

Impact of Delivery Delays on Consumer Brand switching behavior in E Commerce: Evidence from young adults in Bangalore.

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Abstract-- The fast growth of e-commerce and fast-food has transformed the traditional competitive environment where products are priced based on their quality, to the provision of speedy delivery. Speed of fulfillment is an important customer satisfaction determinant to young adults in hyper-competitive cities such as Bangalore. The purpose of the proposed study is to evaluate how the delays in the delivery process directly affect the choice of brand switching actions among young adult e-commerce users. A cross-sectional descriptive and analytical research design was chosen and primary data was obtained using a convenience sample of 350 active e-commerce users aged between 18 and 35 years living in Bangalore with the help of a structured 5-point Likert scale questionnaire. Data was strictly analyzed using descriptive statistics, Pearson correlation and multiple regression analysis through the SPSS software. The results indicate that there is a very strong predictive model ($R^2 = 0.942$, $p = 0.001$) of brand-switching intention. Surprisingly, even the simple frequency of historical unannounced delays is not a powerful independent predictor of platform abandonment. Rather, consumers are highly intolerant of one case of a highly delayed delivery, which is significantly associated with switching brands permanently. Moreover, the deficiency of proactive customer communication on the delay, and the unavailability of immediate financial reimbursement are also termed as the crucial accelerators of customer churn. The research concludes that young urban consumers attach great importance to the guaranteed, fast delivery dates rather than to the conventional retention instruments such as product discounts. E-commerce sites will need to shift towards active expectation management (instead of reactive customer service) to retain market share, and can do so by using real-time delay alerts and automated financial compensation to effectively recover consumer confidence and counteract the expensive effect of last-mile logistical failures.

Keywords-- Delivery delays, brand switching, e-commerce, consumer behavior and service recovery.

I. INTRODUCTION

The fast development of e-commerce has radically changed the expectations of consumers, moving the competitive arena from simply the price of the products offered to the logistical efficiency and speed of delivery (Deshpande & Pendem, 2023). With the emergence of fast commerce, and the modern digital retail environment,

delivery time has become an extremely pivotal factor in customer satisfaction, and subsequent purchase intentions (Harter, Stich, and Spann, 2025). With the online platforms fiercely competing on time, consumer impatience in the home delivery setting has become a massive threat to customer retention, with operational bottlenecks and in-process delays posing a serious threat (Paluzzi et al., 2025; Gallino, Karacaoglu, and Moreno, 2023).

In spite of ongoing improvements in supply chain management, problems with delivering products are one of the main causes of customer dissatisfaction and complaint in online purchases (Gupta et al., 2019). The dissatisfaction with the quality of the digital services as a result of the unmet expectations directly and significantly affects brand switching intentions (Orji, 2026). The contemporary digital customers are becoming more demanding of logistical breakdowns; when online stores or the third-party logistics providers that service it cannot guarantee timely delivery, consumers will demonstrate a highly elastic tendency to leave the platform and get easily accessible competitors (Ngah, Thurasamy, and Han, 2023; Ryu, Han, and Park, 2023).

Such switching behavior is hyper accelerated among young adults in India, which is the only demographic that is highly digital literate, multi-channel consumption, and inclined to instant gratification (Boaz, 2015). Recent sources emphasize that Gen Z and college-going young adults always focus on the quality of delivery and its reliability when assessing their experiences in e-commerce (Sreekanth, Ilavenil, and Nedumaran, 2024; Saxena, 2025; Aserkar and Verma, 2018). Although the general factors influencing online shopping habits have been reported in other parts of India (Hiremath and Ingalagi, 2024), in urban metropolitan areas such as Bangalore, a competitive consumer market, is hyper-competitive (Arumugam, n.d.). Therefore, it is crucial to determine how the exact delay in delivery acts as a driver of brand switching among young adults in Bangalore, to allow e-commerce platforms to find a strategic solution to the dilemma of expanding operations and retaining customers in a fluctuating market (Varghese, Jacob, and Narayanamurthy, 2024).

