# Customer's perception towards DUNZO delivery service

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**Abstract:** The hyping quantity of small - sized shipments and their frequency variation, due to the growth of e-commerce, pose a great challenge to logistics service providers. At the same time, new technologies and contrivances are being developed with the object of hyping the efficaciousness of logistics service providers. Delivered at their position of choice for business this means increased competition. On demand hyperlocal delivery business model connects the transplanted offline business holders to guests through a digital platform. Transplanted offline retailers and service providers got a new development of life for their business ever since the arrival and rise of hyperlocal platforms and Packing the outbound delivery done manually as well as automatically. The findings of the study reveals that the increase in packing, tracking, payment, pricing, schedule delivery having positive linear relationship with respect to customer perception and behaviors. The aim of this paper is to know the perception of customers while delivering a product.

**Keywords**: hyperlocal logistics, outbound delivery, customers perception, Innovation, payment, schedule delivery, Mobile app.

## INTRODUCTION

Delivery today's little resemblance to delivery services many years ago when parcel post service began the industry has stepped into the digital age of technologically using networks to ensure safer and faster delivery As more people in there and older generation jump into the online orders delivery the market size continues to increase. Delivered at their location of choice for business this means increased competition. delivered Mostly delivery services charge higher delivery fees for small orders.

Consumer perception implies actions towards any product or service marketed; it is the definition of marketing that includes the information of a consumer regarding the offers of any company's product or service.Everyone is in a race to cope up with the fifth-generation technology.can arrange delivery to their doorstep at their preferred time. Apps save money and time. They can use their spare time for other activities such as leisure and use transportation money on other things. Some advantages of delivery are money factor, flexibility for the user, delay risk, cut off time, the loyalty of the customer.

Statistics also show that 17% of consumers abandon a brand if they face a long delivery wait. So, if businesses want to hold onto their customers, ensuring they offer speedy deliveries is key when it comes to delivery, not all customers see pace as the most significant factor. Although providing multiple timed delivery options is essential for brands, other factors such as monitoring, cost and convenience also play a role in customer expectations.

Dunzo is an Indian company that provides delivery services. The company also operates a bike taxi service in Gurugram. Business type is private, it was founded by Kabeer Biswas along with CO founders Ankur Agarwal, Dalvir Suri and Mukundjha in July 2014 Dunzo started out as a whatsapp group and transformed into a hyper local , app based service. It is an app that links you to the closest delivery partner that can make orders, pick up and deliver items from any store or restaurant in the metropolis. When you get busy with work, it's never easy to make transactions or drop off packages, or you can even stop forgetting about it altogether.The hyperlocal marketplace as the name suggests is a market that caters to the needs of a limited geographical area. A walk around your residence would most definitely make you come across a similar market, however big or small but self-sufficient in its own right, fulfilling almost all the requirements of the local residents. Our research idea is based on the rich knowledge acquired by our peer teams across the university.(A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiqc, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014). Local offline retailers and service providers got a new lease of life for their business ever since the advent and rise of hyperlocal platforms.

LeadSquared is a centralized platform for lead conversion and marketing automation that helps B2B & B2C companies seamlessly monitor, cultivate and manage their leads. LeadSquared enables users to track their sales process from the time a lead enters the system to when it becomes a customer. This study focuses on the customer perception on the delivery services done by Dunzo.

## REVIEW OF LITERATURE

(Kouchi et al., 1996), describes that delivery service management system occurred between the material system, the processing system and the selling system key information and the content information are two dimensional bar code to a database delivery provider information related with given supply is fed again to given supply represented through the key data.(Kouchi et al., 1996)

(Mary et al., 1997), describes that the first framework captures levels of customer participation across different types of services and second discusses three major roles of customers in the service delivery process.(Mary et al., 1997)

(Weaver-Meyers and Stolt, 1997) et al., say that highly satisfied customers. Through correlation and regression analysis the study verifies that customers' satisfaction is only minimally dependent on actual delivery speed. Customer perceptions about timeliness suggest that materials received within two weeks satisfy the average academic's "window of usefulness" for loaned items.(Weaver-Meyers and Stolt, 1997)

