



A Study On Customer Perception Of Order Tracking Features In E -Commerce Application With Special Reference To Tirupur City

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ABSTRACT:

The rapid growth of e-commerce has transformed the way customers purchase products online. One of the most important features influencing customer satisfaction is the order tracking system. This study focuses on analyzing the customer perception of order tracking features in e-commerce applications with special reference to Tirupur City. The main objective of the study is to understand how customers view and use order tracking services provided by online shopping platforms. The research examines factors such as transparency, real-time updates, delivery status information, and reliability of tracking systems. Primary data were collected from customers through a structured questionnaire, and the responses were analyzed using statistical tools such as percentage analysis, ranking method, and chi-square test. The study aims to evaluate the effectiveness of order tracking features and their impact on customer satisfaction and trust. The findings reveal that most customers prefer applications that provide accurate and timely tracking updates. The study also highlights the importance of improving tracking transparency to enhance customer experience. Finally, the research provides suggestions for e-commerce companies to improve their tracking systems and strengthen customer relationships.

Keywords: Order Tracking, E-commerce Applications, Customer Perception, Delivery Status, Real-Time Tracking, Customer Satisfaction, Online Shopping, Tirupur City.

1.1 INTRODUCTION

Order tracking is an essential feature of e-commerce that enables customers to monitor the status and location of their purchases after placing an order online. It provides real-time updates about order confirmation, processing, shipment, and delivery through tracking numbers, emails, SMS notifications, and mobile applications. This feature improves transparency between sellers, logistics providers, and customers, thereby enhancing trust and the overall online shopping experience. In modern e-commerce systems, order tracking plays a significant role in increasing customer satisfaction by reducing uncertainty and ensuring timely delivery of products. With the integration of technologies such as GPS tracking, barcode scanning, and automated notifications, businesses can manage logistics operations more efficiently and quickly address issues such as delays or delivery errors. As online shopping continues to expand rapidly, effective order tracking has become a vital component for improving service quality, operational efficiency, and long-term customer loyalty.

1.2 REVIEW OF LITERATURE

The rapid expansion of e-commerce has increased the importance of efficient order tracking systems in online retail operations.

1. **Laudon and Laudon (1993)** emphasized the role of management information systems in providing accurate and timely information to improve organizational efficiency, which later supported the development of order tracking technologies.
2. **Chaffey (2015)** explained that order tracking enhances the digital customer experience by providing regular updates through emails, SMS, and online dashboards, thereby reducing post-purchase uncertainty.
3. **Turban et al. (2017)** highlighted that integrating order tracking with logistics and supply chain systems improves coordination between retailers, warehouses, and delivery partners, resulting in faster and more reliable deliveries.
4. According to **Kotler and Keller (2018)**, providing accurate delivery information strengthens customer trust and improves brand image in online markets.
5. **Harris, Riley, and Hand (2019)** also found that lack of proper tracking information often leads to customer dissatisfaction, complaints, and order cancellations.
6. **Christopher (2020)** emphasized that technology-based tracking systems improve supply chain efficiency and reduce delivery delays. Similarly,
7. **Laudon and Traver (2021)** noted that advanced features such as mobile tracking, GPS updates, and real-time notifications significantly enhance customer engagement and satisfaction in modern e-commerce platforms.

1.3 OBJECTIVE

1. To understand consumers awareness of order tracking.
2. To measure the relationship between tracking perception and commerce satisfaction.
3. To examine whether tracking perception influences trust in the e-commerce platform and repurchase intention.
4. To identify consumer expectations regarding improvement in order tracking systems.

1.4 RESEARCH METHODOLOGY

RESEARCH DESIGN

The present study adopts a descriptive research design to examine the perception of customers towards order tracking features in e-commerce applications. The design is appropriate for describing the opinions, attitudes, and preferences of respondents regarding the effectiveness and usefulness of order tracking systems in online shopping.

