

A STUDY ON B2B CONSUMER SATISFACTION WITH REFERENCE TO NOVROJ SHIPPING AND LOGISTICS SERVICES

Submitted in partial fulfilment of the requirements for the award of

BACHELOR OF COMMERCE

By

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Register No: 41740144



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY-1 UNIVERSITY BY UGC

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APRIL 2024



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **A. HEMADARSHINE (Register No.41740144)** who carried out the Project training entitled "**A STUDY ON B2B CONSUMER SATISFACTION WITH REFERENCE TO NOVROJ SHIPPING AND LOGISTICS SERVICE**" under our supervision from FEBUARY 2024 to APRIL2024.

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DECLARATION

I **A. HEMADARSHINE (Reg.No.41740144)** hereby declare that the Project Report entitled “**A STUDY ON B2B CONSUMER SATISFACTION WITH REFERENCE TO NOVROJ SHIPPING AND LOGISTICS SERVICE**” done by me under the guidance of **Dr.M. JOHN PAUL** at “**Novroj Shipping and logistics Service**”- **Mamallapuram** is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

A. HEMADARSHINE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr.G. Bhuvaneshwari., MBA., PH.D., Dean - School of Management Studies** and **Dr.A. Palani, Head – School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Guide **Dr.M. JOHN PAUL**, for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

A. HEMADARSHINE



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Dear HEMADARSHINE.A,

We are pleased to inform you that you have been selected to work on your final year college project at our company. We were impressed by your academic achievements, skills, and enthusiasm during the interview process.

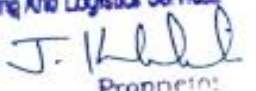
Your project will provide valuable insights and contribute to our ongoing efforts in customer satisfaction and improvement measures. We believe that your dedication and fresh perspective will make a significant impact on the success of this project.

As a member of our team, you will have access to resources, guidance, and support to ensure the successful completion of your project. We look forward to working with you and witnessing your contributions first-hand.

Once again, congratulations on being selected for this opportunity. We are excited to have you on board and are confident that you will excel in your role.

Sincerely,

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. A. HEMADARSHINE** has successfully completed the college project titled "**B2B Customer Satisfaction with reference to NSLS**" from **08.02.2024** – **08.04.2024** as part of the curriculum requirements for awarding **B.com General** at **Sathyabama Institute of Science and Technology**.

This project involved comprehensive research, analysis, and implementation strategies aimed at improving customer satisfaction within NSLS. Through diligent efforts and dedication, she has demonstrated a high level of competence and understanding in addressing the challenge and opportunities in our firm.

During this period of Internship, she has shown great enthusiasm to learn and understand the concepts.

We wish her all success in her future endeavours.

Project Supervisor: **Mr. J. KARAL KASTAN**

University: **Sathyabama Institute of Science and Technology**

Sincerely,

NOVROJ SHIPPING AND LOGISTICS SERVICES

Novroj Shipping And Logistics Services
J. Kall
Proprietor

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ABSTRACT

The project entitled “A Study on B2B Consumer Satisfaction with reference to Novroj Shipping and Logistics Service” is carried out with the objective to determine the consumer awareness and perception. Qualitative research was conducted to achieve the objective. Logistics have become increasingly important in today’s business world because customer loyalty is no longer solely depends upon only on outstanding product quality. Instead, nowadays it’s of more important to deliver the product to the customer’s convenience at a reasonable price. So, an outstanding logistic service provider has to ensure that the goods and services are delivered to the right place at the right time and in the right condition upon consumer request. The Indian logistics sector is valued at USD\$ 354 billion, contributing 18.4 % of the country’s GDP. In the promptly changing shipping ground, the Indian shipping and logistics industry is expanding its functionality and adopting progressive approaches to improve customer experiences and streamline cross-border shipping. The word “SHIPPING AND LOGISTICS “is no new to “MAMALLAPURAM”, a coastal town in North of Indian State of Tamil Nadu, which dearly known by various names such as “Pallava’s art capital”, “Stone carving city”, “Hub of Architecture” and officially “UNESCO World heritage site”. As with all these historically reference and a legacy of craftsmanship left behind, the study delves into perception, preference, awareness and reviews of consumer of “Novroj Shipping and Logistics Service” located in city of Mamallapuram. B2B organizations are known for lagging behind in the customer experience ratings. Running a regular B2B customer satisfaction survey helps you to retain satisfied customers, get to know consumer perception and factors influencing their behaviour. It’s important to remember that in B2B there is not just one customer; it’s an entire organization that you need to impress. It’s about so much more than just making another sale. It’s about building loyalty and ultimately real relationships that continue to deliver customer satisfaction.

KEYWORDS: NSLS, B2B Consumer Satisfaction, Shipping and Logistics, Mamallapuram

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INTRODUCTION

CHAPTER 01

1.1 INTRODUCTION – INDUSTRY PROFILE

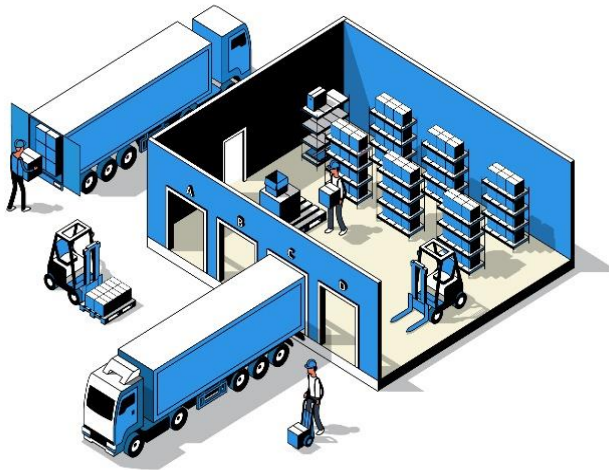
1.1.1 LOGISTICS – International view

At present Logistics have become increasingly important in today's business world because customer loyalty is no longer solely depends upon only on outstanding product quality. Instead, nowadays it's of more important to deliver the product to the customer's convenience at a reasonable price. So, an outstanding logistic service provider has to ensure that the goods and services are delivered to the right place at the right time and in the right condition upon consumer request. Logistics is the part of supply chain management which deals with the efficient forward and reverse flow of goods, services, and related information from the point of origin to the point of consumption according to the needs of customers. Logistics management is a component that holds the supply chain together as well as which ensures consistency in the supply chain. Global Logistics Industry includes all activities of the supply chain such as transportation, customer service, inventory management, the flow of information, and order processing. The logistics industry facilitates the trade entrepreneurial activities between two or more parties by transporting, storing, and delivering goods through B2B, B2C, or C2C supply chain networks. At the present time, logistics companies implement cargo transportation services by land, air, and water while adapting to the changing nature of economic patterns and digitization. Logistics in the 21st Century touches each and every aspect of the company's day to day operations. Logistics is essential aspect in the company's competitive strategy & survival. Logistics has been referred to as the critical aspect evolved in the complex business environment. The logistics market in terms of revenue was growing at a CAGR of 7.5% from 2015 to 2024.



1.1.2 LOGISTICS – Indian perspective

The Indian logistics sector is valued at USD\$ 354 billion, contributing 18.4 % of the country's GDP. In the promptly changing shipping ground, the Indian shipping and



logistics industry is expanding its functionality and adopting progressive approaches to improve customer experiences and streamline cross-border shipping. India's logistics sector has gone through significant exploration and

development in recent years. This sector acknowledges the importance of simplifying international shipping in a fast-paced environment. That being so, it actively clubs new innovations and technologies to enable for better management driven through strategic planning which in turn leads to positive results. Considering factors such as easing of FDI norms & favorable changes in regulatory policies, enactment of proposed GST, higher scope for globalization, exceptional growth of e-commerce industry around the globe the sector is expected to touch \$450 billion by 2026-2027. Such numbers is ,tracked through metrics such as the **Logistics Performance Index (LPI)**, India has shown positive growth from, **rising to the 38th position out of 139 countries in 2023 from its 54th ranking in 2014.**Whereas **LPI** helps countries **identify the challenges and opportunities they face** in their performance of trade logistics and what they can do to improve their performance.

1.2 GEOGRAPHICAL SCOPE OF STUDY – MAMALLAPURAM

The word “SHIPPING AND LOGISTICS” is no new to “MAMALLAPURAM”, a coastal town in North of Indian State of Tamil Nadu, which is widely known by various names such as “Pallava’s art capital”, “Stone carving city”, “Hub of Architecture” and officially “UNESCO World heritage site”. It has been a home to monolithic and rock cut structure and monuments. According to stones and inscription, its history dates back from 6th to 8th century, before this Mamallapuram was already a prosperous seaport on the Bay of Bengal. From various artefacts it is evident that, it has trade connection with China and Rome. It has been marked by historically renowned foreign travellers like “Hiuen Tsang”, “Ptolemy”, “William chambers” and in “Catalan Map of 1275” following Marco polo’s visit to India. Evidence dating back to 6th century states the city as important harbour during the Pallava’s’ reign. Archaeologically it acted as a foundation of “temple architecture in India”. It has revived the ancient crafts of the stonemason and sculptors and if poetically said “the town wakes up every day to the sound of chisel”. Coming to landscape of the Mamallapuram there were nearly 300 pulse handicraft shops with nearly 4000 artisans were still doing the handicraft products.



People from all the parts of Tamil Nadu those who have the art of making a statue using stones were grouped as an artisan in Mamallapuram. Mamallapuram is famous for its architecture and its art of Pallava empire. Most of the artisans were learned the art by practicing, family inherited and so many of them from the govt. sculpture college in Mamallapuram. Most carving shops produced either granite statues or soft stone carvings, carvers specialised in either type of work, and their clientele varied depending on the type of sculptures produced. As with all these historical reference and a legacy of craftsmanship left behind, the study delves into perception, preference, awareness and reviews of consumer of “Novroj Shipping and Logistics Service” located in city of Mamallapuram.

1.3 KNOWING MY CUSTOMER

1.3.1 INDIAN HANDICRAFTS SECTOR

An invaluable, and integral, part of the nation's heritage, handicrafts command an importance, both cultural and economic. The sector yields a number of economic, social and cultural benefits such as:

- ✓ Highly dispersed and centralized; spread all over the country, in rural and urban areas.
- ✓ Highly labour-intensive, especially helping weaker sections of society.
- ✓ High employment potential in relation to capital employed.
- ✓ High output to investment ratio.
- ✓ Generation of subsidiary off-season employment.
- ✓ Generation of foreign exchange from exports.
- ✓ High ratio of value addition.
- ✓ Large-scale involvement of women, weaker sections and minorities.

The Indian handicraft industry considered to be small scale and cottage sector helps to solve social and economic problems of the artisans, by providing employment to over 70 lakhs artisans and more than 67,000 exporters / export houses promoting regional art and craftsmanship in the domestic and global markets. This includes a large number of women and people belonging to weaker sections of the society. The industry is highly labor intensive and decentralized, being spread all over the country in rural and urban areas. Many artisans are engaged in certain crafts work on part-time basis. Handicraft is a sector that is still explored from the point of view of hidden potential areas. Going back into the reason for small share of Indian handicrafts in the world market, the main parameter which comes out is 'Search and Exploration of Hidden Crafts of India' the field which has not been ever touched by Indian handicraft industry.

The existing craft persons who are the backbone of Indian handicraft industry as provided with integral skill, technique, traditional craftsmanship but that is quite sufficient for primary platform. However, in changing world market these craft persons need an institutional support, their places i.e. craft pockets for value addition and for the edge with other competitors like China, Korea, Thailand etc.

1.3.2 DISTINCT FEATURES OF EXPORTS OF HANDICRAFTS

- Broaden Indian stance over the globe.
- Employing 7 million+... people around India.
- Contributing to Indian economy.
- Dominated by female artisans with over 56%.
- Stimulate travel and tourism industry.

1.3.3 SOCIAL BACKGROUND TRAINING

- Among the stone carvers interviewed in Mamallapuram, stone carving was inherited occupation in many families. Often there was more than one male member in a family who works either as a stone carver in a sculpture unit or as a stone mason on a construction site.
- Some stone carving units were joint businesses owned by different family members has been passed on from father to son. Other carvers interviewed had no other family members involved in stone carving, but they had taken up the profession because of personal interests. Family members could be for example farmers or small business owners.
- A few respondents told me they had not been very interested in studying but found stone carving as a practice interesting. Although many stone carvers had their families in Mamallapuram, many had also moved there from elsewhere in Tamil Nadu because of stone carving or because their families were originally from somewhere else.

- All the stone carvers in Mamallapuram were male, because stone carving work was considered to require a lot of physical strength and power. This is true when working with granite and large sculptures. Although a large part of the granite work was carried out with the help of electric tools, parts of the carving was still done by hand.
- Many carvers had learned their skills directly from other family members by starting to carve in their workshops and acquiring carving skills through practice.
- Also, those that had studied in the college had been working part-time in a carving shop alongside their studies. Some had already started to try stone carving as a child in their homes since they were exposed to stone carving from an early age through their families. It takes several years for stone carvers to learn carving skills and typically they work for others until they may start their own business.

1.3.4 VARIETIES OF STONES USED FOR HANDICRAFTS

Stone carving is practised all over India but the types of stones used for carving reflect the regional variation in the availability of different stones. Nowadays all kinds of stones can be quite easily transported to different parts of the country. In most places local varieties are mostly used due to lower transport costs, which affect the price of the raw material. Different regional stone varieties can also be seen in the traditional local material culture. In South India, including Tamil Nadu, granite deposits are found in abundance in the ground and as a result of this many of the temples and sculptures have been made in granite throughout the centuries.

TYPES OF STONE	FIGURE OF STONE	AVAILABILITY
Granites		Tiruvannamalai& Kanchipuram
Black stone		Krishna Giri
Sand stone		Rajasthan and Madhya Pradesh
Soap stone (Gadapa stone)		Rajasthan

Soft stones		Rajasthan
Green stone 1)Soft stone 2)Hard stone		Udaipur Tiruvannamalai
White marbles		Rajasthan
Black marbles		Rajasthan

1.3.5 TECHNIQUES AND TOOLS

Stone carvings in Mamallapuram were produced by using both hand and electric tools. The main hand tools of a stone carver were a hand saw, a pen, hammers, a variety of different type of chisels, polishing stones and emery paper. The stone is turned into beautiful pieces of sculptures. Different types of traditional tools are used in stone carving process. Sometimes, the automated electric drills are used while making large sculptures. The carving technique varies as per the texture. Rough granite stone is carved with heavy chisels, hammers and with automated tools. But for soft texture soapstone is easily carved by scooping.

