

# The Impact of Delivery Speed on E-Commerce Performance: A Comparative Study of Same-Day and Next-Day Shipping in Terms of Cost and Customer Experience

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**S. Mohammed Jabir**

*School of Management, Department of Management Studies  
Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology  
Avadi, Tamil Nadu*

## Abstract

*The recent accelerated increase of e-commerce contributed to the value of the efficient logistics and delivery system becoming one of the most sought-after factors that promote the business performance and customer satisfaction. In this paper, the impact of speed of delivery on the performance of the e-commerce will be analyzed by comparing the use of the same-day delivery and next-day delivery based on their operational cost and customer experience. The research will also use the secondary information available in academic literature, industry reports, and previous studies to conclude the influence of increased delivery speed on customer expectation, purchase decision making and perception of quality of service. The results show that same-day delivery promotes customer satisfaction and competitiveness, but related to increased operational and logistical costs in comparison with the next-day delivery. The paper recognizes the need to make sure that the e-commerce companies would strike a balance between performance speed and cost-efficiency in their endeavor to provide sustainable performance.*

**Keywords:** E-Commerce Performance, Delivery Speed, Same-Day Shipping, Next-Day Shipping, Customer Experience, Logistics Management, Customer Satisfaction, Last-Mile Delivery, Operational Cost, Online Retail Logistics.

## Introduction

The fast-changing nature of digital technologies and extensive use of internet enabled devices have highly changed the global retail scenario. Electronic commerce (e-commerce) has become one of the most prevalent methods of retail deals, and it provides its users (consumers) with convenience, affordability, as well as a great diversity of goods options. Within this more and more competitive online market, the performance of logistics and delivery is now a key factor of business achievement. With the number of factors affecting the performance of e-commerce, delivery speed is one of the factors that have received a lot of interest amongst the practitioners and researchers. Due to the ever-increasing demand by consumers to have faster and more efficient deliveries, e-commerce companies are in the process of investing in more sophisticated logistics networks to increase the efficiency of their delivery and make their customers

satisfied. The same-day delivery concept has been emerging in the recent years as one of the strategic logistics innovations as a solution to the increasing demand of instant satisfaction among the online customers. Historically, the vast majority of e-commerce platforms were based on next-day or regular shipping models that have achieved a balance between the cost of operations and the reliability of delivery. Nevertheless, the emergence of same-day delivery businesses, which are a result of the development of technologies and complex supply chain frameworks, as well as city-fulfilment centres, has put new pressure on the competitive environment of e-commerce. Both Amazon, Walmart, and Flipkart companies have moved to the model of faster delivery with an objective of enhancing customer loyalty and improving their value proposition.

Although more rapid delivery services can make the entire customer experience much better, they also pose a great challenge to e-commerce companies in terms of operation and financial aspects. The high-inventory management, warehouse facilities, last-mile logistics, and real-time order processing system are generally costlier investments when used in same-day delivery. These extra expenses bring up significant issues of economic sustainability and efficiency of ultra-fast delivery models as compared to the traditional next-day delivery networks. As a manager, companies have to be very keen on whether the rewards of enhanced customer satisfaction and competitive differentiation are better than the operational costs incurred due to the quick delivery services. Customer experience has emerged as a key factor in the success of e-commerce-based businesses in the long term. The speed of delivery is not only important in customer satisfaction but also purchase intention, repeat buying behavior and brand perception. Consumer behavior studies have indicated that consumers can develop high trust and reliability attitudes to online platforms when they receive timely deliveries. It is, however, also necessary to consider whether the consumers can perceive some significant differences between the same-day and next-day delivery, especially in the context of perceived value, convenience, and readiness to pay faster services. It is against this backdrop that the current research aims to analyze the effects of the speed of the delivery on the performance of e-commerce through the comparative analysis of same-day shipping and next-day shipping. In particular, the research pays attention to two important aspects, including cost-implications to companies, and the outcomes of customer experience to customers. Through the trade-offs of operational efficiency versus service quality, this study seeks to offer a better insight into the way in which the speed of delivery affects the overall e-commerce performance. The research can help e-commerce companies to create more efficient delivery models that would strike the right balance between the organization possibility to operate and the changing consumer expectations in the e-retail market.

