

## A STUDY ON FACTORS INFLUENCING ONLINE DELIVERY PERSON SERVICES IN CHENNAI CITY

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### ABSTRACT

*Purpose of the study: In the rapidly evolving landscape of e-commerce, the last-mile delivery service plays a crucial role in shaping customer satisfaction and brand perception. This study investigates the various factors influencing the quality and effectiveness of online delivery person services in Chennai City. With a focus on customer interaction, delivery efficiency, professional behaviour, and technological integration. Aim: The study aims to identify key determinants that impact consumer experiences. Utilizing a structured questionnaire and responses from 300 participants across Chennai City, the study applies statistical tools including regression analysis and factor analysis to determine the influence of delivery-related attributes. Methodology: The study applies statistical tools including regression analysis and factor analysis to determine the influence of delivery-related attributes. The findings suggest that punctuality, politeness, hygiene, communication clarity, and use of delivery tracking systems significantly influence customer satisfaction and perception of service quality. Findings: The study applies statistical tools including regression analysis and factor analysis to determine the influence of delivery-related attributes. The findings suggest that punctuality, politeness, hygiene, communication clarity, and use of delivery tracking systems significantly influence customer satisfaction and perception of service quality. The study applies statistical tools including regression analysis and factor analysis to determine the influence of delivery-related attributes. The findings suggest that punctuality, politeness, hygiene, communication clarity, and use of delivery tracking systems significantly influence customer satisfaction and perception of service quality.*

**KEYWORDS:** Last-Mile Delivery, Customer Satisfaction, Delivery Person, e-Commerce Logistics, Chennai City

### INTRODUCTION

Over the last decade, India's e-commerce business has grown at an unparalleled rate, driven by advances in digital infrastructure, increased internet access, smartphone usage, and a shift in customer behaviour toward convenience-based buying. With this quick expansion, the logistics sector particularly last-mile delivery has evolved as an important factor in determining consumer happiness and the overall viability of online platforms. Among all of the players in the online shopping value chain, delivery professionals play an important role as the company's face, acting as the single point of physical communication between the online store and the end user. In this setting, delivery parsons' competence and professionalism play an increasingly crucial role in creating consumer views, trust, and loyalty.

Their ability to deliver products on time, keep a courteous manner, communicate properly, and follow hygiene guidelines has a huge impact on the customer's post-purchase experience. Despite their critical function, delivery staff frequently work under difficult circumstances tight timetables, urban traffic congestion, large order quantities, and pressure to satisfy customer expectations-particularly in metropolitan areas such as Chennai City. Chennai City, as a highly inhabited and commercially busy area, provides distinct difficulties and possibilities in the realm of last-mile delivery. The diversity of customer demographics, infrastructure limits, and fierce rivalry among delivery platforms all contribute to a constantly changing setting for evaluating delivery crew performance. Consumers now demand competent, quick, and secure delivery services, and therefore firms must constantly enhance customer service in order to remain competitive.

### **SIGNIFICANCE OF THE STUDY**

The present study holds significant relevance as it addresses the critical role of online delivery person in shaping customer satisfaction within the rapidly growing e-commerce sector in Chennai City. While technological advancements have streamlined digital transactions, the final consumer experience heavily depends on the efficiency, behaviour, and professionalism of delivery person. This study provides valuable insights into the factors influencing their service quality such as punctuality, communication, hygiene, and use of technology which directly impact consumer trust and loyalty. By focusing on a geographically specific urban area, the findings contribute to improving last-mile delivery standards, guiding e-commerce platforms in training, performance evaluation, and service design, while also supporting informed policymaking in urban logistics and gig economy workforce management.

### **STATEMENT OF THE PROBLEM**

In the ever-changing e-commerce world, delivery people play an increasingly important role in creating the overall client experience. Despite technical advances in order processing and monitoring, the last step of delivery the point where there is direct connection between the consumer and the service provider is still reliant on human efficiency and conduct. In metropolitan areas like Center the city of Chennai, wherein the density of people, traffic congestion, and various expectations from customers create operational obstacles, guaranteeing reliable and high-quality delivery services is a difficult undertaking.

However, there is little empirical study that focuses on the operational quality of delivery workers and the elements that impact their performance in urban environments. Late delivery, a lack of interaction, poor cleanliness, unpleasant behaviour, and weak problem-solving abilities can lead to customer discontent, a negative brand impression, and a loss of customers. Furthermore, delivery people usually operate under high pressure and without proper customer service training, lowering service quality.

