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A Study On Public Awareness And Perception Of Porter App

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Abstract

The rapid expansion of app-based services has revolutionized the logistics and transport industry extensively, providing customers with affordable, efficient, and convenient services. The Porter app has set a pace in this sector by providing a platform that connects people and businesses with transporters for seamless movement of products. This study aims to quantify public exposure and perception of the Porter app, its reliability, satisfaction, accessibility, and overall service effectiveness. This is systematic survey research collecting data from 120 respondents in Coimbatore to quantify determinants of app adoption like ease of use, price transparency, service reliability, and customer care. The study offers us information on how Porter can expand its brand name, diversify service provision, and address user problems to enhance its adoption. The study enlightens us on how Porter can enhance its brand image, services, and user problems to enhance its adoption. Having the public's impression and what the public wants, this study offers us valuable information for Porter's market position in the extremely competitive on-demand logistics sector.

Keywords: Porter app, Logistics and transportation, Public perception, Customer support, Ease of use, Delivery speed, Service reliability

Introduction

Transportation is the lifeblood of the international economy, it supports the transport of goods, services, and information globally. Planning and coordination of the movement of goods, services, and information is logistics and movement through modes such as road, rail, air, and sea is transportation. The two sectors drive trade, e-commerce, and supply chains, helping companies streamline their operations, expand reach, and improve customer service. Key benefits are propelling economic growth, generating employment, and encouraging trade by the distribution of goods to markets in an effective way. For the retail industry, quick delivery options have compelled logistics providers to innovate by means of technologies such as real-time location tracking and automation. Logistics helps to strengthen customer satisfaction loyalty, and market share. Yet, there are challenges like fuel price hikes, poor infrastructure, regulatory complexities, labor shortages, and environmental pressure. Fuel prices affect operational costs, while low infrastructure delays timely deliveries. The ability to drive through different sets of regulations as well as practicing greener can be expensive. Labor shortages among truck drivers and warehousing too interfere with the operations. The natural disaster, geopolitical, or crisis supply chain like the COVID-19 pandemic requires greater resilience measures. Advances in technology offer prospects for greater efficiency but pose issues concerning its adoption, especially for small enterprises. Logistics and transport companies need to innovate, integrate new technology, and build strong, sustainable business practices to survive.

Statement of the problem

While app-based services are gaining traction in the logistics and transportation sector, public awareness and perception of the Porter app, which matches users with professional drivers for the transportation of goods, remain scarce. While Porter has gained traction in urban areas, the extent to which the general public is aware of its features, advantages, and disadvantages remains uncertain. Additionally, public interest drivers such as trust and cost, user experience, and overall effectiveness have not been thoroughly investigated. Lack of such interest undermines the app in maximally realizing its potential, causing it to be hampered in growing in aspects of gaining users and improving services. To address this, there needs to be gap analysis in public consciousness and eliminate any harmful conceptions to enhance adoption and satisfaction among users. Thus, the current study attempts to evaluate public awareness and perception of the Porter app with an emphasis on factors affecting user engagement, adoption, and the success of the app in the highly competitive on-demand transportation service market.

Objectives

- To determine the level of awareness on porter app among the respondents.
- To analyze the perception and attitude of people towards the usage of porter app.

Research methodology

This study aims to assess the public awareness and attitude towards the Porter app in Coimbatore city by a descriptive research design. Information have been collected within four months (December 2024 to March 2025) from 120 respondents based on a structured questionnaire having closed-ended as well as Likert scale-type questions. The respondents, chosen using convenience sampling, have offer demographic information, awareness, usage, and perception of the app, along with improvement suggestions. Secondary data from the literature have be used to supplement the primary data. The data have be analyzed using percentage analysis, rank analysis, and chi-square tests to investigate relationships between variables such as awareness, usage, and demographics, and to determine significant factors affecting app perception.

Review of literature

Reddy, V., & Nair, K. (2023) Difficulties in adopting digital freight platforms by companies such as Porter are addressed in this study using issues such as resistance by users due to ignorance, security issues, and technological limitations. The authors describe how the mentioned problems can be overcome through enhanced public awareness, enhanced user interfaces, and enhanced customer care. They also examine the impact of Porter's marketing and promotion on public awareness.

Mehta, S., & Sharma, A. (2023) It is concerned with the function played by mobile logistics platforms in the city, and specifically with reference to Porter. It explains how public awareness about these platforms leads to an effect on the public perception in terms of convenience, reliability, and affordability. In the case of the authors, strong branding and word-of-mouth are essential to influence public opinion and adoption in competitive urban markets.

