

A STUDY ON EFFECTIVENESS OF 7P'S FREIGHT SERVICE MIX AT ALLCARGO LOGISTICS LTD

Submitted in partial fulfillment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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APRIL 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JESSOLIN SOWMY S (41410144)** who carried out the project entitled "**A STUDY ON EFFECTIVENESS OF 7P'S FREIGHT SERVICE MIX AT ALLCARGO LOGISTICS LTD**" under my supervision from February 2023 to April 2023.

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DECLARATION

I **JESSOLIN SOWMY S (41410144)** hereby declare that the Project Report entitled “**A Study on effectiveness of 7p’s Freight Service Mix at Allcargo Logistics Ltd**” done by me under the guidance of **DR.D.VELUMONI,M.B.A.,M.Phil.,Ph.D. (INTERNAL GUIDE)** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

PLACE: CHENNAI

A rectangular box containing a handwritten signature in black ink. The signature is cursive and appears to read 'Jessolin'.

JESSOLIN SOWMY S

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ABSTRACT

The freight service mix is a business tool used in marketing by marketers. The freight service mix is often crucial when determining a product or brand's offer, and is often associated with the seven P's: Price, Product, Promotion, Place, Process, People and Physical evidence.

Due to the fast-growing competition, Allcargo Logistics Ltd find it difficult to meet their targets in selling the freight service. Due to this slow growth in the recent months, sales executives find it difficult to sell the Freight service to their previous records set by them. So, management of Allcargo Logistics Ltd has proposed a detailed study all the 7P's of freight service mix.

Through this study, the researcher tries to identify the key areas to be enhanced to in the overall expanded freight service mix of Allcargo Logistics Ltd. This will help the management of Allcargo Logistics Ltd to identify the gaps in the expectations of the client and the final product delivered. Through aggressive marketing efforts, the company can meet or exceed the expectations of all its Freight service clients.

The primary objective is to study the 7 P's of freight service mix in Allcargo Logistics Ltd from the client's perspective. The other objectives are to determine your overall satisfaction level about the 7 P's of freight service mix and identify the key areas to be improved in the 7P's of freight service mix in Allcargo Logistics Ltd.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Services are radically different from products and need to be marketed very differently. So, the classical 4 P structure of the Freight service mix needs to be modified suitably to incorporate the 7P's for services marketing

Services can range from financial services provided by the banks to Freight packaging services provided by the IT Company or hospitality services provided by hotels. Services marketing are dominated by the 7 Ps of marketing namely **Product**, **Price**, **Place**, **Promotion**, **People**, **Process** and **Physical evidence**.



Figure 1.1

1.2 INDUSTRY PROFILE

Logistics is regarded as the backbone of the economy, providing efficient and cost-effective flow of goods on which other commercial sectors depend. Logistic industry in India is evolving rapidly, it is the interplay of infrastructure, Freight packaging and new types of service providers, which defines whether the logistic industry is able to help its customers reduce their costs in logistic sector and provide effective services.

Logistic service providers management is the outsourcing of logistics operations to a third party. Companies, or clients, use these third parties known as logistics service providers (LSPs) to provide logistics services. LSPs may provide logistic services to one or more clients at any given time. Clients may choose to outsource a portion, or all of their logistics services to one or more LSPs. When sending information to an LSP, the client communicates the receipts or shipment to the LSP, which then runs the transaction on behalf of the client. Therefore, the client may be a buyer or seller for a transaction.

A client typically outsources the following services to an LSP:

- Warehousing
- Inventory management
- Cross docking
- Transportation
- Freight forwarding

Recent scenario

The recent Indian logistics sector comprises of inbound and outbound segments of the manufacturing and service supply chains. Of late, the logistics infrastructure has gained a lot of attention both from business industry as well as policy makers. The role of managing this infrastructure, to effectively compete has been slightly under-emphasized. Inadequate logistics infrastructure has an effect of creating bottlenecks in the growth of an economy. The logistics management regimen has the capability of overcoming the disadvantages of the infrastructure in the short run while providing

cutting edge competitiveness in the long term. There exist several challenges and opportunities for logistics sector in the Indian economy.

Challenges faced by the recent logistics industry in India

The most essential challenge faced by the industry today is insufficient integration of transport networks, information Freight packaging and warehousing & distribution facilities. Regulations exist at a number of different tiers, is imposed by national, regional and local authorities. However, the regulations differ from city to city, hindering the creation of national networks.

Trained Manpower is essential both for the third-party logistics sector as well as the manufacturing and retailing sectors, which is very weak at a practical level, i.e., IT, driving and warehouse as well as at a higher strategic level. The disorganized nature of the logistics sector in India, its perception as a manpower-heavy industry and lack of adequate training institutions has led to a shortfall in skilled management and client service personnel. There is a lack of IT standard, equipment and poor systems integration.

Popular Read: I have data. I need insights. Where do I start?

Poor facilities and management are the reason for high levels of loss, damage and deterioration of stock, mainly in the perishables sector. Part of the problem is insufficient specialist equipment, i.e., proper refrigerated storage and containers, but it is also partly down to lack of training. The practitioners and the academicians are now aware of the importance of logistics and supply chain; however, the field is still under penetrated as far as research is concerned. It is essential to prioritize research and development so that the weaknesses in the industry can be taken care of and improved.

Solutions to some of the challenges

Infrastructure is the backbone of every country's growth and prosperity and for the logistics industry to flourish special emphasis has to be on building world-class road networks, integrated rail corridors, modern cargo facilities at airports and creation of logistics parks which need to be given a status equivalent to Special Economic Zones.

It is necessary to realize that the benefits which can best be practiced in logistics industry can be brought about by the companies by establishing training intuitions, so that there is improvement in the overall service quality of the sector. Good storage and Warehousing facilities are important for the growth of the logistics industry. With the increase in the transportation of perishable products, the logistics agencies need to give a lot of importance to enhancing the Warehousing facilities.

Warehousing is required to go to the next level taking into account the changing dynamics of JIT manufacturing, global procurement and new models of sales and distribution. Emphasis on research and development is potent mainly because it encourages the use of indigenous Freight packaging which can make the industry cost competitive and can also bring about improvement in services thereby using better, effective and efficient services. Particular focus has to be on research in process excellence which can help to eliminate inefficiencies and bring Indian logistics on par with global practices.

Popular Read: Factors Influencing the Paradigm Shift in the Logistics Sector in India

Future prospects

The logistics firms are moving from a traditional setup to the integration of IT and Freight packaging to their operations to reduce the costs incurred as well as to meet the service demands. The growth of the Indian logistics sector depends upon its soft infrastructure like education, training and policy framework as much as the hard infrastructure.

To support India's fast paced economy growth of logistics industry is very essential. It is estimated that the Indian logistics industry will continue to show robust growth of 10-15% annually, leading the pace of growth of the economy at large.

The global economic outlook, indeed that of India is expected to significantly improve as India Inc begins to tackle the economic downturn. With a new government many policies are expected to be implemented which will give a fresh impetus to India's growth engine particularly in the corporate and SME sector which in turn will expand demand for the logistics sector.

With the implementation of GST, the logistics companies, which are currently forced to set up many small warehouses across multiple cities can set up just a few, big warehouses region wise and can follow the hub-and-spoke model for freight movement from the warehouses to the different manufacturing plants, wholesale outlets, retail outlets and the various POS. This growth is backed by the boom in the e-commerce sector and expansionary policies of the FMCG firms.

This has increased the service geography of the logistics firms but they also have to meet the demands of quick delivery and tight service level agreements. The industry has moved from being just a service provider to the position which provides end to end supply chain solutions to their customers. Thus, all this has paved the way for further growth of Logistics and Warehousing industry in the coming years.

1.3 COMPANY PROFILE:

Right from transporting your cargo across the globe with international supply chain solutions, providing world-class Container Freight Station and Inland Container Depot facilities, optimizing supply chains with flexible and scalable contract logistics, offering built-to-suit Grade-A warehouses, or providing high-quality crane rentals, you can trust us with anything you need.

Allcargo Logistics being India's first multinational in supply chain management, and a global logistics powerhouse of more than USD 2.6 billion, we are looking ahead to bigger, bolder ambitions. FY2021-2022 has been a marquee one for us with a 91% YoY increase in revenues to touch INR 20,072 crores, a 139% increase in EBITDA to achieve INR 1516 crores and a remarkable 349% jump in PAT to INR 900 crores. We look ahead to continue these forward strides and enhance your business supply chains, across India and the world.

Our core strength lies in our talented team of professionals, whose commitment and precision with regard to work, along with keeping systems and processes in place allows us to offer customized solutions that cater to each customer differently. Our highly skilled and efficient network of agents and partners around the globe enable us to stay in sync with the ever-growing demands of trade and commerce.

VISION

Become a globally renowned logistics company, which comprises of a strong network of agents and a loyal customer base.

MISSION

- We aim to provide our customers with excellent value-added services and fulfill all our commitments.
- We intend to set a benchmark with respect to quality, integrity, consistency when it comes to our business.

We strive to build a strong and loyal relationship with our agents and customers through honesty, dependability and meeting our deliverables on time, every time

We wish to inspire our employees, nurture them to be successful leaders as well as encourage and reward innovation and reinforce flexibility at work.

AIR FREIGHT

If you're on the lookout for a prompt, efficient and safe delivery of your shipment, then All cargo Logistics Private Limited air freight provides you with all this and more! We are veterans in the field of air freight operations and handle regular as well as charter shipments with great aplomb. With regards to air cargo, we swiftly deliver sea-air, air-sea cargo shipments to all important global destination Apart from paying special attention to urgent and time sensitive cargo shipments, we also customize our services as per individual requirements, within a stipulated budget.

Our Air Freight solutions include

- Freight booking for Inbound and Outbound cargoes to and from locations all across the globe.
- Cross country freight booking from each and every airport.
- Shipments under all Incoterms viz. DDP, DDU, EX. Works, etc. to worldwide destinations
- Buyer Consolidations and POP Program for major buyers and buying houses in Europe and USA

- Sea-Air activities via. Dubai airport, especially for cargoes into Africa, CIS destinations and Afghanistan
- Allied services of Packing, Strapping, Labelling, Warehousing, Transportation, Customs Broking, etc. as per customers' requirements
- Cargo Insurance, Consulate Legalizations, Chamber of Commerce endorsements, etc.

SEA FREIGHT

We also offer a 'sea' of superior sea freight solutions as we believe that it is one of our core competencies. The services that we provide extend from various global origins to global destinations. Our diversified network and excellent tracking capabilities coupled with pre-bookings, demand-driven dispatches and competitive pricing makes us a force to be reckoned in the logistics business. The safe delivery of cargoes across destinations is our prime focus and our team of experienced professionals and agents ensure the safe passage of your cargoes.