SAMPLE DESIGN

The study uses a **convenience sampling technique** to select respondents. The sample mainly consists of students and young online shoppers who frequently use e-commerce applications. A total of **100 respondents** from Tirupur City were selected as the sample for the study.

DATA COLLECTION

The study is based on both **primary and secondary data**. Primary data were collected through a structured questionnaire distributed online to the respondents. Secondary data were collected from standard reference books, journals, research articles, and relevant websites related to e-commerce and order tracking systems.

1.5 CHI SQUARE ANALYSIS -I

HYPOTHESIS:

There is relationship between the age of the respondents and improvement expected in order tracking

S.NO	IMPROVEMENT EXPECTED	AGE				TOTAL	PERCENTAGE
		10-20	20-30	30-40	Above 40		
1	More accurate updates	3	30	6	1	40	0.40%
2	Real -time tracking	4	32	8	1	45	0.45%
3	Better notification	1	7	2	0	10	0.10%
4	Simple and clear interface	0	5	0	0	5	0.50%
TOTAL		8	74	61	2		

Calculated chi-square value : 2.05

Table value : 16.92

Degree of freedom : 9

Result : Accepted

The calculated chi-square value (2.05) is lower than the table value (16.92), hence the null hypothesis is accepted. It can be concluded that there is no association between the age of respondents and expected improvement.

CHI SQUARE ANALYSIS - II

HYPOTHESIS:

There is relationship between the monthly income of the respondents and purchase frequency in e commerce.

S.NO	MONTHLY INCOME	PURCHASE FREQUENCY				TOTAL	PERCENTAGE
		Very often	Often	Some times	Rarely		
	Less than 25000	36	20	10	3	69	0.69%
	25001-50,000	12	8	2	1	23	0.23%
	50.001-1,00,000	3	1	2	6	6	0.06%
	Above 1,00,0000	1	0	1	2	2	0.02%
TOTAL		52	29	15	4	100	

Calculated chi-square value: 8.47

Table value : 16.92

Degree of freedom : 9

Result : Accepted

The calculated chi-square value (8.47) is lower than the table value (16.92), hence the null hypothesis is accepted. It can be concluded that there is no association between the monthly income and purchase frequency.

1.6 SUGGESTIONS

- E-commerce platforms should improve the accuracy of order tracking updates, as it received the highest preference among respondents.
- Companies should provide real-time tracking information to enhance transparency and customer confidence.
- Regular delivery status notifications through SMS and mobile applications should be provided to keep customers informed.
- The tracking interface should be simple, clear, and user-friendly to improve the overall customer experience.
- Platforms should display accurate estimated delivery dates and send early alerts in case of delays.
- Real-time location tracking features should be strengthened to provide better visibility of delivery progress.
- E-commerce companies should maintain transparency in delivery updates to build customer trust and satisfaction.
- Companies should improve coordination between warehouses, logistics partners, and customer service teams to ensure accurate tracking information.
- Advanced technologies such as AI-based notifications and predictive systems can be used to improve delivery updates and customer communication.
- E-commerce platforms should regularly collect customer feedback on order tracking systems to improve service quality.

1.7 CONCLUSION

The present study examined the customer perception of order tracking features in e-commerce applications with special reference to Tirupur City. The findings indicate that order tracking plays an important role in improving the online shopping experience and building customer trust. Most respondents prefer features such as real-time tracking, accurate delivery updates, and timely notifications, which help reduce uncertainty during the delivery process.

The study also reveals that effective order tracking systems enhance customer satisfaction by providing transparency and clear information about order status. Proper coordination between e-commerce platforms and logistics partners is essential to ensure reliable tracking updates and timely delivery of products.

Overall, order tracking has become a vital component of modern e-commerce platforms. Improving tracking accuracy, providing real-time updates, and maintaining clear communication with

customers can significantly enhance service quality and strengthen long-term customer relationships in the competitive online marketplace.

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