## Review of Literature

Wu et al. (2024) verified the mediating role of the satisfaction level among customers with the logistics performance in e-commerce. Through an analytical modelling and empirical analysis, the paper has found out that efficiency and reliability of the delivery is the key determinant of customer satisfaction. The speed of delivery is one of the factors that enhance the entire online shopping experience and affect repeat buying behavior. The authors underline that companies have to streamline their logistical networks and allocate resources to technological infrastructure to enhance the performance of delivery, which, in turn, leads to a better competitive presence in the e-commerce environment.

Nurfitriani et al. (2025) examined the influence of the use of omnichannel strategies, chatbot responsiveness, and same-day delivery on customer satisfaction in e-commerce platforms. The study conducted on the basis of the survey data of online shoppers revealed that the positive influence of same-day delivery on customer satisfaction was the most significant in relation to other

features of the service. The results indicate that the customers attach importance to quick delivery of an order as it improves perceived quality of service and the entire shopping experience. The research indicates that businesses ought to be more concerned about accelerated models of delivery to enhance customer loyalty and competitiveness.

Arora and Chaudhary (2025) examined how the quick delivery systems contribute to customer satisfaction in the e-commerce industry in the fashion sector. The study showed that quicker delivery is a major way of improving customer experience and operational effectiveness. It was also noted in the study that strategic partnerships with the third-party logistics facilitate faster speed and reliability in delivery. The authors summarize that there is a possibility to balance speed of delivery services and sustainable logistics practices and develop a balanced strategy to achieve better performance and customer satisfaction of online retail.

Sirisawat and Puttapong (2025) examined the connection between the logistic expenses and customer satisfaction in online shopping. The study based on survey data of online sellers found that transportation time and service quality interposed a significant relationship between the cost of delivery and customer satisfaction. The findings indicate that quicker delivery can bring enhanced satisfaction but can also augment the operational expenses of the e-commerce companies. The authors advise that there should be a balance between logistics performance and cost control to ensure profitability and the ability to satisfy the increasing consumer demands in terms of fast delivery.

Yildiz and Cavdar (2022) analyzed the main dimensions of the quality of logistics services that affect customer satisfaction and loyalty in e-commerce. The research has found the timeliness of delivery, accuracy of the order, and the state of goods as important service quality indicators by structural equation modeling based on the survey data among online shoppers. The results have shown that delivery speed and reliability are ranked highly by the customers. Better logistics service quality does not only increase the satisfaction, but also the customer loyalty and purchasing behavior in the long run.

Ramathan et al. (2020) determined the effect of product returns, exchange, and refunds on customer satisfaction and repurchase intention. Through structural equation modeling, the researchers found out that effective after delivery services lead to a great deal of customer trust and satisfaction. The authors emphasize that the overall customer experience is determined by logistics performance, such as the speed of delivery and the efficiency of problem resolution. Efficient delivery management thus helps in enhanced customer relationships and loyalty in the long run in the e-commerce setting.

Yildiz and Cavdar (2023) explored the connection between the service quality of e-commerce and repurchase intentions of customers. The research has determined that the logistics services such as the efficiency of courier and delivery time play a massive role in consumer trust and subsequent buying habits. Customers feel that the service is dependable when they are offered with their products in a safe and fast way. As noted in the research, the speed of delivery and the reliability of the services is a strategic component in improving customer satisfaction and optimizing the performance of e-commerce.

Teotia (2025) examined the impact of the speed of delivery was examined on customer satisfaction in the newly emerging quick-commerce market. The research has found out that customers especially city and tech savvy shoppers love ultra-fast delivery services a lot. Increased speed of delivery has a high perceived convenience, resulting in improved customer satisfaction and customer loyalty. The study further emphasizes the fact that the speed of delivery is a competitive approach some of the quick-commerce firms employ to entice and maintain shoppers in highly competitive online shopping environments.

Tamim et al. (2025) researched how the last-mile delivery performance influences the formation of customer loyalty in the e-commerce sphere. Based on online customer survey data, the research established that the speed of delivery, accuracy of delivery and efficient handling of the returns were high determinants of customer loyalty. The authors conclude that the last-mile delivery is the most estimable aspect of the logistics process and the customer experience is directly influenced. Effective delivery processes are thus important in customer satisfaction enhancement and brand loyalty.