Our Sea Freight solutions include

- Inbound and Outbound freight booking to and from all worldwide destinations/ports
Cross country freight booking to and from all ports across the world.
- Shipments under all Incoterms viz. DDP, DDU, Ex. Works, etc. to destinations across the world and on a door-to-door delivery basis.
- Buyer consolidations and POP Program for major buyers and buying houses in Europe and USA.
- Shipments for Exhibitions and Trade Fairs Vessel Chartering Handling of Projects, Special Equipment and Break-bulk Cargoes
- Allied services of Packing, Strapping, Labelling, Warehousing, Transportation, Customs Broking, etc. as per customers' requirements Cargo Insurance, Consulate Legalizations, Chamber of Commerce endorsements, etc.

CONTAINERS

We are well-equipped to handle Shipper's Own Containers (SOCs), as we have managed to form a healthy rapport with liners as well as leasing companies from whom we purchase well- maintained cargo worthy containers, which make it convenient for

our customers to ship the cargo where terms are SOC movements. Our cordial relation with liners allows us to buy good freight for shipment of these SOC's from around the world.

Right from transporting your cargo across the globe with international supply chain solutions, providing world-class Container Freight Station and Inland Container Depot facilities, optimizing supply chains with flexible and scalable contract logistics, offering built-to-suit Grade-A warehouses, or providing high-quality crane rentals, you can trust us with anything you need.

With a glorious legacy of 25 years, our global network of more than 300 offices in 180 countries, backed by ingenuity, innovation, commitment to Environmental, Social and Governance standards, and a constant passion for excellence.

Being India's first multinational in supply chain management, and a global logistics powerhouse of more than USD 2.6 billion, we are looking ahead to bigger, bolder ambitions.

E-Commerce Logistics

When it comes to e-commerce logistics, flexibility and scalability are non-negotiable. It's essential to ensure the right warehouse and supply chain management as per style, size and shape of different items.

When it comes to e-commerce, speed is the most important. And to enable quick, seamless operations, effective warehousing is the key.

CONTRACT LOGISTICS

An optimized supply chain is essential to business success across sectors. Whether you need end to end supply chain management, or a customized solution to optimize your existing supply chain, just leave it to our team of experts. With our robust infrastructure, we help drive your business with a scalable supply chain that matches seasonal demands. Our expertise spans diverse domains like warehouse logistics for automotive, chemical, pharmaceutical, food, e-commerce and fashion and retail.

WAREHOUSING & DISTRIBUTION

We've recently ventured into the world of Warehousing and Distribution for the convenience of our customers and in order to offer services all under one roof. Apart from providing warehousing of normal warehouses as well as Customs Bonded Warehouses, we also undertake temperature-controlled warehousing for our Customs dealing in Wine and Liquors, which require temperature control.

1.4 STATEMENT OF THE PROBLEM

The freight service mix is a business tool used in marketing and by marketers. The freight service mix is often crucial when determining a product or brand's offer, and is often associated with the 7 P's: Price, Product, Promotion, Place, Process, People and Physical evidence.

Due to the fast- growing competition, Allcargo Logistics Ltd find it difficult to meet their targets in selling the Freight service. Due to this slow growth in the recent months, sales executives find it difficult to sell the Freight service to their previous records set by them, So, management of Allcargo Logistics Ltd has proposed a detailed study all the 7 P's of freight service mix.

1.5 OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

To study the effectiveness of 7 P's of freight service mix in Allcargo Logistics Ltd.

SECONDARY OBJECTIVES

- To analyze the client opinion on freight service of Allcargo Logistics Ltd.
- To determine the overall satisfaction level about the 7 Ps of freight service mix in Allcargo Logistics Ltd
- To identify the key areas to be improved in the 7P's of freight service.
- To suggest solutions to improve the overall freight service of Allcargo Logistics Ltd.

1.6 NEED FOR THE STUDY

In freight service mix, the four Ps of freight service mix (Price, Product, Promotion, Place) are expanded to the 7 P's to address the different nature of services. It includes Process, People and Physical evidence.

- This study tries to identify the key areas to be enhanced in the overall expanded freight service mix of Allcargo Logistics Ltd.
- This will help the management of Allcargo Logistics Ltd to identify the gaps in the expectations of the client and the final product delivered.
- Through aggressive marketing efforts, the company can meet or exceed the expectations of all its Freight service buyers.

1.7 SCOPE AND SIGNIFICANCE OF THE STUDY

- Identify the issues in the freight service mix (7 P's) of Allcargo Logistics Ltd
- Understand the various needs and expectations of the Freight service clients.
- Meet or exceed the expectations of the clients by offered a better freight service mix
- Improve the overall service quality offered to the clients
- Increase the repeat business from the existing clients.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Sebastian (2002), in his study on “Problems of Logistics Industry”, concluded that India’s logistics industry is low in their planning and current professionals in the industry should sharpen their skills on a broad base of key elements of transportation and logistics. Finally, he said that, there should be very balanced between solid knowledge and real-world application.

Laroche, Ueltschy, Abe, Cleveland, & Yannopoulos. Peter P., 2004 The difference in emotions across cultures is a result of variance in the interpretation of appraisal of situations. In collectivist Asian cultures; showing of dissatisfaction is discouraged, in order to maintain harmony and protection of interpersonal relationships. Such harmony discourages open display of negative emotions.

Davis, Beth R (2006), a study on” Logistics service driven loyalty: an exploratory study”. The Journal shows that supply chain relationships can be a stable source of competitive advantage to firms in the supply chain because of their ability to create barriers to existing competition and conclude that improving logistics customer service is an ongoing focus for firms. Suppliers are trying to become more proactive with their customers and anticipate customer expectations.

M. Dhanabakyam and K. Parimala (2006) A study on “Role of Freight Forwarders and Customs House Agents in Logistics-A Perceptual Study. The study concerned with the freight forwarding is a vital part of logistics in international trade activity. The objective of the study was to identify the study appraise the role played by Freight Forwarders in logistics was conducted, thus the study showcased that, as the world has become a global village, the service providers like Freight. Forwarders should be prepared to face the challenges of tomorrow, by extending their network in every corner of the world and providing more accuracy in their commitments.

Konstantinos Selviaridis, Martin Spring, 2007 The review reveals that 3PL research is empirical-descriptive in nature and that it generally lacks a theoretical foundation. Survey research is the dominant method employed, reflecting the positivist research tradition within logistics. It identifies certain knowledge gaps and develops five propositions for future research. It suggests that focus should be directed towards more normative, theory-driven and qualitative method-based studies. It also argues that further empirical research in relation to 3PL design/implementation and fourth party logistics services is needed.

Sabareeswaran (2007) explained the nature, duties and functions of the freight forwarders. They are also called as Mr.5 % because the freight forwarders usually getting the commission only 5 % on the shipment of cargo. Finally, he concluded the freight forwarders contribution to logistics business is quite a vital role. Now the modern business cannot function comfortably without the assistance from the freight forwarders.

Chang & Hsiao, 2008 Emotions are an important ingredient of individual personality, and acts to create customer value, which in turn affects behavioral response. Service recovery is an important activity, as customer value is also created during service recovery process (Chang & Hsiao, 2008) through perceived risk and perceived justice based on emotional value.

Campbell (2009) says, 'The True Cost of Exporting' is the cost of export documentation, a necessary expense that can be eased by knowing what's required. Here are some ways to tighten up on export documentation

Nicolau-gonza & Casado-di, 2009, In a situation where the fails to respond to customer's complaint, then the situation is described as double deviation situation (initial service failure then a failed service recovery). Under incidence of double deviation; size of service failure, recovery plans, justice system, emotions associated with recovery, and— recovery satisfaction; are important factors affecting customers response.

Mohitayalamanchi (2009), a study on “Logistics and Customer Value”, the objective of the study is about the customer value that companies have created through logistics management, in their quest for new ways to establish a competitive edge. A number of new tools and approaches have emerged as proactive elements of the logistics response to the task of creative value for the customer viz. emphasis on logistical customer service, management of the supply chain, the development of strategic alliances. It gives an explanation of various steps taken by different firms for identifying and implementing quality improvement processes in the logistics areas.

Varela-Neira & Vazquez-Casielles, 2010, Socio-emotional selectivity theory, suggests that intensity of negative emotions has a reciprocal relationship with demographic factor of age. People tend to regulate their negative emotions better as they grow old. Young customers are likely to express stronger negative emotions than the older lot. Satisfaction through service recovery strategies (compensation, apology, and speed of service recovery) can also affect negative emotions, Thus, effective recovery strategies are important for consumer recovery satisfaction

Angelova and Zekiri, 2011 It cannot be denied that a satisfied consumer has a tendency to buy more than a less satisfied one. In a highly competitive market, customer satisfaction is, indeed, a crucial key that builds strong and long-term relationships between the customers and the firm. The measure of customer satisfaction, therefore, has become a vital concern for many companies and services providers to achieve such success.

Sharma et al., 2011 More automation of operations can assist in creating nation-wide broadband logistics IT network and can fasten up all processes resulting in better customer satisfaction

Rajesh, R., Pugazhendhi, S Ganesh, k Muralidharan, C and Sathiamoorthy, R (2011) Multiple handling at check-posts leads to delay and damages to goods. Earlier, in India, the government levied various direct and indirect taxes on goods which makes their movement difficult within and across countries but after implementation of GST (Goods and Service Tax), things are expected to be better.

Kumar 2012, The popularity of logistics outsourcing arises from number of reasons. The role of logistics service providers is very essential in conducting smooth flow of material and information in both upstream and downstream of supply chain.

Harrison-Walker 2012, Depending upon customer's perception of cause of service failure, customer experiences negative emotions, thus affecting consumer behavior directly by negative emotions and indirectly by perception of the cause (Harrison-Walker, 2012).

Waggett and Hoffman (2013), is "a customer's perspective based on expectation and then subsequent post purchase experience". In other words, it is an evaluation of products or services" quality level that meets or exceeds the customer expectations. The term customer satisfaction has been on the markets for a long time. In fact, many researchers and academicians emphasized that it is a key element for a company's success in the market as well as a crucial factor for company's survival as it has a positive effect on company's profitability.

Solomon et al. 2013 defines the term consumer behavior as a study of individuals or groups and products that help to shape their identities.

Lovelock, Wirtz and Chew, 2008; Tsiaotso and Wirtz, 2014 Consumer decision-making goes through three stages, including the prepurchase stage, the service encounter stage, and post-purchase stage (Lovelock, Wirtz and Chew, 2008; Tsiaotso and Wirtz, 2014).

