CONSUMER SATISFACTION TOWARDS ONLINE DOORSTEP DELIVERY SYSTEM IN HYDERABAD

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Abstract
The door step shipping is one of the major service for customers especially in retail sector. However, it is most customizes services but little expensive due to involvement of transport cost. No matter how big or small your e-commerce business is, there is always a shipping company that will suit your needs. All it takes is taking your time, measuring your costs thoroughly, and not hurrying into the process. Timely and budget-friendly deliveries play a major role in building customer trust. So, choose wisely.

Key Words: Customer Satisfaction, Online Door Step.

Introduction

Door-to-door is a shipping arrangement where goods are delivered from the sender to the customer. Door-to-door is also known as house-to-house service. Door-to-door **delivery service** is the process of the delivery of products from the seller's warehouse to the customer's location. It is a smart choice for your business because of more reasons than one. Later in this blog, we will talk about the advantages of this service. It is basically a shipping arrangement where goods are delivered to the customer. The shipping company will pick up the item from the warehouse and deliver it to the customer. Delivery Services means those services provided by the utility that are necessary in order for the transmission and distribution systems to function so that retail customers located in the utility's service area can receive utility from suppliers other than the utility, and shall include, without limitation, standard services.Delivery Services means postal, courier, express delivery or express mail services, which include the following activities: the collection, sorting, transport, and delivery of postal items; Delivery Services means all terms and services associated with a Distributor delivering pool products to a specified location on behalf of a Manufacturer, Dealer or other Person, including but not limited to, delivery of Pool Products via truck or common carrier, delivery directly to a consumer's home or job site, the timely scheduling of delivery, and the extension of credit to eligible Dealers .Delivery Services means all services required.

(whether gathering, treating, dehydrating, separating, compressing, processing, transporting, or otherwise) to deliver, or cause to be delivered. Delivery Services means the services to be provided by Orion to a Customer in respect of a Customer's Premises as more particularly defined in the Terms and Conditions of Providing Delivery Services to Major Customers. Delivery Services are billable services that are directly associated with a product in a sales order or a return order, for example, the delivery of a high-definition television. Stand-alone delivery service lines can also be created, and if required, associated with a product at a later time. Delivery Services means the pickup of one or more local products from a local merchant and delivery of the local products to a customer. Provided Services are billable services that are offered to enhance the life or usability of a product associated with a sales order or a return order, for example, fabric protection for a sofa or installation service for a home theatre system.

Special Services are billable services that are directly associated with a product in a sales order. For example, gift wrapping, monogramming, personalization (engraving). You can associate multiple special services with a product.Delivery Services, Provided Services, and Special Services are also defined as items by the catalog organization and are available to all the organizations that share that catalog organization. Each service item is assigned a service type. Service types are used to identify the capacity UOM for the service items. Delivery Service Types can be used to compute additional capacity. In addition, service levels are used to indicate the complexity of the assigned service type. For each Delivery and Provided Service, a list of valid service options are also created as items and associated with the respective service item. Special Service does not support service options and each special service is associated with an item. Besides setting up Delivery, Provided, and Special Service items, the catalog must include the list of delivery, provided, and special service items available for products. This association can be set up either at any level within an Item Classification hierarchy (not supported for special service items) or at an individual product item level. The application enables item associations (associate an item with another item or/and associate a special service with an item) and item service associations (associate a product with a provided or/and delivery service).

1.2 Statement of problem

In this growing world of technology, online delivery has become an important element of people's life. The concept of offline purchase has changed and made people to order at any time conveniently just by few clicks. This system is revolutionizing the present industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of products purchased/sold through the systems . With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online ordering developing and growing up steadily. It is a growing trend especially in urban areas and on college campuses that allows people to order from different destines and different goods. The purpose of this study is to measure the expectation & satisfaction of customers regarding delivery application among customers. This study also analyses the factors that attract consumers towards online delivery services.

1.3 Scope of Study

Scope of the study is limited towards commerce students who have experienced such online doorstep delivery services through apps. The study is basically conducted to know how consumers perceive the online delivery services. The expectation and satisfaction of consumers may vary under different circumstances. From this study, we can have a better understanding of the Online Delivery Service Market. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers. The survey was conducted by commerce students of Government city college, Nayapul, Hyderabad.

1.4 Objectives of Study

1. To know about the expectation and satisfaction level of respondents towards online delivery services.
2. To identify the factors influenced for choosing the online delivery services.

