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.t he 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*