List and Details of Tools and Materials:

1. **Boiling water and chemical:** These are used to treat the stone as it whitens outer texture of granite stone.
2. **Chisels:** Wide edged and point edged chisels- 'Uli' (உளி) are used to carve the stone.
3. **Hammer:** It is used for hammering.
4. **Sand paper:** It is used to polish the surface of the stone.
5. **Red oxide solution:** The stencils are drawn on the surface of the stone using red oxide solution, before carving.
6. **Palamunaiuli** (பல்முனை உளி): Chisel used to level the surface of the stone. (multiple sharp tools)
7. **Water:** Water is sprinkled continuously to avoid heat generation.
8. **Oil:** It is applied to the stone as it gives characteristic black colour and smoother surface.
9. **Cutting Machine:** Different types of automated cutting machines are used to cut the bigger stone blocks.
10. **Scales:** These are used for measurement

1.3.6 MAKING PROCESS

The artisan first decides the required design to be carved from the stone. The block of the stone is first cut into appropriate size. A stone of desired shape is taken and levelled with a chisel called '*Palamunaiuli*' locally. Then the dimensions of the figure are marked with red oxide solution on the slab. The unwanted edges are removed by chiselling with chisel and hammer. Rough carving is made based on the rough sketches on the surface of the stone. The major carvings are done using the chisel and hammer to attain the desired figure. Water is sprinkled frequently to avoid heat generation during carving process. After rough carving, the detailing and minor carvings are made using sharp edged and pointed chisels. The ornamentation and the detailing design are done by scrapping the stone with pointed chisels. Once the product is ready, the surface of the stone is polished by rubbing it with sandpaper. The carved stone is then treated with water and chemical. This is done to smoothen and whiten the stone. Sometimes oil is also applied to obtain the typical dark colour for selected products according to the requirement.



FIGURE 1.1



FIGURE 1.2

- ✓ In figure 1.1 show how, they mark on the raw material stones.
- ✓ In figure 1.2 show how, they will complete the work using uli.

1.3.7 METHOD OF PRODUCTION

A typical stone sculpture of Mamallapuram is done in six stages. The primary raw materials used in this art form are granite and sandstone. The source of the black, white and green granite, as well as the sandstone, lies in the Mahabalipuram region and neighbouring areas such as Pattimalai. The Shilpa Sastras are strongly adhered to in the method of production. Each and every step of carving and sculpting is guided by the Shilpa Sastra.

The stages of production are as follows:

A. A drawing of the desired idol is drawn on a piece of paper and the parts are marked. The whole idol is made according to this sketch which is divided into 1-4 parts, normally. There are a few exceptions to this rule, for example, there are only 5 divisions for the sculpting of Lord Ganesh, but 120 divisions for some other female sculptures.

B. The stone and the size of the idol are interrelated. The stone is chosen according to the size of the idol and the size is estimated with regard to the availability of the stone. A sculptor of Mamallapuram can sculpt on a stone of any size.

C.

Stage 1: The sketch of the original drawing on paper is traced onto the stone using charcoal. After this, a red liquid called 'kaavi' is used so that the sketch cannot be removed by any means from the stone. The measuring is done with a scale, using a technique called 'navatalam', where the sculptor draws the sketch of the sculpture by dividing into 9 parts- by division into two 4 and a half parts.

Stage 2: The unnecessary parts of the stone which are vestigial in the structure of the idol are removed. This process involves a machine. The stone now becomes the crude shape of the idol to be formed.

Stage 3: The sculptor now sculpts the basic outline, the ornaments, limbs, shape of the body and divisions in the idol so that it resembles a figurine. Holes are drilled into the parts of stone, so that it provides space for the idol to possess a distinct bodily shape and posture. Now, the sculptor turns over the stone and removes the unnecessary stone from the back and gives a resultant round shape to the sculpture. This stage utilizes both, machines like the drilling machine as well as the hammer and chisel.

Stage 4: The stone is smoothened and polished; resulting in a curvaceous body. The sculptor concentrates on smoothening the stone and removing the minor deformities in the shape.

Stage 5: In this stage, the polishing of the idol is done using an emery stone/ grinding stone. As it is done by hand and not by machine, it is extremely gruelling and involves a lot of patience in order to keep the structure of the idol intact.

Stage 6: After the previous stage which brings out the inherent color of the granite, the skill of the sculptors is put into use. The ornamentation, details of the face and figurine are carved by the sculptor using the basic tools such as the hammer and chisel. This stage not only involves talent, but also his extreme finesse for the stone if once broken, cannot be fixed owing to its density. In this stage the sculptor finishes the idol by giving it its distinctive look which resembles ancient Pallava art.

1.4 TITLE PROFILE – B2B CONSUMER SATISFACTION

“If you don’t take care of your customer, your competitor will”

- Bob Hooley

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Creating a positive customer experience doesn't

only exist between business and consumer. It's equally important to ensure customer satisfaction in the B2B sector as well. B2B organizations are known for lagging behind in the



customer experience ratings. Looking at numbers of average consumer satisfaction level, B2C companies score 65-85%, while B2B companies average less than 50%. The last few years have seen an appreciable increase in the attention paid to the discipline of customer experience – However, much of this focus has been in B2C markets. Unfortunately, the same attention cannot be claimed consistently for B2B firms. Running a regular B2B customer satisfaction survey helps you to retain satisfied customers, get to know consumer perception and factors influencing their behaviour. And also, it lets you track your customers' needs and wants, so you know what they expect from the business. B2B experiences should mirror those same experiences seen in the B2C space with simplicity, usefulness, and most importantly, personalization along every step of the journey. It's important to remember that in B2B there is not just one customer; it's an entire organization that you need to impress. That means understanding their needs, so you can create ongoing positive experiences. B2B organizations usually offer more products and services than B2C businesses. The offerings tend to be very specific and may also consist of a variety of products or services offered together. As such, the customer journeys that you need to focus on are far more complex and are based on

continuous interactions along multiple sales touchpoints. It's about so much more than just making another sale. It's about building loyalty and ultimately real relationships that continue to deliver customer satisfaction.

1.5 COMPANY PROFILE – NOVROJ SHIPPING AND LOGISTICS SERVICES



“Novroj Shipping and Logistics Services” company is presently dealing with Indian handicrafts, the craft which is made by our skilled artisans of India is famous for. The company specially look into the needs and purpose of each item to serve their customer perfectly. NSLS is a reputed manufacturer and exporters of Handicrafts made out of Stone, Bronze, Silver and Wood etc, and also, company concerned with providing end-to-end Exporting services across Worldwide countries. One of the growing Logistics Solution providers for Handicrafts in India.

1.5.1 COMPANY MISSION: -

Today, logistics sector is the fast-growing sector to Provide the Stones, Bronze, Brass, Silver Wooden and Handcraft items in India. Over these years, company have built a strong reputation as a trusted Logistics Solutions provider among our customers and public by providing personalized and professional logistics services to world-wide countries. Companies aim is to provide finest logistics solutions to our customers by providing personalized services at a competitive price. Company as trust in maintain their Quality and their standards in services to their customers.

1.5.2 SERVICE CONCERNED: -

1. Manufactures and Exports
2. Air Freight Service
3. Sea Freight Service

Manufactures & Exports: -

Novroj Provides end to end Exporting specialist services across World Wide Countries such as Stones, Bronze, Brass, Silver Wooden and Handcraft items. Import and export requirements, customs regulation, licenses or approvals, consular documentation and payment practices guide the customers towards favourable air freight operations.

- ✓ Silver and White Metal [German Silver] furniture and Items
- ✓ Wooden Carved Furniture and Interior decorative articles
- ✓ Marble and sand stone Pedestals / Columns / Pillars
- ✓ Teakwood Carved Temples
- ✓ Door to Door Service
- ✓ Insurance Services
- ✓ In house customs clearance
- ✓ Specialized Hazardous Perishable Material Handling

Air Freight: -

Novroj Provides Air Freight Management Team offers sophisticated and innovative services. Company will provide expertise person to serve the customer on air import and export requirements, customs regulation, licenses or approvals, consular documentation and payment practices guide the customers towards favourable air freight operations.

- ✓ Air Freight (Export I Import Consolidation)
- ✓ Projects Cargo Handling
- ✓ Aircraft Chartering
- ✓ Dedicated Customs Clearance for Import & Export shipment
- ✓ Door to Door Service
- ✓ Insurance Services
- ✓ In house customs clearance

Sea Freight: -

Novroj Provides Sea Freight Management Team handles movement of cargoes from any global origin/destination, be it LCL or FCL with strategic, and with company stable relationships with leading carriers, thereby ensuring competitive rates and excellent services.

- ✓ Sea Freight Import I Export Consolidation - LCL and FCL services
- ✓ Logistics & distribution services
- ✓ Quality process and services for receiving, delivering, bonded storage, forwarding shipping and consolidation, de-consolidation, packing, lashing and crating
- ✓ Dedicated Customs Clearance for Import & Export Shipments
- ✓ Hassle free service for all types of customs documentation and delivery
- ✓ Specialized Hazardous I Perishable material Handling
- ✓ Insurance Services.



Figure 1.3 packing of goods in a wooden pallet for export



Figure 1.4 moving the packages using cranes into the trucks.

COMPANY ADDRESS

LOCATION

Corporate
Office:

- No.205, Ezhumalaiyar Complex,
Ambal Nagar (Near Check Post)
TKM Road, Mamallapuram.

Branch
Office: -

- No. 14, S.R. Tower
7th Floor, 4th Lane, North Beach
Road,
Paris, Chennai-600001.

WEBSITE: <http://novrojshipping.com/contact.html>

1.6 OBJECTIVE OF THE STUDY

1.6.1 PRIMARY OBJECTIVE

- A Study on B2B Consumer Satisfaction with Reference to “Novroj Shipping and Logistics Service”.

1.6.2 SECONDARY OBJECTIVE

- To Analyse customer awareness about product and services of the firm.
- To Study the initiative taken by the firm to meet customer satisfaction.
- To Identify the specific reason for which the customer prefers the firm.

1.7 NEED OF THE STUDY

- ✓ **Reduces customer churn** - In today's competitive world there is no business exist without a competitor which comes along with a threat that your customer will always have some or the other way to buy similar product and service. Ensuring that proper measures is being taken to satisfy and retain your consumer is vital. Survey ensuring such measures is significant.
- ✓ **Know what's working** – surveys concerning consumer satisfaction states strategies working out for the firm to improve their customer service which in turn attract positive results.
- ✓ **Helps to understand where the firm excels** – conducting such surveys helps to find out the strengths of the firm which in turn to be an opportunity to them.
- ✓ **Right the wrongs** – once you know what you excel in, simultaneously you get know where you have to improve to avoid your weakness turning to be your threats. Customer satisfaction survey facilitates such stats.

1.8 SCOPE OF THE STUDY

- ✓ To find out level of consumer satisfaction of the firm.
- ✓ Helps to find out consumer interest for the service of the firm.
- ✓ It helps to find out what's working for the firm.
- ✓ To find out in which the firm excel.
- ✓ Helps to find new opportunities.

1.9 LIMITATIONS OF THE STUDY

Though detailed investigation is made in the present survey, yet it has following limitations.

- ✓ This study is geo restricted only to Mamallapuram, which may not include other customers of the firm.
- ✓ This study is based on existing consumer perception, but there are chances of changes in the future due to influences of consumer time, technology, accessibility and development.
- ✓ With limited population, a sample size of 98 is covered up until now.
- ✓ There are chances of information inaccuracy exist, because many respondents choose not to disclose certain information.
- ✓ With limited time period of study, it could not be able to cover certain area of concern pertaining to study.

1.10 6W's



Figure1.5 6Ws

What?

Generally, this study delves into B2B based consumer satisfaction of the firm [NSLS]. Further it concerns consumer interest for the service of the firm. This study analyses the different impacts of different variables such as convenience, capacity, connectivity, safety, reliability, quality and customer satisfaction.

Why?

This study is necessary to know which variable has positive and which variable has negative impact on b2b based customer satisfaction of the chosen firm [NSLS]. To analyze what is working for the firm and pay way its betterment and further expansion.



Where?

This study is geo restricted only to Mamallapuram, which may not include other customers of the firm. As with all the historically reference and a legacy of craftsmanship left behind, the study delves into perception, preference, awareness and reviews of consumer of “Novroj Shipping and Logistics Service” located in city of Mamallapuram.



Who?

This study involves the survey of business-based customers of NSLS. To ensure B2B experiences should mirror those same experiences seen in the B2C space with simplicity, usefulness, and most importantly, personalization along every step of the journey.



When?

This study is been done to fulfill the curriculum requirement in the final semester of B.com – General from the tenure of January to March 2024.



How?

This study is of descriptive nature to which primary data is collected through questionnaire and field collection of data and been further analyzed to satisfy the framed objective.

