
FROM WAREHOUSE TO DOORSTEP: THE JOURNEY OF LOGISTICS (A STUDY ON FLIPKART)

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ABSTRACT

In the past few years, the rate at which electronic commerce has been growing in India has accelerated manifold, changing the way businesses are conducted and how consumers conduct their shopping activities. Among all the operational activities, logistics and supply chain operations have emerged as major drivers for the success of electronic commerce organizations. The major aim and objective of this research paper is to identify the role played by logistics efficiency in customer satisfaction, and for this purpose, Flipkart has been taken as a case study. This research paper has been prepared based on the descriptive method of research, as the major aim and objective of this research paper is to analyze the existing scenario. For making the data reliable and accurate, both primary and secondary data sources have been incorporated in this research paper. The basic statistical tools, such as percentage analysis and graphical presentation, have been employed in this research paper. The findings obtained from this research paper reveal that Flipkart has been able to develop a strong logistics system, but there are a few areas where improvement needs to be made, such as a large number of respondents facing problems like delayed delivery, damage, and poor communication during disrupted orders. Despite facing such problems, the overall level of satisfaction remains relatively high. The study has concluded that logistics play a vital role in influencing the customer experience, which can be a competitive advantage.

1. INTRODUCTION

In the modern digital world, the role of logistics is not just confined to the back end, but it has become an essential component, which directly influences the growth of the company as well as the satisfaction of the customers. In the traditional retail industry, the customers physically visit the store, which allows them to touch the products before buying them. In the case of the

e-commerce industry, the only physical touch point between the company and the customer is the logistics.

The e-commerce industry in India is witnessing tremendous growth, driven by the increasing number of internet users, the affordability of smartphones, and the emergence of digital payment platforms. As the company processes millions of transactions daily, it becomes imperative for the company, in this case, Flipkart, to ensure timely delivery of products.

Flipkart has created an enormous logistics network through its logistics division, Ekart, which comprises numerous warehouses, sorting, and delivery locations across the country. Handling the logistics in an efficient manner has become the need of the hour, which has been the focus area of the company in the current scenario.

millions of shipments every month, logistics is one of the most important operations of the company.

This study is an effort to comprehend the working of the complex system in relation to customer satisfaction, particularly in the e-commerce industry.

2. OBJECTIVES OF THE STUDY

The main objective of the study is to comprehend the role of the logistics operation in the creation of customer satisfaction in the e-commerce industry. In addition to the main objective, the study aims to:

Evaluate the efficiency of the last-mile delivery operation
Understand the role of reverse logistics operation

Identify the difference between customer expectations and realities
Understand the role of the seller in the entire operation

Understand the role of technology in the logistics operation

3. RESEARCH QUESTIONS

1. The research will be conducted keeping in mind some of the most important research questions:

2. What are the most important components of the logistics operation of Flipkart?

3. How does the delivery operation create customer satisfaction?

4. What are the most important factors responsible for customer dissatisfaction?

5. How efficient is the return and refund operation of Flipkart?

6. What are the most important challenges faced in the delivery of products to the rural population?

7. LITERATURE REVIEW

Research studies have been conducted, which clearly indicate the importance of logistics in the success of an e-commerce business. Many research studies have indicated that speed, accuracy, and reliability of delivery are very important in retaining customers.

Research studies have clearly indicated the importance of timely delivery in retaining customers. Many companies are investing in automation technology, which has been very effective in reducing costs.

The use of artificial intelligence has gained importance in recent times. Such technologies are very effective in predicting sales, which increases the efficiency of the company.

One major issue has been identified, which is considered one of the major challenges in the logistics industry, i.e., last-mile delivery, which contributes to a major part of the logistics costs. In addition, reverse logistics are equally important, considering the demands of the customers.

Many research studies have been conducted, which clearly indicate that the demands of the customers are increasing, and the companies need to deliver the products efficiently.

8. RESEARCH GAP

Though the above research has offered valuable insights into the field of logistics and supply chain management, yet there are certain gaps which need to be filled:

No focus on the actual experience of the customers

No in-depth study on the damage caused to the products while delivering them

No focus on the role of the sellers, which may lead to delays in the delivery of the orders
No research done on the communication problems faced while delivering the orders

No specific information offered on the logistics faced in the rural areas

This study aims to bridge the gaps by including the actual data in the study.

9. RESEARCH METHODOLOGY

The methodology followed for this research is descriptive, as it involves analyzing and understanding the logistics practices followed.

The approach followed for this research is mixed, as it includes primary and secondary research while collecting and analyzing the data. The primary data collection method is through questionnaires distributed among the respondents, while the secondary data collection method is through various reliable sources.

Sample Profile:

1. Total Respondents: 100-158
2. Majority of the Respondents' Age Group: 20-30
3. Largest Group of Respondents: Students
4. Respondents' Area: Urban and Semi-Urban
5. Variables Studied:
6. Delivery Speed
7. Quality of Packaging
8. Safety of Products
9. Adequacy of the Tracking System
10. Efficiency of the Return Process
11. Customer Satisfaction

10. DATA ANALYSIS

From the analysis of the data collected, the following findings were considered to be of significant importance:

The majority of the respondents were satisfied with the service of delivering products offered by Flipkart, thus indicating that the company has an efficient logistics system. However, more than half of the total number of the surveyed population faced some kind of delay in the delivery of products at least once.

From the analysis of the causes of such delays, it was observed that the problem of the seller was considered to be the most important cause of delay in the delivery of products.

It was also observed that lack of proper communication was an important finding of this study. Feedback on the quality of packaging was also satisfactory for the majority of the respondents. However, the number of respondents who faced issues with products being damaged was also significant.

Feedback on the tracking system was also satisfactory for the majority of the respondents. This indicates that technology integration is one of the strengths of Flipkart. It was also observed that the return policy was smooth for the respondents.

11. RESULTS

The results obtained from the study can be explained as follows: Flipkart has developed an excellent logistics infrastructure.

The delivery service is reliable, though not consistent. Delays due to sellers are one of the

main problems.

Improvement needed in terms of packaging. The reverse logistics are also excellent.

Customer expectations are also increasing with time.

12. DISCUSSION

The results obtained from the study clearly show that logistics does not just play a supporting role, and its impact on customer satisfaction can be direct.

One of the main findings was related to the difference between efficiency and consistency. The system works, though it does not always work.

Another main finding was related to the difference between perception and reality.

Customers perceive that they are getting a good packaging, and yet they are facing problems.

The dependence on sellers was another main finding.

Even if the logistics system is efficient, if there is a delay on the part of the seller, the logistics gets affected.

Communication gaps during delays also impact the customer.

13. LIMITATIONS

As with any other study, this study too has some limitations: The number of people surveyed was few.

Most of the people surveyed were students. Data was based on self-reporting.

Could not access company data. Time constraint.

14. SUGGESTIONS

On the basis of the findings, the following are the suggestions:

Stricter performance standards should be set for the seller

AI-based systems can be implemented to forecast and manage delays
Quality of packaging should be improved, especially of fragile items

Real-time updates and proper communication during delays should be made
Logistics infrastructure can be improved in rural areas

Last-mile delivery efficiency can be improved
Refund and return process can be speeded up

15. CONCLUSION

The present study has focused on the role of logistics in customer satisfaction, especially for the e-commerce industry. Flipkart has been able to develop a strong logistics system through technology and system efficiency.

The challenges that are faced are related to timely delivery, damage to products, and poor communication between the organization and the customer.

These challenges need to be addressed to improve customer experience and customer loyalty.

In the future, organizations that are strong in logistics and place a high value on reliability and speed are likely to gain a competitive edge.

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