



LAST-MILE DELIVERY IMPACT ON RETAIL MARKETING AT AMAZON

^{#1}Dr G C VENKATAIAH, *Associate Professor*,

^{#2}GUTTAKINDA SATHEESH NAIDU, *MBA Student*,

Department of MBA,

VISWAM ENGINEERING COLLEGE (Autonomous), ANGALLU, MADANAPALLE, AP.

ABSTRACT: This paper looks into the impact of last-mile delivery on the efficacy of retail marketing, with a particular focus on Amazon. The final stage of the supply chain, known as "last-mile delivery," is the direct delivery of products to customers. This stage is critical for customer happiness, brand loyalty, and purchasing decisions. The paper looks into how consumers make purchases and how Amazon maintains its competitive advantage in the retail industry. This is accomplished through the use of excellent logistics infrastructure, real-time tracking, a range of delivery alternatives, and fast delivery services. The paper also looks into challenges linked with last-mile delivery, such as traffic congestion, environmental concerns, high pricing, and service dependability. The paper uses secondary data and consumer perception analysis to show the relationship between marketing effectiveness, service quality, and delivery timeliness. The findings show that Amazon's industry leadership is significantly improved, repeat business is encouraged, and customer happiness is substantially benefited by its speedy last-mile delivery. According to the survey, last-mile logistics must constantly innovate in order to maintain growth and compete in the ever-changing retail business.

Keywords: *Last-Mile Delivery, Retail Marketing Performance, Amazon, Customer Satisfaction, Brand Loyalty, Purchase Decisions, Supply Chain Management*

1. INTRODUCTION

Last-mile delivery is a key part of the whole consumer experience. Customers are satisfied and trust a firm when it delivers on time, accurately fills orders, allows customers to track their things in real time, and provides a variety of delivery alternatives. Delays, damaged merchandise, and inadequate communication can all have a negative influence on a retailer's reputation and revenues. The ability of a corporation to execute on its promises has become more obvious as a result of the growing number of customers who share their experiences on social media and in online reviews. Retail marketers must combine logistical

expertise into their marketing plans to retain great service quality and competitiveness.

With the development of same-day delivery, contactless delivery, and hyperlocal fulfillment, businesses are finding it increasingly difficult to compete. To improve delivery accuracy and efficiency, firms are investing in cutting-edge technologies such as artificial intelligence, warehouse automation, route optimization systems, and data analytics. These developing technologies enable businesses to improve inventory management, anticipate consumer preferences, and tailor their marketing efforts. Efficient last-mile delivery



supports promotional campaigns, seasonal sales, and new product releases by ensuring that products are available on time. This emphasizes the link between operational effectiveness and marketing success.

One of the biggest issues about last-mile delivery is its high cost, which accounts for a significant amount of total logistics expenses. The paucity of staff, rising petroleum prices, and urban traffic congestion all contribute to higher delivery costs. To sustain profitability and surpass consumer expectations, merchants must strike a balance between excellent service and affordable costs. As environmental concerns gain traction, socially responsible brands are becoming increasingly popular. This indicates that environmentally friendly packaging, electric cars, and efficient delivery routes are becoming increasingly common. In today's retail marketing, these efforts to be more environmentally responsible have a huge impact on consumers' impressions and sentiments about brands.

Overall, last-mile delivery has become an important component of retail marketing success, influencing consumer satisfaction, brand loyalty, and market competition. By efficiently integrating their delivery tactics with their marketing objectives, merchants can create a seamless omnichannel experience that retains customer interest and produces income over time.

2. REVIEW OF LITERATURE

Hossain, Md S. (2025): This paper investigates the impact of last-mile delivery performance on retail marketing outcomes, with a focus on crucial delivery elements and their effect on e-commerce consumer loyalty. It uses quantitative

approaches to evaluate how delivery speed, accuracy, and return processing policies affect loyalty metrics and repeat purchase behavior. The data was collected from 386 online customers. The findings show that all three aspects of delivery performance significantly predict customer loyalty, with delivery accuracy having the greatest influence, followed by speed and return processing. The paper quantifies the relevance of dependable and timely last-mile logistics in improving client retention methods.

Liu, X.,(2025): This paper looks into the evolving role of last-mile delivery in retail marketing by portraying it as an interactive marketplace in which customers actively participate in the logistics process. The paper looks into how consumer incentives for self-collection and social delivery participation influence the co-creation of retail service value and marketing efficacy, as well as the effects of these participatory behaviors on service dominant thinking. According to research, consumer participation in logistics extends beyond passive product delivery to active acts that influence brand loyalty, ease of use, and satisfaction. Retailers can gain a competitive edge by developing last-mile strategies that prioritize consumer preferences and promote interaction, as shown by insights.