(Foladare et al., 1998) et al., describes that delivering package to an specified address by the sender, determines if the addressee desires the package to be rerouted to a different address, determination reminds by detection of the fact that the addressee is not in the sector of the specified address by the sender the region of the addressee is decided from the place of a two way pager related with the addressee as detected with the aid of a paging antenna Another instruction that can be left by the addressee is to automatically reroute the package to a destination.(Foladare et al., 1998)

(Lee and Lin, 2005) et al., describe that results showed that the dimensions of web site design, reliability, responsiveness, and trust affect overall service quality and customer satisfaction. Moreover, the latter in turn are significantly related to customer purchase intentions. However, the personalization dimension is not significantly related to overall service quality and customer satisfaction. This study provides a valuable reference for managers of online stores, as well as for researchers interested in internet marketing.(Lee and Lin, 2005)

(Huang and Oppewal, 2006) et al., describes that four situational factors affect consumers' shopping channel preference. Internet shopping, Grocery retailing, Online Delivery Charges, Choice Experiments, Consumer shopping behavior It was further established that, thought of influence, delivery charges are not the most important factor. Fifteen minutes difference in travel time to the grocery store had a greater impact on the relative preference to shop online or in-store than a delivery fee.(Huang and Oppewal, 2006)

(Sureshchandar et al., 2001) et al., describes that service quality and satisfaction has unearthed multitudinous archetypes by various researchers across the world. However, all of them have been primarily built on the servqual instrument, a 22-item scale that measures service quality. The efficacy of servqual in measuring service quality has been criticized by different authors for diverse reasons, such as the operationalization of expectations, the reliability and validity of the instrument's difference score formulation and the scale's dimensionality across disparate industrial settings.(Sureshchandar et al., 2001)

(Cramer et al., 2011) et al., describe that a verbal exchange community is covered for facilitating the switch of data from the server to units of the plurality of participants. Also blanketed is a buy and shipping trade that allows the sale of items and offerings deliverable thru augmented reality. In addition, a fee gateway helps the switch of dollars between a consumer and vendor in affiliation with a transaction carried out via the buy and transport exchange.(Cramer et al., 2011)

(Goethals et al., 2012) et al., describes grocery transport and intentions to purchase groceries online. Some client businesses anticipate to undertake e-grocery if domestic shipping will become possible, however their willingness to pay for transport is low. Moreover willingness to pay is not related to distance from the store, shopping duration that could help grocers cover the costs.(Goethals et al., 2012)

(Pozzi, 2012)et al., says that comparing the behavior of household shopping online and at the same chain for identical goods and prices which show the brand exploration is more prevalent at store Limited exploration online implies higher barriers to entry on the Internet channel. Counterfactual exercises suggest that online advertising could make the Internet channel more competitive.(Pozzi, 2012)

(Das and Yadav, 2020) et al., says that Delivery Persons for a Hyper-local Food Delivery Organization for special intervals inside a day and throughout days inside a week which would grant a great degree of provider to the goal clients and at the identical time would end up cost- efficient.(Das and Yadav, 2020)

(Gil et al., 2020) et al.,describes that locate and make bigger in the wide variety of deliveries is related with a greater-than-proportional make bigger in grocery sales, implying that preferences for deliveries and groceries are negatively correlated. Therefore, counter to the modern reputation of free shipping, the determined approach of discounting groceries and charging excessive shipping prices seems to be most appropriate in our empirical setting.(Gil et al., 2020)

(Tandon and Kiran, 2018)et al., describe that outstanding delivery service is increasingly critical for retailers engaged in ecommerce. As a result many are fascinated in switching from their current service to one that is extra relatively successful in order to better serve their customers. In making this switch, the retailer faces a dilemma: Better carriers fee more, so they will both have to receive a discount in earnings or extend the transport cost to their clients.(Tandon and Kiran, 2018)

**RESEARCH METHODOLOGY**
In this study descriptive research design is used to find the Customer's perception towards delivery services. Primary data is collected from the 100 respondents. Respondents were selected by using convenience sampling. The questionnaire is divided into various sections like demographic variables; independent variables include packing, tracking, payment, pricing, schedule delivery and dependent variable include customer perception and behaviors.