II. REVIEW OF LITERATURE

Author and Year	Objective	Methodology	Key Findings	Summary
Harter, A., et al. (2025)	To examine how delivery time affects repurchase rates in quick commerce.	Quantitative analysis of consumer transaction data.	Faster delivery significantly boosts the likelihood of repurchase in quick commerce platforms.	Establishes a direct link between delivery speed and customer retention.
Orji, C. R. (2026)	To investigate how poor digital service quality drives brand switching.	Empirical study utilizing survey-based quantitative methods.	Service dissatisfaction is a primary trigger for consumer switching brands online.	Highlights dissatisfaction as a core driver for online brand abandonment.
Deshpande, V., & Pendem, P. K. (2023)	To analyze the impact of logistics performance on customer purchasing and sales.	Data-driven analysis of e-commerce platform performance metrics.	High logistics performance directly correlates with positive ratings and increased sales.	Emphasizes the operational value of efficient logistics in e-commerce.
Paluzzi, H., et al. (2025)	To explore consumer impatience regarding home delivery in time-based competition.	Consumer-centric supply chain analysis and survey.	Consumers show decreasing tolerance for home delivery delays, demanding faster fulfillment.	Underscores rising consumer impatience in the modern e-commerce landscape.
Ngah, A. H., et al. (2023)	To determine how third-party	Quantitative research using structural	Poor logistics service prompts stakehold	Highlights the zero-tolerance approach to poor

	logistics quality affects retailer switching behavior.	equation modeling.	ers to immediately switch to competing service providers.	logistics performance.
Gallino, S., et al. (2023)	To assess how in-process fulfillment delays impact online customer behavior.	Empirical modeling using online retail operational data.	In-process delays significantly reduce customer engagement and future order probability.	Proves that even internal fulfillment delays negatively affect customer behavior.
Gupta, P., et al. (2019)	To identify and analyze common delivery issues faced by e-commerce shoppers.	Descriptive study using consumer survey data.	Delayed delivery and damaged goods are the top grievances for online shoppers.	Categorizes primary delivery bottlenecks affecting the e-commerce customer experience.
Ryu, J., et al. (2023)	To explore the drivers of consumer switching behavior in platform-based businesses.	Mixed-methods approach combining qualitative and quantitative data.	Service failures, including delays, strongly motivate users to switch platforms.	Provides a comprehensive view of why consumers abandon digital platforms.
Sreekanth, K., et al. (2024)	To analyze the online shopping habits and preferences of young adults in	Primary data collection via structured consumer questionnaires.	Young adults prioritize fast delivery and convenience over traditional brand loyalty.	Contextualizes the impatient shopping behavior of Indian college students.

	Hyderabad.			
Aserkar, R., & Verma, S. (2018)	To evaluate e-commerce delivery quality issues from the youth perspective in India.	Quantitative survey targeting Indian youth demographics.	Young consumers are highly critical of delivery tracking and overall timeliness.	Highlights specific logistical quality concerns of the Indian youth demographic.
Varghese, A. M., et al. (2024)	To examine the strategic timing and logistical challenges of launching a marketplace.	Case study approach analyzing a specific business dilemma.	Balancing launch speed with logistical readiness is critical for platform success.	Illustrates the strategic importance of logistics in marketplace operations.
Hiremath, V. R., & Ingalagi, S. (2024)	To identify key determinants of online consumer satisfaction in North Karnataka.	Case study and quantitative analysis of regional consumer data.	Timely fulfillment and product quality are the strongest drivers of satisfaction.	Confirms the regional importance of reliable delivery for online satisfaction.
Saxena, A. (2025)	To study how Gen Z's e-commerce usage impacts traditional urban Kirana stores.	Empirical research focusing on Gen Z consumer preferences.	Gen Z prefers e-commerce for variety but relies on local stores for immediate needs.	Shows the competitive tension between e-commerce speed and local availability.
Arumugam, S. S. (n.d.)	To assess online marketing's influence	Primary survey research focusing on a specific	Convenience and assured delivery times heavily	Provides Bangalore-specific insights into time-sensitive

	on working-class women in Bangalore.	demographic in Bangalore.	influence buying decisions.	consumer demographics.
Boaz, A. (2015)	To analyze multi-channel consumption habits and their effect on Gen Y purchasing.	Master's thesis utilizing comprehensive consumer behavior surveys.	Gen Y actively compares channels and easily switches based on service efficiency.	Establishes a foundational understanding of youth fluid channel-switching behavior.

III. RESEARCH GAP

Despite the wide range of literature on general e-commerce logistics, platform dissatisfaction, and the general online shopping preferences of the Indian youth, there is a significant gap. Focused empirical studies that explicitly separate delivery delays as the antecedent behind brand-switching behaviour among young adults in particular within the hyper-competitive digital-retail ecosystem of Bangalore are lacking. This paper deals with this very demographic cross.