REVIEW OF LITERATURE

CHAPTER 02

2.1 LITERATURE REVIEW – INTRODUCTION

- A literature review is a survey of scholarly sources on a specific topic.
- It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research that you can later apply to your paper, thesis, or dissertation topic.
- Steps in writing an opt literature review

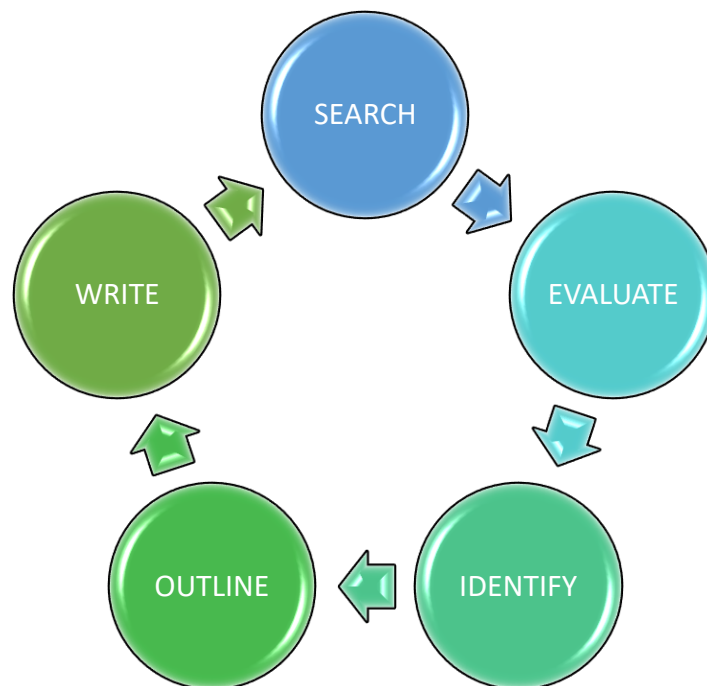


Figure 2.1

2.2 GEOGRAPHICAL SCOPE AND HANDICRAFTS

- Mahabalipuram has revived the ancient crafts of the stonemasons and sculptors, and the town wakes up every day to the sound of chisels chipping away at pieces of granite (**ibid.: 1999**).
- The famous book of **Kamala Devi Chattopadhyay “Indian handicrafts”** is a famous landmark in the Indian cultural field. She says that Indian handicrafts thrived through ages stimulated by a vigorous folk tradition, a benign culture, and in an age when individualism was cherished and precision valued.
- Since times immemorial India is known for its vivid cultural heritage. Almost every region has its traditional art forms that include paintings, embroideries, printing, carvings, handicrafts, hand-loom, etc. This manifoldness makes our country idiosyncratic. Due to the growing popularity of western art, traditional Indian handicraft, handloom, and mastery are often ignored these days. In a country with rich textile traditions, some of our ancient traditional techniques had almost disappeared. “Preserving and saving the skills and knowledge of traditional crafts is an evolving need. So, it is high time to revive art forms and spread awareness about them in urban space” (**Jain, 2016**).
- Various studies are done to investigate the customer awareness and satisfaction with the craft and textile sector which reveals that strong awareness campaigns are needed, there is a downfall in the adequately facing huge competition from power loom and miller-made sector. Apart from that lacking infrastructure, below-par marketing support, and a weakening distribution network has exhausted an already flimsy supply chain system. Also, customers are not completely or perfectly aware of the handloom industry. In many cases, consumers do not even know the industry. Hence, a first step of bringing in a huge awareness needs to be performed among the public, followed by design steps for an efficient penetration in the defined market sector" (**Anumala, 2015**).

2.3 CUSTOMER SATISFACTION - SERVICE INDUSTRY

- The service encounter stage is a period of time when consumers interact directly with a service company (**Lovelock and Wirtz, 2008**).
- After service encounter stage, the next stage is post purchase, or the post encounter stage. In this stage of the service consumption process, customers evaluate the service performance they have experienced and compare it with their prior expectations. On one hand, if their expectations are not met or exceed, the customers are likely to be dissatisfied with the service. On the other hand, they are likely to be satisfied when the expectations are met. In addition, customers' behavioral responses of a satisfied customer are different from a dissatisfied one. When customers are satisfied, they may purchase the service again, remain loyal or make recommendations to their friends, etc. Conversely, when customers are less satisfied, they may complain about poor service quality, lose trust, exhibit negative word-of mouth, switch service provider, etc. (**Lovelock and Wirtz, 2008**)
- Service Quality: refers to (**Patrick P. et. al 1996, pp. 62**), the difference between customer's expectations for service performance prior to the service encounter and their perceptions of the service received.
- Service quality theory (**Oliver, 1980**) predicts that clients will judge that quality is low if performance does not meet their expectations and quality increases as performance exceeds expectations
- **Grönroos (1982)** argues that service quality, as recognized by consumers has three dimensions; they are a functional dimension, a technical dimension and company image. Functional quality answers the question "how" the service is provided to its customers, while technical quality focuses on "what" service is delivered to its customers.

- Researchers have shown that customer journey mapping is especially important for customer experience understanding. Customer journey can be defined also as “sequence of events through which customers may interact with a service organization during an entire purchase process”. The customer journey mapping can help management to work with cross functional teams to get better results in service innovation. Customer journey in action tries to improve customer experience with each touchpoint of customer journey. The categorization of customer journey can also be pre-service, service and post-service, which is quite similar to previously mentioned examples. Customer journey is often described horizontally. Customer journey understanding can suffer if it is thought that all the touchpoints in the customer journey are equally important to customer experience. To conclude, researchers are supporting correctly used customer journey mapping in order to improve customer experience. **(Rosenbaum, Otalora and Ramírez, 2017)**

2.4 CUSTOMER PERCEPTION

- Customer satisfaction often creates loyalty between customer and the company. Customer will return and repurchase the services/products with higher probability if the customer is satisfied with the first purchase. **(Gil Saura, Frasquet Deltoro and CerveraTaulet, 2009)**
- There are many perspectives to observing customer satisfaction elements. In addition to loyalty being a generally known result for customer satisfaction, measure methods of customer satisfaction are an essential element influencing the company's perceived customer satisfaction. Validity of questionnaires and other measuring methods is an unsolved issue. Companies can better their results by doing monitoring frequently and sophisticatedly. **(McColl-Kennedy and Schneider, 2000)**

2.5 LOGISTICS AND SHIPPING

- The primary goal of logistics and SCM was traditionally related to the effective management of the physical flow that connects production with customers. From this perspective, logistics and SCM share with total quality management (TQM) theories the focus on product quality, faster delivery and efficiency (**Tortorella et al., 2015; Vanichchinchai and Igel, 2009**).
- Research on logistics and SCM has increasingly focused on creating service quality, delivering quality and improving customer service and satisfaction. This trend indicates the potential convergence of TQM and SCM theories and practices, which is also recognized under the term supply chain quality management (**SCQM; Parast, 2020; Foster, 2008**).
- The present study aims to fill the existing gap suggested by **Zhang et al. (2017)** about how organizations assess and manage part of an integrated system of supply chain quality, which is logistics service quality (LSQ). The study these days also extends the knowledge about service quality in the domain of logistics management and SCM, by addressing the analysis of customer service phenomena related to logistics and, in particular, how, when and in what ways logistics management drives customer service outcomes (**Stank et al., 2017**).
- According to **Tennant (2017)**, TQM strategies and tools are mainly devoted to two scopes: to reduce errors and defects along processes and to improve the reliability of decision-making tools for assuring continuous improvement. This research contributes to this second scope, by offering an approach to evaluate LSQ dimensions, based on a value-driven TQM from supply chain actors' point of view.
- Service quality has been also investigated taking the SCM perspective. In fact, past research on SCM has adopted a system approach, which encompasses upstream and downstream processes regarding internal and external efficiency and effectiveness of processes (**Bowersox et al., 2007**).

- In particular, **Stank et al. (2003)** categorized logistics service performance into operational and relational dimensions, while **Rafele (2004)** proposed a framework for measuring logistic service performance, considering in particular three logistics quality dimensions: tangible components, fulfilment methods and informative actions.
- Studies regarding SCQI have also highlighted methods of assessing product quality, delivery quality, flexibility and cost of quality considering both the internal quality perspective and the external perspective, including B2B relationships with customers and suppliers (**Zhang et al., 2017; Huo et al., 2016**)
- **Anderson and Narus (1984, p. 66)** defined satisfaction in B2B relationships as “a positive affective state resulting from the appraisal of all aspects of a firm's working relationship with another firm”.
- **Rafiq and Jaafar (2007)** have described the customer perception of LSQ and its relationship with customer satisfaction considering “functional measures” – particularly personnel contact quality, information quality and ordering procedures – as excellent quality indicators, which are most important for customers. In parallel, these authors consider “technical measures” – such as order quality, order release quantities and order accuracy – as less appropriate to address LSQ.
- Services offered by 3PL providers have developed from movers and box handlers to blends of greater complexity, combining new value-added services (**Leuschner et al., 2014; Large et al., 2011**). The management of a variety of value-added services has become equally complex and has led to varying performance outcomes (**Rafiq and Jaafar, 2007; Mentzer et al., 2001**).

RESEARCH METHODOLOGY

CHAPTER 03

3.1 RESEARCH METHODOLOGY – INTRODUCTION

Research methodology simply refers to the practical “how “of a research study. A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.



Figure 3.1

3.2 RESEARCH DESIGN

- **Descriptive Research Design-** to define the characteristics of the population.
- **Non-Experimental Research Design-**to analyse the phenomenon in natural context.
- **Quantitative Research Design-** It focuses on collecting, testing and measuring numerical data, usually from a large sample of participants. In this study, methods used to gather quantitative data are:
 - Surveys
 - Questionnaires
 - Organizational records.

3.3 RESEARCH TOOL

Research tools refer to a wide range of resources, methods, instrument, software, or techniques that researchers use to collect, analyse, interpret and communicate data and information during the research process. There are mainly three characteristics of a good research tool. These include validity, reliability, and usability.

- **Surveys and Questionnaires:** gather information from a large number of respondents and measure variable and indicators systematically
- **Observation and field notes:** capture detailed information about implementation, participant behavior and contextual factor

3.4 DATA COLLECTION METHOD

- Study report covers my personal field experience and observation.
- And also, it includes facts and figure obtained via both,
 - ✓ Primary data
 - ✓ Secondary data

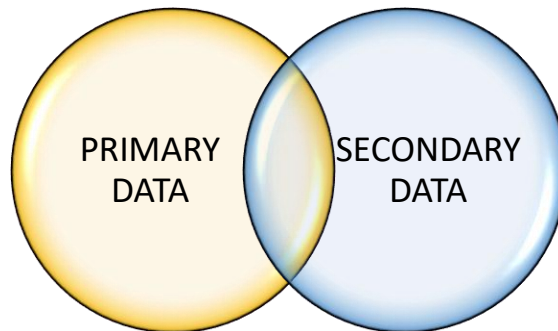


Figure 3.2

3.4.1 PRIMARY DATA

- It's a data which is been collected for the first time by the user for particular purpose.
- It's a nature of data which has been directly obtained from the source.
- It's usually collected through interactions, questionnaire or by conducting surveys.
- I collected data by means of,
 - ✓ Through detailed questionnaire of the study to satisfy my objective.
 - ✓ Personal observation during project period.
 - ✓ And my interactions with employees over there.
 - ✓ Doubts and inquiries I raised to my supervisors when I don't understand something.

3.4.2 SECONDARY DATA

- It's a nature of data which is been obtained from secondary source, which is been already obtained from real source by someone, which is been published for public knowledge.
- I collected data by means of,
 1. Data from NSLS Official websites.
 2. From NSLS records.
 3. And including officially websites.

3.5 SAMPLING METHOD

The population is the entire group that the study uses to draw conclusion about. A Sample as the name implies is a smaller representation of a large whole simply speaking the method of selecting a study proportion of the universe (total population) is known as sampling.

- ✓ **SIMPLE RANDOM SAMPLING** - Type of probability sampling in which the researcher randomly selects a subset of participants from a population.
- ✓ **CONVENIENCE SAMPLING** – Type of non-probability sampling which includes the individual who happen to be most accessible to the researcher.

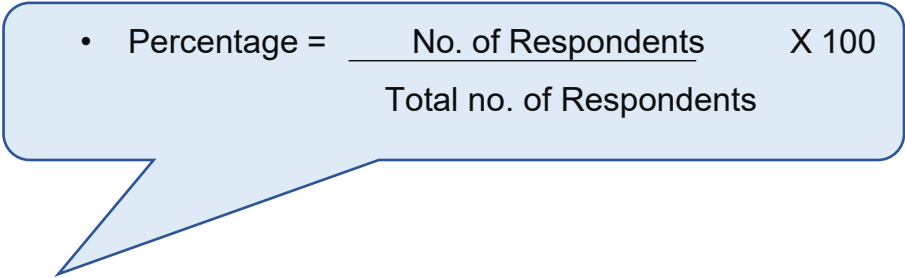
3.6 SAMPLE SIZE

- Customers of “Novroj Shipping and Logistics Services” will constitute the entire population.
- Here the entire population is considered for my study because the population is limited with my geo restricted aspect.
- The sample size of the study considered is 98.

3.7 ANALYTICAL TOOL

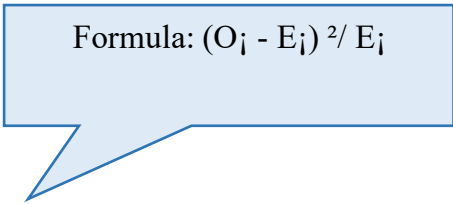
3.7.1 SIMPLE PERCENTAGE ANALYSIS

- It refers to a special kind of rates, percentage are used in making comparison between two or more series of data.
- A percentage is used to determine relationship between the series.


$$\bullet \text{ Percentage} = \frac{\text{No. of Respondents}}{\text{Total no. of Respondents}} \times 100$$

3.7.2 CHI- SQUARE

- This is an important test amongst the several tests of significance.
- A chi-square test is a statistical test used to compare observed results with expected results.
- It is used in the context of sampling analysis for comparing a variance to a theoretical variance.
- Uses of chi-square:
 - a) To test independence of attributes.
 - b) To test homogeneity,
 - c) To test goodness of fit


$$\text{Formula: } (O_i - E_i)^2 / E_i$$

- The calculated value of χ^2 is compared with the table value of χ^2 for a given degree of freedom at a specified value of significance.
- If the calculated value is more than tabulated value, the difference between theory and observation is considered to be significance.
- If the calculated value of χ^2 is less than the table value the difference between theory and observation is considered as insignificance.

DATA ANALYSIS & INTERPRETATION

CHAPTER 04

INTRODUCTION



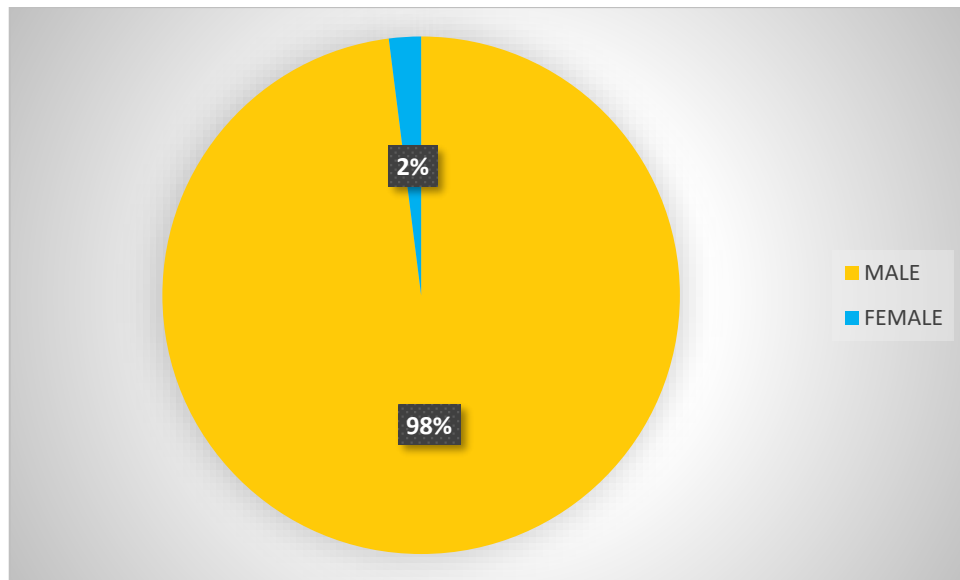
Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. According to Shamoo and Resnik (2003), analytic procedures “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”. Data analysis and interpretation is the next stage after collecting data from empirical methods. The dividing line between the analysis of data and interpretation is difficult to draw as the two processes are symbolic and merge imperceptibly. Interpretation is inextricably interwoven with analysis.

