

A Study on Customer Perception and Loyalty Towards Online Delivery Platforms in Reference with Coimbatore City.

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ABSTRACT

The rapid growth of digital technology and increasing internet penetration have significantly transformed consumer purchasing behaviour, leading to the expansion of online product delivery platforms in urban areas like Coimbatore. This study examines customer perception and loyalty towards online product delivery systems in Coimbatore city. The research focuses on understanding the factors influencing customer satisfaction, including convenience, delivery speed, product quality, pricing, payment security, return policies, and customer service. Primary data were collected from 107 respondents through a structured questionnaire, and the study employed tools such as simple percentage analysis, Likert scale, Chi-square test, and Henry Garrett Ranking technique for data analysis. The findings reveal that timely delivery, service reliability, and ease of return and refund policies play a crucial role in shaping customer perception and building loyalty. While most respondents prefer online platforms for their convenience and variety, challenges such as delayed deliveries and damaged products affect overall satisfaction. The study concludes that improving service quality, transparency, and customer support can enhance trust, promote repeat purchases, and strengthen long-term customer loyalty in Coimbatore's competitive online delivery market.

INTRODUCTION

Online product delivery systems have grown as a result of the substantial shift in consumer purchasing behaviour brought about by the quick development of digital technology and the widespread use of the internet. Growing urbanization, hectic lifestyles, and easy access to smartphones and digital payment methods have all contributed to consumers' preference for online platforms while making a variety of purchases in places like Coimbatore. Because it is impacted by elements including convenience, delivery speed, product quality, pricing, payment security, and customer service, customer perception is crucial to the success of these online delivery systems. Positive perceptions increase client pleasure and foster trust, which encourages repeat business and consumer loyalty. Negative experiences, on the other hand, such as damaged goods, delayed deliveries, or after-sales support, can break consumer trust and loyalty. Understanding consumer perception and how it affects loyalty has become crucial for service providers to enhance service quality, retain clients, and achieve long-term success in Coimbatore due to the increasing competition among online delivery platforms.

CUSTOMER LOYALTY

Customer loyalty towards online delivery platforms refers to customers' willingness to repeatedly use the same delivery platform because of positive experiences and satisfaction. Loyalty develops when customers receive reliable service, fast delivery, good product quality, reasonable prices, and effective customer support. Loyal customers prefer a particular platform over others and are more likely to recommend it to friends and family. Customer loyalty works through continuous positive experiences such as timely delivery, easy app usage, attractive offers, reward programs, and trust in the platform. When customers feel satisfied and confident about the service, they continue using the platform regularly, which increases long-term customer retention and business growth.

CUSTOMER PERCEPTION

Customer perception towards online delivery platforms refers to how customers view and evaluate online delivery services based on factors such as convenience, delivery speed, product quality, pricing, reliability, and customer service. Positive customer perception is formed when platforms provide timely delivery, easy ordering processes, secure payments, and good service quality. On the other hand, issues like delivery delays, damaged products, hidden charges,

and poor customer support create negative perceptions. Customer perception plays an important role in determining customer satisfaction, loyalty, and continued usage of online delivery platforms.

STATEMENT OF THE PROBLEM

Online product delivery systems have become essential to consumer convenience in Coimbatore's ever changing digital ecosystem, but there is still a significant disconnect between service promises and real customer experiences, which has a direct effect on long-term loyalty. Customers often face major logistical challenges, such as unreliable last-mile delivery, a lack of real-time tracking transparency, and protracted delays brought on by local traffic congestion and inadequate infrastructure, even though Coimbatore's urban population uses the internet frequently. Additionally, when products are delivered with disappointed packaging, damage, or visual differences from online descriptions, the inability to personally verify them results in a lack of trust. The shift from one-time use to brand advocacy is hampered by these persistent service issues, complicated return policies, and uneven customer service. Therefore, it is imperative to look at how these delivery-related issues affect customers' perceptions and what particular service quality enhancements are needed to promote long-term loyalty in Coimbatore's cutthroat e-commerce industry.

OBJECTIVES OF THE STUDY

- To identify the factors influencing the online product delivery platforms in Coimbatore.
- To develop actionable strategies for e-commerce companies to enhance service delivery and boost customer loyalty specifically for the Coimbatore market.

ME HODOLOGY OF THE STUDY

The study is both exploratory and descriptive in the stage of the research was exploratory in nature. This was done in two phases. The initial phase was to understand a detailed review of a primary data available on Online Product Delivery Platforms and the perception and loyalty of customers towards it. The second phase of the review of literature helped the researcher in framing questionnaires for the study. The second stage of the study was descriptive research, which was carried out at the second stage by applying a survey method. Data for the study were collected from the people in Coimbatore city. This study includes both primary data and secondary data. The primary data is collected from the respondents through a structured questionnaire. Secondary data have been collected from different sources of publications, books, journals, articles etc, ...The sampling design was framed based on the principles of sample survey methodology. The sample was selected considering socio-demographic factors such as age, monthly income and customer perception on online product delivery system in Coimbatore. The data was specifically collected from people in Coimbatore city. A total of 107 respondents were initially selected using a simple sampling technique. Tools and technique used were Simple percentage analysis, Chi-Square Test, Ranking.

