

A Study Of Customers Perception On Same Day Delivery And The Role Of Logistics Providers (Ekart) In Meeting Expectations

Prof. Pranav J. Kulkarni

Assistant Professor, Sinhgad Institute Of Management

Prof. Amol Khandagale

Assistant Professor, Sinhgad Institute Of Management

Abstract

This study explores how consumers view same day delivery services and assesses how important logistics companies EKart, or Flipkart are to meeting these demands in the Indian ecommerce market. The need for quick and dependable delivery has increased due to the ecommerce industry's explosive growth, making same day delivery a crucial difference. Key drivers such delivery speed, product condition and overall service reliability are identified in this study, which looks at factors influencing consumer satisfaction, loyalty and repurchase intentions with regard to same day delivery. The study examines consumer opinions on a range of same day delivery topics using a descriptive research methodology in order to determine customer satisfaction levels and potential areas for development. The results demonstrate how effective logistics can significantly improve customer satisfaction and offer tactical

Keywords: *Same day delivery, customer perception, logistics, EKart, Flipkart, ecommerce, customer satisfaction, delivery expectations, India, last mile delivery.*

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I. Introduction

The way people shop has changed largely with increase in usage of ecommerce in India, which has increased demand of reliable and quick delivery services. Many customers now expect same day delivery. This has led to a focus on immediate fulfilment rather than just product availability. Businesses like Flipkart and its logistics division EKart face pressure to ensure effective and fast last mile delivery due to this growing demand. This stage has a significant impact on customer satisfaction because it is frequently the only direct engagement between the business and the client.

This study evaluates the effects of same day delivery on customers overall happiness and chance of using the service again with a focus on speed, dependability and product condition. The research attempts to determine what makes same day delivery successful by examining feedback.

II. Literature Review

Customers now have high expectations for prompt and dependable delivery as ecommerce expands. Since last mile delivery is frequently the customers only in person interaction with a business, traditional service models like SERVQUAL have been modified for the internet market to emphasise trust, timeliness and dependability. Delivery speed, product condition and tracking features greatly affect customer happiness and loyalty, as shown in studies by Singh & Kumar (2022) and Pal & Sharma (2023). In India, same day delivery, which used to be a premium service, is now common. While good logistics matter, smooth payment, return and support processes are also key to customer satisfaction. There are still issues with infrastructure and sustainability, which forces logistics companies to use creative, technologically advanced solutions in order to satisfy growing demands and guarantee long term profitability.

There is a noticeable shortage of focused study on how customers view same day delivery, especially in regard to certain logistics providers like EKart (Flipkart) in India, despite the fact that many studies address customer satisfaction and last mile delivery in ecommerce. The majority of current research is still too general and lacks specific insights into how important elements like communication, product handling and punctuality impact customer loyalty and satisfaction. Moreover, the operational challenges faced by dedicated logistics arms are rarely examined. This study addresses this gap by closely analysing customer expectations and EKart's performance in delivering same day orders, offering targeted insights within the Indian ecommerce landscape.

III. Research Methodology

The purpose of this study was to determine how consumers view Flipkart's same day delivery service, particularly the function of EKart, using a descriptive research design. Using structured questionnaires distributed to 100 Flipkart customers in Pune who had previously used the service, a quantitative approach was taken. Respondents from a variety of age groups and locations were reached. The survey collected demographic, shopping, delivery and satisfaction data, with a focus on product condition, reliability and delivery speed. The clarity of the questionnaire was enhanced by a pilot test. For increased accuracy, data was gathered directly from people and backed up by secondary sources. Both descriptive and inferential statistics were used in the analysis, to provide valuable insights into changes in customer satisfaction.

IV. Data Analysis And Interpretation

Feedback from 100 online shoppers in Pune was reviewed to provide important information about how consumers perceive Flipkart's same day delivery service and how EKart helps meet their expectations. Young tech savvy individuals who often use online shopping platforms made up most of the respondents. The participants, who came from different parts of Pune, contributed a variety of urban viewpoints to the research. The study on same day delivery was particularly relevant because most of the respondents were regular online shoppers and listed Flipkart as one of their favourite platforms. A significant percentage were aware of Flipkart's same day delivery option indicating that the service has gained recognition through marketing or word of mouth. When it came to actual usage patterns responses varied. Some used same day delivery frequently while others did so from time to time. This variation could be influenced by product availability urgency or the extra cost needed for faster delivery.

The degree of customer satisfaction was encouraging. According to the majority of respondents, EKart is generally satisfying customer expectations for quick service, as evidenced by their satisfaction or high satisfaction with the pace of deliveries. However, there were some unsatisfied voices, indicating the need for ongoing development, particularly in terms of delivery route and timing optimisation.

The high level of satisfaction with the delivered products' condition also suggests that EKart pays close attention to handling and packaging. Gaining the trust of customers is crucial for sustaining usage. Another positive element was reliability. Many customers believed Flipkart and EKart would fulfil their commitments which builds lasting loyalty. While pricing was not a focus of the study the positive emotions suggests that consumers are willing to pay more for value.

V. Findings And Suggestions

The study found that consumers have a very positive opinion of Flipkart's same day delivery service and are very satisfied with important aspects including product condition, quickness and dependability. Most respondents indicated that EKart's quick and careful delivery met their needs which improved satisfaction and trust in the platform. One of the services main strengths was its reliability which encouraged customers to return and remain loyal. Many consumers expressed a desire to use same day delivery more frequently showing an increasing demand for faster shipping options. These results highlight Flipkart's position in a competitive market emphasizing same day delivery as a significant advantage. Consistent effort is necessary to maintain high service quality and meet evolving customer expectations.

VI. Conclusion

The study found that EKart powered Flipkart's same day delivery service is essential for enhancing customer loyalty and satisfaction. Many customers appreciated the service for its quick deliveries. This shows that speed in fulfilling orders greatly improves their shopping experience. Speed was not the only key factor; the condition of the items upon delivery was also important. Since EKart places a high priority on proper handling and packaging, the majority of consumers received their items in superb condition.

One significant conclusion was the close relationship between overall happiness and the perceived dependability of deliveries. Customer loyalty and trust in Flipkart grew when orders were delivered on time and in good condition. The findings show that customers want same day delivery to be a standard choice not just a rare one. The study revealed that EKart plays a key role in shaping positive customer experiences and enhancing Flipkart's competitive advantage in the rapidly changing ecommerce market.

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