### **LITERATURE REVIEW**

**Rajeswari et.,al., (2015)** This study named "An Investigation on the Response of Customers toward Shopping on the Internet in Chennai City" has been performed to investigate the variables influencing customers' online purchasing selections and how these aspects effect customer satisfaction. A descriptive design has been employed for this study. To gather samples from around Chennai, an organized survey was devised and delivered. To include respondents with prior online buying experience, a judgment sampling approach was used. The study used an average size of 105 participants. After gathering the data, it was categorized, tallied, and coded. The data was interpreted using necessary statistical procedures such as percentages and Chi square testing.

**Rajakrishna et.,al., (2025)** The study indicated that the potential of trailers within India, particularly in cities, seems highly promising. Online buying can give a competitive edge over traditional enterprises. Online shopping has risen in favor over the years, owing to the convenience it provides from the comfort of one's own home or workplace. Thus, the study intends to investigate client satisfaction with online buying from various websites. The study's conclusions focus on online shoppers' preferences, contentment, and difficulties with internet shopping marketing.

### **Objectives of the Study**

- To identify the key service factors influencing online delivery person performance in Chennai City.
- To analyze the level of customer satisfaction with delivery services.

### **Hypothesis for the Study**

- **H<sub>0</sub>1:** There is no significant relationship between the punctuality of delivery person and customer satisfaction.
- **H<sub>0</sub>2:** There is a significant relationship between the punctuality of delivery person and customer satisfaction.

### **Research Methodology**

The current study uses a descriptive research methodology to investigate and analyze the important elements that influence the customer service level provided by online delivery workers in Chennai City. The research location was purposefully chosen for its high concentration of online sales and broad consumer base. Primary data was gathered using a standardized questionnaire designed to evaluate several service characteristics such as timeliness, interaction, politeness, hygiene, problem-solving skills, and technology use during delivery. To guarantee coverage throughout age, gender, and occupation, a sample of 300 respondents from Chennai City who use e-commerce on a regular basis were chosen using stratified random sampling.

To assess consumer views and satisfaction levels, the questionnaire includes both closed-end and Likert scale-based topics. The acquired data was evaluated using statistical methods including descriptive statistic, factor evaluation, and regression analysis in order to determine the most significant service aspects and their link to customer satisfaction. The technique combined quantitative rigor with contextual relevance to give significant insights on the efficiency of last-mile delivery people in a complicated urban setting.

### **Data Collection**

Structured questionnaire covering dimensions such as punctuality, politeness, hygiene, communication, appearance, and app integration.

### **Statistical Tools Used**

Descriptive statistics, Factor Analysis, Regression Analysis, Chi-square test.

**Table 1: Age of the Respondents**

S. No	Age	No. of Respondents	Percentage
1	Up to 18	35	12
2	19-25	74	25
3	26-35	67	22
4	36-45	58	19
5	Above 45	66	22
	Total	<b>300</b>	<b>100</b>

Source: Primary data

From the Table, it can be seen that out of the 300 respondents 12 were in the age range of below 18, while 25 of them were in between the age of below 19-25, when 22 of them were aged 26-35, also in the age group 36-45 has percentage 19, finally 22 percentage of the respondent were above 45 age group.

**Table 2: Income of the Respondents**

S. No	Annual Income	No. of Respondents	Percentage
1	Up to 50000	27	9
2	50001- 70000	73	24
3	70001-100000	82	27
4	100001-above	118	40
	Total	<b>300</b>	<b>100</b>

Source: Primary data

From the above Table, it becomes clear that there is a huge difference in the income of workers. While 9 percentage of them received an annual income below 50000, 24 of them earned an annual income between a sum of Rs.50001-70000, 70001-100000 income have been earned by 27 percentage of workers, among the 300 respondent 40 workers earned more than 100001-above.