Turgut (2025) explored how the quality of customer satisfaction and intention to purchase are affected by the quality of logistics services in e-commerce. The study indicates customer satisfaction highly depends on delivery time, product status, and accuracy in making the order. Customers will keep purchasing again when the delivery procedures are both efficient and reliable. This paper finds that online retail markets can only sustain a growth level by ensuring that customer trust will be maintained through proper logistics management.

Sarkar (2023) reviewed the sustainability concept of the quick-commerce delivery system. The paper addresses the implications of the rapid delivery models that add convenience to the customers and can also result in an increment in operational cost and environmental effects. The study demonstrates the significance of new types of logistics (e.g., electric cars, micro-fulfillment centers) that could contribute to expedited delivery and cut down carbon emissions. The results highlight the necessity to strike the balance of the speed of e-commerce logistics delivery, efficiency, and environmental sustainability.

Hubner et al. (2016) examined omnichannel retailing and the last-mile delivery strategy. The paper has pointed out that quicker delivery models like same-day delivery have a high potential of enhancing customer satisfaction, although they need involved logistics planning and increased operational expenses. The authors suggest strategic models that retailers can use to operate efficiently in the area of fulfillment. Their results highlight the fact that logistics capability is a key consideration that affects the competitiveness of e-commerce, in particular situations where the companies implement speedy delivery solutions to improve the customer experience.

Esper et al. (2003) examined how online retailing depends on the delivery strategy and how it affects consumers in their perceptions and buying behavior. The researchers have discovered that the shorter delivery times improve the perceived service quality and have a positive effect on the customer satisfaction. Nevertheless, the authors also mention that, in many cases, accelerated delivery results in higher logistics costs. The study proves that the speed of delivery is a strategic factor that contributes to the formation of consumer expectations and the necessity to find the right balance between the economy and the performance of the service.

Rao et al. (2011) came up with an electronic logistics service quality concept or e-LSQ and studied how it affects customer satisfaction and retention in online shopping contexts. The research participants described delivery speed, accuracy of shipments, and order condition as the important factors of logistics service quality. Through empirical research, the authors found that, quick and dependable delivery of products is a key factor improving customer satisfaction and repeat buying, that logistics performance forms a crucial parameter that determines the success of e-commerce.

Agatz et al. (2008) carried out an extensive review of e-fulfillment and multichannel distribution system. The authors touch upon the increasing role of quickness of delivery as same-day shipping in the contemporary retail logistics. The research notes that quick delivery promotes customer satisfaction and market differentiation. Nonetheless, due to the high cost of creating such delivery models, it might demand a lot of investments in warehouse facilities and sophisticated logistics systems, potentially raising the expenses of the operational costs of the e-commerce firms.

Lewis and Talalayevsky (2004), the authors used price and delivery time as independent variables and consumer demand as the dependent variable in e-commerce. The research found

out that customers are very sensitive to the delivery time in making their online purchase choices. A quicker delivery can greatly boost purchase: wherein the purchaser may not always be ready to spend more money on speedy delivery. The study draws attention to strategic trade-off of the speed of delivery and cost-efficiency of a firm that the companies need to follow when developing logistics strategies.

Mangiaracina et al. (2019) analyzed the environmental and operational implication of the last-mile delivery in e-commerce. The paper has highlighted that models of faster delivery, such as same-day delivery, demand more resources in transport and logistics infrastructure. These services not only ensure customer convenience and satisfaction, but also provide an increased level of operational and environmental costs. The authors propose the sustainable logistics in which the companies need to adopt sustainable logistics to strike a balance between customer demands of fast deliveries and the environmental aspects.

Lim et al. (2018) made a critical literature review of the e-commerce logistics systems. The research points at the increasing significance of consumer demand as a factor that can influence the logistics strategy, especially the speed and the convenience of delivery. The authors discovered that fast delivery services have been a key competitive determinant among online retailers. The study insists on the point that business organizations need to constantly enhance the efficiency of logistics and technological connectivity to fulfill the changing customer expectations in the digital retail settings.

Xing et al. (2010) determined the impact of the quality of physical distribution services on customer satisfaction in online retailing. The research found the following components of quality in logistics services delivery; reliability, speed, and order condition to be critical. The findings revealed that consumers value speedy and reliable delivery a lot. Another key finding of the research is that the logistics performance can be increased to a considerable extent to enhance customer satisfaction and brand loyalty in competitive e-commerce markets.