Govindan, 2014 However, millions of employment opportunities are developed by this sector. Industries itself consider logistics as backbone and key driver to their economic and industrial growth. The governmental focus is still missing towards policy framework, development and recognition of logistics business as an industry.

Trab (2015) proposed a multi-agent model with the monitored environment data. With the input data processed by the given negotiation and decision mechanisms, the placement planning lowers the risk of hazardous accidents in the smart warehouse by reducing the size of floating locations.

Breivold and Sandström (2015) The realization of logistics process monitoring, control, and optimization has provided the required data and decision support for logistics automation. Therefore, context recognition and collaboration between heterogeneous devices and systems have become the limelight of logistics automation research

Liu and Wang (2016) focused on supply network optimization with a multi-level logistics supply network optimization model and a two-phase modeling framework. The former combines customers' potential demand with customers' personalized needs predicted on the basis of customers' webpage score data using clustering. Logistics network optimization based on individualized customer need is verified to be a feasible solution to improve customer satisfaction and the service level of the overall logistics network.

Alam and El Saddik, (2017) With high-fidelity virtual models on top of various computational intelligence techniques, such as Dijkstra's algorithm, ant colony algorithm, and cloud computing, more accurate prediction and better optimization can be achieved in DT

Katsuma and Yoshida (2018) developed optimization models driven by real-time road traffic and connected vehicle conditions. The connection of vehicles also brings complex coordination issues in solving VRPs.

Fraile F, Tagawa T, Poler R, Ortiz A (2018) The industrial Internet of Things (IIoT) is having a significant impact in the manufacturing industry, especially in the context of horizontal integration of operational systems in factories as part of information systems in supply chains. Manufacturing companies can use this technology to create data streams along the supply chain that monitor and control manufacturing and logistic processes, to in the end make these data streams interoperable with other software systems and to enable smart interactions among supply chain processes. However, the provision of these data streams may expose manufacturing operational systems to cyber-attacks.

Kain and Verma, 2018 focused on supply chain management issues in present-day business and presented a solution for related issues.

Al-Turjman (2018) improved the swarm optimization algorithm for the cloud-based scheduling system for cooperative resources and the logistics distribution path to increase efficiency and fault-tolerance.

Hu (2019) proposed an improved flower pollination algorithm to avert the local optimality defect of traditional optimization in the location of an intelligent logistics distribution center

Fu Y, Zhu J (2019) By constructing the correlations between the fundamental data that corresponding to different blockchain, and the correlations between the fundamental data that corresponding to the same blockchain, making the related data easier to collect and analyze.

Shen et al., 2019 considered a three-echelon supply chain model in which one global supplier, one local seller, and one logistics service provider for a short life cycle product

Dong and Franklin (2020) In addition, the stylized model can also help design the framework of a logistics network, as shown in the conceptual framework of the physical Internet

Chen Y (2020) Under the intelligent manufacturing background, manufacturing enterprises need to design the supply chain reasonably to improve the ability to deal with emergencies on the basis of reducing the application cost, to ensure the real-time visibility of the end-to-end supply chain, and to provide real and data support for enterprises to formulate the development strategies

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the require data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect`s blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

Claire seltizetal defines Research Design as “Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure”.

Three important about research design are

- The design of investigation should stem from the problem
- Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
- The three basic designs are as follows
 - i. Exploratory Research design
 - ii. Descriptive Research design
 - iii. Casual Research design

The Research design used in the study is descriptive research design

3.2 RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.3 SAMPLE SIZE

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 120 clients of Allcargo Logistics Ltd

3.4 DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

- Primary data
- Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

3.5 RESEARCH INSTRUMENTS

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

Direct Questions

Direct questions are just what their names indicate. They explicitly ask for the desired data. However, the directness of the question also relates to the way a response is interpreted.

Close End Questions

Such questions are also called fixed alternative questions they refer to those questions in which the respondent is given a limited number of alternative response frame which he/she is to select one that most closely matches his/her opinion or attitude.

Dichotomous Questions

A dichotomous question refers to one which offers the respondent a choice between only two alternatives and reduces the issue to its simple terms. The fixed alternatives are of the type, yes/no, agree/disagree, true/false etc.

Multiple Choice Questions

A multiple-choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question.

3.6 SAMPLING

Collecting data about each and every unit of the population is called census method. The approach, where only a few units of population under study are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

- Probability sampling

- Non-probability sampling

The sampling method adopted for the study is convenience sampling under non-probability sampling.

NON-PROBABILITY SAMPLING

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not involved in the selection process. But this does not mean that the findings obtained from non-probability sampling are of questionable value. If properly conducted their findings can be accurate as those obtained from probability sampling. The three frequencies used non-probability designs are

- Judgment sampling
- Convenience sampling
- Quota sampling

CONVENIENCE SAMPLING:

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

SAMPLE FRAME:

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

3.7 SAMPLE DESIGN

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.8 ANALYTICAL TOOLS

T- TEST

T Test is often called Student's T test in the name of its founder "Student". T test is used to compare two different set of values. It is generally performed on a small set of data. T test is generally applied to normal distribution which has a small set of values. This test compares the mean of two samples. T test uses means and standard deviations of two samples to make a comparison. The formula for T test is given below:

1.
$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}}$$

Where,

$\bar{x}_1$ = Mean of first set of values

$\bar{x}_2$ = Mean of second set of values

S_1 = Standard deviation of first set of values

S_2 = Standard deviation of second set of values

n_1 = Total number of values in first set

n_2 = Total number of values in second set.

The formula for standard deviation is given by:

2.
$$S = \sqrt{\frac{\sum (x - \bar{x})^2}{n - 1}}$$

Where,

x = Values given

$\bar{x}$ = Mean

n = Total number of values.

ONE WAY ANOVA

The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples. If the group means are drawn from populations with the same mean values, the variance between the group means should be lower than the variance of the samples, following the central limit theorem. A higher ratio therefore implies that the samples were drawn from populations with different mean values.

PERCENTAGES

Percentages refer to a special kind of ratio. Percentages are used in making comparison between two or more series of data. Percentages are used to describe relationships; it is expressed as.

$$\text{Percentage} = (\text{no of employees} / \text{total no of employees}) 100$$

CHARTS:

Charts are graphic displays of data for easy understanding of relative positions that is not always possible with descriptive words or numbers. Types of charts commonly used in business data presentation are: Bar and pie.

BAR CHARTS:

The bar chart is commonly used for presentation of qualitative data. The data can be continuous or discrete data, which are plotted against discrete data intervals. The vertical bar diagram, also called bar chart where the length or height of bars represent the numerical value of the event or measurement. Width or gap between the bars is of no significance to the bar chart data, but they are uniform in a diagram.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 EDUCATION WISE CLASSIFICATION OF THE RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
UG	51	43
PG	38	32
Diploma	10	8
Others	21	17
Total	120	100

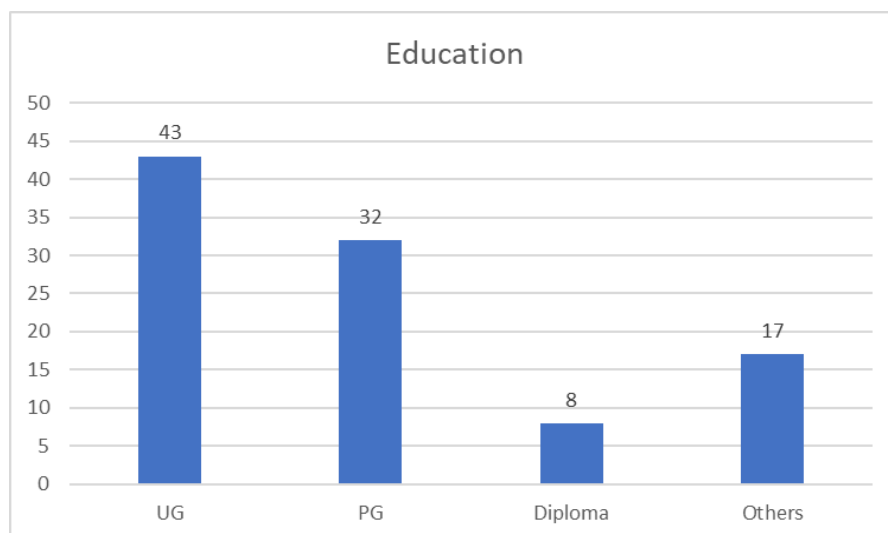


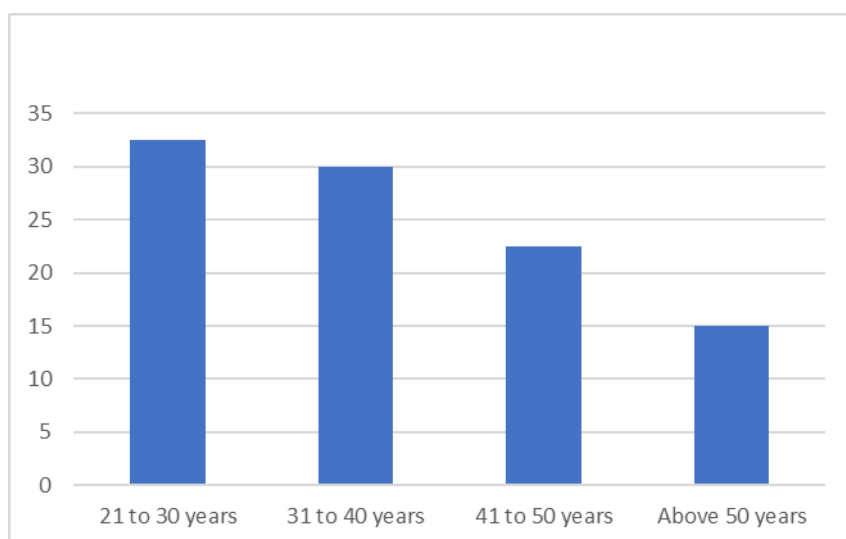
CHART 4.1.1 EDUCATION WISE CLASSIFICATION OF THE RESPONDENTS

INTERPRETATION

From the above table it is inferred that 43% of the respondents are UG, and 8% of the respondents are Diploma Holders. Thus, Majority of the respondents are UG.