1.5 Research design

1.5.1 Nature of study: The study on customer satisfaction of online delivery services among college students is descriptive cum analytical in nature

1.5.2 Nature of data: The study is based on both primary and secondary data

1.5.3 Sources of data: Primary data : To study the customer satisfaction on online delivery apps a questionnaire was prepared and the data was collected from the commerce students who are using online delivery services application.

Secondary data: The secondary data was collected with the help of internet search, and online articles .

1.6 Sample design: The research was carried out in various phases that constituted an approach of working from whole to part. It included several phases which tried to deeper into users likings and develop a thorough understanding of what the consumer looks forward while ordering online delivery services. For the study a sample of 200 respondents were chosen by commerce students of Government city college Nayapul Hyderabad.

1.6.1 Nature of population: The population selected for the study is by the commerce students of Government city college Nayapul Hyderabad and the nature of population is finite i.e. 900

1.6.2 Sample unit: Sample unit is by the commerce students of Government city college Nayapul Hyderabad.

1.6.3 Method of sampling: Simple random sampling method is adopted for the study with a sample size of 200 respondents among commerce students.

1.6.4 Size of the sample: The sample size for the customer survey is 200 and they will be considered adequate to represent the characteristics of the entire population.

1.7 Tools for analysis: Statistical tools used for the analysis are mean average, percentage, table &graph.

1.8 Limitations of the study : The research was limited to commerce students of Government city college Nayapul Hyderabad. Hence the outcome cannot be explorated to other areas. Sample size limited to 200.

A door-to-door delivery service is a somewhat confusing term in the logistics industry. Ideally, it means the delivery of products from the seller's warehouse to the point of delivery, i.e., to the end customer. But, door-to-door delivery also stands for the delivery of freight from the seller's pick-up location to the consignee's warehouse or transportation hub from where it is transported to the customer's doorstep. In either case, a door-to-door courier service does not require you to lift a finger to collaborate with different agencies to get your products delivered.
Here is why door-to-door delivery is a sensible choice for your business.

Different types of online delivery services in Hyderabad
Even a decade ago, no one knew that online delivery services will become the need of the hour. No one ever imagined that the freshest of fruits and vegetables, grocery, medicines, food, and even educational services could be delivered online. The online market has revolutionized the way Indians shop. There are plenty of online delivery services in Hyderabad with each specializing in a particular sector.

Companies for online delivery services Hyderabad has, provide a lot of convenience and ease to the residents who don't have time to do the shopping from a physical store. They can now

purchase food, do lifestyle shopping, buy medicines, and do a lot more online. Mentioned below are various kinds of popular online delivery services that have made life easier than ever.

Online food delivery apps are highly popular with customers. People can search the internet for 'online food delivery near me' and find some of the most well-known online food delivery services delivering hot and fresh meals at the customer's doorstep. All one needs to do is register their name, phone number and address so that these food delivery services can locate the customer easily. Whatever be the cravings- North Indian, Chinese, or Continental, online food delivery apps can bring home freshly prepared meals in no time.

In Hyderabad online delivery services dealing in grocery home delivery have simply turned the daily, weekly and monthly grocery shopping into a cakewalk for the households. From staples such as rice, wheat, pulses and grains to personal hygiene products such as soap, shampoo, and shaving cream to a variety of daily essentials like detergents and cleaners, people can find everything on websites providing online grocery delivery services. Look for 'best online grocery shopping near me' on the internet to find an extensive list of popular names in a jiffy.

People who are sick or have other issues that make it difficult for them to go to the medical store can now order medicines online through online medicine home delivery services. There are several 24-hours online medicine delivery services too through which medicines can be delivered at the doorstep anytime and during odd hours. The internet will offer an exhaustive result when searched for 'best online medicine delivery near me'.

Fruits and vegetables home delivery is a highly popular choice these days. The various online vegetable home delivery services also deal in exotic fruits and vegetables which aren't easily available at a local market. Search for 'online vegetables delivery near me' online to find top dealers in the neighbourhood. These 24 hours online delivery services make it a hassle-free matter for the customers as they can do vegetable and fruit shopping anytime and from anywhere.

Owing to the ongoing coronavirus (COVID-19) emergency, a lot of online delivery services have taken additional measures to ensure that the products reach their customers in need. They have adopted a few hygiene practices for safely delivering the items to the doorstep. The delivery boys are ensuring to sanitize their hands before delivering the products. They are maintaining social distancing to avoid being exposed to this virus and reducing its spread locally and across the country.

Anyone who prefers online shopping will usually look for the 'best online delivery services near me' on the internet. The requirement could be more specific such as '24 hours online home delivery services' or 'food delivery services' or 'grocery delivery services'.