**Table 3: Frequency of Interaction and Satisfaction with Online Delivery Person**

S. No	Factors	SA	A	N	DA	SDA	Total
1	I frequently receive deliveries from online platform in Chennai City	78	57	50	81	34	300
		26	19	17	27	11	100
2	My experience with delivery person influences my decision to shop again on the same platform	46	69	44	56	85	300
		15	23	15	19	28	100
3	Courteous behaviour and professionalism of delivery person increase my likelihood of continuous use	78	80	49	43	50	300
		26	27	16	14	17	100
4	I feel comfortable receiving deliveries from delivery person due to safety and hygiene practices.	57	72	44	67	60	300
		19	24	15	22	20	100
5	I trust delivery person to handle my packages with care and provide accurate delivery.	75	53	61	62	49	300
		25	18	20	21	16	100

Source: Primary data

The data presented in Table 3 provides a comprehensive insight into respondents' perceptions regarding the frequency of interaction, influence on purchase decisions, trust, safety, and satisfaction with online delivery person in Chennai City. A majority (45%) of respondents strongly agree or agree that they frequently receive deliveries from online platforms, indicating high engagement with e-commerce in the region. Notably, 38% of respondents affirm that their experiences with delivery person influence repeat purchases, though a significant 28% strongly disagree, suggesting inconsistent service quality across platforms. The role of courteous behaviour and professionalism stands out, with 53% of respondents acknowledging it as a key factor in encouraging continued platform usage. Comfort in receiving deliveries, linked to safety and hygiene practices, is moderately positive, with 43% agreeing while 42% express disagreement or

neutrality, pointing to concerns over health and personal safety. Lastly, trust in delivery person handling and accuracy is affirmed by 43% of respondents, although 41% remain neutral or dissatisfied, indicating a mixed level of confidence. Overall, while the data reflects positive trends in delivery person behaviour, it also highlights significant areas—such as consistency, hygiene, and trust—where service improvements are necessary to enhance consumer satisfaction and loyalty.

**Table 4: ANOVA Test for Age and Satisfaction Frequency of Interaction With Online Delivery Person**

Variables	Age	N	Mean	S.D.	F Value	Sig.
I frequently receive deliveries from online platform in Chennai City	Up to 18	35	4.91	1.86	12.960	0.005*
	19-25	74	3.46	1.75		
	26-35	67	4.31	1.02		
	36-45	58	4.42	1.20		
	Above 45	66	3.25	1.99		
	Total	<b>300</b>	<b>4.36</b>	<b>1.22</b>		
My experience with delivery person influences my decision to shop again on the same platform	Up to 18	35	4.22	1.87	6.596	0.005*
	19-25	74	4.19	1.93		
	26-35	67	4.89	1.40		
	36-45	58	4.15	1.30		
	Above 45	66	4.51	1.98		
	Total	<b>300</b>	<b>4.66</b>	<b>1.58</b>		
Courteous behaviour and professionalism of delivery person increase my likelihood of continuous use	Up to-18	35	4.44	0.71	2.360	0.005*
	19-25	74	3.26	1.90		
	26-35	67	3.14	1.15		
	36-45	58	2.67	1.17		
	Above 45	66	4.74	0.90		
	Total	<b>300</b>	<b>3.75</b>	<b>0.36</b>		
I feel comfortable receiving deliveries from delivery person due to safety and hygiene practices.	Up to – 18	35	3.76	1.98	7.892	0.005*
	19-25	74	3.64	1.04		
	26-35	67	3.10	0.44		
	36-45	58	3.97	1.08		
	Above 45	66	4.89	0.15		
	Total	<b>300</b>	<b>4.36</b>	<b>0.55</b>		
I trust delivery person to handle my packages with care and provide accurate delivery.	Up to – 18	35	3.26	1.08	5.892	0.005*
	19-25	74	3.74	1.04		
	26-35	67	3.70	0.74		
	36-45	58	3.74	1.28		
	Above 45	66	4.89	0.35		
	Total	<b>300</b>	<b>4.23</b>	<b>0.99</b>		

Based on Primary Data \* Sig.@5%

The test f value age and Frequency of Interaction and satisfaction with Online Delivery person in study area (12.960, 6.596, 2.360 7.892 5.892) I frequently receive deliveries from online platform in Chennai City, My experience with delivery person influences my decision to shop again on the same platform, Courteous behaviour and professionalism of delivery person increase my likelihood of continuous use, I feel comfortable receiving deliveries from delivery person due to safety and hygiene practices. I trust the delivery person to handle my packages with care and provide accurate

delivery. The calculated ANOVA result clearly telling customer reports online shopping at a high level among the age category of above 19-25 years group of respondents. The results show that due to ae factors ages category in highly affected by the Frequency of Interaction and satisfaction with Online Delivery person. Therefore, it is stated that the null hypothesis is rejected

