finding is indicative only.

Overall, the findings support the satisfaction–loyalty link reported in earlier studies and show that delivery experience is an important part of satisfaction for young customers in Chennai. As the sample is small ($n = 60$) and drawn by convenience sampling, these results should be confirmed with larger samples.

Conclusion

The study concludes that youth in Chennai hold a generally positive view of online delivery platforms, and that customer satisfaction, regular use and a reliable delivery experience are closely linked to loyalty. Regular users are more likely to recommend their platform, satisfaction significantly predicts the intention to continue using it, and gender does not explain the importance given to fast delivery.

Recommendations: Online delivery platforms should (i) improve delivery speed and reliability and meet promised delivery times; (ii) provide accurate delivery tracking and avoid unnecessary delays; (iii) resolve complaints quickly with clear communication; (iv) offer discounts, rewards and loyalty benefits to encourage repeat use; (v) maintain good packaging to prevent damage in transit; and (vi) monitor customer satisfaction continuously and act on feedback.

Limitations and future research: Limitations include the small sample ($n = 60$), convenience sampling from one city, a sample limited to respondents aged 18–25 years, self-reported opinions from a single survey (so findings show association, not causation), a regression model with a single predictor that explains 25% of loyalty, and sparse cells in the chi-square test. The study also does not compare individual platforms. Future research could use larger, probability-based samples from several cities, compare platforms, and add variables such as trust, price, offers, service quality and customer support.

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