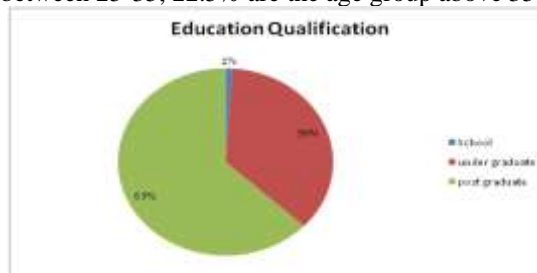**DATA ANALYSIS AND INTERPRETATION**
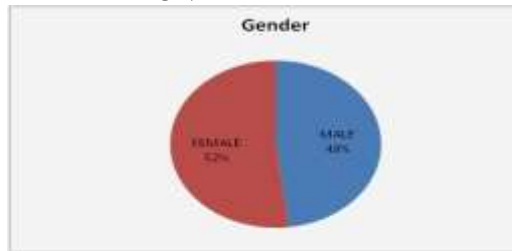


**Fig.1: GENDER**

**Interpretation:** Table 4.1 shows the analysis of Gender. From the table it is clear that 52% of the respondents are Female and 48% are Male respondents.
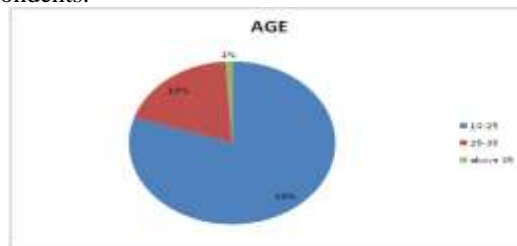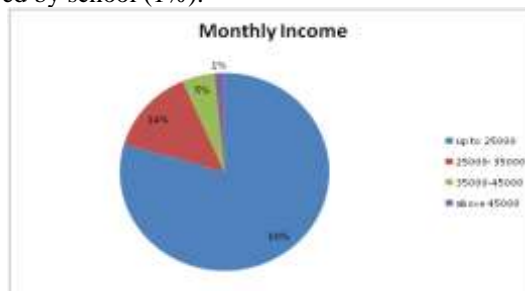


**Fig.2: AGE**

**Interpretation**: Table no.4.2 shows the analysis of age of respondents. 80% of the respondents are with age 18-25, 19% are of age which lies between 25-35, 22.5% are the age group above 35.



**Fig.3: Education Qualification**

**Interpretation:** Table no.4.3 shows the frequency analysis of education. 63% of respondents are Post graduate, 36% are undergraduate, followed by school (1%).

**Fig.4: Monthly Income**

**Interpretation**: Table no.4.4 shows the frequency analysis of monthly income. 63% of the respondents are those whose monthly income is up to 25000 followed by; Above 45000 (22.0%), then 25000 - 35000 (22.5%) and finally 35000- 45000(4.0%).
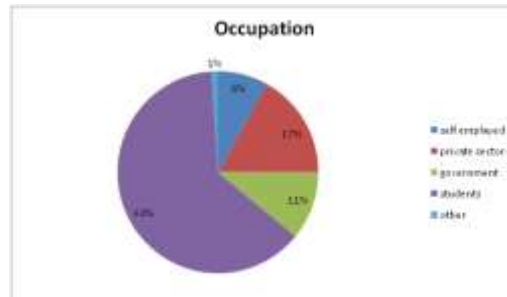


**Fig.5: Occupation**

**Interpretation:** Table no.4.5 shows the frequency analysis of Occupation. 63% of the respondents are students 17% working in Private sector 11% working in Government 8% are self-employed.

**Table 1: Mean Analysis**

| S.No | Perception about DUNZO | Mean | Rank |
|---|---|---|---|
| 1 | Dunzo packages things properly(packaging) | 3.99 | 2 |
| 2 | Dunzo provides excellent quality packaging(excellent quality | 3.79 | 5 |
| 3 | It is easy to track your orders through Dunzo app (easytracking) | 3.98 | 3 |
| 4 | Dunzo app is user friendly(user friendly) | 4.00 | 1 |
| 5 | Dunzo offers different payment options(payment) | 3.82 | 4 |
| 6 | You would get refund immediately for any transaction or delivery failure(refund) | 3.74 | 8 |
| 7 | The pricing is affordable(affordability) | 3.73 | 9 |
| 8 | Pricing is worth for the services offered(services) | 3.79 | 5 |
| 9 | Dunzo allows you to fix the delivery time as per your preference (preference) | 3.71 | 10 |
| 10 | Goods/products delivered within the specified delivery time (timing) | 3.77 | 7 |
| 11 | Delivery option affects purchasing decision(purchasing decision) | 3.58 | 11 |

The mean score and rank are displayed in above table. It shows variable "user friendly" includes highest mean score of 4.00 followed by packaging (3.99), easy tracking (3.98), payment mode (3.82), service quality (3.79), services (3.79), specified time (3.77), refund (3.74), affordable (3.73) , delivery time (3.71), purchasing decision (3.58).All the mean scores are lies between 3 to 4.It concludes that clients are agreeing towards all the mentioned factors.