TABLE 4.1.2 AGE WISE CLASSIFICATION OF THE RESPONDENTS

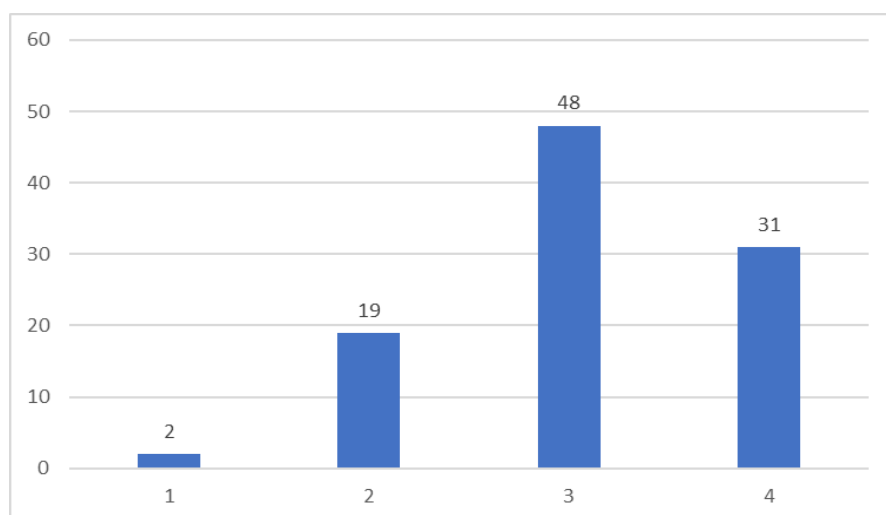
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
21 to 30 years	39	32.5
31 to 40 years	36	30
41 to 50 years	27	22.5
Above 50 years	18	15
Total	120	100

**CHART 4.1.2 AGE WISE CLASSIFICATION OF THE RESPONDENTS****INTERPRETATION**

From the above table it is inferred that 32.5% of the respondents belongs to the age group of 21-30 years, and 22.5% of the respondents belongs to the age group of 41-50 years. Thus, Majority of the respondents are belonging to the age group of 21-30 years of age.

TABLE 4.1.3 INCOME LEVEL

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
<10,000	2	2
10,001-25,000	23	19
25,001-50,000	58	48
Above 50,000	37	31
Total	120	100

**CHART 4.1.3 INCOME LEVEL****INTERPRETATION**

From the above table it is inferred that 48% of the respondents earn the monthly income of Rs. 25,001-50,000, and 2% of the respondents earn the monthly income of <10,000. Thus, Majority of the respondents earn the monthly income of Rs. 25,001-50,000.

TABLE 4.1.4 GENDER

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Male	73	61
Female	47	39
Total	120	100

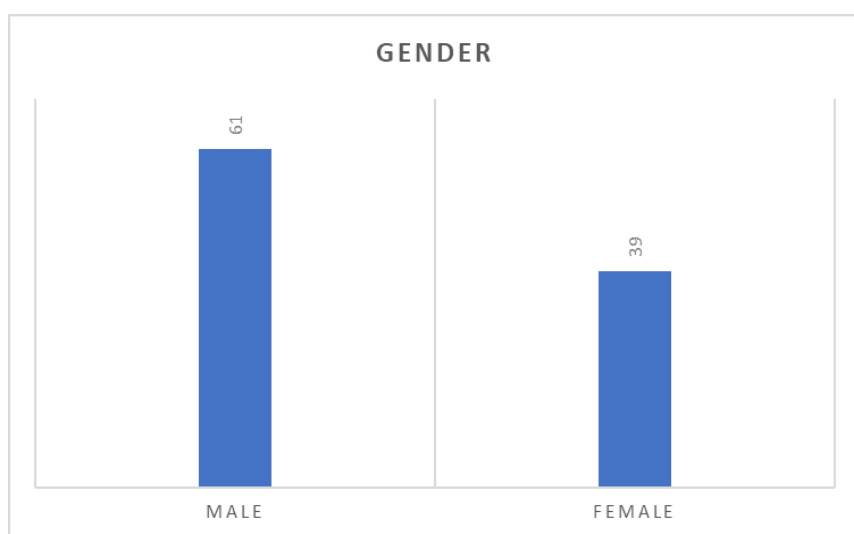


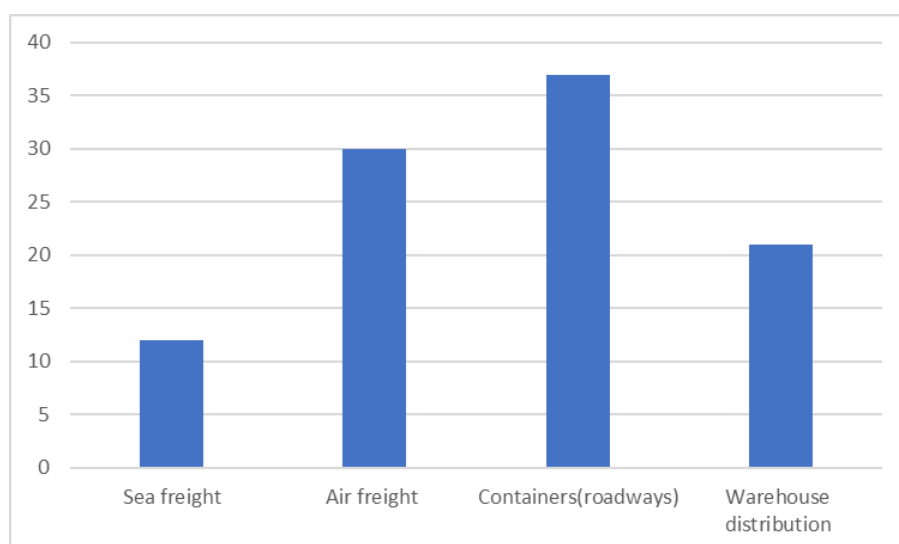
CHART 4.1.4 GENDER

INTERPRETATION

From the above table it is inferred that 61% of the respondents are Male, and 39% of the respondents are Female. Thus, Majority of the respondents are Male.

TABLE 4.1.5 FREIGHT SERVICE PREFERRED

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Sea freight	15	12
Air freight	36	30
Containers(roadways)	44	37
Warehouse distribution	25	21
Total	120	100

**CHART 4.1.5 FREIGHT SERVICE PREFERRED****INTERPRETATION**

From the above table it is inferred that 12% of respondents prefer sea freight, 30% prefer air freight, 37% of respondents prefer containers. Thus, majority of respondents 37% prefer containers.

TABLE 4.1.6 PURCHASED A FREIGHT SERVICE FROM ALLCARGO LOGISTICS LTD

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	120	100
No	0	0
Total	120	100

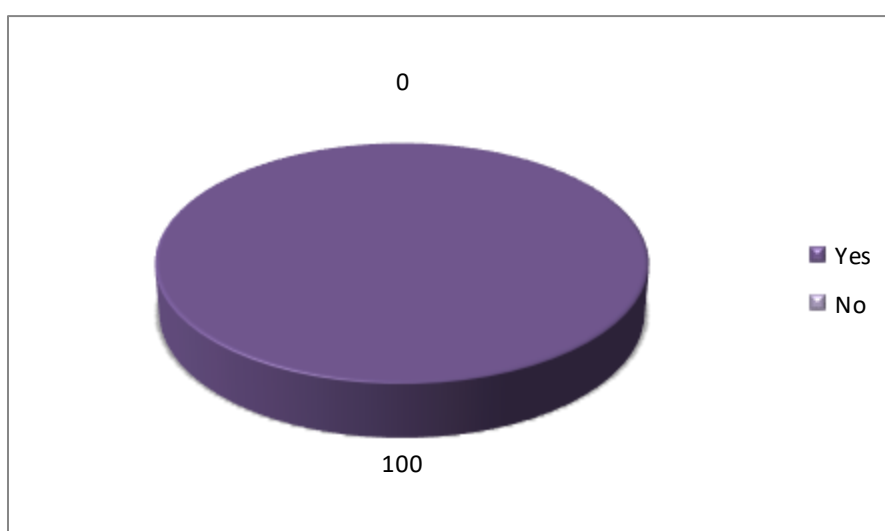


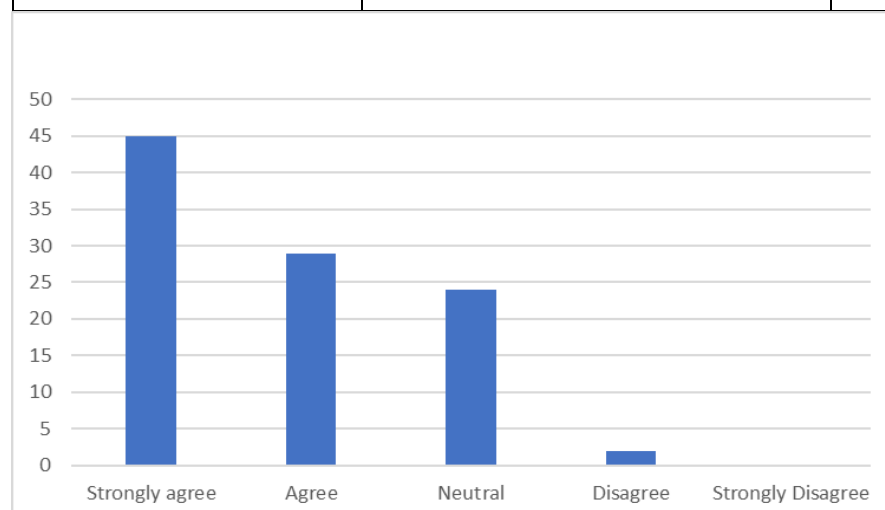
CHART 4.1.6 PURCHASED A FREIGHT SERVICE FROM ALLCARGO LOGISTICS LTD

INTERPRETATION

From the above table it is inferred that 100% of the respondents say that they have purchased the Freight service from Allcargo Logistics Ltd. Thus, all the respondents say that they have purchased the Freight service from Allcargo Logistics Ltd.

