**A STUDY ON ROLE OF LOGISTICS IN SUPPORTING E-COMMERCE GROWTH: CHALLENGES AND OPPORTUNITIES**

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**ABSTRACT**

This study investigates the role of logistics in supporting the rapid growth of e-commerce in India, focusing on both operational challenges and future opportunities. E-commerce has transformed consumer behavior and delivery expectations, pressuring logistics networks to evolve. The research analyzes key areas such as last-mile delivery, reverse logistics, warehouse automation, and sustainable transportation. Using structured surveys and quantitative tools like Chi-Square, ANOVA, and Weighted Average Analysis, this study collects insights from 110 respondents. Findings highlight a strong correlation between logistics quality and customer satisfaction, growing interest in eco-friendly shipping, and the positive perception of brands like Samsung and Apple for logistics reliability. The study concludes that technological adoption, customer-focused policies, and sustainable practices are crucial to overcoming logistics challenges in the e-commerce sector.

**Keywords**: E-commerce, Logistics, Customer Satisfaction, Reverse Logistics, Last-Mile Delivery, Sustainable Shipping

1. **INTRODUCTION**

E-commerce has become an integral part of modern business, enabling customers to shop anytime and anywhere. As the industry continues to expand, the importance of an efficient logistics system becomes paramount. Logistics includes warehousing, inventory management, packaging, transportation, and delivery. The study aims to understand how logistics supports e-commerce growth, what challenges exist, and what opportunities are emerging with technological advances such as automation, drone delivery, and AI-based tracking systems.

1. **METHODOLOGY**

**2.1 Need for the Study**  
With increasing consumer demands for fast, reliable, and low-cost deliveries, logistics performance has become a key differentiator for e-commerce businesses. This study is crucial to identify current logistical challenges, analyze consumer preferences, and recommend strategic improvements to enhance operational efficiency.

**2.2 Population and Sample**  
The research targeted a population of 8,05,000 online shoppers in Chennai. A sample size of 110 respondents was selected using simple random sampling. The primary tool of data collection was a structured questionnaire focused on shopping frequency, logistics perception, and satisfaction.

**2.3 Research Design**  
The study adopted a descriptive research design. Primary data was gathered using Google Forms. Secondary data was collected from logistics journals, industry reports, and case studies. Data was analyzed using SPSS and statistical methods like Chi-Square, ANOVA, and Weighted Average Method.

1. **MODELING AND ANALYSIS**

The study focuses on key logistics components in e-commerce including:

* **Order Fulfillment**
* **Inventory Management**
* **Warehousing**
* **Shipping and Reverse Logistics**

Emerging technologies like warehouse automation, drone deliveries, and AI-driven route optimization were considered to address efficiency, speed, and sustainability in logistics operations.

1. **RESULTS AND DISCUSSION**

The primary data was analyzed using percentage analysis, Chi-Square test, ANOVA, and weighted average methods.

* **Demographics**: Majority of respondents were aged between 20-30 years, with a slight male dominance in gender distribution.
* **Brand Perception**: Samsung and Apple were rated highest for logistics reliability. Microsoft and Google had lower ratings.
* **Chi-Square Analysis**: Significant relationship between gender and perception of logistics effectiveness (p = 0.003).
* **ANOVA**: No major variance in brand perception across age groups (p > 0.05).
* **Weighted Average**: Samsung rated 3.18, Apple 3.10, Microsoft lowest.

1. **CONCLUSION**

The study concludes that logistics plays a foundational role in the growth and sustainability of e-commerce businesses. From warehousing to last-mile delivery, every component of the logistics chain contributes directly to customer satisfaction. Emerging technologies, when effectively implemented, can significantly improve operational efficiency, reduce costs, and strengthen consumer trust.

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