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EDITORIAL

It is heartening to see that the ninth issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

ANALYSIS OF PERFORMANCE OF E-COMMERCE LOGISTICS

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ABSTRACT

The analysis of the overall performance of e-commerce logistics is crucial for online businesses to identify areas of improvement and maintain a competitive edge. It involves examining various factors such as order processing time, delivery speed, accuracy, and customer satisfaction. By conducting a thorough analysis of e-commerce logistics, online retailers can identify bottlenecks and inefficiencies in their supply chain and implement strategies to improve performance. This may include assessing the current state and identifying the opportunities and analyzing the impact on overall success and to evaluate the role of technology in optimizing e-commerce logistics processes and enhancing operational efficiency. Furthermore, analyzing the overall performance of e-commerce logistics can help online retailers better understand their customers' needs and preferences. By monitoring customer feedback and satisfaction levels, businesses can make data-driven decisions to improve their logistics services and deliver a positive customer experience. This research was conducted with the aim of suggesting suitable strategies to strengthen the performance of e-commerce logistics.

INTRODUCTION

The e-commerce industry has witnessed significant growth in recent years, leading to an increased demand for efficient logistics operations. The success of e-commerce companies heavily relies on their logistics performance, which can impact customer satisfaction, cost effectiveness, and overall profitability. As such, the analysis of e-commerce logistics performance has become a critical area of study. The study "Analysis of Overall Performance of E-commerce Logistics" aims to evaluate and understand the key factors that influence the performance of logistics in the e-commerce industry. This analysis involves examining the logistics processes and operations of ecommerce companies and identifying the factors that contribute to their success or failure. By analyzing the overall performance of e-commerce logistics, this study can provide valuable information to e-commerce companies, logistics service providers, and policymakers. The findings of this study can help companies optimize their logistics operations, improve customer satisfaction,

and increase profitability. Additionally, policy makers can use the result so this studies to develop policies that support the growth and sustainability of the e-commerce industry.

STATEMENT OF THE PROBLEM

The rapid growth of e-commerce has led to an increased demand for efficient and effective logistics services. However, e-commerce logistics faces several challenges that can impact its overall performance. These challenges include issues related to inventory management, order processing, packaging, transportation, and delivery. Furthermore, the rise of e-commerce has led to increased competition, which has placed pressure on logistics providers to offer faster delivery times, lower prices, and better customer service. Failure to meet these expectations can result in lost business and damage to a company's reputation. In addition, the COVID-19 pandemic has significantly impacted e-commerce logistics, leading to supply chain disruptions, increased shipping costs, and longer delivery times. These challenges have highlighted the need for more resilient and adaptable logistics systems that can with stand unexpected disruptions. Overall, the analysis of the overall performance of e-commerce logistics must consider these challenges and identify strategies for overcoming them. This analysis must also consider the impact of technology, customer satisfaction, and operational efficiency on the success of ecommerce logistics.

REVIEW OF LITERATURE

Chen, C., & Jin, J. (2017) the study explores the relationship between e-commerce and logistics, discussing the challenges and opportunities arising from the integration of e-commerce and logistics systems. Lu, C., Chen, J., & Sun, X. (2018) investigated optimization strategies for ecommerce logistics distribution routing, aiming to improve efficiency and reduce costs in the delivery process.

Wang, Y., Wang, Y., & Zhang, L. (2019) focused their research on how e-commerce logistics affects consumer purchasing decisions, examining factors such as delivery speed, reliability, and customer satisfaction. Han, M., & Noh, S. D. (2020) propose an optimal last-mile delivery system design for e-commerce logistics, considering factors such as delivery routes, vehicle capacity, and environmental sustainability. Li, X., Li, G., & Li, H. (2021) in his review paper provides an overview of e-commerce logistics performance measurement methods and

proposes future research directions to improve ecommerce logistics efficiency.