TABLE 4.1.7 FREIGHT SERVICE MIX

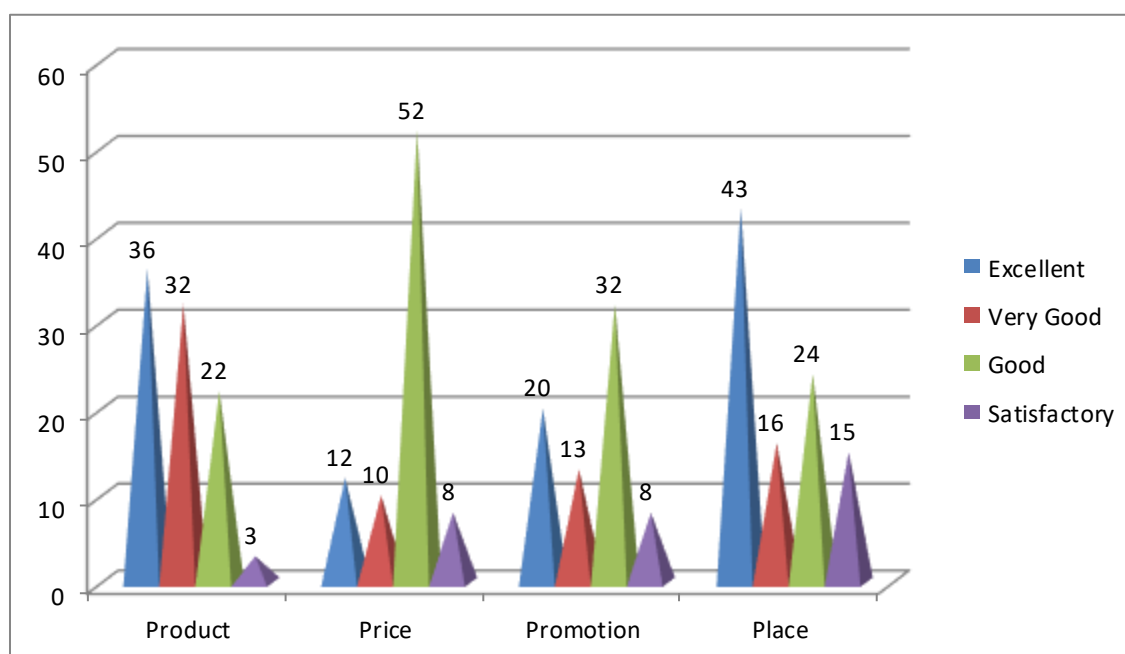
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	54	45
Agree	35	29
Neutral	29	24
Disagree	2	2
Strongly Disagree	0	0
Total	120	100

**CHART 4.1.7 FREIGHT SERVICE MIX****INTERPRETATION**

From the above table it is inferred that 45% of the respondents Strongly agree that the freight service mix is an integral tool in building an effective marketing strategy and implementing the tactics for a Freight service company, and 2% of the respondents disagree that the freight service mix is not an integral tool in building an effective marketing strategy and implementing the tactics for a Freight service company. Thus, Majority of the respondents Strongly agree that the freight service mix is an integral tool in building an effective marketing strategy and implementing the tactics for a Freight service company.

TABLE 4.1.8 FREIGHT SERVICE MIX (4P'S) OF ALLCARGO LOGISTICS LTD

PARTICULARS	E	%	VG	%	G	%	S	%	US	%
Product	44	36	38	32	26	22	4	3	8	7
Price	16	12	12	10	62	52	9	8	21	18
Promotion	24	20	15	13	38	32	9	8	34	27
Place	52	43	19	16	29	24	18	15	2	2

**CHART 4.1.8 FREIGHT SERVICE MIX (4P'S) OF ALLCARGO LOGISTICS LTD****INTERPRETATION**

From the above table it is inferred that 52% of the respondents say Good about the Price of Allcargo Logistics Ltd, and 2% of the respondents are Dissatisfied about the Place of Allcargo Logistics Ltd. Thus, Majority of the respondents say Good about the Price of Allcargo Logistics Ltd.

TABLE 4.1.9 FREIGHT SERVICE MIX (5-7P'S) OF ALLCARGO LOGISTICS LTD

PARTICULARS	EXCELLEN T	%	VERY GOOD	%	GO OD	%	S	%	US	%
People	34	28	4	3	21	18	27	23	34	28
Process	56	47	37	31	5	4	4	3	18	15
Physical Evidence	44	36	51	43	14	12	5	4	6	5

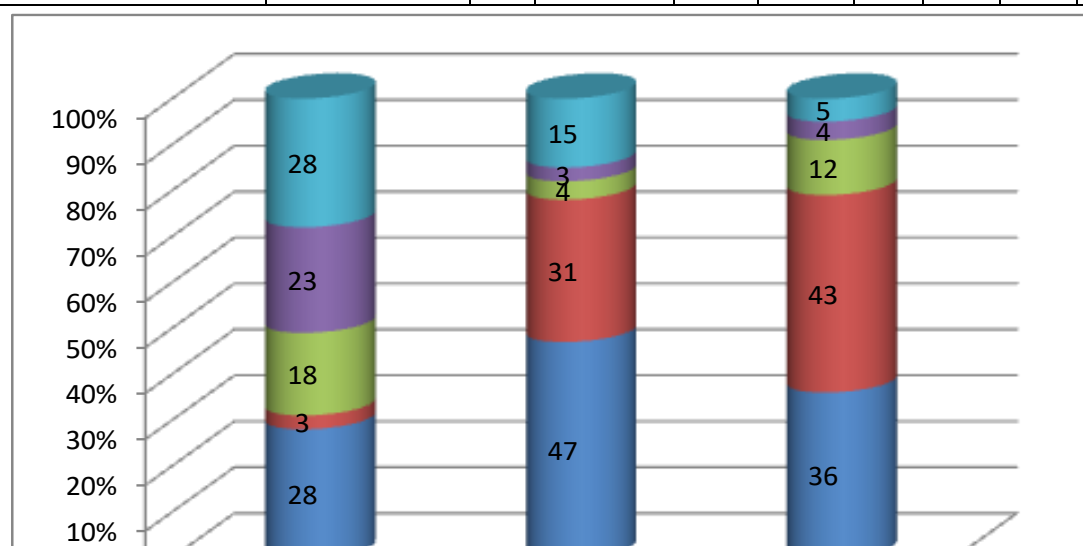


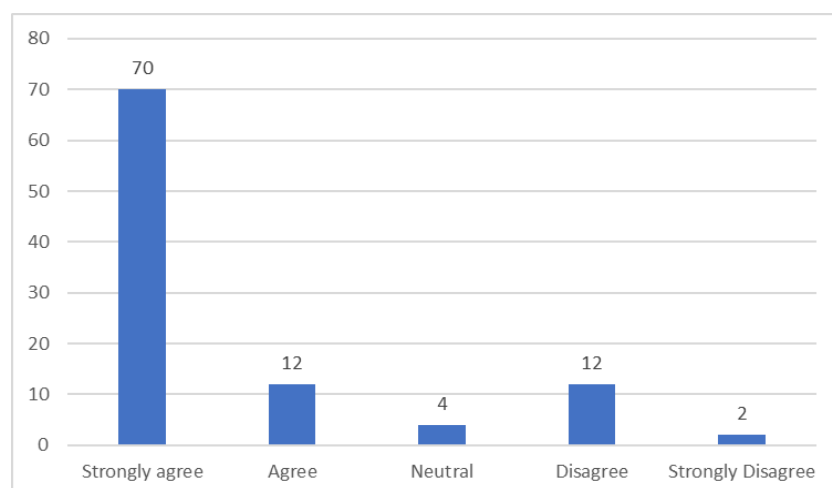
CHART 4.1.9 FREIGHT SERVICE MIX (5-7P'S) OF ALLCARGO LOGISTICS LTD

INTERPRETATION

From the above table it is inferred that 47% of the respondents say Excellent about the Process of extended freight service mix (5-7P's) of Allcargo Logistics Ltd, and 3% of the respondents say Very Good about the People of extended freight service mix (5-7P's) of Allcargo Logistics Ltd. Thus, Majority of the respondents say Excellent about the Process of extended freight service mix (5-7P's) of Allcargo Logistics Ltd.

TABLE 4.1.10 FREIGHT PACKAGING USED BY ALLCARGO LOGISTICS LTD

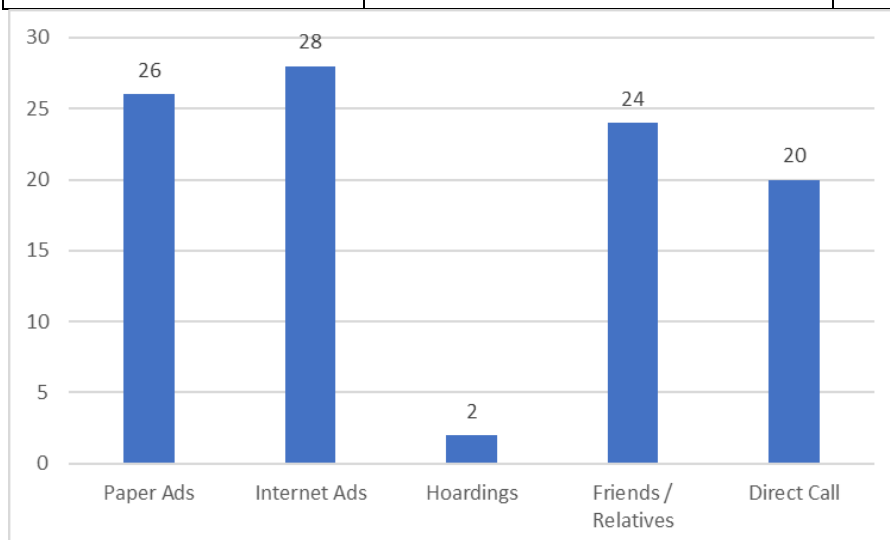
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	84	70
Agree	14	12
Neutral	5	4
Disagree	14	12
Strongly Disagree	2	2
Total	120	100

**CHART 4.1.10 FREIGHT PACKAGING USED BY ALLCARGO LOGISTICS LTD****INTERPRETATION**

From the above table it is inferred that 70% of the respondents are Strongly Agree that the Product used by Allcargo Logistics Ltd gives a good warranty for the Freight services purchased by the client, and 2% of the respondents are Strongly Disagree that the Product: Design, Freight packaging used by Allcargo Logistics Ltd does not gives a good warranty for the Freight services purchased by the client. Thus, Majority of the respondents are Strongly Agree that the Product: Design, Freight packaging used by Allcargo Logistics Ltd gives a good warranty for the Freight services purchased by the client

TABLE 4.1.11 PROMOTIONAL STRATEGY USED BY ALLCARGO LOGISTICS LTD

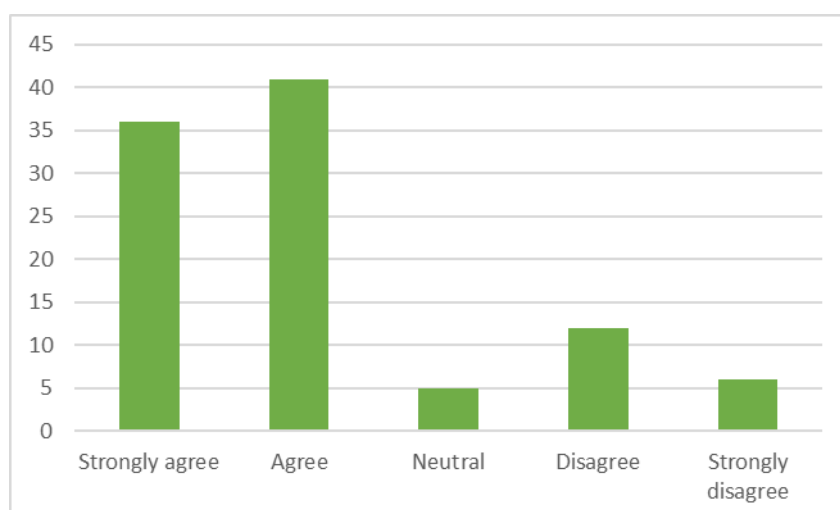
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Paper Ads	32	26
Internet Ads	33	28
Hoardings	2	2
Friends / Relatives	29	24
Direct Call	24	20
Total	120	100

**CHART 4.1.11 PROMOTIONAL STRATEGY USED BY ALLCARGO LOGISTICS LTD****INTERPRETATION**

From the above table it is inferred that 28% of the respondents say Internet Ads is the most appealing promotional strategy used by Allcargo Logistics Ltd, and 2% of the respondents say Hoardings is the most appealing promotional strategy used by Allcargo Logistics Ltd. Thus, Majority of the respondents say Internet Ads is the most appealing promotional strategy used by Allcargo Logistics Ltd.