To find the best service providers, some additional research is necessary. Certain things to look for include
1. Check out the prices of items and compare with other online delivery services nearby.
2. Find out the kind of reviews and recommendations they have from their previous customers.
3. Check out their delivery time.

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4. Find out the shipping policy of the best online delivery services.
5. Check out the discounts and offers available.
6. Check out if they have a cancellation policy or a returns policy.

Justdial helps those looking for the 'best online delivery services near me'. From the 'best online grocery shop near me' to 'online food delivery service near me', find various options along with additional information. The search is simplified through filters such as location, popularity, ratings, etc.

The price will highly vary depending on the products, brands and such other factors. Some online delivery service providers charge a nominal amount for delivering these products. Free shipping is usually offered to the customers depending on certain eligibility criteria.

What are the door to door delivery services in Hyderabad?
(Hyperlocal Delivery Services in Hyderabad 30 Sep, 2020 by Aarushi Ranjan)
Expanding your business to the hyperlocal model of eCommerce can be one of the best things you do for it. While reaching out to customers across different parts of the country along with across the borders seems a good way to expand the business and earn profits, it is also quite challenging. You have to put in a lot of effort into building your reputation, then planning a strategy to target the customers along with keeping your business up to date with the latest market trends.

However, there are other quick ways of expanding your business that can also bring you instant profits. One such business model is the hyperlocal delivery model. Not only does it open new sources of income for your business, but bring it to the people, it might be most relevant to. It opens your opportunities in your geographical area, where understanding the customer is much easier, and reaching out to them is convenient.

In other words, hyperlocal delivery can be a big business opportunity, especially in Hyderabad due to the presence of several hyperlocal delivery carriers. Right from gifts to essentials and more, you can plan to cater to the demands of your local customers with the help of these carriers. This directly helps you deliver more and thus earn instant profits. If you're looking forward to learning more about these courier services, don't worry, we've got your back! Read on to find out the top hyperlocal delivery services in Hyderabad.

Hyperlocal Delivery Options for Hyderabad
Before you start shipping with any of the hyperlocal courier services, it is essential to know about the delivery options in your area. While hyperlocal can encompass a wide variety of products, you must be aware of what your local customers look online the most. For example, even though you can sell clothes in a hyperlocal delivery model, chances are you'll not get any orders for them. This is because customers have a buying preference for certain products. More to this, hyperlocal delivery models fit the kind of products that have generally an urgent requirement. Some of the examples of products that you can deliver via hyperlocal delivery services in Hyderabad include-
- Flowers
- Cakes
- Grocery
- Restaurant food items

When it comes to gifts, flowers and cakes are an excellent option for delivery. But most people don't offer these to their customers since there is a great chance that these products are not delivered fresh to the customer. This results in bad customer experience as well as a damaged reputation of the seller. However, with hyperlocal delivery services in Hyderabad, these products are delivered as fresh as they are dispatched.

A similar scenario goes with food items. Customers love to order food from restaurants. So, if you have a restaurant that only provides dine-in facility to customers, you can maybe start thinking from a delivery point of view. Especially, as a post-COVID business opportunity, food delivery is a great option, since most customers will be expecting it. With fast and quality delivery partners in Hyderabad, you can capitalize on this opportunity and get to increase your profits.

Top Hyperlocal Delivery Partners
Wefast
Wefast is one of the most popular delivery options in Hyderabad. The company is known for its reputed hyperlocal delivery services in not only Hyderabad but other cities of India as well. One of the best qualities of Wefast is that it makes a delivery agent available at your doorstep within 15 minutes of raising a request. Wefast also has a wide coverage area in the city, helping you deliver at your customer's doorstep in the shortest amount of time. Here are other striking features of Wefast-
- 90 min expedited delivery
- The price starts at Rs 40
- Convenient tracking
- COD option
- Moto delivery
- Delivers documents, products, flowers, and more

Dunzo
Another one of the top names in the hyperlocal delivery business is Dunzo. Dunzo is known all over India for its fast and quality delivery services. It is also one of the low-cost hyperlocal delivery services in Hyderabad. Right from groceries to food supplies, pet supplies, and more, Dunzo is there to help you reach out to customers in your geographical area. Here are some of the best features of Dunzo-
- No minimum order
- Free delivery for new users
- 45 minutes expedited delivery
- Bike pool
- Health and wellness products
- Delivery of fruits, vegetables, groceries, meat and fish, gifts etc.