Collier and Bienstock (2006) came up with a scheme that was used to gauge the quality of service in online retailing. In their study, they assert that the overall customer satisfaction depends on the performance of delivery, in terms of timeliness and reliability, in developing customer satisfaction. The research established that e-commerce consumers in judging the quality of the services used are very much dependent on efficiency of the delivery process. The authors draw a conclusion that companies should pay attention to the quality of logistics services and the speed of delivery in order to increase the customer experience and stay competitive on the digital market.

### **Research Questions**

1. How does deliver speed influence overall customer experience in e-commerce platforms?
2. What are the cost implications for e-commerce firms when implementing same-day shipping compared to next- day shipping?
3. To what extend does same-day delivery affect customer satisfaction and purchase intentions compared to next-day delivery?
4. What is the relationship between delivery speed and operational efficiency in e-commerce logistics systems?

### **Objectives**

- To examine the impact of delivery speed on customer experience in e-commerce platforms.
- To compare the operational costs associated with same-day and next-day shipping in e-commerce logistics.
- To evaluate the effect of same-day delivery and next-day delivery on customer satisfaction and purchase behaviour.

- To analyze how delivery speed contributes to the all-overall performance and competitiveness of e-commerce firms.

### **Methodology**

In the current research, the secondary data research methodology is used to examine the effect of the speed of delivery on the performance of e-commerce. The necessary data will be gathered in the field of academic journals, research articles, industry reports, company publications, and reputable online databases on e-commerce logistics and delivery systems. The information obtained will be thoroughly reviewed and synthesized with the help of comparative and descriptive research approach to compare and contrast differences in terms of cost and customer experience of same-day and next-day shipping. This approach enables a comprehensive understanding of existing research findings and industry practices.

### **Influence of Delivery Time of Customer Experience in E-Commerce Systems**

The speed of delivery has become one of the most significant elements of the customer experience in the modern e-commerce system. With the rampant growth of online shopping worldwide, the customers have increased expectations of the order fulfillment and delivery schedule. The fraternity suggests that speed in delivering increases the quality of the perceived services, convenience, and reliability, which influences the overall customer experience in a positive way. Rao et al. (2011) state that logistics service quality is one of the dimensions of e-commerce performance and one of the most powerful dimensions is the timeliness of delivery. Once the customers get their orders promptly and correctly they feel that the service is fast and reliable. The perception immediately leads to an increase in the satisfaction levels and brand loyalty. Also, Xing et al. (2010) underline that the speed of delivery contributes greatly to the perception of the customer regarding online retail service quality. Customers are likely to judge their general shopping experience on the effectiveness of delivering the product to them once they have made the order. Speed of delivery also has a vital contribution to the perception of convenience. According to Teotia (2025), the growing demand of the modern consumer is more towards faster delivery services, especially the urban and digital-savvy, as it helps in saving time on waiting, as well as eliminating uncertainties. An example is the same-day delivery service which would meet the increasing demand of immediate satisfaction in online shopping. The fact that consumers are able to get products within hours after placing an order switches the perception of efficiency and convenience to the consumers hence making the shopping experience better.

In addition, the speed at which goods are delivered affects this customer trust in platforms of e-commerce. As stated by Ramanathan et al. (2020) it is important to note that logistics performance, such as the ability to deliver goods in time and provide efficient post delivery services, is a major contributor to customer trust and repurchase intention. Customers who continues to get their orders delivered in the promised time tend to be more trusting to the retailer and will be willing to make another purchase through the same platform in future. The other factor is the psychological impact of shortened waiting time. Lewis and Talalayevsky (2004) state that shorter delivery times are expected to be linked by customers to superior service value. An earlier delivery process lowers the perceived risk posed by online shopping as customers become increasingly sure that their online purchases would come as quick and safe as possible. Such perception enhances the level of satisfaction and builds the bond between the customer and the e-commerce site.

It is also indicated in the literature that customer experience is not entirely dependent on the speed of delivery. Conditions of the products, precision in delivery and customer services are also other logistics factors that lead to satisfaction. According to Lim et al. (2018), although

fast delivery can result in more customer satisfaction, the success of fast delivery needs to be maintained by the effective management of logistics and the credibility of the service procedures. The speed of delivery is one of the factors that significantly affect customer experience in online shopping sites. Accelerated delivery is better in-service quality perception, convenience, customer trust and perceived risk. Nevertheless, the total customer experience is a factor of the combination of delivery speed with other dimensions of logistics service quality. The need of e-commerce companies is therefore to work on the delivery performance to ensure sustainability of customer satisfaction by ensuring reliability and cost-efficiency are maintained.

