

EVALUATING THE QUALITY OF SAME-DAY DELIVERY SERVICES AND ITS INFLUENCE ON THE DECISIONS OF FILIPINOS WHEN AVAILING THESE COURIER SERVICES.

AUTHORS: GABEE BAUTISTA, RIANA CARAG, SAM CORONADO, GABBY FERNANDEZ, KAYLI GOMEZ

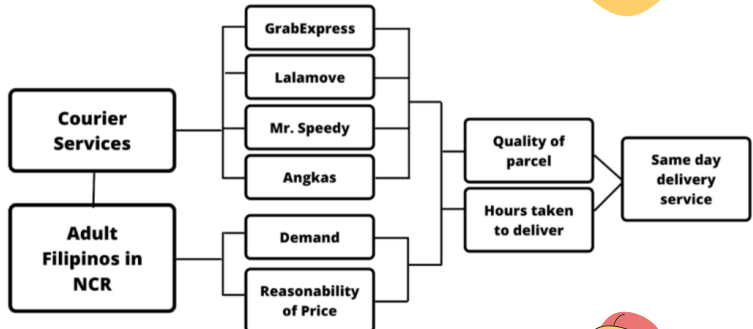
RESEARCH ADVISER: MS. RAYMUNDO



1 Introduction

- The demand for same-day courier delivery services has greatly increased.
- The rapid delivery time of same day courier delivery services has proved very useful to Filipinos, and with this, there is no sign that there will be a stop to the rise of local same-day delivery couriers.
- The study's findings will assist businesses and consumers in making informed decisions, as many have become reliant on these delivery services for their operations or needs.

2 Conceptual Framework



3 Statement of the Problem

- What is the percentage of adult Filipinos in urban areas in the Philippines who rely on same day delivery services for parcels, such as:
 - 1.1. Any type of physical item apart from food
 - 1.2. Items that weigh from the range of 0.0kg – 20kg
- What are the leading considerations when choosing same day courier services?
- What is the level of importance of shipping fee when availing same day courier services?
- Is there a correlation between age and frequency of availing same day delivery services?
- What are the leading same day delivery services in the Philippines?

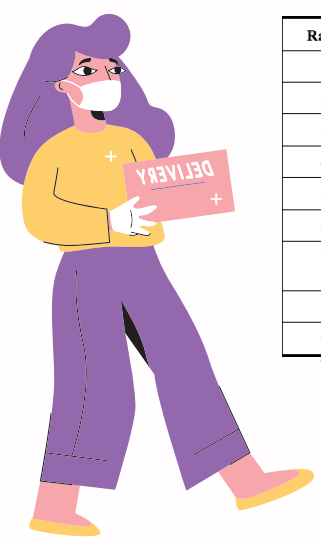


4 RRL

- Emmie V. Abadilla | 2020**
Courier services such as Grab, Lalamove, and Angkas had to hire more riders and purchase more vehicles to meet demand, and they even partnered with different agencies and reached out to beneficiaries
- Joanne EJDYS and Aleksandra Gulc | 2020**
Explained and observed the trust in courier services as a determinant of service quality. The research reveals that the courier services should be useful, trustworthy, good service quality, ease of use, and the future intention of the service to people.
- Woo Seok Chung | 2017**
Dynamic pricing, also known as surge pricing, demand pricing, or time-based pricing, changes according to external factors. Many different pricing strategies can be applied when pricing products or services dynamically, most common categories being: segmented pricing, peak user pricing, service time, time of purchase, and changing conditions.

Rank	Same Day Courier	Number of Respondents
1	Grab	126
2	Lalamove	101
3	MrSpeedy (Borzo)	20
4	Joyride	1
5	Angkas	0
	N/A	3

Table 4.3 The Table On Same Day Courier Services Most Availed By The Respondents (7 Invalid Responses, Total Is 251)



Rank	Factors	Number of respondents
1	Fees/Price	154
2	Promotions/Discounts	58
3	Past Experience	35
4	Accuracy in Locating Addresses	27
5	Fast Booking of Rider	22
6	Tracking Capability	20
7	Appearance of the Driver and Condition of the Vehicle	25
8	Customer Service	18
9	Brand/Company	19

Table 4.4 The Table On The Leading Considerations When Availing Same Day Delivery Services