Grab
Grab is a hyperlocal delivery service that was launched in 2013. The company has ever since been known for its quality hyperlocal delivery services. Over the years, Grab has constructed a delivery fleet that helps several small and medium sellers reach out to their customers in their local area. This not only gives a boost to the local business but also helps customers get urgent deliveries without any delays. With its proven services, here are some of the advantages of using Grab-
- First mile services
- Forward and reverse delivery

- Intra City delivery within 5 kms
- Delivery of food, grocery, retail, pharmacy, documents, and custom packages.

SARAL

Shiprocket is one of the most popular names in eCommerce logistics across India. SARAL is a hyperlocal delivery division of the artificial intelligence backed platform Shiprocket. It is a multilingual app that lets sellers reach out to their customers extensively in a geographical area. With SARAL you can conveniently add your hyperlocal orders on your mobile phone and get it delivered at the lowest costs.

- Multiple delivery partners
- COD options
- Quick remittance
- Multi-lingual support
- Wide pin code coverage
- Pick and drop service
- Low-cost shipping

Shadowfax

Even if you don't ship hyper-locally, you must have heard the name of the reputed courier company Shadowfax. Shadowfax is known for its low cost and fast delivery services across the entire nation. eCommerce businesses often use Shadowfax for forward and reverse shipments. With its hyperlocal delivery services in Hyderabad, Shadowfax makes this field of commerce extremely simplified for the sellers. Here are some of the top benefits of shipping with Shadowfax-

- 30-90 minute expedited delivery
- Delivery of food, pharmacy products, groceries etc.
- Hassle-free technology platform

Final Thoughts

With these delivery services, you can take your hyperlocal business to the next level and reach out to even more customers in your area. Since you can dispatch more orders in a day with this business model, you can cater to more customers and, as a result, draw more profits to your business. Be sure to understand the demands of your customers first before you prepare a strategy for your hyperlocal delivery business.

Who offers door to door delivery service?

Various companies search iThink Logistics, Safexpress, etc. provide door-to-door services to their clients. Various companies offer various benefits such as guaranteed delivery, money-back policy, convenient services, standard shipping, express packaging, channel integration, etc. For example, iThink Logistics boasts about its excellent door-to-door delivery services due to multiple Courier partners and its wide network channel. With dedicated account managers, iThink Logistics handles the management of non-delivered orders seamlessly.

On what basis should we select a door delivery company offering this service?
When you are choosing a door delivery partner for your business, there are a few things that you need to consider. Here are some of them.

1. One of the first things that you need to check is whether the company is punctual or not. You should obviously opt for a company that abides by time. They should deliver faster delivery times, delivery tracking, higher security, etcetera.
2. Secondly, you should always go for a door delivery partner that offers a higher level of convenience. They should put in extra effort to make sure that the parcel reaches the recipient at the right location to the right person. With the entire delivery landscape changing, you have to make sure that your chosen company works 24/7 to cater to the complex needs of its clients.
3. You should also check if the company offers insurance and security on expensive products or not. You should check the Courier services' insurance coverage and then only concluded.
4. The company should provide such services at a reasonable cost. Just because you are partnering for door-to-door services does not mean that you have to pay a hefty sum to them.
5. The company should also take the help of state of the art technology to provide the best services. There is no room for outdated technology in today's logistics world. For higher customer satisfaction and better delivery success rate, they must rely on advanced and innovative technology.
6. The company should also have a good track record among its customers. You should check its Google rating before hiring.
7. The company should also be specialized in providing door-to-door services. If you need temperature-controlled transportation, check for the same.
8. To wrap it up, the importance of door-to-door delivery partners cannot be avoided. Choose the best in the market for prompt delivery and a good customer satisfaction rate.

What happens when you buy a product online:
(The economic times, English edition, 01 Jul 2016, 11:53 AM IST Business News›Consumer & Legal)

1. Buyer places order for product
Once an order is placed with an online marketplace, its system checks the customer's delivery pin code and the order is directed to a warehouse that has the product in stock and is closest to that location.

2. Received order is directed to closest warehouse
The pick-to-dispatch cycle typically involves humans picking the correct product in order, packaging it and dispatching it to a delivery person. Algorithm determines which warehouse to direct the order based on stock and distance from delivery address.

3. The product is brought to dispatch hub
The order is then sent to a central hub, called the mother hub, attached to the warehouse, where it is sorted into bags depending on the pin code.

4. Product is dispatched based on dimension/distance to the destination warehouse
The software ensures that the most frequently ordered items are placed in the warehouse in such a way that it is closest to where the pickers start their journey. The list of items given to pickers on a handheld device optimises the route they have to take to pick all the items.