### **E-Commerce Operations Cost Implications: Comparisons Between Same-Day Shipping and Next-Day Shipping**

Same-day shipping has also emerged as a major competitive tool in e-commerce. Nevertheless, whereas this model of delivery has considerable benefits in the context of customer satisfaction and competitive differentiation, it also has quite impressive cost implications upon e-commerce companies in comparison with the traditional next-day shipping systems. Logistics infrastructure investment is one of the major cost variables of same-day delivery. Agatz et al. (2008) state that to have rapid delivery, there should be advanced fulfillment centers, strategically placed warehouses and sophisticated inventory management technologies used. It is necessary that these facilities be near urban markets in order to dispatch products faster increasing the operational costs associated to real estate facilities, inventory storage, and distribution channels.

The other significant element of cost is the last-mile delivery process that is generally regarded as the most expensive part of logistics operations. According to Mangiaracina et al. (2019), same-day delivery can substantially improve the frequency of transportation and demands the inclusion of more delivery people, cars, and routing systems. These aspects contribute to the increased costs of transportation over next-day delivery that enables the companies to shipments consolidation and efficient delivery route optimization. Adoption of same-day shipping models also increases the labor costs. Increased speed in delivery means continuous processing of orders, longer operations in the warehouse, and real-time updates on inventory. As Sirisawat and Puttpong (2025) remark, the operational efficiency of such operations could be maintained by means of the extra workforce and the higher-quality logistics management systems, which lead to the increase of operational costs. Besides the costs of operation, firms should also invest in technological structures to facilitate the use of same-day delivery services. The modern technologies, including automated warehouses, real-time order tracking systems, demand forecasting using artificial intelligence, and route optimization software are necessary to coordinate the rapid delivery operation. These technologies are efficient but demand a lot of financial investment.

Similar to these cost issues, same-day delivery has the potential of producing economic advantages to e-commerce companies in the long-term. According to Esper et al. (2003), quicker delivery services have the ability of improving customer satisfaction and prompting them to make repeat purchases which could translate to increased revenue and customer lifetime value. Strategically, the same-day delivery service is often perceived as an investment by companies in the customer retention and brand differentiation field. Next-day delivery, in its turn, is more cost-balanced. This type of delivery enables the companies to centralize shipments, streamline transportation lines and ease the pressure of operations on warehouses. Consequently, express delivery can be deemed more affordable and eco-friendlier to the majority of online companies. Comprehensively, the literature indicates that same-day shipping can be a very beneficial competitive advantage but it carries a much greater cost of operation and logistics than next-day shipping. E-commerce companies have to seriously consider such cost implications and build effective logistics processes that will make the faster delivery services economically viable.

## **The Effect of SDD on Customer Satisfaction and Purchase Intention in Relation to NDD**

Same-day delivery is a relatively new service in the e-commerce industry that gains more and more popularity because of its high impact on customer satisfaction and the amount of purchase. The literature indicates that both same-day and next-day delivery methods have a positive effect on customer experience, although same-day delivery has a tendency of creating a greater number of satisfaction levels and purchase intentions among online consumers. The efficiency and speed of orders fulfilment make a big difference in customer satisfaction in e-commerce. Nurfitriani et al. (2025) state that same-day delivery will greatly enhance customer satisfaction since waiting time will be reduced, and customers will be able to receive purchased goods immediately. Consumers view quicker delivery as a service of high quality which makes the process of online shopping more convenient. Instant gratification is a concept that makes a great contribution to the popularity of same-day delivery services. Teotia (2025) puts forward the argument that the modern consumer desires speed and efficiency in the delivery of services, particularly in the urban market where people are pressed in time and hectic schedules are much more preferable to the slow delivery. Same-day delivery meets this need because customers get the products within hours and this increases their satisfaction and the chances of a repeat purchase. Purchase intentions are also governed by speed of delivery.