ANALYSIS AND INTERPRETRATION

TABLE NO.1 SIMPLE PERCENTAGE ANALYSIS

Distribution of Respondents by Online Shopping Behavior (N=107)

Variable	Category	Frequency (n)	Percentage (%)
Usage Duration	Less than 1 year	46	43.0
	1-3 years	39	36.4
	More than 3 years	22	20.6
Product Category	Fashion/Apparel	56	52.3
	Electronics	31	29.0
	Groceries	12	11.2
	Food/Medicines	8	7.5
Preferred Platform	Flipkart	51	47.7
	Amazon	39	36.4

Variable	Category	Frequency (n)	Percentage (%)
	Big Basket	8	7.5
	Others	5	4.7
	Zepto/Blinkit	4	3.7
Time Spent per Session	10–30 minutes	58	54.2
	Less than 10 minutes	30	28.0
	31–60 minutes	16	15.0
	More than 60 minutes	3	2.8
Total		107	100.0

TABLE NO.2 CHI-SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN RESPONSE OF THE CUSTOMER CARE SERVICE AND REASON TO DOWNLOAD THE ONLINE DELIVERY APPS

NULL HYPOTHESIS(H₀): There is no significant relationship between Response of the Customer Care Service and Reason to Download the Online Delivery Apps.

ALTERNATIVE HYPOTHESIS(H₁): There is a significant relationship between the response of customer care service and the reason to download online delivery apps.

Response of the customer care service Reason to download the online delivery apps						
Crosstabulation						
Count						
Response of the customer care service	Reason to download the online delivery apps					
		Social media ad	Recommended from friends and family	Pre-installed on phone	Saw billboard in Coimbatore	Total
	Very responsive	8	7	1	1	17
	Responsive	28	20	3	0	51
	Moderately Responsive	16	14	3	1	34
	Poorly Responsive	1	1	1	0	3
	Not Responsive at all	1	1	0	0	2
	Total	54	43	8	2	107

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.465 ^a	12	0.891
Likelihood Ratio	5.882	12	0.922
N of valid cases	107		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is 0.04.

INFERENCE

$$\begin{aligned} \text{Degree of freedom} &= (r-1) (c-1) \\ &= (5-1) (4-1) \\ &= 12 \end{aligned}$$

Chi-Square 5% Significance 12df = 21.025.

Since, the calculated value of chi-square value (6.465) is less than the table value (21.025) at 5% level of significance. It is significant and null hypothesis is accepted.

Hence this study concluded that the Reason to download the online delivery app has no significant relationship with the Response of the customer care service.

TABLE NO.3 : TABLE THAT SHOWING GARRET RANKING OF REASONS TO ORDER IN ONLINE PLATFORMS

REASONS	1	2	3	4	5	6	7	8	TOTAL	RANK
Access to global/National brands	160	160	960	5200	1280	0	320	480	8560	1
Home delivery convenience	1224	4284	340	272	204	68	816	68	7276	2
Better pricing and discounts	0	600	4020	900	180	840	300	120	6960	3
24/7 Availability	3816	1113	53	0	53	0	0	636	5671	4
Avoidance of crowds	47	188	141	611	2961	799	141	141	5029	5
Easy price comparison	80	40	440	160	680	2640	200	40	4280	6
Wider variety and sizes	352	128	160	32	64	128	448	512	1824	8
Unbiased user reviews	20	220	60	100	40	100	1280	320	2140	7

INFERENCE:

The above table sources that Garret value and ranking. Firstly, the garret rank is calculated by using appropriate garret ranking formula. Then based on the garret ranks the garret table is ascertained. The garret value given in which are multiplied to record garret score in table. Finally, by adding each row the total garret score is obtained. Then the garret scores are ranking according to their values.

- The first rank is given to “Access to global/National brands.”
- The second rank is given to “Home delivery convenience”
- The third rank is given to “Better pricing and discounts”
- The fourth rank is given to “24/7 Availability.”
- The fifth rank is given to “Avoidance of crowds.”
- The sixth rank is given to “Easy price comparison.”
- The seventh rank is given to “Unbiased user reviews.”
- The eighth rank is given to “Wider variety and sizes.”

SUGGESTIONS AND CONCLUSION

This study suggests us to implement strict Quality Control (QC) for product images to minimize "Inaccurate Product Representation," which is the primary grievance among shoppers. To offer tiered delivery options that provide "high-quality protective packaging" for a small premium fee, as a significant segment of users is willing to pay for safety. To Enhance mobile UI/UX design to ensure a user-friendly interface, as this factor can retain customers even when prices are slightly higher than competitors and streamline the refund process to ensure speed and transparency, since the majority of respondents prioritize refund efficiency over the initial purchase ease. To introduce a hassle-free return policy for high-risk categories like fashion and electronics to build stronger customer trust and to focus on regional expansion and brand variety in areas like Coimbatore to capitalize on the high demand for global and national brand access.

The analysis of consumer behaviour reveals that delivery speed and value for money are the most critical factors influencing the professionalism and perception of online delivery brands. While the majority of users are young, smartphone-reliant professionals who value access to global brands, a significant gap remains regarding the accuracy of product representation. Since consumers identify inaccurate product representation as their primary grievance, platforms must prioritize quality control and transparency to maintain trust, especially given that many users are willing to choose a superior user interface over lower prices.

The study concludes that long-term customer loyalty is driven by operational efficiency and post-purchase reliability. Although features like personalized recommendations and user-friendly interfaces improve the shopping experience, the speed of refunds and the availability of hassle-free return policies play a more significant role in building customer confidence in the platform. To succeed, online delivery services must transition from mere convenience to a trust-based model that ensures the physical product consistently matches its digital description while maintaining the high-speed delivery standards consumers now expect.

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