IV. RESEARCH DESIGN

Statement Of The Problem

The blistering growth of e-commerce has escalated consumer demands in terms of delivery speed, especially in tech-oriented cities such as Bangalore among young adults. As platforms struggle to win on price and product selection, last-mile delivery often fails to meet customer satisfaction. The primary research area in this paper is to explore the role of delivery delays as a key trigger to consumer brand-switching behavior between rival e-commerce platforms. There is a strong necessity to undertake this study since it is important to know the exact consumer tolerance level of delays as an operator of e-commerce. It assists in determining whether logistical inefficiencies are literally undermining brand loyalty, and thus businesses can revise their fulfillment strategies, keeping a highly impatient and demanding demographic.

V. OBJECTIVES

To determine the direct effect of the delay in delivery on brand-switching behaviour of young adult e-commerce users in Bangalore.

To determine the types of products (e.g., electronics, apparel, groceries) in which the most common situation is the delay in delivery, which leads to abandonment of the platform.

To know the underlying reasons like lack of proactive communication, poor compensation, etc. that hastens the switchover decision of a consumer to a competitor after some delay.

VI. RESEARCH METHODOLOGY

Research methodology constitutes the systematic plan to collect, measure and analyze data. It offers a systematic method to address the research issue by outlining the methods employed in determining the effect of delivery delays on brand switching to ensure that the results are valid, reliable and rigorous.

The research design used in this project is Descriptive and Analytical. It is descriptive because it defines the traits, taste and switching behavior of young adult shoppers of Bangalore. It is also analytical in that it aims at rigorously defining and quantifying the cause-effect relationship between the rate of delivery delays and brand-switching intentions of a consumer.

Sources Of Data

Primary Data: The researcher will gather primary data by himself and person through the targeted respondents-young adults in Bangalore and using online shopping sites. This primary data is collected with the sole aim of this study through structured questionnaires, which makes them very relevant to the subject.

Secondary Data: Secondary sources of data will be obtained by getting information that was gathered by other researchers in the past, though not on the same purpose but related. This encompasses academic articles, industry magazines, news stories, and official e-commerce market publications that will offer a theoretical background related to logistics and online consumer trends.

Sampling Plan

Sampling unit: A single young adult (aged 18-35) living in Bangalore and frequent user of the e-commerce sites is the unit of analysis.

Sample size: The research will gather precisely 350 valid responses to achieve statistical reliability and decent representation of the demographic.

Sampling technique: Convenience Sampling technique will be used, which will enable the researcher to access the accessible participants in the target population of young adults in Bangalore in a fast and efficient manner.

Tools For Data Collection

Survey: Data collection will involve a structured questionnaire that will be delivered online. It will rely on a 5-point Likert scale in order to accurately quantify the consumer attitudes, level of satisfaction and brand switching intentions.

Observation: Although it will be mainly survey-based, to qualitatively measure real-time frustration in relation to delays in delivery, minor non-participant observation of social media complaints and online consumer grievance forums will be conducted.

Focus groups: The initial focus group meeting of 5 or 7 peers in a small and informal group will be carried out to pilot-test the questionnaire, to clear up the terminology, and refine the survey prior to a large-scale distribution.

Plan Of Analysis

The raw data obtained will be categorized and tabulated to make it easier to understand. Descriptive statistics will then be used to interpret and infer it as a way of profiling respondents. Moreover, the Correlation and Regression analysis will be performed with the help of MS Excel spreadsheets and SPSS programs to calculate the exact effect of delivery delays on brand switching mathematically.

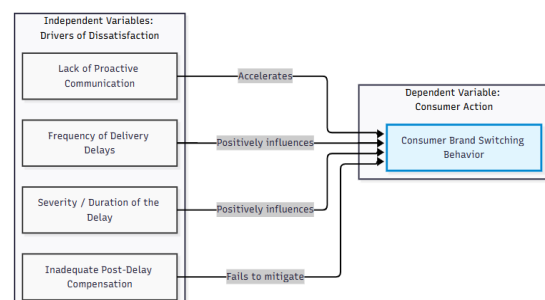
VII. CONCEPTUAL FRAMEWORK

Dependent Variable (Dv)

- Consumer Brand Switching Behavior

Independent Variables (Ivs):

- Frequency of Delays
- Severity of the Delay
- Lack of Proactive Communication
- Inadequate Post-Delay Compensation



VIII. RESULTS

Research Hypothesis

H₀ (Null Hypothesis): Delivery delays do not play a significant role in the brand-switching behavior of young adult e-commerce consumers in Bangalore.