Lewis and Talalevsky (2004) discovered that a shorter delivery time greatly enhances the capacity of consumers to buy products online. Customers would tend to finalize the purchase decision when they are aware that their orders are going to be delivered on time instead of leaving their shopping carts. Increased customer loyalty and brand preference are the result of increased delivery services. As noted by Tamim et al. (2025), effective e-commerce performance along the last-mile delivery creates a good impact on customer loyalty. By offering dependable and quick delivery services on a regular basis, the companies gain customer loyalty towards the brand and an increased probability of returning to the same platform to do a purchase again. It should be mentioned that the effects of the same-day delivery can be different under the circumstances of the product and customer priorities. There can be consumers who want cheaper shipping rather than quicker delivery. In this situation, next-day delivery can also be regarded as a viable solution in case it is offered as a compromise between the price and comfort. It indicates that a same-day delivery has a high positive effect on customer satisfaction and purchase intentions relative to next-day delivery. Same-day shipping makes the e-commerce services more convenient and shortens the waiting time, including the aspect of value perception. However, firms need to be cautious in terms of costs related to this model of delivery in order to be sustainable over the long-term.

## **Connection between the Speed of Delivery and Operational Efficiency of the E-Commerce Logistics Systems**

The main aspect of successful e-commerce logistics systems is operational efficiency, and the speed of deliveries is a key factor that defines the effectiveness of the e-commerce logistics systems. According to the literature, the high speed of delivery is capable of enhancing customer satisfaction and competitive advantage, although it means that the most efficient logistics operations are needed to remain efficient. Lim et al. (2018), e-commerce logistics systems have been changing a lot following the rising consumer demand to have faster delivery services. To make sure that the fast delivery will not reduce the effectiveness of operations provided by companies, they should incorporate high-tech solutions, including automated warehouses, inventory management tools, and route optimization tools. Inventory management strategies are also dependent on the speed of delivery. According to Hubner et al. (2016), same-day delivery means that companies must have strategically located fulfilment centers and have sufficient levels of inventory in the area of large

markets. Although this strategy lowers the delivery time, it involves close coordination of supply chain partners to eliminate stock-out situations or surplus stock. The efficiency of the last-mile delivery that directly influences the speed and reliability of the order fulfilment.

According to Mangiaracina et al. (2019), the final-mile component of the logistics operation is usually the most complicated and costly one. Firms are forced to streamline routes of delivery, adopt sophisticated tracking tools and coordinate with local distribution channels to facilitate effective last-mile operations. Increased relationship between speed of delivery and operational efficiency is also facilitated by technological innovation. Data analytics, artificial intelligence, and predictive demand forecasting have been applied by many e-commerce companies in order to optimize logistics processes. The technologies aid businesses in predicting the demand of customers, streamlining warehouse business, and minimizing delays in making deliveries. There are also challenges of increasing the speed of delivery which might pose operational problems unless logistics systems are designed correctly. Sirisawat and Puttapong (2025) emphasize that the complex nature of the rapid delivery service needs the constant co-ordination of warehouses, transportation network, and customer service departments. Unless the processes are integrated effectively, companies are likely to suffer operational bottlenecks and escalate costs.

However, with these obstacles, effective logistics management can enable companies to attain both speed and efficiency in their operations. The companies that effectively embrace technology, supply chain integration and streamlined delivery channels are in a position to offer quicker delivery services at a low cost of operation. In logistic systems of e-commerce, the speed of delivery and its efficiency are closely linked with each other. Although quicker delivery services may improve customer satisfaction and competitive edge, they need superior logistics networks, supply chain coordination, and technological innovation. Companies which are able to strike the right balance between these factors are able to both attain high delivery performance as well as effective logistics operations.

## **Discussions**

This paper illustrates the great importance of speed of delivery in the overall success of e-commerce platforms specifically regarding customer experience and operational efficiency. The literature review also shows that rapid delivery service (e.g. same-day shipping) is one of the key competitive strategies in the digital retail context. Consumers are gaining an appreciation of convenience and fast access to products and thus the speed of delivery is a great impact on their idea of the quality of services. Customers will also build more confidence in the online retailer whenever orders arrive promptly and safely enabling them to feel satisfied and boost repetitive buying. Some of the studies also stress that the timeliness of the delivery is an important aspect of the quality of the logistics services. Increased speed of delivery saves on waiting time and uncertainty to the customers hence enhancing their overall shopping experience. Consequently, the same-day delivery service will have a positive impact on the customer satisfaction and purchase intentions as opposed to the traditional next-day shipping options. The principle of immediate satisfaction has gained even more topicality in contemporary consumerism, especially in the context of the behavior of urban online customers, who demand the e-commerce platforms to provide the services in the most fast and efficient manner.

