



A STUDY ON CUSTOMER PREFERENCE TOWARDS COURIER SERVICES WITH REFERENCE TO TIRUPUR CITY

¹Mr. S. Muruganatham, ²Mr. K. Nandha Kumar

¹Assistant Professor, Department of commerce with Professional Accounting,
Dr.N.G.P Arts and science college, Coimbatore

²181PA035, Department of commerce with Professional Accounting,
Dr.N.G.P Arts and science college, Coimbatore

ABSTRACT

Courier services are currently multi-billion-dollar earning industries which help the wheels of business to turn smoothly. With the rapid development of e-business, shorter product and technology life cycles and higher customer expectations, courier service has become more and more popular. Obviously, online sales increased sharply worldwide over the past decade. Traditionally, a courier company delivers messages, packages and mail. A courier service is distinguished from an ordinary mail service by features such as speed, security, tracking, signature, specialization and individualization of services, and committed delivery time which is optional for most everyday mail services. Even with the adaptation of recent technologies to ensure the quick delivery of products at a reasonable cost, most courier companies are poorly rated by customers, especially in social networking sites.

KEYWORDS: Customer preference, delivery, specialization

1. INTRODUCTION

A postal department was launched by the Indian government that provided mail services for ordinary people that included receiving and sending different types of official and personal mail, documents, parcels, and messages from outside and within the country at prices that were quite low. With the adaptation of recent technologies to ensure the quick delivery of products at a reasonable cost, most courier companies are poorly rated by customers, especially in social networking sites. Moreover, several action-profit models studied in the past have proven the positive relationship between employee commitment and customer loyalty. Thus, in addition to focusing on innovative ways to increase responsiveness and efficiency, there exists a necessity for courier companies to understand the voice of customers as well as employees. The developed methodology is a four-phase approach consisting of the following stages: online review extraction, bigram and trigram analysis, topic identification, and SWOT analysis.

2. STATEMENT OF THE PROBLEM

Due to globalization, the businesses are spreading rapidly and the courier industry is expanding at its best. The demand for faster, efficient and traceable

delivery is soaring and competition is severe. Delivery companies have to handle a large number of shipments for many different clients. The sign of disorganization is late deliveries, customer expect packages to arrive when promised.

Delivery needs can vary depending on the day and season, partner with a courier service enjoy flexibility. It is the only way to accurately price products and shipping costs. When there is a high turnover of delivery head, they have to educate about log list, delivery expectations, and deadlines. This is waste of resources that cause delays in delivery of operational areas. A high frequency of change in drivers and CR department could be a sign company isn't properly vetting their applicants.

3. OBJECTIVES OF THE STUDY

- To study the impact of courier services in Tirupur City.
- To identify the relationship between consumers and service providers.
- To find out the factors influencing for choose a particular courier service.
- To know the effectiveness of logistics management in courier industry.



4. RESEARCH METHODOLOGY

Sampling technique	Convenient sampling technique
Source of data	Primary and secondary data
Area of the study	Tirupur City
Sampling size	92 Respondents

5. STATISTICAL TOOL

This analysis has been undertaken by using the following tools.

- Simple percentage analysis
- Rank analysis
- Likert Scale Analysis

6. REVIEW OF LITERATURE

Mohd Tamizi Mazlan (2021) stated that Internet technologies have enabled e-commerce platforms to transform retail and logistics operations that create more economic benefits as reductions of costs and delays. Through E-commerce, they can market their products without having to meet and most compliant with the SOP. The result of the ecommerce boom during the MCO caused an extraordinary increase in sales of goods and required logistics courier services to meet customers' needs. Logistics courier services have a bright future to become an important industry. Ecommerce and logistics courier services need

each other in ensuring business objectives are achieved.

Sanjeet walia (2020) investigating the human behavioral issues in relation to online services highlights the need to incorporate a trust variable. A new promising research area includes the definition of trust in a service that is increasingly provided without direct contact between the service provider and the customer.

K. Selvavinayagam (2019) Corporations square measure providing reliable delivery for domestic necessities by planning specifically to meet the requirements of the Indian domestic market, the air and rail services are operating presently to address non-commercial and business shipping necessities thus providing added-value services within the areas of road transport, air and ocean freight, supply and customs and forwarding services.

7. TABLE

SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS THE COURIER SERVICES

FACTORS		5	4	3	2	1	TOTAL	LIKERT SCALE
LIKERT SCALE VALUE (X)								
Delivery time	f	62	21	4	0	5	92	4.46
	f(x)	310	84	12	0	5	411	
Delivery boy	f	24	35	19	9	5	92	3.69
	f(x)	120	140	57	18	5	340	
Office staff	f	29	43	18	2	0	92	4.07
	f(x)	145	172	54	4	0	375	
Packing	f	26	48	16	2	0	92	4.06
	f(x)	130	192	48	4	0	374	
Online staff	f	51	29	8	2	2	92	4.35
	f(x)	255	116	24	4	2	401	

INTERPRETATION

The Likert scale value is greater than the mid value (3), thus the respondents are satisfied with the factors.

INFERENCE

The respondents are satisfied with factors of the courier services in Tirupur city.



8. SUGGESTION

- This system needs to manage the human and other resources in such a way that cost of delivery of each consignment decreases.
- The courier management system allows the process of delivery of consignment faster than previous decade.
- The delivery heads and CR dept focuses to increases the customer satisfaction level.
- Want to develop transportation and non-verbal communication.
- By supplementary with restricted user rights, company managers can allow many employees to contribute in courier management.
- The consignment process and updating status with the authenticated process to make user data secure which is our main concern in this era.
- It is still mature and fully enthusiastically. Any requirements regarding logistics want to be updated and modify modules.
- Want to implement something more new transportation strategy and need to make the market mortal.

9. CONCLUSION

The system will be used for day to day activities like out return, company details, hub rates, booking non-delivery and pickup centres. It is not easy to do this process manually because it would become very hectic. As per the client requirement, main object should be managing consignment in an effective manner. The proposed system is eliminating all problem of the existing system. It should keep record of customer booking and delivery details and so on can be proficient without much effort the success criteria depends on.

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