H₁ (Alternative Hypothesis): There is a significant effect of delivery delay on the brand-switching behavior of young adult e-commerce consumers in Bangalore.

IX. REGRESSION ANALYSIS

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Providing instant financial compensation (e.g., a discount coupon, wallet cashback, or waived delivery fee) effectively restores my trust in the brand after a delay., experienced of unnotified delivery delay in past 6 months, Poor communication from the platform regarding a delay frustrates me more than the actual delay itself., A single instance of a severely delayed delivery is enough for me to permanently switch to a competitor's platform	.	Enter
a. Dependent Variable: I frequently abandon my preferred e-commerce platform if my order is delayed beyond the promised date.			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971a	.942	.941	.283
a. Predictors: (Constant), Providing instant financial compensation (e.g., a discount coupon, wallet cashback, or waived delivery fee) effectively restores my trust in the brand after a delay., experienced of unnotified delivery delay in past 6 months, Poor communication from the platform regarding a delay frustrates me more than the actual delay itself., A single instance of a severely delayed delivery is enough for me to permanently switch to a competitor's platform.				

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	448.988	4	112.247	1398.710	.000b
	Residual	27.686	345	.080		
	Total	476.674	349			
a. Dependent Variable: I frequently abandon my preferred e-commerce platform if my order is delayed beyond the promised date.						
b. Predictors: (Constant), Providing instant financial compensation (e.g., a discount coupon, wallet cashback, or waived delivery fee) effectively restores my trust in the brand after a delay., experienced of unnotified delivery delay in past 6 months, Poor communication from the platform regarding a delay frustrates me more than the actual delay itself., A single instance of a severely delayed delivery is enough for me to permanently switch to a competitor's platform.						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.012	.071		.171	.865
	experience d of unnotified delivery delay in past 6 months	.011	.019	.008	.590	.555
	A single instance of a severely delayed delivery is enough for	.330	.034	.347	9.610	.000

me to permanently switch to a competitor's platform.					
Poor communication from the platform regarding a delay frustrates me more than the actual delay itself.	.061	.026	.054	2.303	.022
Providing instant financial compensation (e.g., a discount coupon, wallet cashback, or waived delivery fee) effectively restores my trust in the brand after a delay.	.622	.036	.594	17.463	.000
a. Dependent Variable: I frequently abandon my preferred e-commerce platform if my order is delayed beyond the promised date.					

Interpretation

Brand-switching behavior of consumers is highly predicted by the multiple regression model with the R-squared of 0.942. This means that switching intent is explained by the independent variables 94.2%. The ANOVA model, in general, is very statistically significant ($F = 1398.710$, $p < 0.001$).

Based on the coefficients, the frequency of past unnotified delays alone ($p = 0.555$) is not a significant predictor, but the severity of a single delay ($p < 0.001$), poor communication ($p = 0.022$), and the importance of financial compensation ($p < 0.001$) are significant and strong predictors of abandonment.

Therefore, since the underlying factors of delay largely lead to consumer action, we can reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1) as follows: The delay in delivery is a major cause of brand switching behavior among young adult e-commerce consumers in Bangalore.

CORRELATION

Correlations						
		Frequency of Delays	Severity of the Delay	Lack of Proactive Communication.	Inadequate Post-Delay Compensation	Consumer Brand Switching Behavior
Frequency of Delays	Pearson Correlation	1	.109*	.064	.105	.111*
	Sig. (2-tailed)		.042	.230	.050	.038
	N	350	350	350	350	350
Severity of the Delay	Pearson Correlation	.109*	1	.828**	.922**	.941**
	Sig. (2-tailed)	.042		.000	.000	.000
	N	350	350	350	350	350
Lack of Proactive Communication.	Pearson Correlation	.064	.828**	1	.804**	.820**
	Sig. (2-tailed)	.230	.000		.000	.000
	N	350	350	350	350	350

Inadequate Post-Delay Compensation	Pearson Correlation	.105	.922**	.804**	1	.959**
	Sig. (2-tailed)	.050	.000	.000		.000
	N	350	350	350	350	350
Consumer Brand Switching Behavior.	Pearson Correlation	.111*	.941**	.820**	.959**	1
	Sig. (2-tailed)	.038	.000	.000	.000	
	N	350	350	350	350	350
*. Correlation is significant at the 0.05 level (2-tailed).						
**. Correlation is significant at the 0.01 level (2-tailed).						

