

Impact of Logistics Performance on Customer Satisfaction: Special Reference to Online Retailing of FMCG Products

M Nasih Nawzer

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
Nasih.nawzer@gmail.com

Dr H M R P Herath

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
renukaherath@kln.ac.lk

Online retailing is an emerging trend of marketing. This study's main purpose was to analyze the impact of logistics performance on online retail stores' customer satisfaction, especially in FMCG Products. Thus, this study was quantitative in nature. The researcher has used the deductive research approach, and the study was conducted with a sample of 250 from Western Province Based, selected following convenience sampling method. A structured questionnaire was distributed among the selected sample. The independent variable is Logistics Performance, and the dependent variable is Customer Satisfaction. Logistics Performance Measured under three Dimensions; namely Delivery, Time & Security. In the meantime, Customer Satisfaction was measured using information & Pricing Dimensions. To test the developed hypotheses a correlation analysis and linear regression analysis were used. As per the Pearson correlation, a positive relationship was found between each variable and Customer Satisfaction. It discovered a significant impact on each variable to the Customer Satisfaction with special reference to FMCG. Further, the study has revealed that there are some limitations in the study, such as poor respondents' fraudulent answers. Since the study was only conducted regarding fast-moving food product users in the Western province of Sri Lanka its applicability on a global scale is questionable due to the wide range of political, economic, socio-cultural and technological factors that need to be given due prominence.

Keywords: *Customer Satisfaction in Online Retailing, Logistics Performance, Online Retailing*