



CERTIFICATE NO : ICRESTMH /2024/C0824862**Impact Logistics Performance in E-Commerce Operations****Mamidipaka Markandeyulu**

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ABSTRACT

The impact of logistics performance in e-commerce operations is profound, as it directly influences customer satisfaction, competitiveness, and overall business success. In the digital marketplace, where convenience and speed are key expectations, efficient logistics ensures timely delivery, accurate order fulfilment, and smooth returns management. Companies with strong logistics capabilities can handle inventory more effectively, reduce delivery lead times, and minimize operational costs, which in turn enhances their ability to meet rising customer demands. High-performing logistics systems also support scalability, allowing businesses to manage seasonal spikes, flash sales, or sudden increases in order volumes without compromising service quality. Conversely, poor logistics performance often leads to delayed shipments, lost or damaged goods, and dissatisfied customers, resulting in reputational damage and reduced customer loyalty. Furthermore, innovations such as real-time tracking, last-mile delivery optimization, and integration of AI-driven supply chain solutions have amplified the role of logistics as a strategic differentiator in e-commerce. In a highly competitive environment, logistics is no longer just a backend process but a critical factor that shapes consumer perception and drives repeat purchases. Thus, robust logistics performance is integral to sustaining growth and profitability in the rapidly evolving e-commerce industry.