4.1 SIMPLE PERCENTAGE ANALYSIS

TABLE NO 4.1.1: GENDER WISE CLASSIFICATION OF RESPONDENTS

OPINION	NO OF RESPONDENTS	PERCENTAGE
MALE	96	98%
FEMALE	2	2%
TOTAL	98	100%

CHART NO 4.1.1



GENEDER WISE CLASSIFICATION OF RESPONDENTS

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondents **98% are Male** and **2% of respondents are Female**.

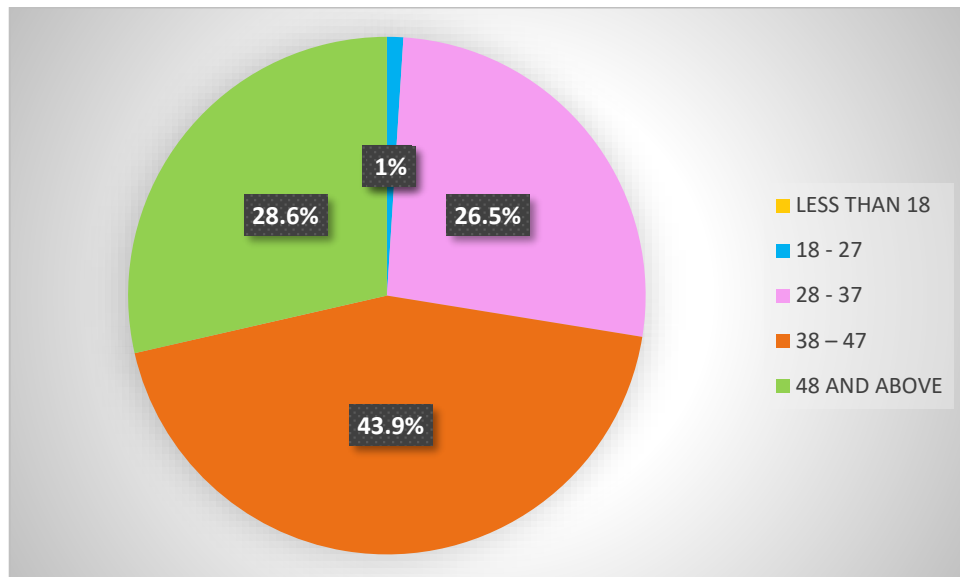
INFERENCE:

Majority of respondents who are engaged in business of such nature are **Male (98%)**.

TABLE NO 4.1.2: AGE WISE CLASSIFICATION OF RESPONDENTS

OPINION	NO OF RESPONDENTS	PERCENTAGE
LESS THAN 18	NIL	0%
18 - 27	1	1%
28 - 37	26	26.5
38 – 47	43	43.9%
48 AND ABOVE	28	28.6%
TOTAL	98	100%

CHART NO 4.1.2



AGE WISE CLASSIFICATION OF RESPONDENTS

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondents most of them falls in the age group of **38 – 47(43.9%)**, followed by that most of respondents belong to age group of **48 and above (28.6%)** and respondents in age of **28 – 37 are (26.5%)** and **1%** of respondents belong to age of **18 – 27**.

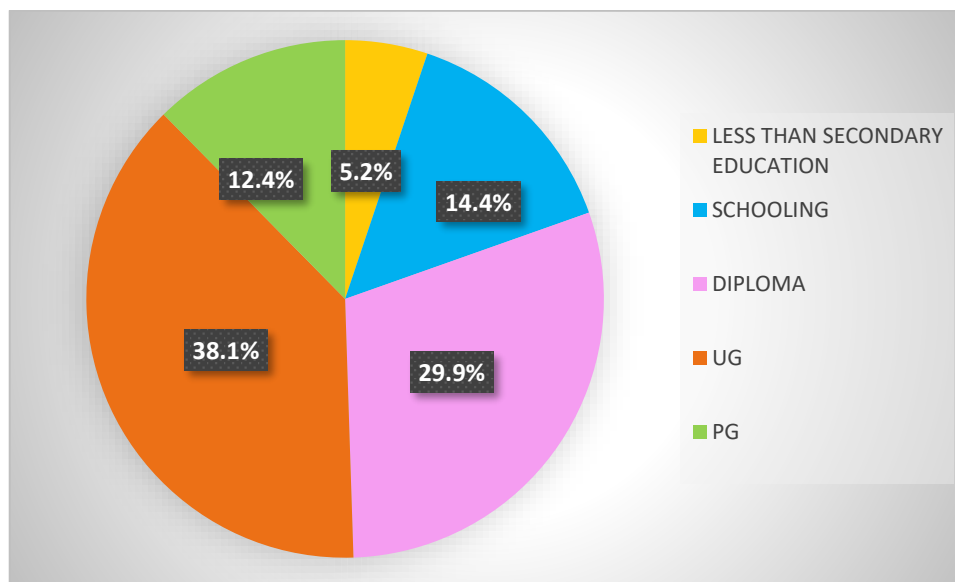
INFERENCE:

Majority of respondents engaged in such business belong to age group of **38 – 47. (43.9%)**.

TABLE NO 4.1.3: EDUCATIONAL QUALIFICATION OF RESPONDENTS

OPINION	NO OF RESPONDENTS	PERCENTAGE
LESS THAN SECONDARY EDUCATION	5	5.2%
SCHOOLING	14	14.4%
DIPLOMA	29	29.9%
UG	37	38.1%
PG	12	12.4%
TOTAL	98	100%

CHART NO 4.1.3



EDUCATIONAL QUALIFICATION OF RESPONDENTS

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondents most of them are **UG (38.12%)** followed by that most of respondents have **Diploma (29.9%)** and respondents with **PG are (12.4%)** and **14.4%** of respondents completed their **schooling** and **5.2%** respondents have qualification **less than schooling**.

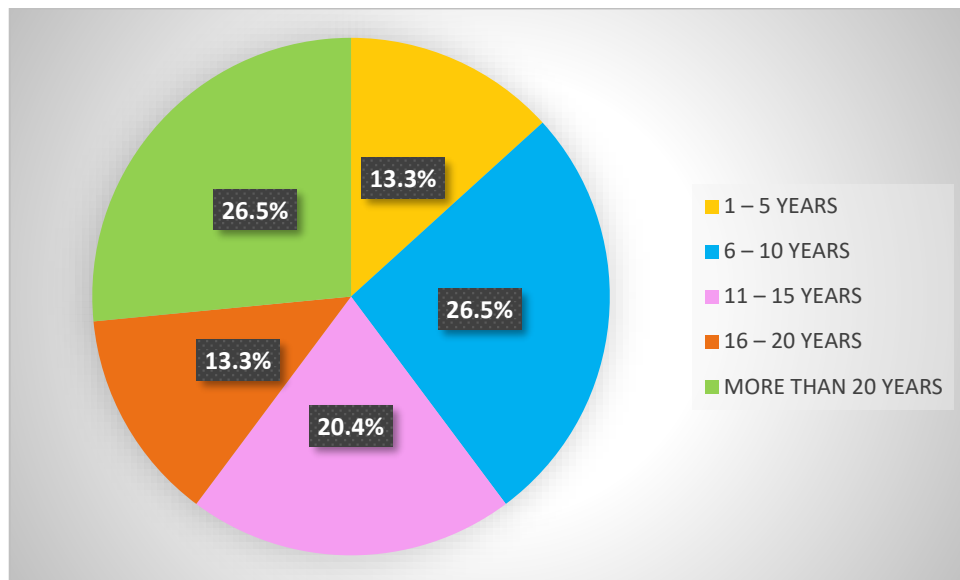
INFERENCE:

Majority of respondents engaged in such business are **UG Graduates (38.1%)**.

TABLE NO 4.1.4: YEARS OF BUSINESS OPERAION OF RESPONDENTS

OPINION	NO OF RESPONDENTS	PERCENTAGE
1 – 5 YEARS	13	13.3%
6 – 10 YEARS	26	26.5%
11 – 15 YEARS	20	20.4%
16 – 20 YEARS	13	13.3%
MORE THAN 20 YEARS	26	26.5%
TOTAL	98	100%

CHART NO 4.1.4



YEARS OF BUSINESS OPERAION OF RESPONDENTS

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondents most of respondents runs business unit for over **6-10 years** and **more than 20 years (26.5% & 26.5% respectively)**, followed by that majority of them runs business unit for **1-5 years & 16 – 20 years (13.3% & 13.3% respectively)** and **20.4%** respondent runs business for **11 – 145 years**

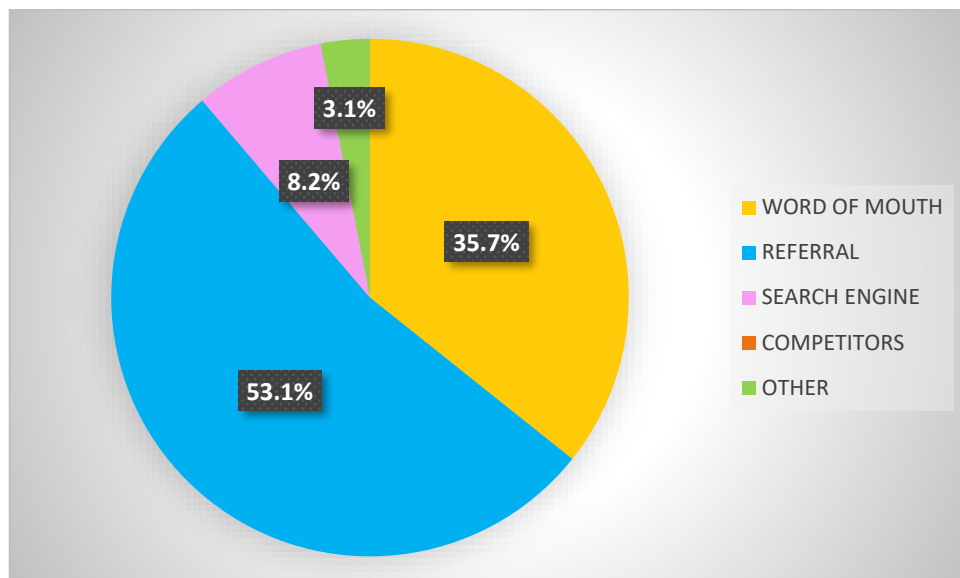
INFERENCE:

Majority of respondents are experienced customers with business operation of **6-10 years** and **more than 20 years (26.5% & 26.5% respectively)**.

TABLE NO 4.1.5: RESPONDENTS ON WHERE DID THEY FIRST HEAR ABOUT THE FIRM

OPINION	NO OF RESPONDENTS	PERCENTAGE
WORD OF MOUTH	35	35.7%
REFERRAL	52	53.1%
SEARCH ENGINE	8	8.2%
COMPETITORS	NIL	0%
OTHER	3	3.1%
TOTAL	98	100%

CHART NO 4.1.5



RESPONDENTS ON WHERE DID THEY FIRST HEAR ABOUT THE FIRM

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondents most of respondents first heard about business through **referral (53.1%)**, followed by that most got to know about the firm through **word of mouth (35.7%)** ,8.2% know it through **search engine** and **3.1%** of respondents got to known from **other sources** and **none** of them got to know it from their **competitors (0%)**.

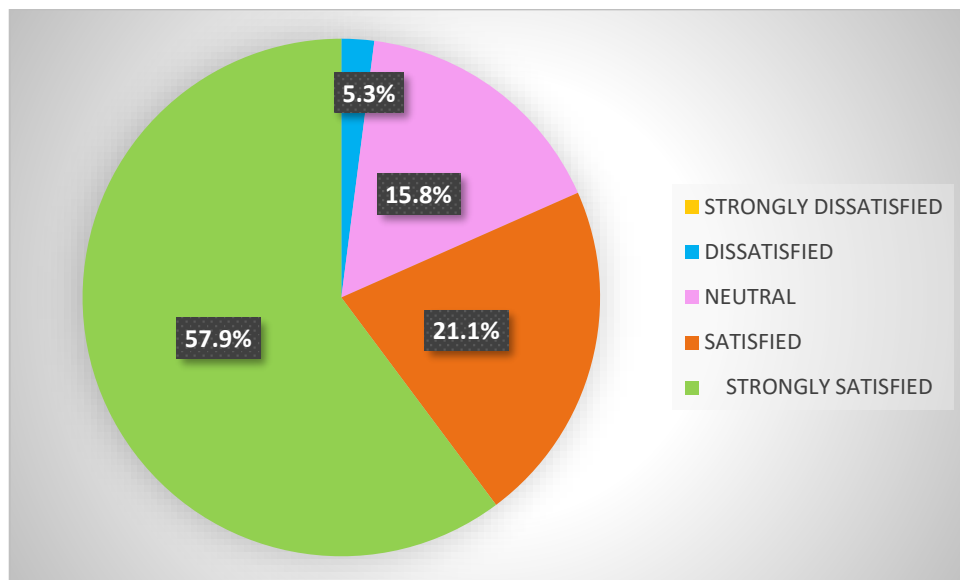
INFERENCE:

Majority of respondents get to known about the firm through **Referral (53.1%)**.