Aljohani, Khalid (2024): This paper investigates the impact of consumer happiness and the quality of last-mile delivery (LMD) on the outcomes of online retail marketing in a rapidly increasing e-commerce landscape. The paper found that timely and dependable LMD services had a considerable influence on consumers' purchase decisions, as proven by a large amount of survey data from city



inhabitants. This demonstrates the significance of delivery performance as a competitive advantage in the marketing business. According to the data, consumers who expect quick deliveries and are disappointed with delivery experiences that fall short of their expectations can have a negative impact on brand loyalty and repeat business.

Ramya, S. (2024): This paper looks into the impact of improved last-mile delivery operations on customer happiness, which is an important component of retail marketing success in the highly competitive e-commerce sector. According to the research, delivery timeliness, communication, item condition, and delivery option flexibility all have a significant impact on consumer loyalty and overall happiness. Effective last-mile delivery not only meets delivery responsibilities, but it also improves consumers' impressions of the brand's dependability, encouraging repeat business. The document addresses the most common difficulties connected with last-mile logistics, such as communication breakdowns and delays, and provides practical advice on how to improve service responsiveness.

Muthukalyani, Ananth Raja (2023): This paper looks into how the deployment of AI-powered solutions in last-mile delivery affects retail operations by increasing efficiency, lowering delivery costs, and improving the overall customer experience. The paper investigates the use of algorithmic routing and scheduling to improve delivery routes, reduce fuel consumption, and maximize resource usage, all of which have a direct impact on customer satisfaction and repeat business. It examines a number of AI technologies

and case studies to demonstrate the potential of real-time decision-making and predictive analytics to boost store competitiveness by allowing them to make more consistent and timely deliveries. Retailers can devote more resources to marketing strategies that stress ease and efficiency while lowering operating costs and inefficiencies. As a result, their brand will have greater attractiveness.

3. COMPONENT FOR EFFECTIVE LAST MILE DELIVERY

The final mile is the most important part of the delivery process since it has a direct influence on customers and poses a continuing challenge for logistics management. To improve the efficacy of last-mile delivery, logistics management should consider five essential factors before making a decision.



Real-Time Tracking: In the present era of last-mile delivery, it is critical to ensure that the entire delivery process is clear. A consumer is more inclined to trust a brand if they can track its delivery in real time. Logistics managers, like their customers, receive location notifications for their drivers. As a result, the organization becomes more efficient. Customers will be less likely to question about the status of their orders because they will receive real-time updates on a frequent basis.



Smart Dispatch: By combining AI and ML, orders may now be distributed more intelligently. Logistics managers are spared of the obligation of providing directions to delivery drivers since last mile delivery software may automatically allocate drivers based on delivery locations, abilities, and other characteristics. Last-mile delivery management software allows you to assign orders for planned and on-demand deliveries.

Optimized Route: The main features of last-mile delivery routing software are route planning and optimization. This aids in determining the most efficient methods of delivering things while minimizing distance traveled. Furthermore, this functionality enables couriers to modify their delivery routes in response to traffic or weather circumstances.

Driver App:

A driving application can be used for many purposes other than providing real-time information and monitoring. Furthermore, it helps carriers ensure a flawless last-mile delivery. Your team will not need any additional GPS tracking devices to receive real-time location updates. In addition to checking in and out, drivers can give orders to other drivers in the vicinity if their vehicle fails, receive proof of delivery, and perform a variety of other activities.

Easy Integrations:

Integration is the most important essential for ensuring successful delivery operations. Last mile delivery management software can make it easier to manage all of your applications by integrating with TMS, ERP, WMS, OMS, Payments, and other systems.

Proof of Delivery:

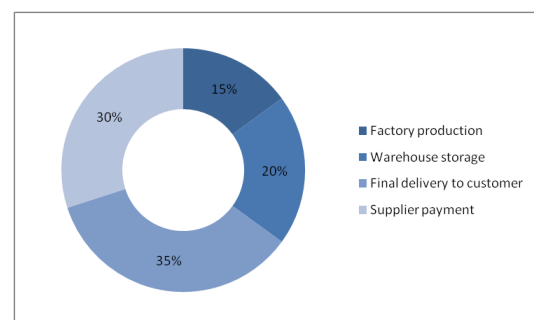
To complete the delivery segment, you must collect proof of delivery (PoD) or electronic evidence of delivery. After the item has been delivered, you can acquire proof of delivery in the form of a signature, a photograph, or a secure OTP. This enables enterprises to demonstrate that the goods was delivered to the correct address.

Data Analytics:

Finally, analytics is critical for ensuring that your organization's last mile delivery strategy is on track. The last mile delivery management software may allow you to track a variety of metrics, including the number of orders delivered, the number of orders delivered on time, the number of orders delivered late, the fleet's performance, the performance of the couriers, and the amount of compensation they are paid. This overhead perspective can be used by logistics managers to optimize last-mile delivery operations before they happen.