Simple percentage analysis

	Factors	No. of respondents	Percentage (%)
Age	18-25	23	19.2
	26-35	53	44.2
	36-50	40	33.3
	Above 50	4	3.3
Total		120	100
Gender	Male	69	57.5
	Female	51	42.5
	Others	0	0
Total		120	100
Occupation	Business owner	27	22.5
	salaried employee	72	60
	student	14	11.7
	others	7	5.8

Total		120	100
Monthly income	Below 10,000	20	16.7
	20,000-50,000	63	52.5
	50,000-1,00,000	24	20
	Above 1,00,000	12	10
	Total	120	100

Porter is used mostly by professionals in employment 26-35 years, followed by students and senior citizens. It sees more use among male than female, with female usage being consistent with potential for intended communication. Salaried users constitute the core base, with entrepreneurs coming next, reflecting a combination of personal and commercial usage. Most users belong to the middle-income bracket 20,000 - 50,000, which corresponds to the affordability parameter being a key influence factor in app usage.

Rank analysis

		NUMBER OF RESPONDENTS								
S.no	FACTORS	1	2	3	4	5	6	7	Total	Rank
1	Availability of vehicles	11 (77)	19 (114)	25 (125)	21 (88)	23 (69)	9 (18)	11 (11)	502	4
2	Speed of delivery	26 (182)	15 (90)	17 (85)	12 (84)	14 (42)	13 (26)	14 (14)	523	3
3	Customer support	11 (77)	14 (84)	15 (75)	19 (48)	20 (60)	25 (50)	23 (23)	417	6
4	Price	24 (168)	21 (126)	21 (105)	14 (76)	15 (45)	11 (22)	9 (9)	551	2
5	Difficulty in booking	5 (35)	14 (84)	9 (45)	15 (56)	18 (54)	21 (42)	39 (39)	355	7
6	Ease of use	32 (224)	20 (120)	17 (85)	15 (60)	11 (33)	16 (32)	13 (13)	567	1
7	Easy to navigate	10 (70)	20 (120)	16 (80)	19 (76)	20 (60)	24 (48)	11 (11)	465	5

Ease of Use is rated by Rank 1 users as easy to use, the most appreciated attribute. Price is Rank 2, a high priority factor for users, which indicates that the service is perceived to be cheap or reasonably priced. Speed of Delivery is Rank 3, where quick delivery is a valued feature, and it shows users value quick service. Vehicle Availability is Rank 4 users value vehicle availability but can be done better. Easy to Navigate is Rank 5 navigation of the app is simple, but slight difficulties are encountered by some users. Customer Support is Rank 6 lowly ranked, indicating dissatisfaction or the possibility of room for improvement. Difficulty in Booking is Rank 7 difficulties are biggest booking difficulty, i.e., users can face issues while booking orders.

Chi square

Gender and awareness of porter

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.076 ^a	3	0.557
Likelihood Ratio	2.276	3	0.517
Linear-by-Linear Association	0.25	1	0.617
N of Valid Cases	120		

The Chi-square test statistics report that there exists no statistical correlation between the gender and awareness of porter. Pearson Chi-Square value is 2.076 with degrees of freedom (df) of 3 and p-value of 0.557, which is higher than the default significance level of 0.05. Similarly, the Likelihood Ratio test ($\chi^2 = 2.276$, df = 3, p = 0.517) and the Linear-by-Linear Association test ($\chi^2 = 0.25$, df = 1, p = 0.617) further establish that no significant association exists. With 120 valid cases on which analysis was conducted, the results reflect that any such observed differences are likely due to chance and not reflecting a significant relationship between variables.

Findings

- The majority of users (44.2%) are aware of Porter through word of mouth, followed by social media.
- There is no confidence in delivery personnel, with users concerned about security measures.
- UPI and cash-on-delivery are the favorite modes of payment, with both digital and traditional inclinations merged.
- Home transport is the most used service, and 54.2% of the respondents avail themselves of Porter for personal resettlement needs.

Suggestion

- **Boost Awareness Campaigns:** Since the majority of users become aware of Porter via word of mouth, referral programs can enhance brand visibility.
- **Improve Customer Support:** Clearing issues with the availability of the service and providing live support can build confidence in the platform.
- **Enhance App Features:** Adding loyalty rewards, real-time fare estimation, and transparent pricing can enhance user satisfaction.
- **Improve Trust Initiatives:** Verification of identity verification for delivery staff and provision of insurance for high-value items may reduce security problems.

Conclusion

The study identifies that despite Porter app having high awareness and trust, areas of improvement are still there in price transparency, security, and service broadening. As the digital logistics platform continues to grow, user education, seamless user experience, and trust building will be the keys to continue to dominate the market.

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