TABLE NO 4.1.6: RESPONDENTS ON THEIR FIRST EXPERIENCE WITH THE FIRM

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISSATISFIED	NIL	0%
DISSATISFIED	2	5.3%
NEUTRAL	16	15.8%
SATISFIED	21	21.1%
STRONGLY SATISFIED	59	57.9%
TOTAL	98	100%

CHART NO 4.1.6



RESPONDENTS ON THEIR FIRST EXPERIENCE WITH THE FIRM

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents are **Strongly satisfied (57.9%)**, followed by that **21.1%** respondents are **Satisfied**, **15.8%** stays **neutral** and **5.3%** respondents are **Dissatisfied** and **none** of them are **Strongly Dissatisfied**

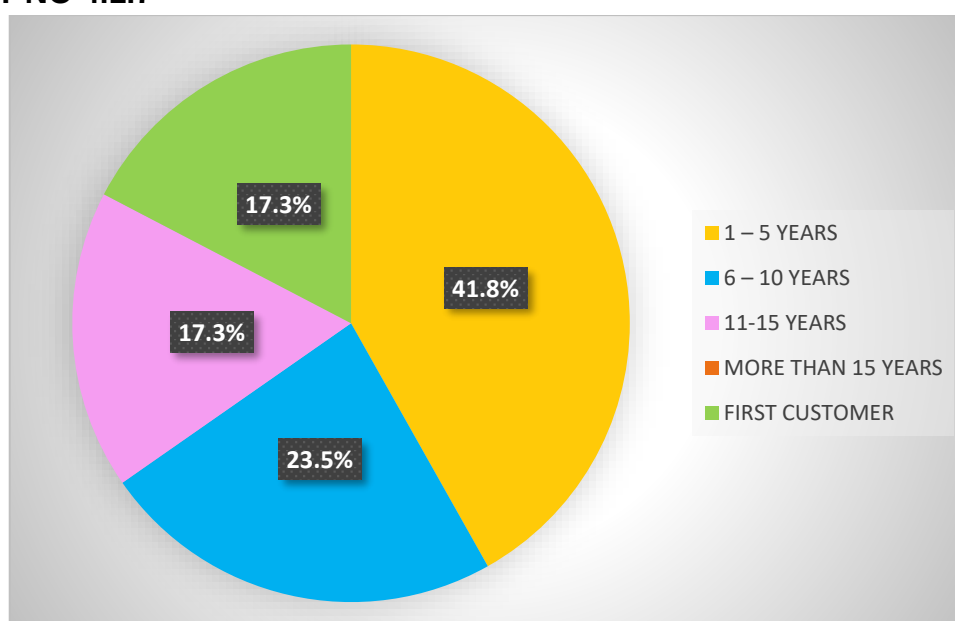
INFERENCE:

Majority of respondents are **Strongly Satisfied** with the first experience with the firm. **(57.9%)**

TABLE NO 4.1.7: RESPONDENTS ON HOW LONG THEY HAVE BEEN A CUSTOMER TO FIRM

OPINION	NO OF RESPONDENTS	PERCENTAGE
1 – 5 YEARS	41	41.8%
6 – 10 YEARS	23	23.5%
11-15 YEARS	17	17.3%
MORE THAN 15 YEARS	0	0%
FIRST CUSTOMER	17	17.3%
TOTAL	98	100%

CHART NO 4.1.7



RESPONDENTS ON HOW LONG THEY HAVE BEEN A CUSTOMER TO FIRM

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of **are 1 – 5 (41.8%) years** customer of the firm, followed by that most of them are **6-10 years (23.5%)** customer to the firm and **17.3%** are **10-15 years** customer to the firm and new customer less than 1 year are **First customer (17.3%)** and **none** of them are customer to the firm for **more than 15 years**.

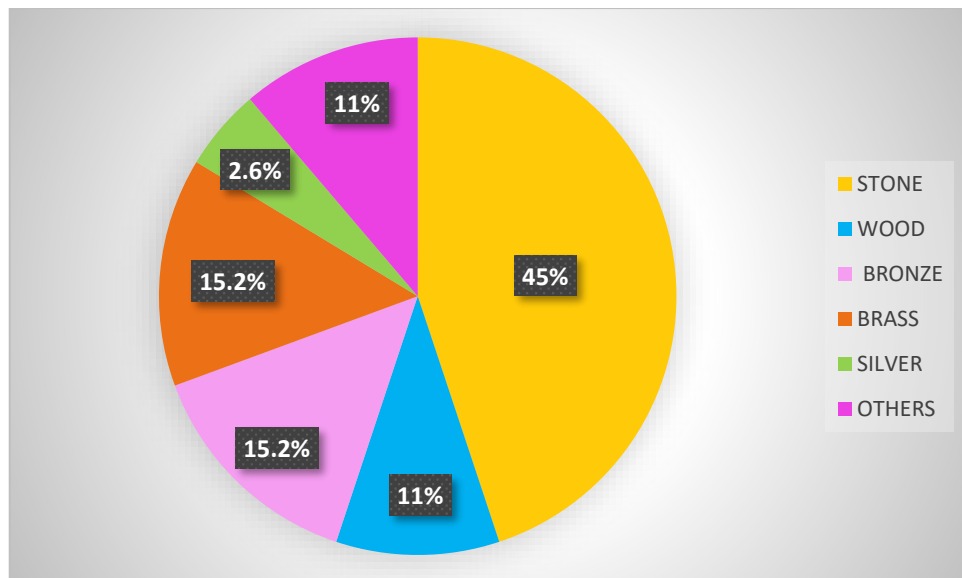
INFERENCE:

Majority of the respondent are **1-5 years (41.8%)** long customer to the firm, which shows improved awareness and expansion of the firm in the recent years.

TABLE NO 4.1.8: RESPONDENTS ON TYPE OF HANDICRAFTS THEY DEAL WITH

OPINION	NO OF RESPONDENTS	PERCENTAGE
STONE	44	45%
WOOD	10	11%
BRONZE	14	15.2%
BRASS	14	15.2%
SILVER	5	2.6%
OTHERS	11	11%
TOTAL	98	100%

CHART NO 4.1.8



RESPONDENTS ON TYPE OF HANDICRAFTS THEY DEAL WITH

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of them deal with **Stone Handicrafts (45%)**, followed by that most of them deal with **Bronze (15.2%) and Brass (15.2%)**, 11% of them deal with **Wood** and materials **other** than these and 2.6% of them deal with **Silver**.

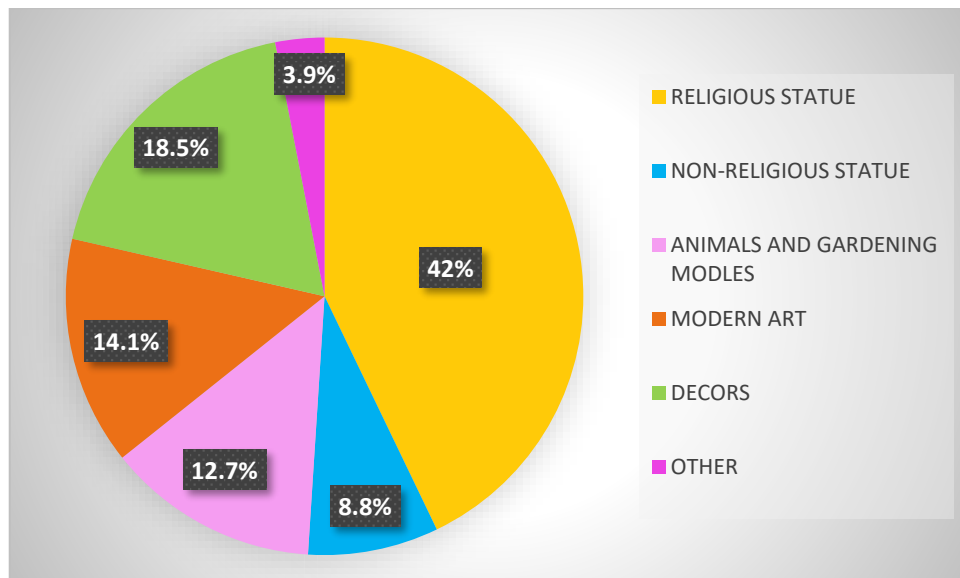
INFERENCE:

Majority of the respondent deal with **Stone Handicrafts (45%)**.

TABLE NO 4.1.9: RESPONDENTS ON STYLE OF HANDICRAFTS THEY DEAL WITH

OPINION	NO OF RESPONDENTS	PERCENTAGE
RELIGIOUS STATUE	42	42%
NON-RELIGIOUS STATUE	8	8.8%
ANIMALS AND GARDENING MODLES	13	12.7%
MODERN ART	14	14.1%
DECORS	18	18.5%
OTHER	3	3.9%
TOTAL	98	100%

CHART NO 4.1.9



RESPONDENTS ON STYLE OF HANDICRAFTS THEY DEAL WITH

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of them deal with **Religious Statue (42%)**, followed by that most of them deal with **Decors (18.5%)** and **Modern Art (14.1%)**, 12.7% of them deal with materials **Animal and Gardening Models** and 8.8% of them deal with **Non-Religious Statue** and 3.9% deal with **other Handicrafts**.

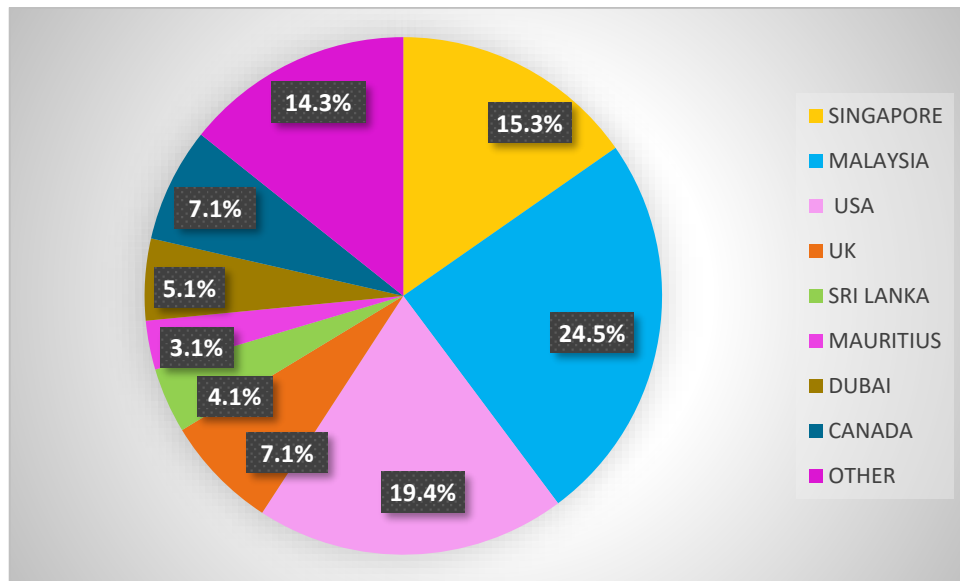
INFERENCE:

Majority of the respondent are dealt with **Religious Statue (42%)** Style.

TABLE NO 4.1.10: RESPONDENTS ON WHICH COUNTRY THEY SEEK TO AVAIL EXPORT SERVICE FOR

OPINION	NO OF RESPONDENTS	PERCENTAGE
SINGAPORE	15	15.3%
MALAYSIA	24	24.5%
USA	19	19.4%
UK	7	7.1%
SRI LANKA	4	4.1%
MAURITIUS	3	3.1%
DUBAI	5	5.1%
CANADA	7	7.1%
OTHER	14	14.3
TOTAL	98	100%

CHART NO 4.1.10



RESPONDENTS ON WHICH COUNTRY THEY SEEK TO AVAIL EXPORT SERVICE FOR

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of them Seek to avail export service to **Malaysia (24.5%)**, followed by that most of them opt to export to **USA (19.4%)** and **Singapore (15.3%)**, 14.3% of them exports to distinctive **other** countries and followed by this customer export to **UK (7.1%)** and **Canada (7.1%)** and 5.1% to **Dubai**, 4.1% to **Sri Lanka** ,3.1 % to **Mauritius**.

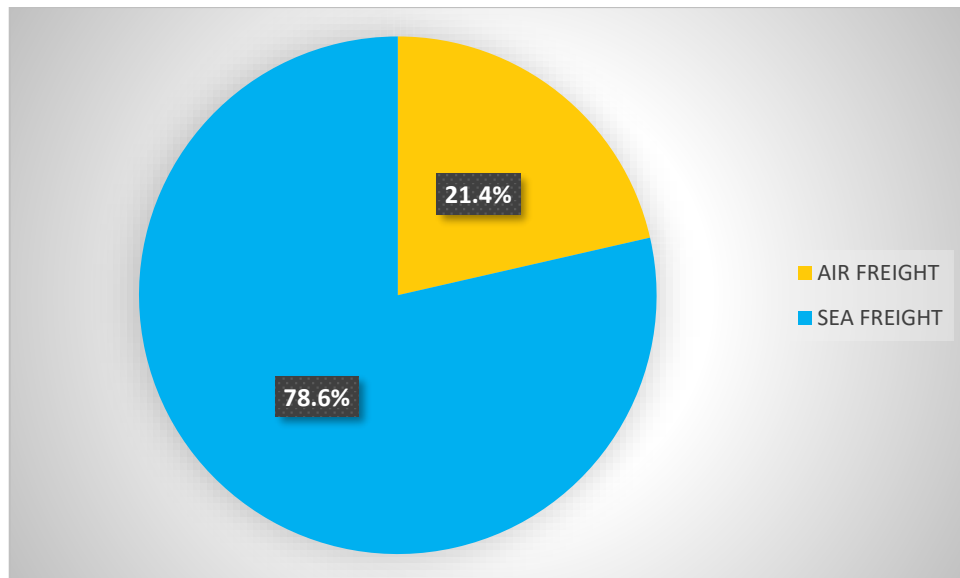
INFERENCE:

Majority of the respondent seek to avail export service to **Malaysia (24.5%)**, the reason for which is, it's one among the countries filled majority of Indian Migrant Population.

TABLE NO 4.1.11: RESPONDENTS ON WHAT'S THEIR PICK BETWEEN SEAN AND AIR FREIGHT

OPINION	NO OF RESPONDENTS	PERCENTAGE
AIR FREIGHT	21	21.4%
SEA FREIGHT	77	78.6%
TOTAL	98	100%

CHART NO 4.1.11



RESPONDENTS ON WHAT'S THEIR PICK BETWEEN SEAN AND AIR FREIGHT

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents choose **Sea Freight (78.6%)**, and others choose **Air Freight (21.4%)**.