Yang, L., Shen, H., & Yu, Z. (2022) explores how data analytics can be applied to optimize order fulfillment in e-commerce logistics, utilizing techniques such as machine learning and predictive analytics. Hu, Q., Liang, C., & Huang, L. (2017) used at wastage Data Envelopment Analysis (DEA) approach to evaluate the impact of e-commerce on express logistics in China, considering efficiency and productivity measures. Sun, D., Cui, N., & Chen, C. (2018). An empirical study on the influence of e-commerce on third-party logistics in China. *Sustainability*, 10(1), 192. This empirical study investigates the influence of e-commerce on third-party logistics (3PL) in China, exploring the changing role of 3PL providers in the context of e-commerce growth.

Li,Z.,Yang,M.,&Fang,C.(2019)propose a location-routing model to optimize the logistics network for cross-border e-commerce, considering factors such as warehouse location, transport routes, and delivery time.

Zhou, C., Zhang, W., & Wang, H. (2020) in his comprehensive review focuses on the sustainable development of last-mile delivery in ecommerce, discussing various strategies and technologies to reduce environmental impacts and improve efficiency. Ren, L., & Zhang, X. (2021) in his empirical study compares the impact of e-commerce on reverse logistics in China and the United States, analyzing factors such as product returns, recycling, and waste management.

Srinivasan, A., & Srivastava, R. (2016) analyzes the impact of logistics performance on e-commerce customer satisfaction and loyalty, highlighting the importance of timely delivery, order accuracy, and overall logistics quality. Wang, H., He, Y., & Yu, M. (2017) examined the influencing factors and optimization strategies for e-commerce logistics distribution center location, considering factors such as transportation costs, customer demand, and regional characteristics.

Chen,Q.,Liu,Z., & Lin,G.(2018) focused on real-time dynamic pricing and order fulfillment coordination in e-commerce logistics, exploring strategies to optimize pricing decisions and improve order fulfillment efficiency. Fan, Y., Li, H., & Sun, H. (2019) conducted a literature review on the integration of e-commerce and logistics service providers, identifying research gaps and proposing a research agenda to facilitate the collaboration between these two

domains.

Zhang, Y., Yan, J., & Zhang, W. (2020) in his systematic literature review explores the applications of block chain technology in e-commerce logistics, highlighting its potential to enhance transparency, security, and efficiency in supply chain operations. Fu, X., Wang, C., & Li, Y. (2021) in his comprehensive review focuses on collaborative urban logistics for sustainable last-mile delivery in the e-commerce era, discussing various approaches such as crowd shipping, locker systems, and city logistics coordination.

Chen, L., Zhou, L., & Liu, Y. (2016) investigated the impact of ecommerce on supply chain coordination and performance, examining factors such as information sharing, inventory management, and customer responsiveness. Li, Y., Yu, C., & Zha, X. (2017) studied the impact of e-commerce logistics on customer satisfaction, analyzing factors such as delivery speed, order accuracy, and the condition of goods upon arrival.

Jiao, R., Bai, Q., & Lu, M. (2018) focused on green last-mile delivery in urban areas, discussing logistical approaches and their sustainability impacts, including electric vehicles, bicycle delivery, and consolidation strategies. Guo, X., & Li, Y. (2019) conducted a survey of data driven approaches for urban logistics in the e-commerce era, discussing the application of big data, artificial intelligence, and IoT technologies to improve efficiency and responsiveness.

Guo, S., Li, X., & Zeng, B. (2020) in his comprehensive review explores the application of intelligent transportation systems (ITS) in e-commerce logistics, discussing topics such as route optimization, traffic management, and real-time tracking. Liu, X., Gong, Y., & Zhang, W. (2021) reviewed the impacts of emerging technologies on sustainable e-commerce logistics, examining technologies such as autonomous vehicles, drones, robotics, and green packaging. Zhang, L., & Zhang, W. (2022) conducted a systematic literature review focuses on green logistics in cross-border e-commerce, analyzing existing studies and proposing a future research agenda to promote sustainability in cross-border ecommerce operations.