**REGRESSION TEST**

Customer perception and behaviors considered as dependent variables and Packing, Tracking, Payment, Pricing and Schedule delivery are considered as independent variables.

**Table 2: Model Summary**

| Model | R | R Square | Adjusted R Square | Std Error of The Estimate |
|---|---|---|---|---|
| 1 | .852 | .726 | .712 | .40129 |

Interpretation is the correlation, its value is 0.852 and R square is degree of determination, its value is 0.726 the degree of determination shows the extent of which packing, tracking, payment, pricing, schedule delivery, perception and behaviors influences the customers perception Here the customer perception is determined to an extent of 99.9% by which packing, tracking, payment, pricing, schedule delivery, perception and behaviors.

**Table 3: Anova**

| ANOVA | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 39.760 | 5 | 7.952 | 49.38 | .000[b] |
| | Residual | 14.976 | 93 | .161 | | |
| | Total | 54.736 | 98 | | | |

ANOVA table shows that the significant value is less than 0.01 which means the dependent variable that is customer perception is significantly predicted by independent variables namely packing, tracking, payment, pricing, schedule delivery, perception and behaviors at 99% of confidence level.

**Table 4: Coefficients**

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | | |
| | | **B** | **Std. Error** | **Beta** | **T** | **Sig.** |
| **1** | (Constant) | .427 | .229 | | 1.862 | .066 |
| | packing | .298 | .080 | .320 | 3.704 | .000 |
| | tracking | .090 | .074 | .098 | 1.225 | .225 |
| | payment | .120 | .081 | .145 | .1599 | .113 |
| | pricing | .141 | .074 | .158 | 1.913 | .059 |
| | Schedule delivery | .159 | .056 | .261 | 2.824 | .006 |
| Dependent Variable: customer perception and behaviors | | | | | | |

The above table indicates regression analysis with B & Beta value for the independent and dependent variables which are assumed. From the analysis the packing (0.320), tracking (0.098), payment (0.145), pricing (0.158), schedule delivery (0.261) factors are having strong positive linear relationships with respect to customer perception.

**RESULTS AND DISCUSSION**

The mean score and ranking on the perception about Dunzo services reveals the facts that respondents believe that Dunzo app is user friendly. Respondents strongly agree that this app gives clear information so that people at any age can use this app to get services done. Faith Nayebi.et.alconcluded from their study that mobile applications gives a significant benefits to their customers in many ways and this keep them happy to use such applications further (Nayebi et al., 2012). Another study done by Rashedul Islam et.al., says that mobile application has to be easy, user friendly, inexpensive and able to run in most of the phones (Islam et al., 2010). The findings of regression analysis reveals the packing, tracking, payment, pricing, schedule delivery factors are having strong positive linear relationships with respect to customer perception. A study done by Syed saad.et.al., concluded that three most important variables are well explained on satisfaction of any delivery services, quality of service, staff behavior, responsiveness and the price (Andaleeb and Caskey, 2007). This study proves the findings done by previous researchers.

**CONCLUSION**

It can be inferred, according to the research carried out, that Dunzo has received a good opinion from most customers compared to other service providers, primarily because of their better distribution, packaging and easy monitoring on time. Dunzo has been in the first place in the supply of online distribution services and will retain its upper hand in the coming future if it includes small changes. The delivery service saves workers time.Other benefits enjoyed by citizens are comfort and ease of payment. An additional bonus for users is the monitoring system. Compared to older people, Dunzo's distribution service is encouraged by young people. Since the advent and rise of hyper-local platforms, this study also produces the best service attributes at each service stage to boost the quality of logistics services, local offline retailers and service providers have a fresh lease of life for their business.This finding has important implications for logistics managers in designing services that take into account elements of customer-based voice services.

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