5. Product is packed and weighed

The products are stored in racks based on past and current orders and brings shelves to the 'pick stations' on receiving orders. Sorter, which is more popular in India, is an automated system for loading, scanning and bagging packets based on destination.

It involves dimensioning and weighing the products and sorting them on a conveyor belt using a pneumatic arm to divert them according to pin codes, hub codes and destinations.

6. Order is allocated to delivery centre from destination warehouse

For the first leg of a consignment that involves getting an order from a marketplace's warehouse or merchant to a logistics firm's sorting centre, efficiency is built using automated routing and cost-planning based on algorithms.

7. Doorstep delivery

Product is picked by delivery boys and taken to customer.
How does online shopping delivery work?

1. **List your productz**First and foremost, list your products on a third-party marketplace or your own e-commerce website for your customers to see. Make sure that you mention the right titles, visuals and product descriptions. Don't forget to set up a payment gateway for easy checkout. And most importantly, decide whether you're offering only pre-paid orders or also providing cash on delivery.

2. **Research on shipping strategy:** Most high-priced products have larger margins which allow the seller to offer free shipping. However, with products that are reasonably priced, this may not be possible. If you are sure that your product is unique and worth it, people are usually willing to pay a small shipping fee. You can also offer free shipping across all orders, free shipping on orders above a certain price, partially-free shipping, and completely paid (additional fee) shipping.

3. **Define your delivery radius:** The most thing you have to do before signing for a shipping company is defining the radius. Depending on whether your products are possible to be delivered pan-India or internationally, pick a shipping partner. While there are companies that provide quick cross-border delivery, there are some that deliver even to the most remote areas of the country.

4. **Store products in the fulfilment centre:** Once your customer places an order, it's a ticking clock till the product is delivered to their doorstep. And as an e-commerce entrepreneur, you need to ensure that this process is as quick and smooth as possible. For starters, always prefer to have your products stored in a warehouse that is closer to the fulfilment centre of your shipping company for faster pickups.

You can also choose a shipping partner that provides storage in its fulfilment centre itself and save you the hassle. However, if your product has special needs, like perishable commodities, you may need to look at cold stages.

5. **Packing and Processing in the fulfilment centre:** Once the shipping company gets an update of your product being sold, it immediately gets the order transferred, processed and packaged, all under one roof. Check that you're not overspending on the packaging and choose a shipping company wisely.

6. **Order is delivered:** Finally, once the fulfilment centre gives its go-ahead, the shipping company is all set to deliver it. Most shipping companies have a large fleeting service including bikes, cars, scooters, planes, etc. Thereby leaving the hassle of delivery to them.

How to ship products from home in India?
If you're a home business owner and require shipping, you can now do so in 5 easy steps.

1. **Finalize your product offering**
Like we mentioned before, the size, weight, dimensions and fragility of your product determines how elaborately you need to package your product.
2. **Measure cost of product vs cost of shipping**
If it's a product of less value, shipping might get expensive. Therefore, reduce the cost by offering mandatory orders of a certain number of units to avail free shipping. For individual units, consider charging a shipping fee.
3. **Buy packaging materiaz:** From foam boards to cardboards to bubble wraps to scrap cloth, the biggest benefit of packaging at home is that you are in control. Depending on the nature of your product, choose the right packaging material, buy it in bulk and use it to manually package your product. By doing so, you will save the cost of additional labour but you will have to spend more time on your business. But being a small business owner, that shouldn't be a problem, right?
4. **Choose your shipping carrier:** Big shipping companies are reliable and efficient. Smaller ones have more room for customization. Big companies often reduce costs because they ship multiple products in bulk. Small companies on the other hand tend to be budget-friendly in order to break even in the market. To put it simply, each side has its advantages and drawbacks. Pick one that works best for you according to your delivery radius. Look for shipping companies that provide same-day deliveries, express deliveries, and next-day deliveries so that your customers don't have to wait for long.
5. **Start shipping:** As a small/home business owner, there are going to be ups and downs on the learning curve to successful shipping. So make sure that you convey in advance that shipping will take a certain number of business days. Do not provide express shipping unless you're sure that your product is packaged and ready to be shipped.

Conclusion
No matter how big or small your e-commerce business is, there is always a shipping company that will suit your needs. All it takes is taking your time, measuring your costs thoroughly, and not hurrying into the process. Timely and budget-friendly deliveries play a major role in building customer trust. So, choose wisely.

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