RESEARCH METHODS

Descriptive research design is used to understand the overall performance of e-commerce logistics. A conceptual frame work was designed for the analysis. This includes dependent variables namely Delivery time, Shipping Options, Delivery services and communication. A

sample of 256 customers were approached to collect primary data. A structured questionnaire comprising demographic profile and variables for those four dimensions and over all satisfaction were circulated among consumers. Convenience sampling was adopted. SPSS was used for data analysis. Appropriate statistical tools were used to obtain the outcome for each objective.

DISCUSSION

The research analysis reveals that 54% of the respondents are from the Rural place and 46% are from Urban place. Educational Qualification of respondents are 4.4% of the respondents are doing School, 29.2% are doing UG, 44.2% are doing PG and 22.1% are doing their Diploma. Satisfaction level on Delivery time is agreeable, delivery service is agreeable and Communication is moderate.

There is no significant difference on all the four dimensions of e-commerce logistics based on gender. Whether it is rural or urban the delivery time, shipping option, delivery services and communication do not differ. Age of the respondents do not influence on delivery services, delivery time and shipping options. But the communication is greatly influenced by the age group. The elders find it difficult in communication through on line. Educational Qualification do not influence on any of the dimensions of e-commerce logistics services.

The correlation between Dimensions of E-commerce Logistics services and Over all performance is found below:

Table 1. Correlation

	Overall Performance
Delivery Time	.292**
Shipping Options	.676**
Delivery Service	.615**
Communication	.495**

Table 1 reveals that the four dimensions of E-commerce logistics services have significant positive influence on overall performance.

Table.3. Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.700	.688	.298

a. Predictors: (Constant), CO, DT, DS, SO

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.269	.181		1.483	.141
	DT	.073	.018	.211	3.969	<.001
	SO	.097	.015	.405	6.569	<.001
	DS	.097	.016	.364	6.181	<.001
	CO	.095	.019	.282	5.005	<.001

a. Dependent Variable: overall

Regression analysis reveals that the four dimensions model has a perfect fit. Since the R value and R square values are more than 7 it is concluded that the relationship can be predicted more precisely.

RECOMMENDATIONS

The organizations shall Choose trustworthy courier and transportation services that can deliver packages quickly andefficiently and Work with local courier companies or independent agents who know the localarea well and can makequicker last-miledeliveries. In order to improve shipping options, the organisations need to Work with different shipping companies to have more coverage and faster delivery. Offerflexibledelivery optionslikeexpressdeliveryorscheduleddelivery. They shall improve last-mile delivery by working with local partners, using technology to plan efficient routes, and offering real-time tracking. Use good packaging materials to protect products during transit and follow packaging guidelines to reduce damage. Moreover, they shall clearly communicate delivery timelines and notify customers of any delays. Send timely notifications to customers about

their orders through SMS or email.

CONCLUSION

Efficient logistics operations are critical to the success of e-commerce businesses. Customers expect timely and accurate deliveries, and any delays or errors can result in negative feedback and loss of business. E-commerce logistics is a complex process that involves multiple stakeholders, including retailers, carriers, and customers. Successful e-commerce logistics requires collaboration and coordination among these stakeholders. Technology plays a crucial role in e-commerce logistics. Advances in tracking and data analytics enable real-time visibility into shipments, which can improve delivery times and reduce costs.

Logistics costs are a significant expense for e-commerce businesses. Effective cost management strategies, such as optimizing transportation routes and leveraging economies of scale, can help reduce these costs. E-commerce logistics also presents unique challenges, such as the need to handle a high volume of small shipments and manage returns. E-commerce businesses must develop specialized logistics strategies to address these challenges. As e-commerce continues to grow, logistics will become an increasingly important competitive differentiator. E-commerce businesses that can provide fast, reliable, and cost-effective delivery will be better positioned to succeed in the marketplace.

Overall, the analysis highlights the importance of e-commerce logistics for the success of online businesses. To remain competitive, e-commerce businesses must prioritize logistics and invest in technology, collaboration, and cost management strategies.

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