

A Study on Customer Expectations and Satisfaction Towards Logistics Services

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Abstract- This study examines customer expectations and satisfaction with logistics services in Bellary, an area that has seen rising demand for transport, courier, and delivery services on the back of e-commerce growth, expanding trade, and industrial activity. Data were gathered from 213 respondents through a structured questionnaire covering fifteen dimensions of service quality, together with secondary material drawn from books, journals, and company websites. The results indicate that customers hold a moderately favourable view of logistics services overall, with shipment tracking and delivery timeliness rated highest, while complaint handling, problem resolution, and safe handling of goods emerged as comparatively weaker areas. A large majority of respondents rated their overall experience as good or better and expressed willingness to recommend their preferred provider, even though most had encountered at least one service-related problem, most commonly high charges or delivery delays. The study concludes that consistent, on-time delivery, careful handling of goods, and prompt complaint resolution are the factors most likely to strengthen customer satisfaction and loyalty in the logistics sector.

Keywords: Logistics Services, Customer Expectations, Customer Satisfaction, Service Quality, Delivery Performance, Customer Loyalty

I. INTRODUCTION

Logistics is the process of planning, moving, and storing goods so that they reach the right customer at the right time and place. As e-commerce, cross-border trade, and digital technology have expanded, logistics has moved from a background support function to a factor that directly shapes how customers experience a business. In markets such as Bellary, where trade, manufacturing, and online retail have grown steadily, customers have become more particular about delivery speed, safe handling, accurate tracking, fair pricing, and responsive support. This study looks at what customers in Bellary expect from logistics providers

and how satisfied they are with the service they currently receive.

3.2 Statement of the Problem

Logistics providers connect manufacturers, retailers, and end customers by keeping goods moving on schedule, and customer expectations around this process have risen sharply with the growth of online retail and business trade. Even where logistics companies have adopted new technology, customers continue to report delivery delays, damaged goods, tracking inaccuracies, high or unclear charges, and slow complaint resolution. Because dissatisfied customers switch providers readily, it becomes important for companies to understand what customers expect and where the gaps in current service lie. This study examines expectations and satisfaction levels among logistics customers in Bellary, with particular attention to the factors that drive satisfaction and the problems customers most often encounter.

II. OBJECTIVES OF THE STUDY

- To identify what customers expect from logistics service providers in Bellary.
- To assess the level of customer satisfaction with logistics services in Bellary.
- To identify the factors that most influence customers' choice of a logistics provider.
- To examine the common problems faced by customers while using logistics services.
- To suggest measures for improving logistics service quality based on customer feedback.