TABLE 4.1.12 PRICE

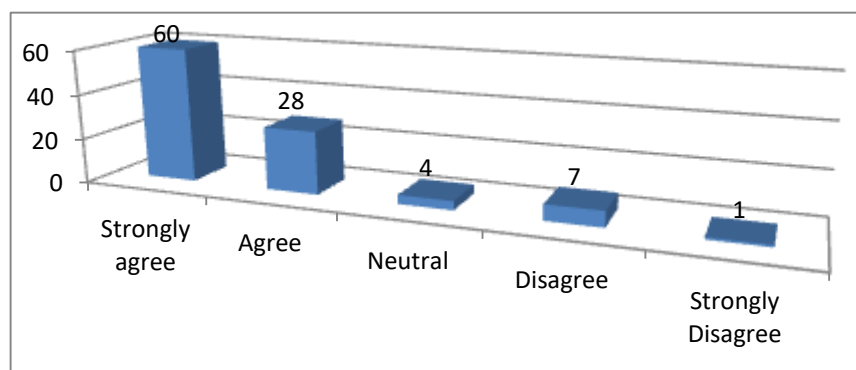
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	44	36
Agree	49	41
Neutral	6	5
Disagree	14	12
Strongly Disagree	7	6
Total	120	100

**CHART 4.1.12 PRICE****INTERPRETATION**

From the above table it is inferred that 41% of the respondents Agree that the Allcargo Logistics Ltd provides offers good value for money & credit facilities to facilitate the buying of Freight service, and 5% of the respondents says Neutral about the Allcargo Logistics Ltd provides offers good value for money & credit facilities to facilitate the buying of Freight service. Thus, Majority of the respondents Agree that the Allcargo Logistics Ltd provides offers good value for money & credit facilities to facilitate the buying of Freight service.

TABLE 4.1.13 PLACE

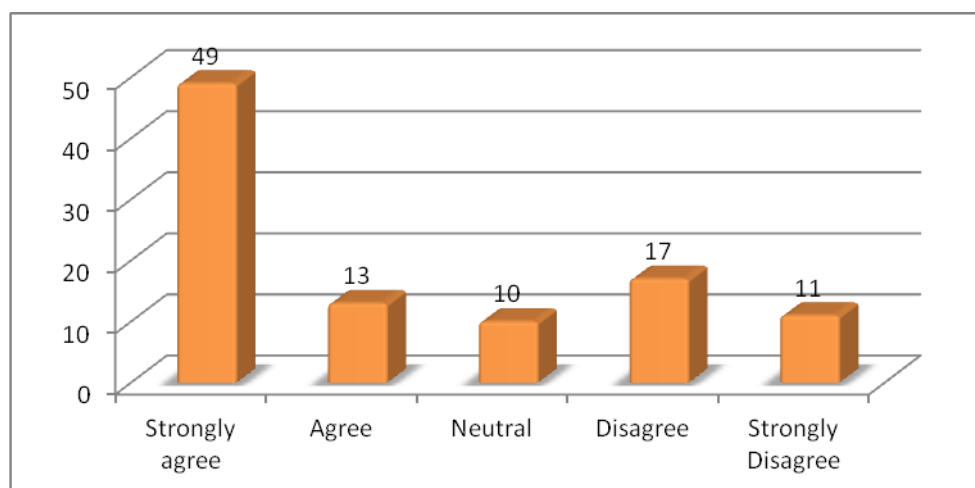
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	72	60
Agree	34	28
Neutral	5	4
Disagree	8	7
Strongly Disagree	1	1
Total	120	100

**CHART 4.1.13 PLACE****INTERPRETATION**

From the above table it is inferred that 60% of the respondents Strongly Agree that the Allcargo Logistics Ltd offers a choice of Freight service in all freight modes, and 1% of the respondents Strongly Disagree that the Allcargo Logistics Ltd does not offers a choice of Freight service in all freight modes. Thus, Majority of the respondents strongly Agree that the Allcargo Logistics Ltd offers a choice of Freight service in all freight modes.

TABLE 4.1.14 PEOPLE

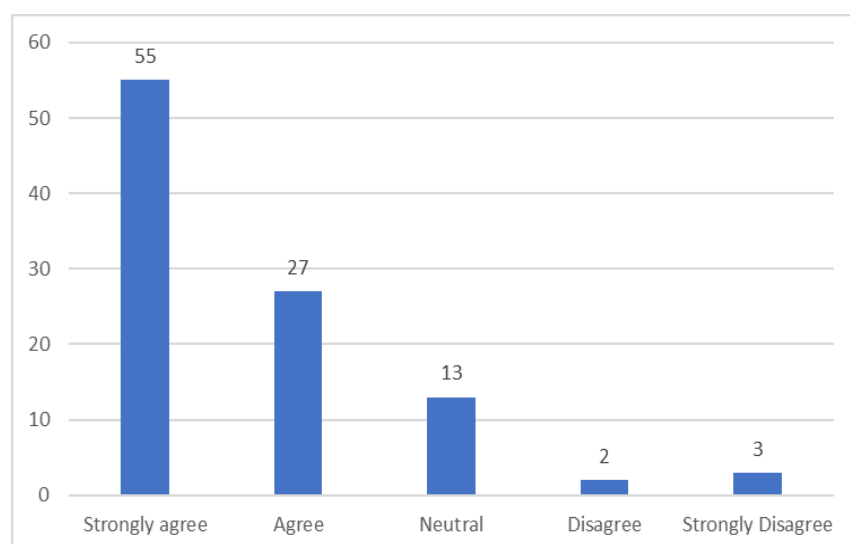
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	59	49
Agree	15	13
Neutral	12	10
Disagree	21	17
Strongly Disagree	13	11
Total	120	100

**CHART 4.1.14 PEOPLE****INTERPRETATION**

From the above table it is inferred that 49% of the respondents Strongly Agree that the Sales persons of Allcargo Logistics Ltd are well trained and give a proper care for the clients, and 10% of the respondents say Neutral about the Sales persons of Allcargo Logistics Ltd are well trained and give a proper care for the clients. Thus, Majority of the respondents Strongly Agree that the Sales persons of Allcargo Logistics Ltd are well trained and give a proper care for the clients.

TABLE 4.1.15 PHYSICAL EVIDENCE

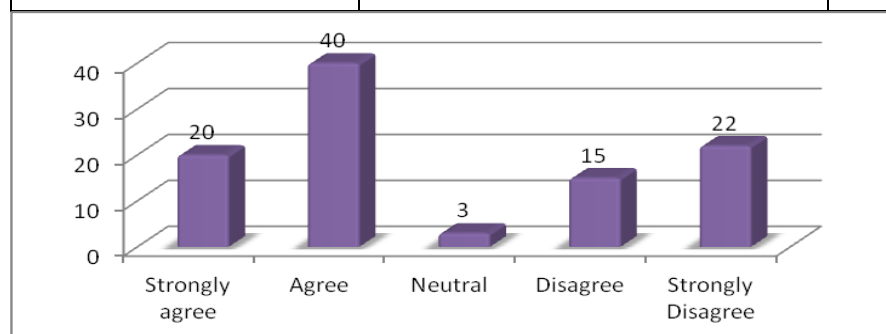
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	66	55
Agree	33	27
Neutral	15	13
Disagree	2	2
Strongly Disagree	4	3
Total	120	100

**CHART 4.1.15 PHYSICAL EVIDENCE****INTERPRETATION**

From the above table it is inferred that 55% of the respondents Strongly Agree that the Sample Freight service models gives more confidence to buy Freight service from Allcargo Logistics Ltd, and 2% of the respondents Disagree that the Sample Freight service models doesn't gives more confidence to buy Freight service from Allcargo Logistics Ltd. Thus, Majority of the respondents strongly agree that the Sample Freight service models give more confidence to buy Freight service from Allcargo Logistics Ltd.

TABLE 4.1.16 PROCESS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	24	20
Agree	48	40
Neutral	4	3
Disagree	18	15
Strongly Disagree	26	22
Total	120	100

**CHART 4.1.16 PROCESS****INTERPRETATION**

From the above table it is inferred that 40% of the respondents Agree that the Service delivery and the document support are of superior standard in Allcargo Logistics Ltd, and 3% of the respondents Disagree says Neutral about the Service delivery and the document registration support are of superior standard in Allcargo Logistics Ltd. Thus, Majority of the respondents agree that the Service delivery and the document support are of superior standard in Allcargo Logistics Ltd.

