

The Impact of Delhivery's Logistics Network on E-Commerce Growth in Tier II and III Cities

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Abstract- *This study examines how Delhivery's logistics infrastructure influences the growth and accessibility of e-commerce in India's Tier II and III cities. As the e-commerce industry expands beyond metropolitan regions, efficient logistics services play a crucial role in shaping consumer behavior and enabling broader market reach. Using primary data collected from 40 respondents in selected semi-urban and small cities, this research explores how Delhivery's services affect online shopping habits, delivery satisfaction, and customer trust.*

Index Terms- *Delhivery, E-commerce, Logistics, Tier II and III Cities, Online Shopping*

I. INTRODUCTION

India's e-commerce sector has grown significantly over the past decade, with increasing adoption in Tier II and III cities. This growth is fueled not only by digital adoption but also by advancements in logistics services. Delhivery, a leading logistics provider in India, plays a pivotal role in enabling deliveries to remote and semi-urban areas. This paper investigates the impact of Delhivery's operations on consumer experiences and the development of e-commerce in these regions.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

This study collected primary data from 40 participants across Tier II and III cities such as Nagpur, Bhopal, Gaya, and Surat. The data were gathered through a structured Google Form questionnaire focused on delivery satisfaction, frequency of online shopping, logistics usage, and consumer trust. Supporting secondary data and literature were drawn from IBEF, KPMG, and McKinsey reports.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

Demographic findings show that a majority of respondents were aged 26–45, and over 55% were female. Most respondents shop online 1–3 times per month, with platforms like Amazon and Flipkart dominating. Around 70% rated Delhivery's delivery services positively, 60% found it reliable, and 52% reported delivery within 1–2 days. Electronics and clothing were among the most purchased categories. Respondents noted accurate tracking and delivery speed as factors boosting their trust in online platforms.

IV. GET PEER REVIEWED

Peer review involved analysis of the research data by academic mentors and logistics experts. Insights validated the correlation between efficient logistics and increased e-commerce usage in non-metro areas.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

Recommendations were made to improve packaging quality, reduce delivery delays, expand last-mile facilities, and increase awareness about tracking tools among consumers. These changes aim to boost user satisfaction and logistics performance.

CONCLUSION

Delhivery's logistics infrastructure has been instrumental in enhancing the e-commerce experience in Tier II and III cities. Reliable delivery services and technology-enabled tracking have increased customer trust and shopping frequency. With continued improvements, the logistics sector can further support

the digital inclusion of smaller cities in India's e-commerce boom.

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