III. LITERATURE REVIEW

1. Ennagad (2023): This review study examines how logistics performance relates to customer

- satisfaction. It concludes that punctual delivery, accurate order fulfilment, and dependable service meaningfully improve customer satisfaction and loyalty.
2. Sumrit & Sowijit (2023): This study surveys e-commerce customers on omnichannel logistics service quality. It concludes that service quality, delivery speed, and order accuracy have a positive effect on customer satisfaction.
 3. Prastyorini, Mudayat & Ramadhan (2023): This study analyses logistics customers using a descriptive design. It concludes that both service quality and customer trust significantly and positively influence satisfaction.
 4. Sobaih & AlSaif (2023): This study surveys customer perceptions of parcel delivery services in Saudi Arabia. It concludes that timely delivery, service reliability, and effective communication are the key drivers of satisfaction.
 5. Emmanuel (2023): This systematic review examines logistics practices and customer satisfaction. It concludes that efficient transportation, inventory management, and delivery performance are central to improving satisfaction.
 6. Ramya & Saranya Devi (2023): This descriptive study examines customer gratification with logistics services. It concludes that service quality, responsiveness, assurance, and reliability positively shape satisfaction and loyalty.
 7. Gao, Peinkofer & Griffis (2026): This study reviews 173 empirical studies on logistics service quality. It identifies service quality, customer expectations, and effective delivery as the key determinants of satisfaction and long-term loyalty.
 8. Hamim, Farel & Naqli (2026): This study reviews 25 research articles on logistics service quality in Indonesia. It concludes that delivery timeliness, information quality, digital services, and product safety significantly affect customer satisfaction.
 9. Gao, Peinkofer & Griffis (2025): This review-based study examines logistics service quality research. It concludes that understanding customer expectations and continuously refining service quality helps organisations build satisfaction and competitive advantage.
 10. Rashid et al. (2024): This study surveys 251 supply chain professionals using PLS-SEM analysis. It finds that information-processing capability and digital supply chain adoption significantly strengthen supply chain risk management and resilience.
 11. Rohini & Alur (2018): This descriptive study examines employee morale in the mining sector using primary data from 60 employees. It finds that job satisfaction, working conditions, supervision, and recognition positively shape employee morale and efficiency.
 12. Bhatia & Chander (2006): This conceptual study reviews corporate social responsibility practice in India. It concludes that well-designed CSR initiatives strengthen brand image, customer loyalty, and long-term organisational sustainability.
 13. Wan Ahmad, Shamsuddin & Tham (2021): This survey-based study examines customer satisfaction with logistics providers in Malaysia. It finds that delivery speed, order accuracy, and tracking facilities significantly shape customer satisfaction.
 14. Gupta, Singh, Mathiyazhagan, Suri & Dwivedi (2022): This study examines logistics service quality and customer satisfaction in India. It finds that operational quality, information quality, personnel contact, and customisation positively influence satisfaction and retention.
 15. Kilibarda, Andrejić & Popović (2019): This systematic literature review identifies the core dimensions of logistics service quality. It concludes that reliability, responsiveness, communication, flexibility, and order accuracy build customer satisfaction and durable relationships.
 16. Consumer Satisfaction with the Quality of Logistics Services (2014): This study examines the link between logistics service quality and customer satisfaction. It concludes that timely delivery, safe handling, accurate fulfilment, and swift problem resolution are essential to meeting customer expectations.
 17. Kumar (2013): This study surveys 180 respondents on user satisfaction with library services. It finds that service quality, timely information, staff support, and physical facilities significantly shape overall user satisfaction.
 18. Goel et al. (2022): This descriptive study surveys 60 respondents on their experience with Amazon's services. It finds that product quality, timely

delivery, website reliability, and trust meaningfully improve satisfaction and loyalty.

19. Chakkambath et al. (2026): This descriptive study surveys 100 consumers in Kerala on online retail logistics. It finds that delivery speed, tracking accuracy, packaging quality, communication, and the returns process significantly influence customer satisfaction.
20. Ennagad(2023) supplementary review: In a related review of earlier studies, this work concludes that timely delivery, accurate order processing, and reliable transport are the key factors shaping satisfaction, and that efficient logistics systems build both competitive advantage and customer loyalty.

IV. RESEARCH METHODOLOGY

The study follows a descriptive research design based on the survey method, using both primary and secondary data.

V. SAMPLE DESIGN

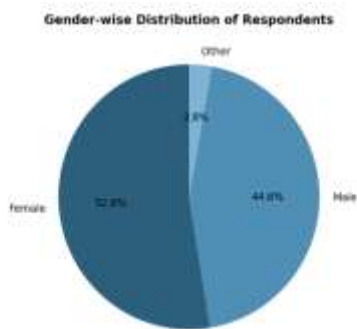
Population

- Customers who have used logistics, courier, or parcel delivery services in Bellary.
- Sampling Technique
- Convenience Sampling.

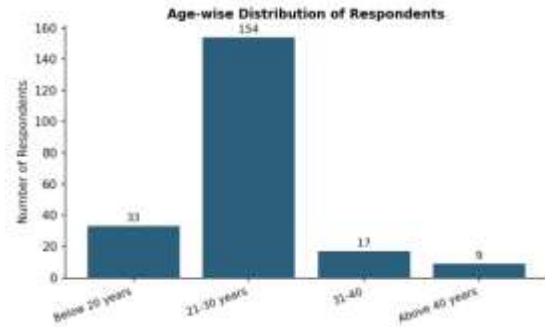
Sample Size

- 213 respondents were covered in the study.