TABLE 4.1.17 OVERALL SATISFACTION LEVEL ABOUT THE 7 P'S OF FREIGHT SERVICE MIX

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfied	35	29.2
Satisfied	35	29.2
Neutral	28	23.3
Dissatisfied	16	13.3
Highly Dissatisfied	6	5
Total	120	100

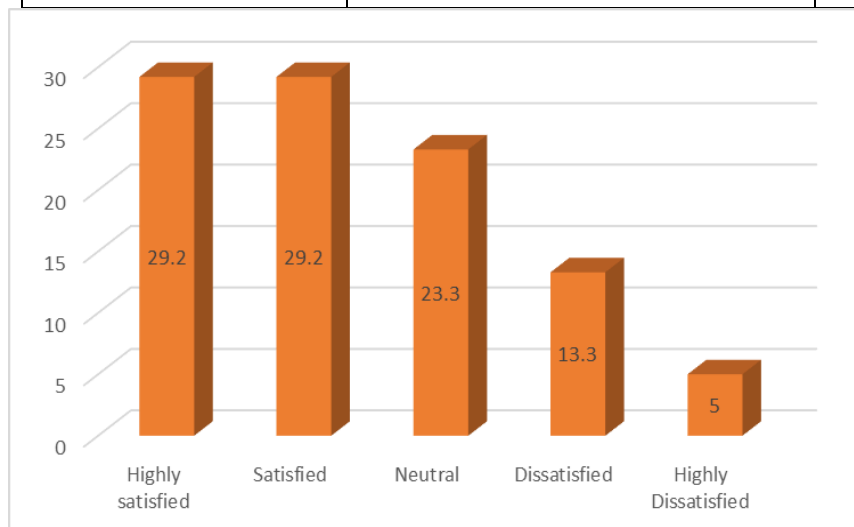


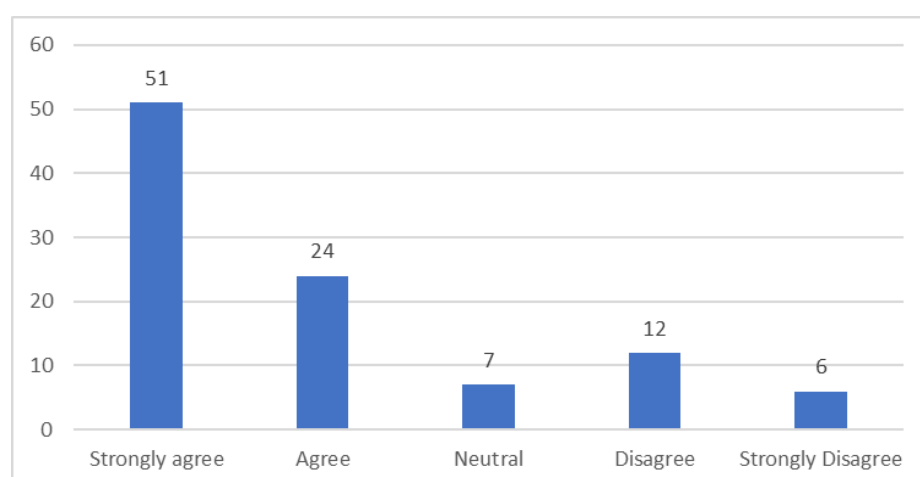
CHART 4.1.17 OVERALL SATISFACTION LEVEL ABOUT THE 7 P'S OF FREIGHT SERVICE MIX

INTERPRETATION

From the above table it is inferred that 29.2% of the respondents are Satisfied about the 7 Ps of freight service mix in Allcargo Logistics Ltd, and 5% of the respondents are Highly Dissatisfied about the 7 Ps of freight service mix in Allcargo Logistics Ltd. Thus, Majority of the respondents are Satisfied about the 7 Ps of freight service mix in Allcargo Logistics Ltd.

TABLE 4.1.18 RECOMMENDATION OF ALLCARGO LOGISTICS LTD

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	61	51
Agree	28	24
Neutral	9	7
Disagree	14	12
Strongly Disagree	8	6
Total	120	100

**CHART 4.1.18 RECOMMENDATION OF ALLCARGO LOGISTICS LTD****INTERPRETATION**

From the above table it is inferred that 51% of the respondents strongly Agree that they recommend the Allcargo Logistics Ltd to others for buying the Freight service, and 6% of the respondents are Strongly Disagree that they do not recommend the Allcargo Logistics Ltd to others for buying the Freight service. Thus, Majority of the respondents strongly Agree that they recommend the Allcargo Logistics Ltd to others for buying the Freight service.

4.2 ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a no significant difference between the age and overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

Alternate hypothesis (H1):

There is significant difference between the age and overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

Descriptives

AGE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Highly Satisfied	35	1.77	1.087	.184	1.40	2.14	1	4
Satisfied	35	2.20	.933	.158	1.88	2.52	1	4
Neutral	28	2.18	.819	.155	1.86	2.50	1	3
Dissatisfied	16	3.06	1.063	.266	2.50	3.63	1	4
Highly Dissatisfied	6	2.50	1.378	.563	1.05	3.95	1	4
Total	120	2.20	1.058	.097	2.01	2.39	1	4

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.884	4	4.721	4.749	.001
Within Groups	114.316	115	.994		
Total	133.200	119			

Tabulated value = 3.48**Calculated value= 4.749** $F = F_{cal} > F_{tab} \quad F = 4.749 > 3.48$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is a significant difference between the Age & satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

4.3 T-Test

Null hypothesis (Ho):

There is a no significance difference between the gender and freight service mix (people) of Allcargo Logistics Ltd.

Alternate hypothesis (H1):

There is significance difference between the gender and freight service mix (people) of Allcargo Logistics Ltd.

Group Statistics

	GENDE R	N	Mean	Std. Deviation	Std. Error Mean
FREIGHT SERVICE MIX (PEOPLE) OF ALLCARGO LOGISTICS LTD	Male	73	2.21	1.224	.143
	Female	60	4.78	.415	.054

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FREIGHT SERVICE MIX (PEOPLE) OF ALLCARGO LOGISTICS LTD	Equal variances assumed	181.853	.000	-15.580	131	.000	-2.578	.165	-2.905	-2.251
	Equal variances not assumed			-16.849	91.399	.000	-2.578	.153	-2.882	-2.274

Inference:

In Levene's Test for Equality of Variances significance value is 0.000 which is lesser than to 0.05. it means that the variability in the two conditions is not about the same

Sig(2-tailed) value

Table value=.013

$0.000 < 0.05$ so there is statistically significant difference between two conditions

CHAPTER 5

FINDINGS, SUGGESTIONS, CONCLUSION

5.1 FINDINGS

- Majority (43%) of respondents are undergraduates.
- Majority (32.5%) of respondents belongs to the age group of 21 to 30 years.
- Majority (61%) of respondents are male.
- Majority (100%) of the respondents say that they have purchased the Freight service from Allcargo Logistics Ltd.
- Majority (45%) of the respondents strongly agree that the freight service mix is an integral tool in building an effective marketing strategy and implementing the tactics for a Freight service company.
- Majority (52%) of the respondents say good about the Price of Allcargo Logistics Ltd.
- Majority (47%) of the respondents say excellent about the Process of extended freight service mix (5-7P's) of Allcargo Logistics Ltd.
- Majority (70%) of the respondents are strongly agree that the Product: Design, & Freight packaging used by Allcargo Logistics Ltd gives a good warranty for the Freight services purchased by the client.
- Majority (28%) of the respondents say Internet Ads is the most appealing promotional strategy used by Allcargo Logistics Ltd.
- Majority (41%) of the respondents agree that the Allcargo Logistics Ltd provides offers good value for money & credit facilities to facilitate the buying of Freight service.
- Majority (60%) of the respondents strongly Agree that the Allcargo Logistics Ltd offers a choice of Freight service in all freight modes.

- Majority (49%) of the respondents strongly Agree that the Sales persons of Allcargo Logistics Ltd are well trained and give a proper care for the clients.
- Majority (55%) of the respondents strongly agree that the Sample Freight service's models gives more confidence to buy Freight service from Allcargo Logistics Ltd.
- Majority (40%) of the respondents agree that the Service delivery and the document support are of superior standard in Allcargo Logistics Ltd.
- Majority of the respondents agree that the Clients get a huge list of amenities at Allcargo Logistics Ltd.
- Majority (29.2%) of the respondents are satisfied about the 7 P's of freight service mix in Allcargo Logistics Ltd.
- Majority (51%) of the respondents strongly agree that they recommend the Allcargo Logistics Ltd to others for buying the Freight service.

5.2 SUGGESTIONS

- Management of Allcargo Logistics Ltd has to increase their promotional activities in Newspapers/Magazines, SMS, and Internet Ads. Brand name of Allcargo Logistics Ltd should hit the Freight service buyers mind on a regular basis.
- Sales executives can spend more time with every client to convey and convince them to buy the Freight service. This is possible only by little addition in the number of sales executives. Direct visit has to be arranged for weekly/monthly meetings with the client to promote cross-selling of other Freight service products.
- Clients prefer better negotiated deal while investing a huge amount for the Freight service. Pricing strategy can be modified to include freer amenities/Freight service training to offer a better deal to the clients.
- Clients prefer to get a regular/daily update about the status of the Freight service through mail after the registration of Freight service. Company can take suitable measures to give this service through CRM Freight service.

- Company can offer free up gradation of the Freight service to the clients through the Annual Maintenance contract services for a nominal fee.

5.4 LIMITATIONS OF THE STUDY

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all clients of Allcargo Logistics Ltd
4. The sample size is only 120 clients of Allcargo Logistics Ltd so the sample may not be truly representative of the total population
5. Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.

5.3 CONCLUSION

In the current scenario, a Freight service company has to focus on all the aspect of the freight service mix. Identifying the service gap in all the 7 Ps of freight service mix is a part of the strategy of Allcargo Logistics Ltd to improve its overall service to the clients who buy the Freight service from their company.

This study has been undertaken to understand the overall effectiveness of the 7 P's of freight service mix done by Allcargo Logistics Ltd. For this purpose, responses from the clients have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Allcargo Logistics Ltd to improve the overall freight service mix of Allcargo Logistics Ltd to its valuable clients.

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ANNEXURE-1

QUESTIONNAIRE

1. NAME

2. Educational Qualification

a) UG b) PG c) Diploma d) Others

3. Age

1) 21 to 30 years 2) 31to 40 years 3) 41 to 50 years 4) Above 50 years

4. INCOME:

1) <10,000 2) 10,001 -25,000 3) 25,001-50,000 4) Above 50,000

5. Freight service often preferred

a) Sea freight b) air freight c) containers d) Others

6. Gender a) Male b) Female

7. Have you purchased any Freight service from Allcargo Logistics Ltd?

1. Yes

2. No

8. The freight service mix is an integral tool in building an effective marketing strategy and implementing it with tactics

- i. Strongly agree
- ii. Agree
- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

9. What is your opinion about the basic freight service mix (4P's) of Allcargo Logistics Ltd?

FACTORS	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
1. Product					
2. Price					
3. Promotion					
4. Place					

10. What is the opinion about the extended freight service mix (5-7P's) of Allcargo Logistics Ltd?

FACTORS	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
1. People					
2. Process					
3. Physical Evidence					

11.Product: Freight packaging used by Allcargo Logistics Ltd gives a good warranty for the Freight services purchased by the client?

- i. Strongly agree
- ii. Agree
- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

12.Promotion: Which is the most appealing promotional strategy used by Allcargo Logistics Ltd?