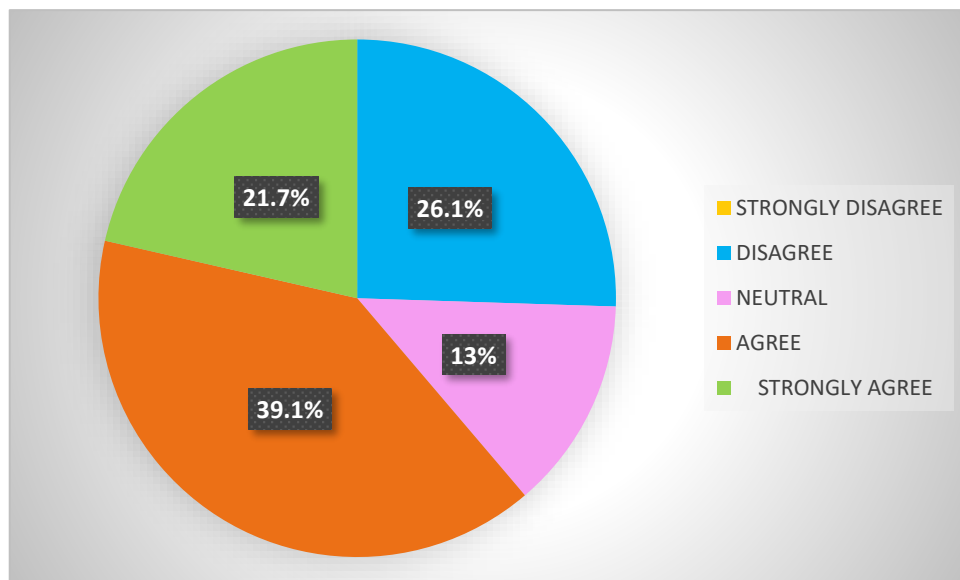
INFERENCE:

Majority of the respondent choose **Sea Freight (78.6%)**, because most of them deal with Stone Handicrafts.

TABLE NO 4.1.12: RESPONDENTS ON THE SERVICE IS BEEN PERSONALIZED AND CUSTOMIZED TO THEIR NEEDS

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	NIL	0%
DISAGREE	25	26.1%
NEUTRAL	13	13%
AGREE	39	39.1%
STRONGLY AGREE	21	21.7%
TOTAL	98	100%

CHART NO 4.1.12



RESPONDENTS ON THE SERVICE IS BEEN PERSONALIZED AND CUSTOMIZED TO THEIR NEEDS

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents **Agree (39.1%)** with whether the firm's service is been personalized and customized, followed by that **26.1%** respondents **Disagree**, **21.7%** respondents **Strongly Agree** and **13%** wish to stay **Neutral** and **None** of them **Strongly Disagree**.

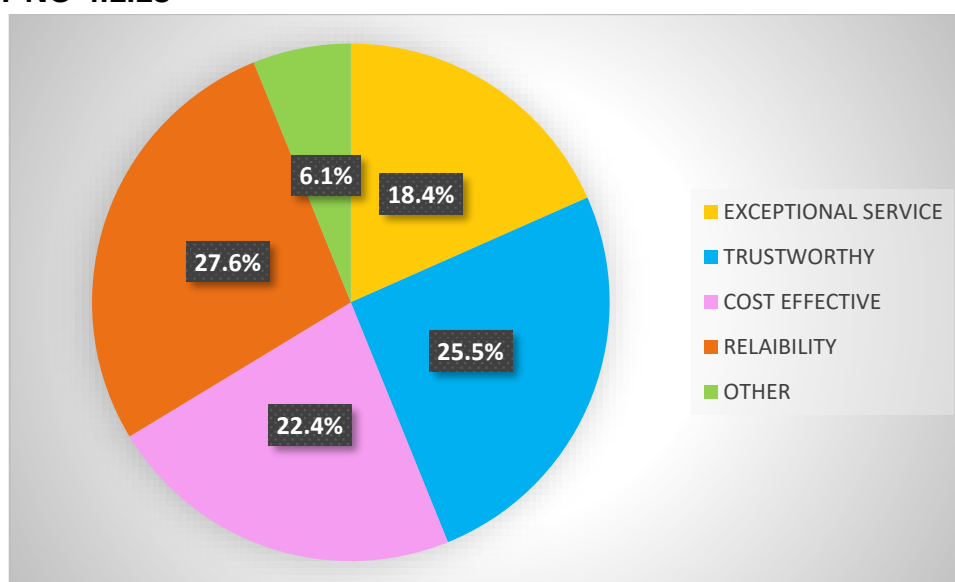
INFERENCE:

Majority of respondents **Agree (39.1%)** with whether the firm's service is been personalized and customized.

TABLE NO 4.1.13: RESPONDENTS ON WHAT CONVINCED THEM CHOOSE FIRM'S SERVICE

OPINION	NO OF RESPONDENTS	PERCENTAGE
EXCEPTIONAL SERVICE	18	18.4%
TRUSTWORTHY	25	25.5%
COST EFFECTIVE	22	22.4%
RELAIBILITY	27	27.6%
OTHER	6	6.1%
TOTAL	98	100

CHART NO 4.1.13



RESPONDENTS ON WHAT CONVINCED THEM CHOOSE FIRM'S SERVICE

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents Choose **Reliability (27.6%)** as reason convinced them to choose the firm, followed by that **25.5%** of respondent choose **Trustworthy** and **22.4%** choose **Cost Effective** and respondent choose **Exceptional Service** are **18.4%** over other reasons whereas **Other (6.1%)** Reasons why customer choose this firm are "Friendly Service" and "Convenience"

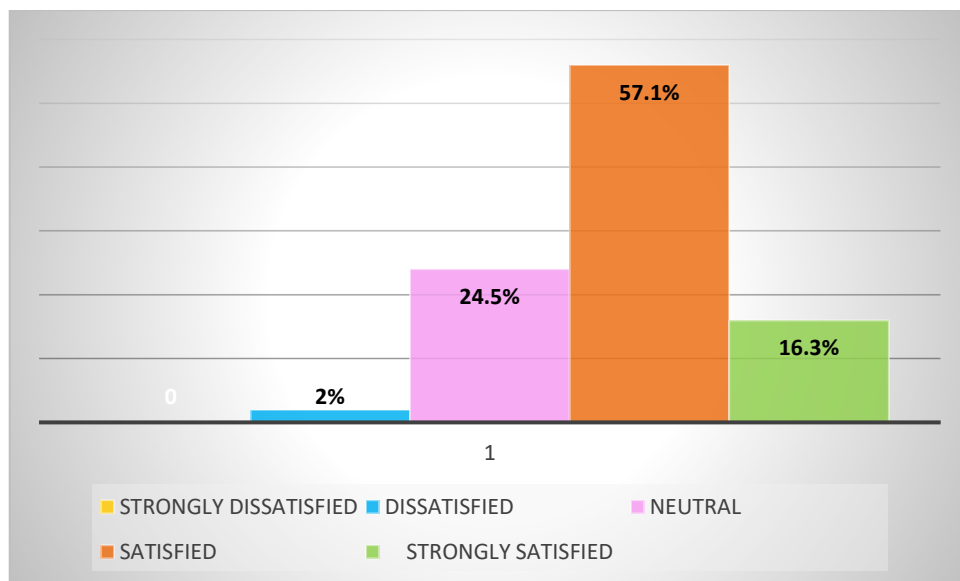
INFERENCE:

Majority of respondents choose the firm because its **Reliable (27.6%)**.

TABLE NO 4.1.14: RESPONDENTS ON HOW THEY RATE THE FIRM'S QUALITY OF SERVICE

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISSATISFIED	NIL	0%
DISSATISFIED	2	2%
NEUTRAL	24	24.5%
SATISFIED	56	57.1%
STRONGLY SATISFIED	16	16.3%
TOTAL	98	100%

CHART NO 4.1.14



RESPONDENTS ON HOW THEY RATE THE FIRM'S QUALITY OF SERVICE

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents rate the quality of the firm service as **Satisfied (57.1%)**, followed by that **24.5%** respondents stays **Neutral**, **16.3%** respondents' rate **Strongly Satisfied** and **2%** rate **Dissatisfied** and **None** of the rated **Strongly Dissatisfied (0%)**.

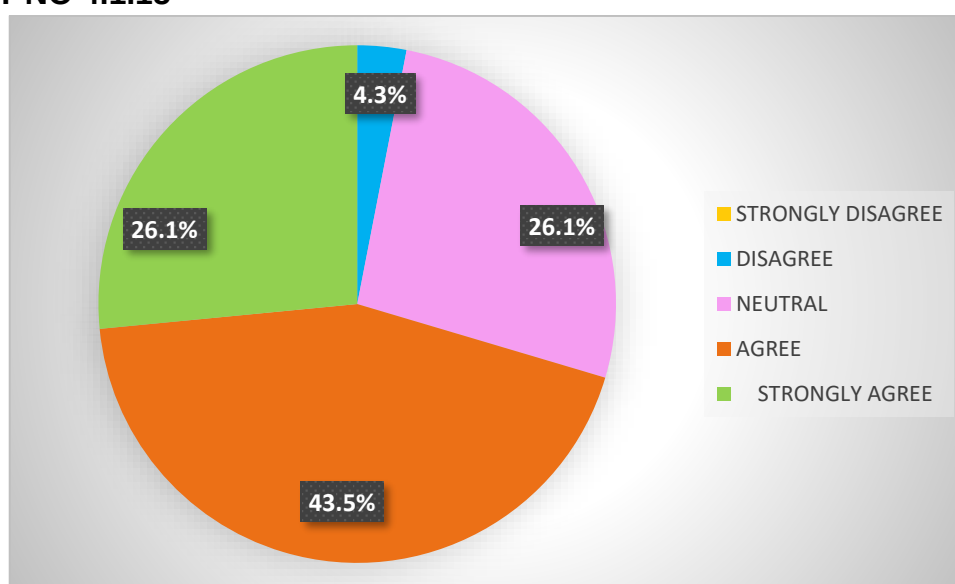
INFERENCE:

Majority of respondents rate the quality of the firm **Satisfied (57.1%)**.

TABLE NO 4.1.15: RESPONDENTS ON WHETHER THE SERVICE IS UPTO THEIR EXPECTATION & CATER THEIR NEEDS

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	NIL	0%
DISAGREE	3	4.3%
NEUTRAL	26	26.1%
AGREE	43	43.5%
STRONGLY AGREE	26	26.1%
TOTAL	98	100%

CHART NO 4.1.15



RESPONDENTS ON WHETHER THE SERVICE IS UPTO THEIR EXPECTATION & CATER THEIR NEEDS

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents **Agree (43.5%)** with whether the firm's service is up to their expectation and cater their needs, followed by that most of them choose **Strongly Agree (26.1%)** and same amount choose to stay **Neutral (26.1%)** and **4.3%** choose **Disagree** and **None** of them choose **Strongly Disagree (0%)**.

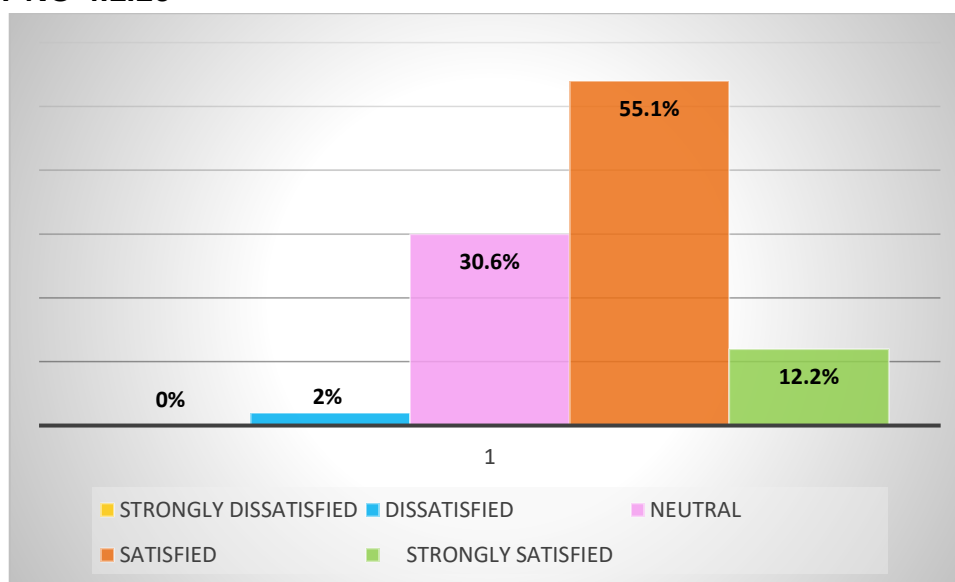
INFERENCE:

Majority of respondents **Agree (43.5%)** with whether the firm's service is up to their expectation and cater their needs.

TABLE NO 4.1.16: RESPONDENTS ON TO WHAT EXTEND DID THE FIRM'S SERVICE MEET THEIR EXPECTATION

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISSATISFIED	NIL	0%
DISSATISFIED	2	2%
NEUTRAL	30	30.6%
SATISFIED	54	55.1%
STRONGLY SATISFIED	12	12.2%
TOTAL	98	100%

CHART NO 4.1.16



RESPONDENTS ON TO WHAT EXTEND DID THE FIRM'S SERVICE MEET THEIR EXPECTATION

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents rate to what extend Firm's service meet their expectation as **Satisfied (55.1%)**, followed by that **30.6%** respondents stays **Neutral**, **12.2%** respondents' rate **Strongly Satisfied** and **2%** rate **Dissatisfied** and **None** of the rated **Strongly Dissatisfied (0%)**.

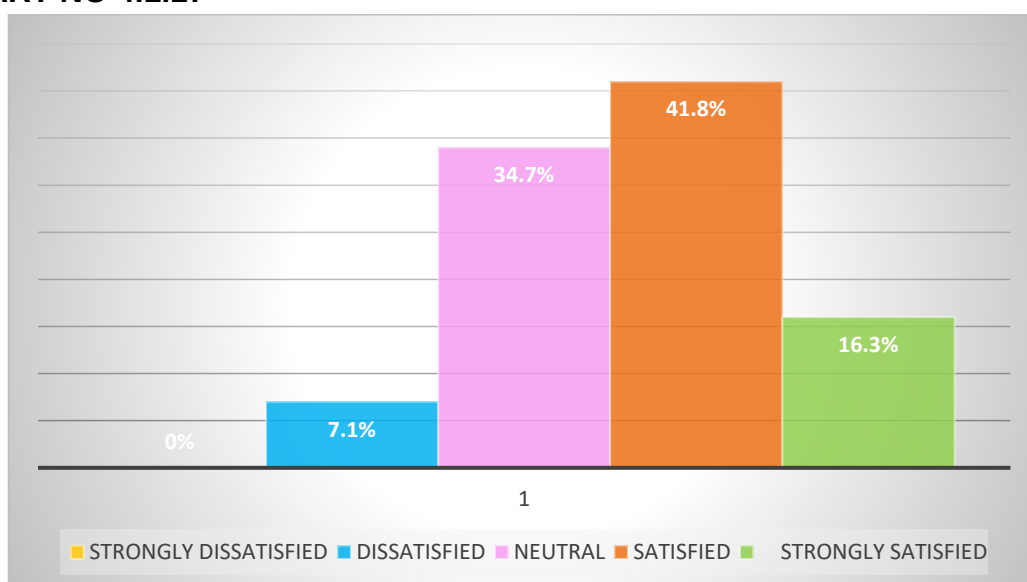
INFERENCE:

Majority of respondents rate to what extend Firm's service meet their expectation as **Satisfied (55.1%)**.