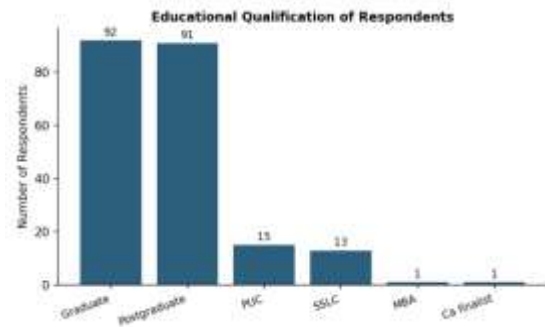
1. GENDER



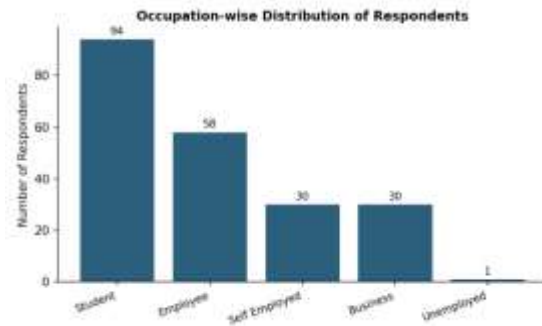
2. AGE



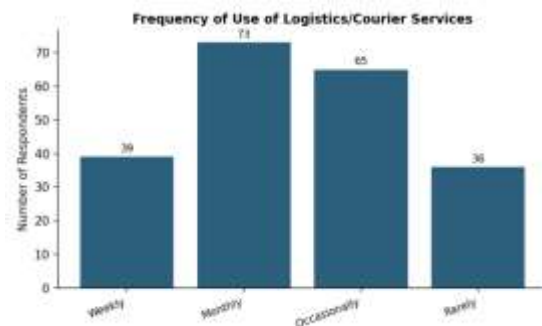
3. Qualification



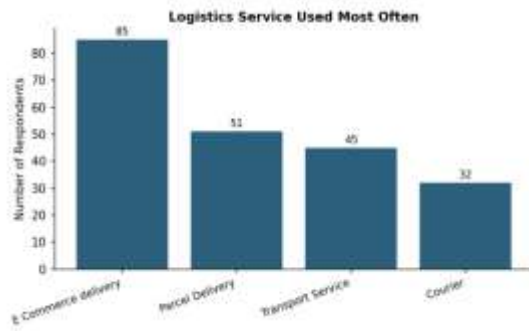
4. Occupation-wise Classification of Respondents



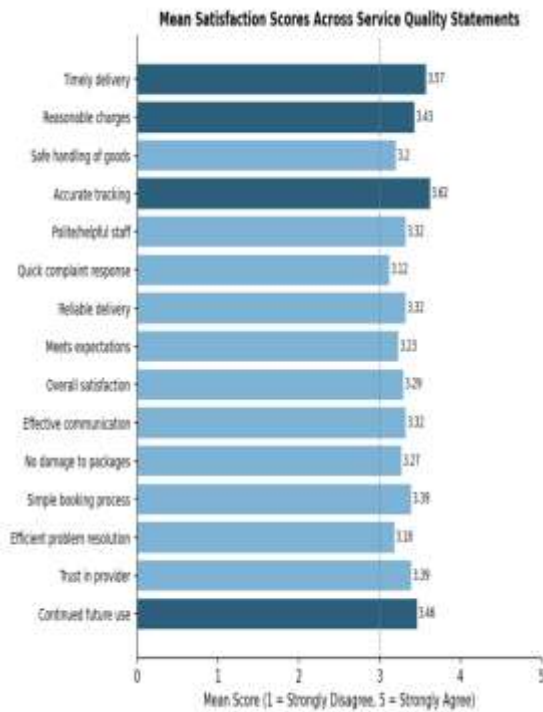
5. Frequency of Use of Logistics/Courier Services