It implies that there are significant financial and operational complications in the process of fast delivery systems implementation. Same-day delivery makes considerable demands on the development of the logistics infrastructure, sophisticated technologies, and effective last-mile delivery systems. Firms should have well-placed fulfillment facilities and have advanced inventory management to facilitate quick order fulfillment. Such demands may substantially

raise the cost of operations of e-commerce companies in comparison to next-day delivery models where consolidation of shipment and optimization of the route can be more flexible. Although it is expensive when compared to regular delivery services, the same-day shipping model is still in use by numerous companies to improve their competitive edge. The logistics management, technological integration, and proper supply chain coordination can assist the firms to strike a balance between the speed of delivery and operation efficiency. Finally, the research indicates that the speed of delivery is one of the key elements of improving the customer experience and e-commerce delivery performance; however, companies should use the logistics operations and costs with caution to make sure that the fast delivery services can be sustained in the long-term perspective.

### **Main Findings**

The velocity of delivery is a critical factor of determining the overall performance of the e-commerce facilities, especially regarding the customer experience, efficiency and competitive strength. According to the analysis of the available literature, it is quite obvious that faster delivery services contribute greatly to the satisfaction of customers, as they help to minimize waiting time and make delivery more convenient. The consumers are becoming more demanding in terms of their expectation of swift order fulfillment and speed of delivery is a major aspect that compels a consumer to make judgments on the quality and reliability of service. Customers who get their orders in time and in good condition would have more confidence in the online retailer and would have a positive attitude towards the platform which can result in repeat purchase as well as loyalty of the customer. It also concludes that the same-day delivery services yield higher customer satisfaction and purchase intention than the next-day shipping. The notion of the immediate gratification is also significant to the online consumer behavior, because contemporary buyers have growing fondness to faster access to goods and services, especially in urban markets.

Consequently, e-commerce enterprises that have quicker delivery network structures stand higher chances of attracting and retaining clients in a very fierce digital market. The study also points out the fact that customer satisfaction is not a one factor situation, and with the speed of delivery, other elements like delivery reliability, product condition, and efficient customer service also play important roles and influence the overall shopping process. The other study findings are associated with the cost implications of expedited delivery systems. The same-day delivery involves high costs in the logistics infrastructure, storage, transport networks, and technologies. Such operational needs make e-commerce companies more expensive than the next-day shipping model, which enables firms to maximize shipment consolidation and minimize delivery costs. This cost issue does not hinder the adoption of faster delivery systems by many enterprises in the market since it is one of the strategic instruments that enhance customer experience and competitiveness in the market. It hints that though quicker delivery services are of high value in context of consumer satisfaction and competitive edge, e-commerce companies have to strike a delicate balance between delivery speed and operational effectiveness and cost control to deliver sustainability in performance in the long-term.

### **Suggestions**

- E-commerce firms ought to invest more in the enhancement of their logistical infrastructure to increase the efficiency of the delivery as well as ensuring the cost effectiveness. Setting up well planned fulfillment centres and implementing new warehouse management systems can greatly minimize the delivery time and make the order processing more efficient. This will assist the companies to provide quicker delivery services without putting undue strain on the operations.