TABLE NO 4.1.17: RESPONDENTS ON HOW RESPONSIVE THE FIRM HAVE BEEN TO THEIR QUERIES OR CONCERNS ABOUT THE FIRM'S SERVICE

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISSATISFIED	NIL	0%
DISSATISFIED	7	7.1%
NEUTRAL	34	34.7%
SATISFIED	41	41.8%
STRONGLY SATISFIED	16	16.3%
TOTAL	98	100%

CHART NO 4.1.17



RESPONDENTS ON HOW RESPONSIVE THE FIRM HAVE BEEN TO THEIR QUERIES OR CONCERNS ABOUT THE FIRM'S SERVICE

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents rate to how responsive the firm have been to their queries and concerns about the firm's service as **Satisfied (41.8%)**, followed by that **34.7%** respondents stays **Neutral**, **16.3%** respondents' rate **Strongly Satisfied** and **7.1%** rate **Dissatisfied** and **None** of the rated **Strongly Dissatisfied (0%)**.

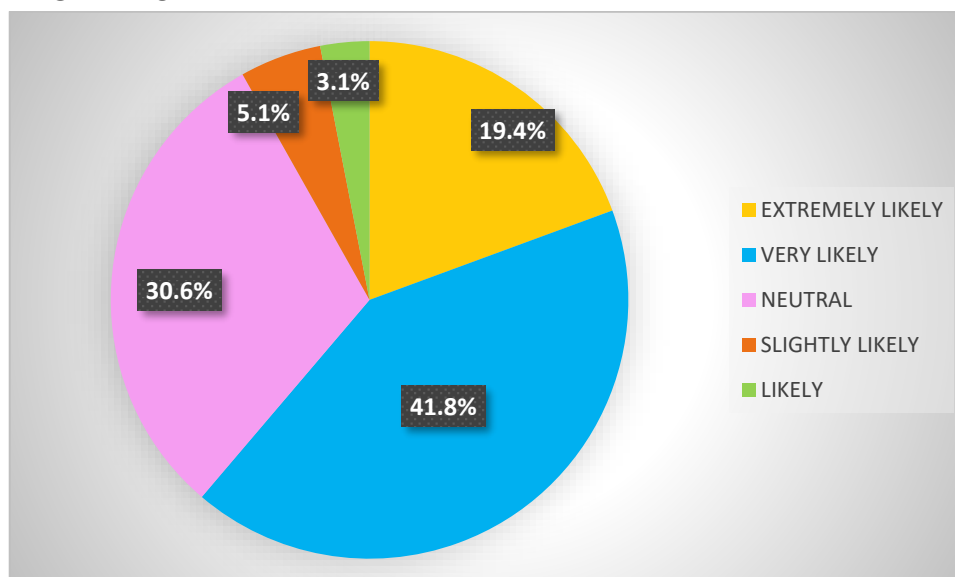
INFERENCE:

Majority of respondents rate to how responsive the firm have been to their queries and concerns about the firm's service as **Satisfied (41.8%)**.

TABLE NO 4.1.18: RESPONDENTS ON HOW LIKELY THEY ARE TO RECOMMEND OUR SERVICE TO THEIR CIRCLE

OPINION	NO OF RESPONDENTS	PERCENTAGE
EXTREMELY LIKELY	19	19.4%
VERY LIKELY	41	41.8%
NEUTRAL	30	30.6%
SLIGHTLY LIKELY	5	5.1%
LIKELY	3	3.1%
TOTAL	98	100%

CHART NO 4.1.18



RESPONDENTS ON HOW LIKELY THEY ARE TO RECOMMEND OUR SERVICE TO THEIR CIRCLE

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents respond to how likely they are to recommend firm's service to their circle as **Very likely (41.8%)**, followed by that **30.6%** respondents stays **Neutral**, **19.4%** respondents' rate **Extremely likely** and **5.1%** rate **Slightly likely** and **3.1%** of the rated **Likely**.

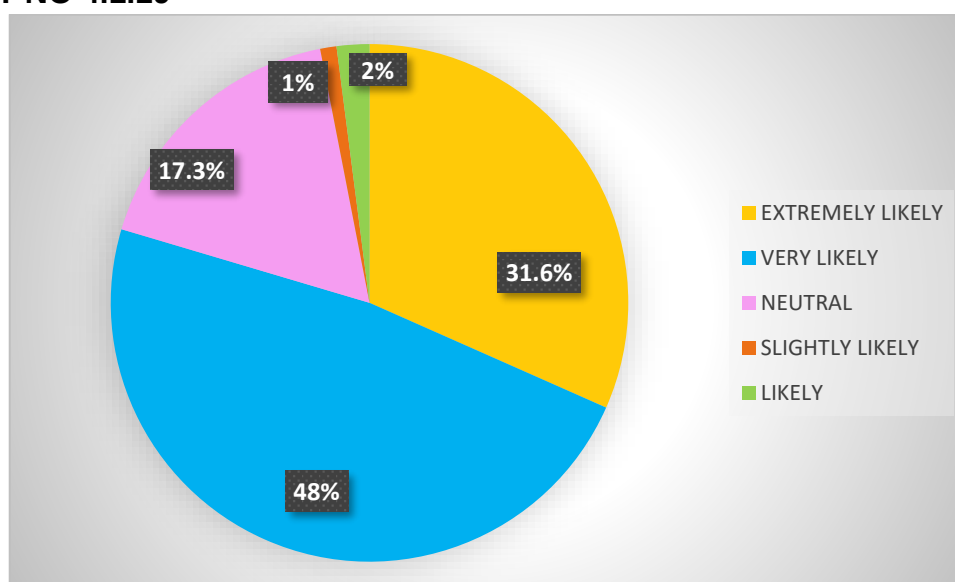
INFERENCE:

Majority of respondents respond to how likely they are to recommend firm's service to their circle as **Very likely (41.8%)**.

TABLE NO 4.1.19: RESPONDENTS ON HOW LIKELY THEY ARE TO AVAIL SERVICE FROM THE FIRM

OPINION	NO OF RESPONDENTS	PERCENTAGE
EXTREMELY LIKELY	31	31.6%
VERY LIKELY	47	48%
NEUTRAL	17	17.3%
SLIGHTLY LIKELY	1	1%
LIKELY	2	2%
TOTAL	98	100%

CHART NO 4.1.19



RESPONDENTS ON HOW LIKELY THEY ARE TO AVAIL SERVICE FROM THE FIRM

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents respondent to how likely they are to avail service from the firm as **Very likely (48%)**, followed by that **31.6%** respondents choose **Extremely Likely**, **17.3%** stays **Neutral** and **2%** rate **Likely** and **1%** of the rated **Slightly Likely**.

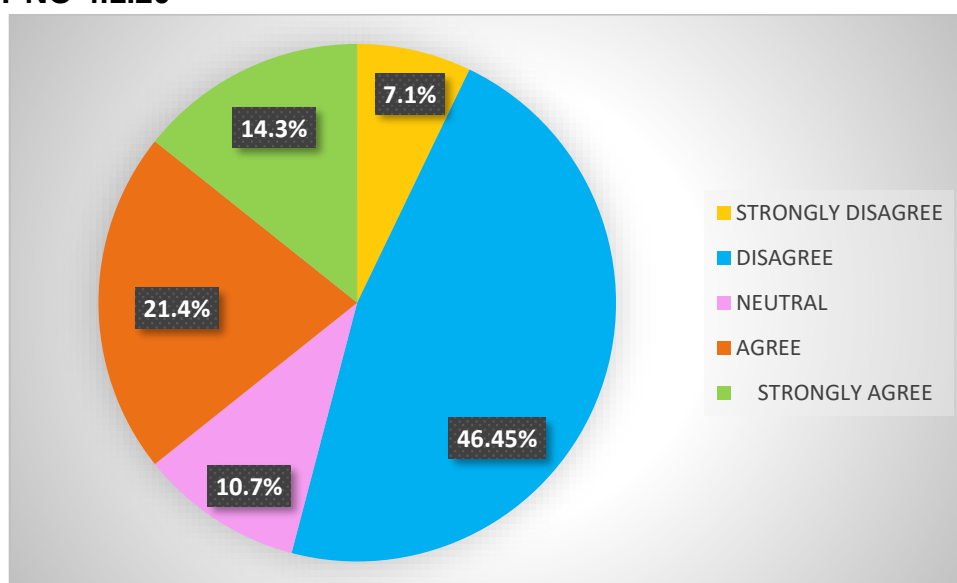
INFERENCE:

Majority of respondents respondent to how likely they are to avail service from the firm as **Very likely (48%)**,

TABLE NO 4.1.20: RESPONDENTS ON WHETHER THE FIRM'S WEBSITE AND ITS APPLICATION INFLUNCES BUSINESS SCENARIO

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	7	7.1%
DISAGREE	46	46.45
NEUTRAL	10	10.7%
AGREE	21	21.4%
STRONGLY AGREE	14	14.3%
TOTAL	98	100%

CHART NO 4.1.20



RESPONDENTS ON WHETHER THE FIRM'S WEBSITE AND ITS APPLICATION INFLUNCES BUSINESS SCENARIO

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents **Disagree (46.4%)** with whether the firm's website and its application influence business scenario, followed by that most of them choose **Agree (21.4%)** and **14.3%** choose **Strongly Agree** and **10.7%** choose to stay **Neutral** and **7.1%** of them choose **Strongly Disagree**.

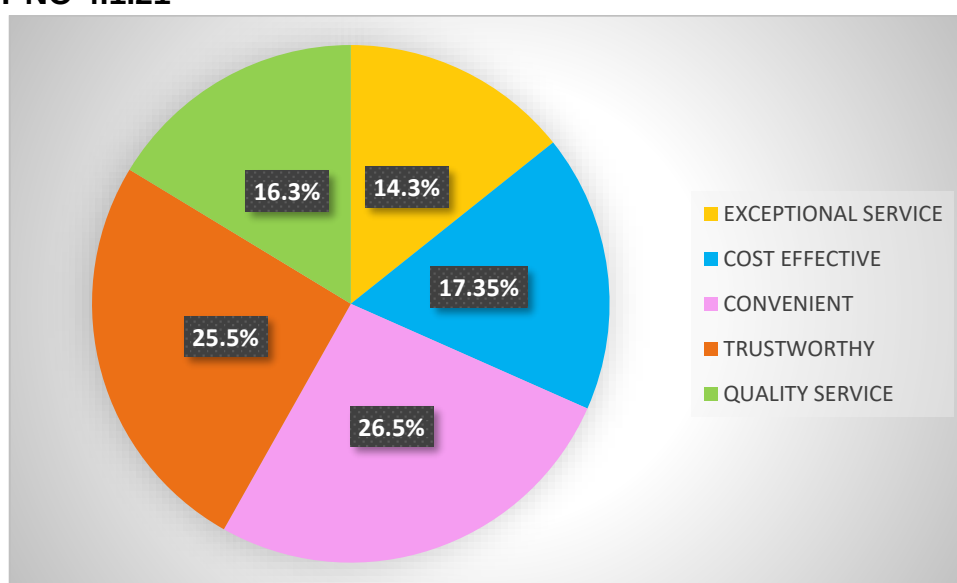
INFERENCE:

Majority of respondents **Disagree (46.4%)** with whether the firm's website and its application influence business scenario.

TABLE NO 4.1.21: RESPONDENTS ON HOW THEY WANT TO DESCRIBE THE SERVICE OF THE FIRM

OPINION	NO OF RESPONDENTS	PERCENTAGE
EXCEPTIONAL SERVICE	14	14.3%
COST EFFECTIVE	17	17.35
CONVENIENT	26	26.5%
TRUSTWORTHY	25	25.5%
QUALITY SERVICE	16	16.3%
TOTAL	98	100%

CHART NO 4.1.21



RESPONDENTS ON HOW THEY WANT TO DESCRIBE THE SERVICE OF THE FIRM

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents respondent on how they want to describe the firm's service as **Convenient (26.5%)**, followed by that closely respondents choose **Trustworthy (25.5%)**, 17.3% respondents choose **Cost effective** and Close to that respondents choose **Quality Service (16.3%)** and remaining choose **Exceptional Service (14.3%)**.

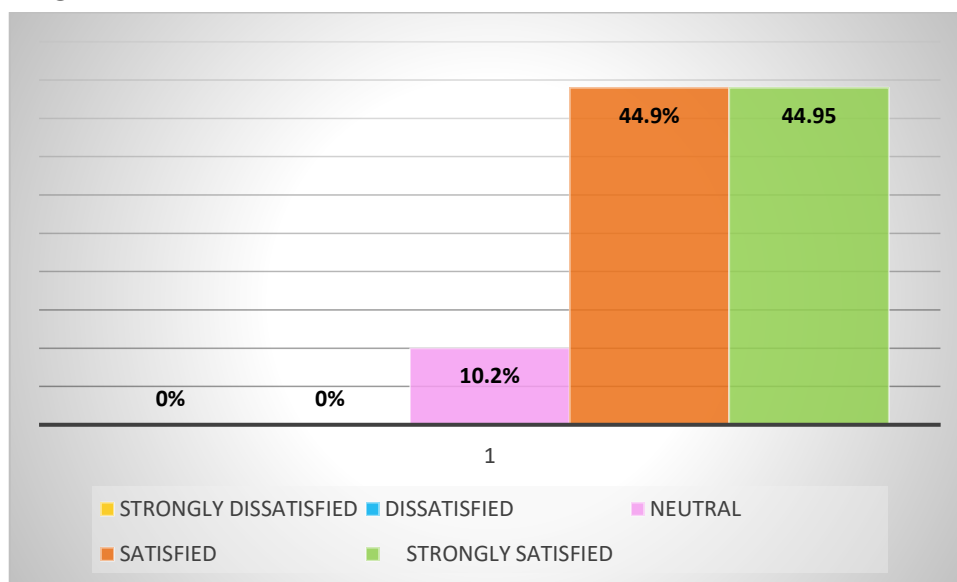
INFERENCE:

Majority of respondents respondent on how they want to describe the firm's service as **Convenient (26.5%)**.