**Table 5: ANOVA test for Income and Satisfaction Frequency of Interaction with Online Delivery Person**

Variables	Age	N	Mean	S.D.	F Value	Sig.
I frequently receive deliveries from online platform in Chennai City	Below 50000	27	4.21	1.86	5.890	0.045*
	50001-70000	73	4.36	1.75		
	70001-100000	82	4.71	1.02		
	100001-above	118	4.12	1.20		
	Total	<b>300</b>	<b>4.25</b>	<b>0.99</b>		
My experience with delivery person influences my decision to shop again on the same platform	Below 50000	27	4.72	0.87	7.596	0.005*
	50001-70000	73	4.39	0.93		
	70001-100000	82	4.29	1.00		
	100001-above	118	4.25	0.94		
	Total	<b>300</b>	<b>4.11</b>	<b>0.98</b>		
Courteous behaviour and professionalism of delivery person increase my likelihood of continuous use	Below 50000	27	4.94	0.71	4.360	0.006*
	50001-70000	73	4.76	0.90		
	70001-100000	82	4.74	1.15		
	100001-above	118	4.77	1.17		
	Total	<b>300</b>	<b>4.94</b>	<b>1.00</b>		
I feel comfortable receiving deliveries from delivery person due to safety and hygiene practices.	Below 50000	27	4.26	0.98	4.077	0.007*
	50001-70000	73	4.84	1.04		
	70001-100000	82	4.90	1.44		
	100001-above	118	3.67	1.08		
	Total	<b>300</b>	<b>4.89</b>	<b>1.15</b>		
I trust delivery person to handle my packages with care and provide accurate delivery.	Below 50000	27	4.29	0.76	5.068	0.001*
	50001-70000	73	3.74	1.58		
	70001-100000	82	4.91	1.75		
	100001-above	118	4.78	1.33		
	Total	<b>300</b>	<b>4.84</b>	<b>1.12</b>		

Based on Primary Data \* Sig.@5%

It is clear that the result of f value age and Frequency of Interaction and satisfaction with Online Delivery person in study area (5.890, 7.596, 4.360, 4.077, 5.068) I frequently receive deliveries from online platform in Chennai City, My experience with delivery person influences my decision to shop again on the same platform, Courteous behaviour and professionalism of delivery person increase my likelihood of continuous use, I feel comfortable receiving deliveries from delivery person due to safety and hygiene practices. I trust the delivery person to handle my packages with care and provide accurate delivery. The calculated ANOVA result clearly tells that customer reports online shopping at a high level among the income category of above 1,00,0001 above and 70,000 to 1,00,000 highly group of respondents. The results show that due to ae factors income category in highly affected by the Frequency of Interaction and satisfaction with Online Delivery. Hence, it is stated that the null hypothesis is rejected.

## **FINDINGS**

- A significant percentage of respondents (45%) regularly use e-commerce platforms for deliveries in Chennai City.
- Professionalism and courteous behaviour of delivery staff is a strong driver for continued platform usage (acknowledged by 53% of respondents).
- Trust in delivery person package handling skills is moderate, with 43% expressing confidence and 41% remaining neutral or dissatisfied.
- The calculated ANOVA result clearly telling customer reports online shopping at a high level among the age category of above 19-25 years group of respondents. The results show that due to ae factors ages category in highly affected by the Frequency of Interaction and satisfaction with Online Delivery person.
- The calculated ANOVA result clearly tells that customer reports online shopping at a high level among the income category of above 1,00,0001 above and 70,000 to 1,00,000 highly group of respondents. The results show that due to ae factors income category in highly affected by the Frequency of Interaction and satisfaction with Online Delivery.

## **SUGGESTIONS**

- Incentivize good performance through reward systems for punctual and courteous delivery person.
- Introduce feedback mechanisms to capture real-time customer satisfaction and improve service accordingly.
- Enhance app integration with features like live tracking, delivery ratings, and real-time chat to boost transparency.
- Delivery staff should be educated on basic hygiene practices and professional communication.
- E-commerce platforms should work on logistics optimization to reduce pressure and delays in deliveries.

## **CONCLUSION**

The performance of the delivery person plays a critical role in customer satisfaction and brand loyalty in the e-commerce sector. Factors like timeliness, hygiene, and courteous behaviour are essential for building a positive delivery experience. While technology aids delivery efficiency, the human interaction element remains crucial in shaping consumer trust. There is a need for systemic improvements in training, evaluation, and support of the delivery person to ensure consistent service

quality. Addressing the identified gaps will not only enhance consumer satisfaction but also improve platform competitiveness in urban markets like Chennai City.

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