- To streamline supply chain and delivery, the firms need to take the latest technologies like artificial intelligence, data analytics, and real-time tracking systems. These technologies are also capable of assisting companies to better predict demand, get in control of stock, and systematize delivery routes, thus enhancing the speed and efficiency of delivery.
- E-commerce platforms need to aim at enhancing the last-mile delivery networks because this aspect is a determining factor of the overall speed of delivery and customer experiences. By cooperating with trusted logistics companies and local delivery agencies, companies may guarantee improved and swift product delivery.
- Flexible delivery services should be provided by the companies, e.g. same-day delivery, next-day delivery and scheduled delivery so that they can satisfy the needs and preferences of different customers. ~ Multiple delivery options can be offered to customers so that they can choose the options according to the urgency and cost, which will enhance the overall satisfaction of the customers.
- E-commerce companies must consider the expenses involved in adopting the same-day delivery services cautiously. Although speedy delivery will enhance customer satisfaction, it will also raise the operating expenses. Firms should thus come up with cost effective delivery mechanisms that are fast and profitable at the same time.
- The more effective communication with the customer in the delivery process is the key to the improved customer experience. The delivery updates provided in real time, precise tracking information and reliable estimated delivery time can enhance the levels of transparency as well as customer confidence.
- Firms must keep on tracking customer feedback on their delivery performance and utilize the progress to enhance logistics services. By knowing customer expectations and responding to delivery related problems in a timely manner may assist the firms in improving the quality of service and customer satisfaction.
- Sustainability is also an important concern that e-commerce organizations should consider adopting through the use of electric delivery vans, efficient transportation networks and packaging materials that are environmentally friendly. This strategy can assist companies to be less harmful to the environment at the same time keeping their operations running efficiently in delivering their goods.

### **Future Implications of Study**

The research yields various valuable future directions of e-commerce logistics and delivery strategies. Since the consumer demands keep changing in the digital market, the speed of delivery is bound to become an even more significant factor affecting the customer satisfaction and competitive advantage. E-commerce businesses will have to keep up with innovation and invest in logistics development to ensure the rising demand of the faster and more reliable delivery services. The increase in the popularity of the same-day delivery approach means that the strategies of future retailers will be more focused on the fast order fulfillment and effective last mile delivery systems. E-commerce in terms of delivery will largely be influenced by technological improvement in the future. The innovations of artificial intelligence, machine learning, predictive analytics, and automation are predicted to revolutionize the logistics management through better demand prediction, inventory placement, and better route optimization. These types of technological advances can assist the companies to enhance the efficiency of their deliveries at a low cost of operations. Besides, retailers and customers will also be more transparent and communicative with the help of the use of real-time tracking systems and digital platforms.

The other significant implication is associated with the urban logistics infrastructure development. With the growing adoption of same-day delivery, businesses might start to open micro-fulfillment facilities and localized warehouses in large cities to decrease the amount of delivery distance as well as enhance the response time. This strategy can be very effective in boosting the efficiency of operations and assist the firms to satisfy their customers on quick delivery services. The paper further recommends that sustainability will be a factor in the future delivery systems. Quick delivery models could enhance transportation activities and environmental impact without proper control. Thus, the implementation of the environmentally friendly logistics system, including electric delivery vehicles, efficient routing systems, and eco-friendly packaging solutions, by e-commerce companies, might be essential to facilitate the sustainable functioning of these companies. The research can examine other aspects that impact the performance of delivery, such as the willingness of consumers to pay more to receive a faster delivery, local variations in expectations of delivery, and the effectiveness of new technologies such as drone delivery and autonomous vehicles. The developments can profoundly transform the logistics environment, and even become more efficient and effective in the years to come, as the e-commerce delivery systems continue evolving and improving.

### **Conclusion**

The research analyzed how the speed of delivery affects the performance of e-commerce when comparing same-day and next-day shipping with different consideration of cost and customer experience. According to the findings, the speed of delivery has emerged as an important variable that determines consumer satisfaction, the intention to buy, and the overall quality of the service provided in the e-commerce segment. Quicker delivery services especially the same-day delivery service makes the customer highly convenient and reduces the waiting time, which immensely contributes to the entire process of the online shopping process. With the expectations of consumers constantly growing, the concept of rapid delivery is becoming an important strategy at the disposal of e-commerce companies that want to achieve competitive advantage and customer loyalty. But the paper also points out that the adoption of faster delivery systems also pose serious operation and financial issues. Same-day delivery involves massive investments in logistics infrastructure, new technologies, and effective last-mile deliveries. These demands drive up the costs of operation as opposed to next-day delivery models, which have more flexibility regarding shipment consolidation and route optimization. This study thus concludes that, although same day delivery can greatly enhance customer satisfaction and competitive advantage, e-commerce companies should be cautious in their endeavors to strike the balance between the speed of delivery and the efficiency of their operations and the cost aspect. An effective logistics plan that will consider the technological innovation, effective coordination in the supply chain, and customer-focused delivery services will be critical in ensuring the attainment of sustainable growth in the changing e-commerce environment.

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