Interpretation

The Pearson correlation matrix depicts that the relationship between the dependent variable (platform abandonment) and many key independent variables is very important and significant. In particular, the need to receive financial compensation ($r = 0.959, p < 0.001$), the severity of a single delay ($r = 0.941, p < 0.001$), and poor communication ($r = 0.820, p < 0.001$) all have overwhelming positive correlations with brand-switching intent. This shows that extreme delays and failure to initiate communication are the major reasons why consumers move to competitors. Otherwise, in sharp contrast, the simple frequency of historical unnotified delays ($r = 0.111, p = 0.038$) is very weakly related, indicating that consumers can much better endure frequent minor delays than one serious failure.

Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age group	350	1	3	1.82	.776
current employment status	350	1	4	1.93	.840
Area of residence within Bangalore	350	1	4	2.49	.975
Frequency of purchasing via e-commerce or quick-commerce platforms	350	1	4	2.01	.969
experienced of unnotified delivery delay in past 6 months	350	1	4	2.63	.801
which product category does a delivery delay frustrate the most	350	1	4	1.97	1.065
most common immediate reaction for delivery is delayed expected date without prior notice	350	1	4	2.59	1.000
I frequently abandon my preferred e-commerce platform if my order is delayed	350	1	5	3.55	1.169

beyond the promised date.					
A single instance of a severely delayed delivery is enough for me to permanently switch to a competitor's platform.	350	1	5	3.33	1.229
Poor communication from the platform regarding a delay frustrates me more than the actual delay itself.	350	1	5	2.01	1.043
If a platform sends a proactive notification and apology before the expected delivery deadline, I am willing to forgive the delay and not switch brands	350	1	5	3.61	1.083
Providing instant financial compensation (e.g., a discount coupon, wallet cashback,	350	1	5	3.67	1.116

or waived delivery fee) effectively restores my trust in the brand after a delay.					
Frequency of comparing Delivery timelines across multiple competing apps (e.g., Amazon vs. Flipkart, or Zepto vs. Blinkit) before finalizing a purchase	350	1	5	3.60	1.089
Likelihood to uninstall App If an e-commerce platform develops a consistent reputation for missing delivery deadlines	350	1	5	3.97	1.049
Importance of guaranteed, fast delivery date Compared to product pricing and discounts for purchasing decision	350	1	5	3.79	1.016
Valid N (listwise)	350				



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 07, July 2026)

Interpretation

The descriptive statistics (N=350) indicate the existence of clear behavioral patterns, when it comes to the influence of delivery delays on brand-switching among young adults in Bangalore. This demographic has a pronounced, action-driven tendency to leave platforms in case of logistic breakdown. The largest mean in the data (3.97, SD = 1.049) underlines a dire possibility of customers dropping an application in case it creates a consistent pattern of not delivering goods on time. In addition, assured quick delivery is much emphasized as compared to product prices and price-cuts (Mean = 3.79).

To prevent brand switching, the instant financial compensation (Mean = 3.67) and proactive notification (Mean = 3.61) can be considered as the most effective methods to regain consumer confidence. The data further reveals that consumers are directly comparing delivery schedules among competing apps prior to purchasing (Mean = 3.60) and are often giving up on platforms when they miss timelines (Mean = 3.55). Generally, the descriptive statistics prove the fact that young urban shoppers are highly time-constrained, and a guarantee of reliable delivery is an indispensable requirement to loyalty.

X. DISCUSSIONS

- The demographic profile of the study indicates that 48 out of the 350 respondents are corporate or IT professionals with most of them being aged between 18 and 29 years.
- A large percentage of the sample lives in the East Tech Corridor of Bangalore, and 38 percent of them make e-commerce or quick-commerce purchases more than once a week.
- Analysis of particular product categories revealed that among young adults, the fact that it takes longer to receive goods in a grocery store and in daily quick-commerce necessities, 45 percent were most upset about the length of time waiting at the delivery point.
- When consumers are subjected to an uninformed delay, 43 percent of them immediately call customer support, and 26 percent are alarming enough to cancel the order and buy in a competitor app.
- The descriptive statistics showed that the mean value is very high at 3.97, which means that there is a very high probability of 100 percent uninstallation of an application when it starts to form a consistent reputation of missing deadlines.