- 1. Paper Ads
- 2. Internet Ads
- 3. Hoardings
- 4. Friends / Relatives
- 5. Direct Call

13.Price: Allcargo Logistics Ltd provides offers good value for money & credit facilities to facilitate the buying of Freight service?

- i. Strongly agree
- ii. Agree
- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

14.Place: Allcargo Logistics Ltd offers a choice of Freight service in all freight modes?

- i. Strongly agree
- ii. Agree

- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

15. People: Sales persons of Allcargo Logistics Ltd are well trained and give a proper care for the clients?

- i. Strongly agree
- ii. Agree
- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

16. Physical Evidence: Sample Freight service models to be developed and posters of previously build Freight service shown in a posh office space gives more confidence to buy Freight service from Allcargo Logistics Ltd

- i. Strongly agree
- ii. Agree
- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

17. Process: Service delivery and the document registration support are of superior standard in Allcargo Logistics Ltd?

- i. Strongly agree

- ii. Agree
- iii. Neutral
- iv. Disagree
- v. Strongly Disagree

18.What is your overall satisfaction level about the 7 P's of freight service mix in Allcargo Logistics Ltd?

- 1. Highly satisfied
- 2. Satisfied
- 3. Neutral
- 4. Dissatisfied
- 5. Highly Dissatisfied

19.Will recommend Allcargo Logistics Ltd to others for buying the Freight service?

Strongly Disagree 1	2	3	4	Strongly Agree 5
☐	☐	☐	☐	☐

ANNEXURE- 2

RESEARCH ARTICLE

A STUDY ON EFFECTIVENESS OF 7P'S FREIGHT SERVICE MIX AT ALLCARGO LOGISTICS LTD

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I. ABSTRACT:

Through this study, the researcher tries to identify the key areas to be enhanced to in the overall expanded freight service mix of Allcargo Logistics Ltd. This will help the management of Allcargo Logistics Ltd to identify the gaps in the expectations of the client and the final product delivered. Through aggressive marketing efforts, the company can meet or exceed the expectations of all its Freight service clients.

The primary objective is to study the 7 P's of freight service mix in Allcargo Logistics Ltd from the client's perspective. The other objectives are to determine your overall satisfaction level about the 7 P's of freight service mix and identify the key areas to be improved in the 7P's of freight service mix in Allcargo Logistics Ltd.

II. INTRODUCTION:

Services are radically different from products and need to be marketed very differently. So the classical 4 P structure of the Freight service mix needs to be modified suitably to incorporate the 7P's for services marketing.

7Ps of Marketing Mix: Services can range from financial services provided by the banks to Freight packaging services provided by the IT Company or hospitality services provided by hotels and restaurants or even a blog where an author provides a service (information presentation, interesting reading etc) to his audience. Services marketing are dominated by the 7 Ps of marketing namely **Product, Price, Place, Promotion, People, Process and Physical evidence.**

INDUSTRY PROFILE-

Logistic service providers management is the outsourcing of logistics operations to a third party. Companies, or clients, use these third parties known as logistics service providers (LSPs) to provide logistics services. LSPs may

provide logistic services to one or more clients at any given time. Clients may choose to outsource a portion, or all of their logistics services to one or more LSPs. When sending information to an LSP, the client communicates the receipts or shipment to the LSP, which then runs the transaction on behalf of the client. Therefore, the client may be a buyer or seller for a transaction.

COMPANY PROFILE-

Allcargo Logistics being India's first multinational in supply chain management, and a global logistics powerhouse of more than USD 2.6 billion, we are looking ahead to bigger, bolder ambitions. FY2021-2022 has been a marquee one for us with a 91% YoY increase in revenues to touch INR 20,072 crores, a 139% increase in EBITDA to achieve INR 1516 crores and a remarkable 349% jump in PAT to INR 900 crores. We look ahead to continue these forward strides and enhance your business supply chains, across India and the world.

SERVICES OFFERED - Sea freight, Air freight, Warehouse distribution, containers.

Our core strength lies in our talented team of professionals, whose commitment and precision with regard to work, along with keeping systems and processes in place allows us to offer customized solutions that cater to each customer differently. Our highly skilled and efficient network of agents and partners around the globe enable us to stay in sync with the ever-growing demands of trade and commerce.

III. REVIEW OF LITERATURE:

Davis, Beth R (2006), a study on "Logistics service driven loyalty: an exploratory study". The Journal shows that supply chain relationships can be a stable source of competitive advantage to firms in the supply chain because of their ability to create barriers to existing competition and conclude that improving logistics customer service is an ongoing focus for firms. Suppliers are trying to become more proactive with their customers and anticipate customer expectations.

Mohita yalamanchi (2009), a study on "Logistics and Customer Value", the objective of the study is about the customer value that companies have created through logistics management, in their quest for new ways to establish a competitive edge. A number of new tools and approaches have emerged as proactive elements of the logistics response to the task of creative value for the customer viz. emphasis on logistical customer service, management of the supply chain, the development of strategic alliances. It gives an explanation of various steps taken by different firms for identifying and implementing quality improvement processes in the logistics areas.

Sharma et al., 2011 More automation of operations can assist in creating nation-wide broadband logistics IT network and can fasten up all processes resulting in better customer satisfaction.

Kumar 2012, The popularity of logistics outsourcing arises from number of reasons. The role of logistics service providers is very essential in conducting smooth flow of material and information in both upstream and downstream of supply chain.

Chen Y (2020) Under the intelligent manufacturing background, manufacturing enterprises need to design the supply chain reasonably to improve the ability to deal with emergencies on the basis of reducing the application cost, to ensure the real-time visibility of the end-to-end supply chain, and to provide real and data support for enterprises to formulate the development strategies.

IV. OBJECTIVES OF STUDY:

PRIMARY OBJECTIVES

To study the effectiveness of 7 P's of freight service mix in Allcargo Logistics Ltd.

SECONDARY OBJECTIVES

- To analyze the client opinion on freight service of Allcargo Logistics Ltd.
- To determine the overall satisfaction level about the 7 Ps of freight service mix in Allcargo Logistics Ltd
- To identify the key areas to be improved in the 7P's of freight service.
- To suggest solutions to improve the overall freight service of Allcargo Logistics Ltd.

V. METHODOLOGY

RESEARCH DESIGN:

DESCRIPTIVE RESEARCH DESIGN: Qualitative data includes respondents' opinions and ideas. It is also applied in order to describe current conditions or to investigate relationships.

SOURCES OF DATA:

- Primary Data – Questionnaire was given to 120 respondents
- Secondary Data – Websites and online journals, Published reports & Review of literature from published articles.

SAMPLING DESIGN:

Convenience sampling is adopted to collect data from the respondent. A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. The approach, where only a few units of population under study are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

1. Probability sampling
2. Non-probability sampling

The sampling method adopted for the study is convenience sampling under non-probability sampling.

STATISTICAL TOOLS:

PERCENTAGES-

Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Percentages are used in making comparison between two or more series of data. Percentages are used to describe relationships, it is expressed as, $\text{Percentage} = (\text{no of employees} / \text{total no of employees}) * 100$.

ONE WAY ANOVA-

The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples.

T-TEST –

T Test is often called Student's T test in the name of its founder "Student". T test is used to compare two different set of values. It is generally performed on a small set of data. T test is generally applied to normal distribution which has a small set of values. This test compares the mean of two samples. T test uses means and standard deviations of two samples to make a comparison.

AREA OF RESEARCH:

SAMPLE SIZE-

The data is collected from 120 respondents, who are clients of Allcargo Logistics Ltd.

PERIOD OF STUDY-

The period of study is from January 2023 to April 2023.

HYPOTHESIS QUESTIONS:

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a no significant difference between the age and overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

Alternate hypothesis (H1):

There is significant difference between the age and overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

LIMITATIONS:

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations -

- The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.

- Time is one major constraint, which limits the effective data collection.
- Non-availability of data collection from all clients of Allcargo Logistics Ltd
- The sample size is only 120 clients of Allcargo Logistics Ltd so the sample may not be truly representative of the total population
- Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.

VI. DATA ANALYSIS

PERCENTAGE ANALYSIS-

Table showing the promotional strategy used by Allcargo logistics Ltd.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Paper Ads	32	26
Internet Ads	33	28
Hoardings	2	2
Friends / Relatives	29	24
Direct Call	24	20
Total	120	100

INFERENCE-

From the above table, it can be inferred that

- 28 % of the respondents says that Internet Ads are the most appealing promotional strategy used by the company.
- 26 % of the respondents says that Paper Ads are the most appealing promotional strategy used by the company.
- 24 % of the respondents says that suggestions from friends or relatives are the most appealing promotional strategy used by the company.
- 20 % of the respondents says that Direct call are the most appealing promotional strategy used by the company.
- 2 % of the respondents says that Hoardings are the most appealing promotional strategy used by the company.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a no significant difference between the age and overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

Alternate hypothesis (H1):

There is significant difference between the age and overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

TABLE SHOWING RELATION BETWEEN RESPONDENT'S OPINION ON SATISFACTION LEVEL OF FREIGHT SERVICE MIX AND AGE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Highly Satisfied	35	1.77	1.087	.184	1.40	2.14	1	4
Satisfied	35	2.20	.933	.158	1.88	2.52	1	4
Neutral	28	2.18	.819	.155	1.86	2.50	1	3
Dissatisfied	16	3.06	1.063	.266	2.50	3.63	1	4
Highly Dissatisfied	6	2.50	1.378	.563	1.05	3.95	1	4
Total	120	2.20	1.058	.097	2.01	2.39	1	4

ANOVA

TABLE SHOWING RELATION BETWEEN RESPONDENT'S OPINION ON SATISFACTION LEVEL OF FREIGHT SERVICE MIX AND AGE .

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.884	4	4.721	4.749	.001
Within Groups	114.316	155	.994		
Total	133.200	119			

Tabulated value = 3.48

Calculated value= 4.749

$F = F_{cal} > F_{tab}$ $F = 4.749 > 3.48$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is significance difference between the Age and Overall satisfaction level on 7ps freight service mix of Allcargo Logistics Ltd.

VII. SUMMARY OF FINDINGS

- Majority (43%) of respondents are undergraduates.
- Majority (32.5%) of respondents belongs to the age group of 21 to 30 years.
- Majority (61%) of respondents are male.
- Majority (100%) of the respondents say that they have purchased the Freight service from Allcargo Logistics Ltd.
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VIII. CONCLUSION

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This study has been undertaken to understand the overall effectiveness of the 7 P's of freight service mix done by Allcargo Logistics Ltd. For this purpose, responses from the clients have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Allcargo Logistics Ltd to improve the overall freight service mix of Allcargo Logistics Ltd to its valuable clients.

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