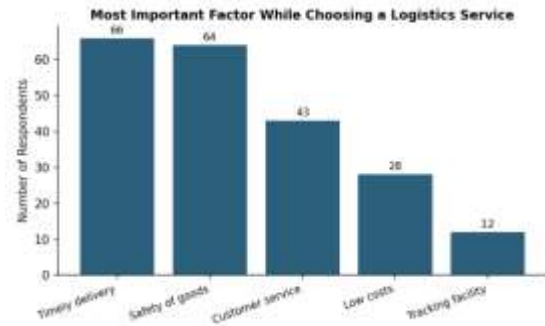
6. Type of Logistics Service Used Most Often



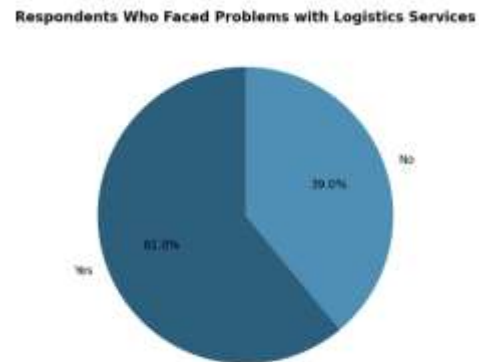
7. Summary of Mean Scores Across All Service-Quality Statements



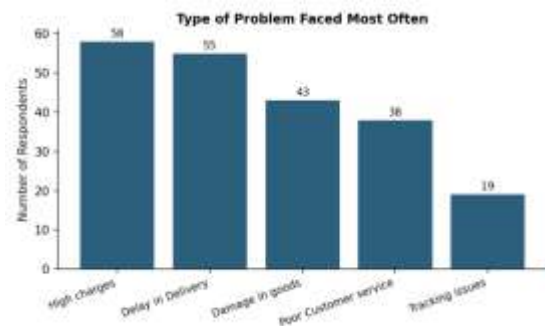
8. Most Important Factor While Choosing a Logistics Service



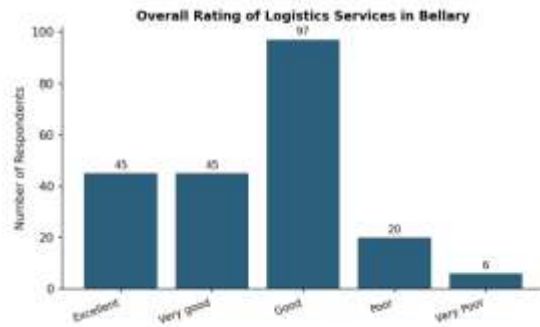
9. Respondents Who Have Faced Problems While Using Logistics Services



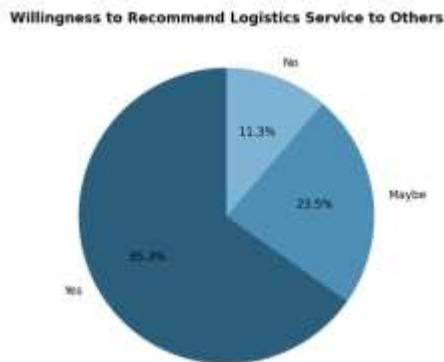
10. Type of Problem Faced Most Often



11. Overall Rating of Logistics Services in Bellary



12. Willingness to Recommend Logistics Service to Others



VI. FINDINGS

1. A slight majority of respondents were female (52.6%) against 44.6% male, reflecting a fairly balanced gender mix among logistics users.
2. Most respondents (72.3%) fell in the 21–30 age group, showing that young adults form the primary customer base for logistics services in Bellary.
3. The sample was highly educated, with graduates (43.2%) and postgraduates (42.7%) together making up the large majority of respondents.
4. Students were the largest occupational group (44.1%), followed by employees, business persons, and self-employed respondents.
5. A large share of respondents used logistics or courier services monthly (34.3%) or occasionally (30.5%), indicating these services have become part of regular routines.
6. E-commerce delivery (39.9%) was the most commonly used logistics service, ahead of parcel

delivery, transport service, and courier services, reflecting the influence of online shopping on demand.