- Speedy and assured delivery dates are highly valued and placed above the pricing and discounts of products and this is highly justified by the high mean score of 3.79 by the sampled youth in Bangalore.
- The statistics supports a robust behavioral pattern in which consumers are actively dropping their favorite platforms in the event of missed promises in form of a robust mean score of 3.55.
- Pearson correlation analysis has revealed a gigantic positive relationship of 0.959 between delivering immediate financial compensation and successfully regaining the trust of a consumer in the brand following a logistical failure.
- The correlation between one case of a drastically late delivery and the consumer to a platform of a competitor is very significant with 0.941.
- Poor communication about delays is a key cause of switching as the correlations value of 0.820 indicates that consumers are bitterly unhappy to be kept in the dark about what they have ordered.
- Interestingly, even the frequency of past unnotified delays alone had a very weak correlation of 0.111 with brand abandonment, indicating that young adults are far more tolerant of minor delays that are frequent rather than a single severe delay.
- The multiple regression model has managed to explain 94.2 percent of the total variance in the consumer brand-switching behavior, which shows the extremely high predictive power and strength of the model.
- Also, the regression model is highly significant with an F-value of 1398.710 and a p-value of below 0.001, indicating that delay-related factors all cause platform abandonment.
- According to the regression coefficients, financial compensation and the severity of one delay are the most significant predictors of switching intent with the least p-value of 0.001.
- The result of the regression analysis also demonstrated that the mere frequency of unnotified delays over the last six months is not a statistically significant predictor on its own of brand switching due to its high p-value of 0.555.

XI. CONCLUSION

The fast pace of development of e-commerce and fast-paced urban centers such as Bangalore have resulted in a radical shift in consumer expectations, especially among the young adults.

This research report shows conclusively that the problem of delays in delivery is not an operational hiccup but a catalyst towards consumer brand-switching behavior. The dynamics of this switching intent, however, are very subtle. This study indicates that young customers are surprisingly tolerant of frequent, small delays, as long as they are properly handled. Rather, it is the magnitude of one, sustained delay and the unresponsiveness of communication that has a decisive effect on users to switch to a more convenient platform.

Moreover, the results underscore the fact that contemporary online buyers value assured, expedited delivery skills more than conventional loyalty motivators such as the cost of the product and discounts. When it comes to e-commerce sites, there is a thin line of margin when it comes to logistical error. To manage in this highly competitive environment, firms need to move away with reactive customer service to proactive expectation management. Making communication protocols transparent and real-time and providing instant financial compensation are non-negotiable strategies to effective service recovery. Finally, in the struggle over digital consumers of Bangalore, ultimately, the reliability of the logistics and the openness of the fulfillment is the key to long-term brand loyalty.

XII. SUGGESTIONS

- E-commerce sites should adopt automated systems that automatically compensate with financial rewards such as wallet cashback. This is a proactive measure that will soon regain the confidence of buyers when there are crucial delivery schedules that have been missed.
- Businesses need to focus on open communication through real-time digital messages. The warning to the users with an apologetic message prior to the delivery window will avoid high levels of frustration among customers.
- The quick-commerce companies will need to invest greatly in the hyper-local fulfillment centers in Bangalore. Young adults are simply annoyed with the time spent on purchasing groceries on a daily basis and will be quick to leave apps and find another that will deliver the necessary products faster.
- Coercive measures: at the cost of avoiding occasional cases of critical delays, logistics managers should pay a lot of attention to it. The information indicates that consumers are surprisingly ready to accept small variations in delivery but will drop brands with one big failure.

- Retailers should ensure that there is strict observation on their brand reputation in terms of general speed of fulfillment. Recurring logistical breakdowns and disregarded grievances are bound to drive young tech-savvy customers to the point of permanently removing the application.
- Platforms must also have a very visible assurance of their expedited delivery dates as they finalize the checkout. This is a powerful tactic in attracting interest of users who are active in comparing competitor timelines before making a purchase decision.
- Marketing teams ought to change their promotional emphasis strategically, without focusing on small product discounts. Advertising a very reliable system of delivery on a large scale will easily appeal to and keep impatient urban customers.
- Customer support departments should be fully enabled to address the issue of delays in real-time. It is only by putting a frustrated customer through an extended and painful escalation process that one is further hastening the decision to go elsewhere.

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International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 07, July 2026)

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