TABLE NO 4.1.22: RESPONDENTS ON HOW SATISFIED THEY ARE WITH OVERALL SERVICE OF THE FIRM

OPINION	NO OF RESPONDENTS	PERCENTAGE
STRONGLY DISSATISFIED	NIL	0%
DISSATISFIED	NIL	0%
NEUTRAL	10	10.25
SATISFIED	44	44.9%
STRONGLY SATISFIED	44	44.95
TOTAL	98	100%

CHART NO 4.1.22



RESPONDENTS ON HOW SATISFIED THEY ARE WITH OVERALL SERVICE OF THE FIRM

INTERPRETATION:

From the above table and chart its interpreted that out of 98 respondent's majority of respondents rate to how satisfied they are with the overall service of the firm as equally as **Satisfied (44.9%) & Strongly Satisfied (44.9%)**, followed by that **10.2%** respondents stays **Neutral**, and **None** of the rated **Dissatisfied (0%) & Strongly Dissatisfied (0%)**.

INFERENCE:

Majority of respondents rate to how satisfied they are with the overall service of the firm as equally as **Satisfied (44.9%) & Strongly Satisfied (44.9%)**.

HYPOTHESIS

4.2 CHI – SQUARE TEST OF INDEEPENDENCE

The Chi Square test of independence is a statistical hypothesis test used to determine whether two nominal or categorial variables are likely to be related or not.

4.2.1 Null Hypothesis (H0):

- ✓ A Null hypothesis is a statement in which there is no relation between the two variables.
- ✓ Generally, which is been rejected or disproved.
- ✓ It is rejected if p – value is less than the alpha value; otherwise, it is accepted.

4.2.2 Alternative Hypothesis (H1):

- ✓ An Alternative hypothesis is a statement in which there is some statistical relationship between the two variables.
- ✓ Generally, which is been accepted or proved.
- ✓ It is accepted if p – value is less than alpha value; it is rejected.

Table No 4.2.1 Observed Value

Age*Where did you first hear about us? Cross Tabulation						
Count		Where did you first hear about us?				
		Word of mouth	Search Engine	Referral	Other	GRAND TOTAL
Age	18– 27	-	1	-	-	1
	28–37	5	4	16	1	26
	38-47	14	3	25	1	43
	48 and above	16	-	11	1	28
	Total	35	8	52	3	98

Table No 4.2.2 Expected Value

Age*Where did you first hear about us? Cross Tabulation						
Count		Where did you first hear about us?				
Column Label Row Label		Word of mouth	Search Engine	Referral	Other	GRAND TOTAL
Age	18– 27	0.3571428 57	0.0816326 53	0.530612 24	0.03061224 5	1
	28–37	9.2857142 86	2.1224489 8	13.79591 84	0.79591836 7	26
	38-47	15.357142 86	3.5102040 82	22.81632 65	1.31632653 1	43
	48 and above	10	2.2857142 86	14.85714 29	0.85714285 7	28
	Total	35	8	52	3	98

Table No 4.2.3 Obtained Value

CHI SQUARE TEST	
P -Value	0.021412222
Df [Degree of Freedom]	9
Statistical Value	19.47930789
Significant Level	5%
Critical Value	16.9189776

INTERPRETATION:

With **p value** being less than **0.05 (0.02)**, which indicate it has statistically significant and, in this case, **Null Hypothesis (H0) is rejected** and **Alternative hypothesis(H1) is accepted**. The variable taken such as Age and their first awareness about the company has significant difference is been evident from Chi square test.

INFERENCE:

With p value less than 0.05 (0.02), null hypothesis(H0) is rejected and alternative hypothesis(H1) is accepted.

FORMULA USED

- ✓ EV (Expected value) = $\frac{\text{Row total} \times \text{Column Total}}{\text{Grand Total}}$
- ✓ P – Value = [CHISQ.TEST(Table 1 Row: Column, Table 2 Row: Column)]
- ✓ Df (Degree of Freedom) = (# Rows - 1) (# Columns - 1)
- ✓ Statistical Value – (Observed value) [CHISQ.INV.RT (Probability, Df)]
- ✓ Critical Value – [CHINV (Significant Level, Df)]

FINDINGS

CHAPTER 05

5.1 FINDINGS OF THE STUDY

- Majority of respondents turned up to avail service from the respective firm are **Male(98%)**.
- Majority of respondents in alike business fall under age category of **38- 47 years.(43.9%)**
- Since survey is Geo restricted it has every respondents from **“Mamallapuram”** only.
- Most of respondents are Graduates with an **UG Degree.(38.1%)**
- Majority of respondents are Business units with **6-10 Years & more than 20 Years** of operation experience.**(26.5%&26.5% respectively)**
- Majority of respondents first heard about the firm by **Referral.(53.1%)**
- From this survey its evident that majority of respondents are Satisfied consumers with first impression of the firm, which made them to Choose **“Strongly Satisfied”** to question “How is their first experience with the firm”.**(57.9%)**
- Most of respondents are been consumers to firm for **1-5 years (41.8%)**, which shows improved awareness and expansion of the firm in recent years
- Majority of respondents are business units which deals with **“Stone” Handicrafts.(45%)**
- Majority of respondents are business units which deals with **“Religious Statue”.(42%)**

- Majority of respondents are business units which avail export service to **“Malaysia”(24.5%)** closely followed by **USA(19.4%)** & **Singapore(15.3%)**, because these country's are filled with majority of Indian Migrant Population Which make them to seek for such Handicrafts of Indian Style.
- From this survey, the majority of respondents pick is **“Sea Freight””(78.6%)**, because majority of it's consumer deal with stone handicrafts for which heavy weight is concerned in “Air freight”.
- Majority of respondents **Agree (39.1%)** with whether the firm's service is been personalized and customized.
- From this survey, it's apparent that the majority of respondents are convinced to choose the service provided by the firm because of its **“Reliability”.(27.6%)**
- From this survey , most of the respondents are **“Satisfied”** with Quality of the service, which made them choose rating of 4 in Scale of 1 to 5.**(57.1%)**
- Majority of respondents **Agree (43.5%)** with whether the firm's service is up to their expectation and cater their needs.
- Majority of respondents says **“Satisfied”** for the question to what the firm's service meet their expectation , by choosing 4 in scale of 1 to 5.**(55.1%)**
- From this survey , its obvious that the firm is doing good in turning up to queries & concerns of consumers about firm's service, which made majority of respondents to choose **“Satisfied”** from scale of 1 to 5.**(41.8%)**
- From this survey, its obvious that majority of respondents are **“Very Likely”** to recommend firm's service to their circle people.**(41.8%)**
- Most of the respondent are happy in continuing to avail service from the firm by choosing **“Very Likely”.(48%)**

- Majority of respondents **Disagree (46.4%)** with whether the firm's website and its application influence business scenario.
- Its apparent that the firm's website isn't that familiar among its consumer, which is been proved by majority of respondents **Disagree (46.4%)** with whether the firm's website and its application influence business scenario.
- The Firm Assured its consumer with quality and safe service along with easy accessibility , which made majority of consumer choose "**Convenient**" closely followed by "**Trustworthy**".(26.5%& 25.5% respectively)
- Majority of respondents to overall rating chooses "**Satisfied**" & "**Very Satisfied**" from Scale of 1 to 5.(44.9% & 44.9% respectively)

SUGGESTION & CONCLUSION

CHAPTER 06

6.1 SUGGESTION FROM THE STUDY

- It's overwhelming to find out through this survey that the Firm's performance is being **"IN ACCORDANCE WITH CONSUMER EXPECTATION"** so far, with a blend of **"LONG TERM INSIGHTS"** it can further more secure a stable foothold in the market.
- From survey it's analysed that ,the strength of the firm is it's **"FLEXIBLE NATURE"**, which it has to grasp and work on with its customization and personalization.
- It has to concentrate on it's **"EXSISTING CONSUMER'S REFERRAL TO ITS CIRCLE"** which is been evident in the survey, playing a vital role in **"EXPANDING ITS BUSINES FURTHER"**, as it's been a major source of the firm's awareness.
- It's apparent through survey that most of firm's customer is experienced business units with decades of experience ,yet it also has to **"CONCENTRATE ON NEW EMERGING BUSINESS OF NEW GEN PEOPLE"**, Who are not majority of it's consumer as of now, which helps business balance adaptability of trends as well as its reliable nature of it's existing consumers.

- It's obvious from survey that firm's customers are unfamiliar with its website and quite a response were a kind of disagreement to its impact, so it has **“TO CONCENTRATE ON ITS WEBSITE AWARENESS”**, which helps to reach untapped consumers without any geographical restriction .In era of technology every business has to well connected to internet means to its expansion ,but in this case such unawareness act as a **“BARRIER TO ITS NEW CONSUMERS, WHICH UNABLE THEM TO REACH THE FIRM ”**

6.2 CONCLUSION

For market of any nature and to marketers "Consumer is King". He is the one who pays the price marketers want. He is not willing to give that away for free. He will part with it only when he is satisfied with a particular product or service. Customer satisfaction information through surveys can help a company determine how to improve or changes its products and services, to be in its best sense. And also, it greatly influences the reputation and success of businesses. Positive response from satisfied consumers can attract more customers, while negative feedback can significantly impact a business's reputation and sales. Eventually businesses put great efforts to prioritize consumer satisfaction and address their concerns to maintain a positive brand image. NSLS so far has been doing greatly, be it their flexible service or friendly nature in treating consumers. Being a Major contributor of market share in providing Handicrafts logistical service in Mahabalipuram Region and a strong competitor in other regions of same needs, it has to grasp its position and furthermore concentrate on its website awareness and its consumer referral for better expansion of its business.

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Website:

- 1) <https://www.epch.in/>
- 2) <http://tnpoompuhar.org/>
- 3) <https://tnhdcltd.com/>
- 4) <http://www.handicrafts.nic.in/>
- 5) <https://puratattva.in/2016/08/02/mamallapuram-bibliography-journals-4068>.
- 6) <http://www.artisan.gov.in/telephone.aspx>
- 7) <https://www.epch.in/index.php>
- 8) <https://www.google.com/>
- 9) <https://www.wikipedia.org/>
- 10) <https://www.researchgate.net/>
- 11) <https://scholar.google.com/>
- 12) <https://www.academia.edu/>

ANNEXURE

This is HEMADARSHINE.A final year student of Sathyabama Institute of Science and Technology pursuing B.com, the degree is awarded with completion of this study, so kindly spare your precious time filling out this questionnaire. You do I hope so, thanking in advance for your input.

A SURVEY ON B2B CONSUMER SATISFACTION WITH REFERNCW TO “NOVROJ SHIPPING AND LOGISTICS SERVICES”

01.Name _____

02.Gender.

(a) Male (b) Female

03.Location _____

04.Age.

(a) Less than 18 (b) 18 – 27 (c) 28 – 37 (d) 38 – 47 (e) 48 and above

05.Educational Qualification.

(a) Less than secondary Education (b) Schooling (c) Diploma (d) UG (e) PG

06.Business Unit Name _____

07.Years of Business Operation.

(a) 1 – 5 years (b) 6 – 10 years (c) 11 – 15 years (d) 16 – 20 years

(e) More than 20 years

08.Where did you first hear about us?

(a) Word of mouth (b) Referral (c) Search Engine (d) Competitors (e) Other

09.How is your first experience with NSLS?

- (a) Strongly Dissatisfied (b) Dissatisfied (c) Neutral (d) Satisfied**
- (e) Strongly Satisfied**

10.How long Have you been a customer to NSLS?

- (a) 1 – 5 years (b) 6 – 10 years (c) 11- 15 years (d) More than 15 years (e) First customer**

11.What Type of Handicrafts you deal with?

- (a) Stone (b) Wood (c) Bronze (d) Brass (e) Silver (f) Others**

12.What Style of Handicrafts you deal with?

- (a) Religious Statues (b) Non-Religious Statues (c) Animal & Gardening Models (d) Modern Art (e) Decors (f) Others**

13.To Which Country are you going to avail export service from us to export your Handicrafts?

- (a) Singapore (b) Malaysia (c) USA (d) UK (e) Sri Lanka (f) Mauritius**
- (g) Dubai (h) Canada (I) Others**

14.What's your pick in between service of.

- (a) Air Freight (b) Sea Freight**

15.Is our service is been particularly personalized & customized to your needs?

- (a) Strongly Disagree (b) Disagree (c) Neutral (d) Agree**
- (e) Strongly Agree**

16.What convinced you to choose our service?

(a) Exceptional Service (b) Trustworthy (c) Reliability (d) Cost Effective

(e) Other _____

17.How would you rate the quality of our service.

(a) Strongly Dissatisfied (b) Dissatisfied (c) Neutral (d) Satisfied

(e) Strongly Satisfied

18.Tell us whether our service is up to your expectation & cater your needs?

(a) Strongly Disagree (b) Disagree (c) Neutral (d) Agree

(e) Strongly Agree

19.To what extent did our service meet your expectation.

(a) Strongly Dissatisfied (b) Dissatisfied (c) Neutral (d) Satisfied

(e) Strongly Satisfied

20.How responsive have we been to your queries or concerns about our service.

(a) Strongly Dissatisfied (b) Dissatisfied (c) Neutral (d) Satisfied

(e) Strongly Satisfied

21.How likely are you to recommend our service to your circle.

(a) Extremely Likely (b) Very Likely (c) Neutral (d) Slightly Likely

(e) Likely

22.How likely are you to continue to avail our service.

(a) Extremely Likely (b) Very Likely (c) Neutral (d) Slightly Likely

(e) Likely

23.Do you think the website & its application influences business scenario?

(a) Strongly Disagree (b) Disagree (c) Neutral (d) Agree

(e) Strongly Agree

24.Which of the following words would you use to describe our service?

(a) Exceptional Service (b) Cost Effective (c) Convenient (d) Trustworthy

(e) Quality Service

25.How Satisfied you are with our overall service?

(a) Strongly Dissatisfied (b) Dissatisfied (c) Neutral (d) Satisfied

(e) Strongly Satisfied