7. Accuracy and ease of tracking information received the highest mean score (3.62/5.00) among all service-quality statements, making it the strongest-perceived aspect of service.
8. Timely delivery of packages (3.57/5.00) and intention to continue using the service (3.46/5.00) were also rated favourably by respondents.
9. Speed of customer service response to complaints (3.12/5.00) and efficiency of problem resolution (3.18/5.00) recorded the lowest mean scores, marking them as the weakest-perceived areas.
10. Safe handling of goods also scored relatively low (3.20/5.00), with a notably high 33.3% of respondents remaining neutral on this statement.
11. All fifteen statements scored above the neutral midpoint of 3.00, pointing to an overall moderately favourable, though not strongly positive, view of service quality.
12. Timely delivery (31.0%) and safety of goods (30.0%) were the two leading factors influencing customers' choice of logistics provider, ranked well above cost and tracking facilities.
13. A majority of respondents (61.0%) reported facing at least one problem while using logistics services, with high delivery charges (27.2%) and delivery delays (25.8%) the most frequent complaints.
14. A large majority (87.7% combined) rated the logistics services they used as Good, Very Good, or Excellent, while only 12.2% rated them Poor or Very Poor.
15. Nearly two-thirds of respondents (65.3%) said they would recommend their preferred logistics provider to others, indicating a reasonably strong degree of customer loyalty.

VII. SUGGESTIONS

1. Complaint handling and problem resolution should be strengthened through dedicated support teams, clear resolution timelines, and consistent follow-up until issues are fully closed.
2. Delivery pricing should be reviewed and communicated transparently upfront, with discounted or flexible plans considered for regular customers to address concerns about hidden or high charges.

3. Delivery delays should be reduced through better route planning and adequate staffing and fleet capacity during peak demand periods, along with realistic delivery-time estimates for customers.
4. Packaging standards, staff training in careful handling, and stronger quality checks should be introduced to reduce damage to goods in transit.
5. Regular training in politeness, responsiveness, and professionalism should be provided to staff, since employee behaviour has a direct bearing on customer perceptions of service.
6. Investment in real-time tracking should continue, supported by proactive delivery notifications and estimated-time updates, building on this being the strongest-rated aspect of current service.
7. Periodic customer feedback surveys should be conducted to track satisfaction over time and identify emerging problems early.
8. Targeted offers, flexible delivery slots, and simple digital booking and returns should be designed for the young, student, and employee segments that make up the largest share of logistics customers.

VIII. CONCLUSION

This study set out to examine customer expectations and satisfaction with logistics services in Bellary, drawing on responses from 213 customers. The findings show that logistics services have become part of customers' everyday routines, driven largely by the growth of e-commerce, with young and educated adults forming the core user base. Overall, customers hold a moderately favourable view of service quality, with tracking accuracy and delivery timeliness rated as particular strengths, and a large majority describe their overall experience as good or better.

At the same time, the study points to clear gaps between what customers expect and what they experience, particularly around delivery charges, complaint handling, and problem resolution, with a majority of respondents having faced at least one service-related issue. Customers also weigh timely delivery and safe handling above price or tracking features when choosing a provider, suggesting that reliability and safety, more than cost, are what sustain loyalty in this sector. It can be concluded that customer satisfaction with logistics services in Bellary depends largely on how consistently providers deliver goods on

time, handle them with care, and resolve complaints quickly and fairly, and that logistics companies which strengthen these areas while keeping pricing transparent are best placed to build stronger satisfaction and loyalty.

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