With frequency 1 being physical items apart from food and frequency 2 being 10+ kg items, the Correlation Between Age And Frequency Of Availing Same Day Delivery Services is **Negligible Correlation**

5 Results

Age Range of Respondents	Number of Respondents
18-27	116
28-37	18
38-47	60
48-57	52
58-67	8
68-77	3
78-87	1

Table 4.1 Table On The Age Range Of Respondents

Item	Number of Respondents	Percentage
Documents	105	42.0%
Clothes	43	17.2%
General Items	24	9.6%
Toiletries and Skincare Products	22	8.8%
Plants	15	6.0%

Table 4.2 The Table On Items That Are Frequently Delivered Using Same Day Courier Services (Apart From Food) (8 Invalid Responses, Total Is 250)

Delivers packages in the Best Condition		
Rank	Courier Service	# of Respondents
1	Grab	131
2	Lalamove	108
3	Mr. Speedy (Borzo)	108
4	Angkas	104
5	Others (Joyride, etc)	55
	N/A	167
Quickest to Book a Rider		
1	Grab	125
2	Lalamove	117
3	Mr. Speedy (Borzo)	95
4	Angkas	106
5	Others (Joyride, etc)	68
	N/A	156
Preferred Service Provider		
1	Grab	137
2	Lalamove	117
3	Mr. Speedy (Borzo)	112
4	Angkas	115
5	Others (Joyride, etc)	63
	N/A	157

Table 4.10 The Table On The Leading Same Day Delivery Services In The Philippines

6

Research Design

The study carried out a descriptive-survey and descriptive-comparative approach. Descriptive-comparative was also used because it helped with the random sampling technique of the study

7

Subjects

he researchers used the snowballing sampling technique and sent out the survey form to potential respondents from November 14 to November 22, 2021. The response rate was 100%.

8

Data Gathering

There are 258 respondents. It is required for the subjects to be Filipino ,aged 18 and above, and residing in NCR; since they are the ones who usually avail of same day courier services.

9

Data Processing

All the responses were collated in a spreadsheet and categorized into groups (ex age, city address, frequency of availing services, items that are delivered). The data were analyzed as a whole and within each age group.

10

Conclusions

- 86.4% adult Filipinos in urban areas rely on same day delivery services for any type of physical item apart from food and 48.4% for items that weigh from the range of 0.0kg – 20kg.
- When choosing same day courier services, the top 1, top 2, and top 3 leading considerations are fees/price, promotions/discounts, and past experience, respectively.
- The level of importance of shipping fee when availing same day courier services is level 4 (important).
- There is a negligible correlation between age and frequency of availing same day delivery services.
- The number one leading same day delivery service is Grab.

11

Recommendations

- For people who are going to avail of same-day delivery for the first time and are unsure of which courier to use, it is recommended that they should rely on Grab for their various delivery needs, especially for important documents.
- The researchers recommend that surveys implemented by various same-day delivery companies about the service's leading considerations be distributed to their respective customers in order to identify the company's strengths and weaknesses as a service provider. The results from the said survey may then be used as a basis for improvements to be made by the company.
- It can be seen from the results that 48.4% of the respondents use same-day delivery couriers to deliver bulk/heavy items. If a courier company does not currently provide such service, the researchers recommend that they find ways to allow the delivery of bulk/heavy items so that they may cater to a larger population of people. If a courier company does provide it already, they should spend more time and/or money in advertising the service so that the general public is better aware of what they offer. It is recommended that they partner with wholesalers or retailers to be able to advertise their reliability in delivering bulk/heavy items.
- The results also indicated that Borzo (previously known as MrSpeedy) and Angkas are the courier services less preferred by residents in NCR compared to Grab and Lalamove. The researchers recommend that these 2 companies should organize seminars that address areas of improvement based on the leading considerations for their employees and riders so that they make their customers' experience a better one. A briefing on the rules and regulations of the company and government may also help them in their goal of customer loyalty.
- The researchers recommend that same-day delivery companies should create marketing strategies revolving around the safety of documents during transport, as 42% of the study's respondents stated that documents were the items they had most frequently delivered. More promotional material assuring the protection and security of documents may draw more customers into availing of the company's services.
- Should this topic be used by another research group with much more advanced resources and tools, widening the demographic of this study to Filipino citizens in Luzon, Visayas, and Mindanao will help them grasp a better idea of which same-day delivery courier is largely considered as the best one in the country.

References