4. DATA ANALYSIS AND INTERPRETATION

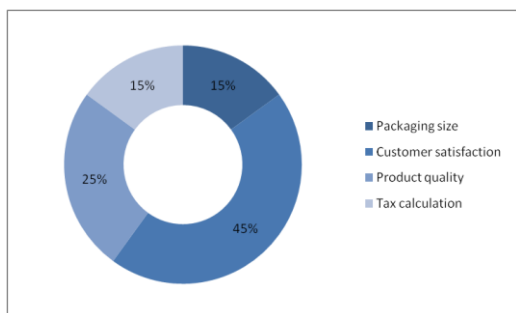
1. What is the key factor contributing to Amazon's great customer service for last-mile deliveries?



According to the majority of respondents (35%), the final delivery to the client had the greatest influence, demonstrating the significance of this step in the whole process. 20% of the comments mentioned

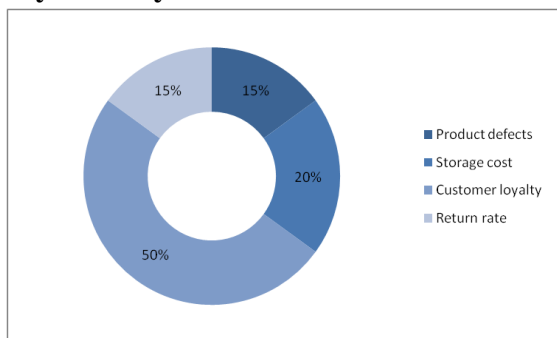
warehouse storage, implying that it has a moderate impact on cost control and efficiency. Factory production makes for 15% of the total, while supplier payments make up 30%. This demonstrates how both are important but independent components of the process's overall performance.

2. What is the most significant advantage of accelerated last-mile delivery to Amazon's present online consumer base?



The most important factor, according to 45% of respondents, is the impact of customer satisfaction on overall performance and decision-making. Twenty-five percent of the comments are about product quality, demonstrating the extent to which it influences consumer trust and repeat business. A less important but still substantial portion of the procedure is the tax computation technique and package size, which account for 15% of the total.

3. What does Amazon gain at a faster rate than other merchants in a highly competitive market as a result of same-day delivery?



Customer loyalty accounts for the highest percentage (50%), implying that the most important aspect determining overall success is the maintenance of long-term connections. The cost of storage accounts for 20% of the responses, indicating that it has a moderate impact on operational efficiency and spending. The return rate and product issues are both 15%, indicating that they have a tiny but considerable impact on business outcomes.

5. CONCLUSION

Last-mile delivery has drastically affected company attitudes and consumer expectations, and it is having an increasing impact on retail marketing. Customers are more satisfied when their products are delivered on time and undamaged, which promotes loyalty and repeat business. Retailers may stand out in a competitive market by using last-mile solutions that are customizable, dependable, and fast.

Customized delivery options, such as real-time monitoring or time windows, improve the overall shopping experience and increase consumers' curiosity. However, poor customer service or delays can reduce marketing effectiveness and ruin a brand's reputation. By combining technology like artificial intelligence (AI) and route optimization, it is possible to retain good service quality while reducing costs. Sustainable delivery solutions may appeal to environmentally sensitive consumers, which is beneficial in marketing.

Retailers may attract and retain more customers by ensuring that their delivery approach aligns with their marketing objectives. Last-mile delivery is not only a logistical need, but also an important marketing tool that has a direct impact on how customers perceive your organization



and its capacity to sell. As a result, allocating resources to creative last-mile efforts is critical for long-term retail success.

REFERENCES

1. Mehta, R. S. (2025). Optimizing last-mile logistics in e-commerce supply chains. *Journal of Logistics, Supply Chain and Retail Management*, 8(2), 92–103.
2. Ramya, S. (2024). A paper on challenges and optimization of last-mile delivery and its impact on customer satisfaction. *International Journal for Multidisciplinary Research (IJFMR)*, 6(4).
3. Srivastava, M. K. (2023). Towards achieving customer satisfaction in last mile delivery for the e-commerce sector: A MCDM approach. In *Data Science and Intelligent Computing Techniques* (pp. 337–346).
4. Valicova, A. (2022). E-commerce and last-mile delivery technologies in European countries. *Production Engineering Archives*, 28(3), 217–224.
5. Mucowska, M. (2021). Trends of environmentally sustainable solutions of urban last-mile deliveries on the e-commerce market — A literature review. *Sustainability*, 13(11), 5894.
6. Alvarez-Palau, E. J. (2020). The impact of e-commerce-related last-mile logistics on cities: A systematic literature review. *Sustainability*, 12(16), 6492.