

A STUDY ON THE PROBLEMS FACED BY CUSTOMERS THROUGH THE COURIER SERVICES IN PERUNGALATHUR

Bachelor of Commerce

By

GUNASEKAR E

39740099



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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www.sathyabama.ac.in

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of GUNASEKAR E (39740099) who has done the Project work entitled **A STUDY ON THE PROBLEMS FACED BY CUSTOMERS THROUGH THE COURIER SERVICES IN PERUNGALATHUR** under my supervision from December 2021 to February 2022.

Dr. DHANYA M. M.
Internal Guide

External Guide

Dr. BHUVANESWARI G.
Dean, School of Management Studies

Viva voice Examination held on _____ Submitted for

Internal Examiner

External Examiner

DECLARATION

I **GUNASEKAR E (39740099)**. Hereby declare that the Project Report entitled “**A STUDY ON THE PROBLEMS FACED BY CUSTOMERS THROUGH THE COURIER SERVICES IN PERUNGALATHUR**” done by me under the guidance of Dr. DHANYA M. M., MA, MBA, PhD. Assistant Professor, School of Management Studies is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

GUNASEKAR E

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GUNASEKAR E

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ABSTRACT

This study presents the impact of Problems faced by customers through the courier services in perungalathur. Courier Service Delivery Management System is useful for small- and large-scale courier services for improving their services and increasing sales and services by using web-based portal. Users can book courier, know about arrival of packages, closing and opening timings, customer support and feedback system for completing work in less time. At present most of the large-scale courier services in developed countries use this technology. Hence, the aim of this work is to design and implement a National Courier Management System capable of enhancing customer deliveries by features such as speed, security, tracking etc. from specific towns or cities, to regional and national services. The Courier Service Delivery Management System will be divided into two users that are the 'Administrators' and 'Customers'. In India, Courier Industry has evolved itself over the years. Starting from the mid-1980's to now in the 21st century – the customer now has more faith on a Courier Company than on India Post. A Courier Company has a critical role to play in the Supply Chain Management of any organization which is involved in distribution of products, raw material, semi-finished, finished goods across the globe or within India. This paper is an attempt to share the challenge and change which is being experienced in the Courier Industry in the Last Mile especially in last 5-10 years.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Courier is a special messenger, especially one carrying diplomatic correspondence. A courier is a person who makes arrangements for or accompanies a group of travelers on a journey or tour (William, 2009). In ancient history runners and homing pigeons and riders on horseback were used to deliver timely messages. Before there were mechanized courier services foot messengers physically ran miles to their destinations. To this day there are marathons directly related to actual historical messenger routes. In the Middle Ages, royal courts maintained their own messengers who were paid little more than common laborers. In cities, there are often bicycle couriers or motorcycle couriers but for consignments requiring delivery over greater distance networks, this may often include lorries, railways and aircraft. Many companies who operate under a Just-In-Time or "JIT" inventory method often utilize on-board couriers. On-board couriers are individuals who can travel at a moment's notice anywhere in the world, usually via commercial airlines. While this type of service is the second costliest—general aviation charters are far more expensive—companies analyze the cost of service to engage an on-board courier versus the "cost" the company will realize should the product not arrive by a specified time

1.2 INDUSTRY PROFILE:

The courier industry in India has come a long way from its origin in modern form in 1980s and thereafter. The industry has grown in size and reach. A significant number of players have scaled up their operations to match the contemporary, world-class professional environment. The industry has invested in information technology systems and set up good processes and proprietary systems capable for handling large volumes.

The Indian courier industry size is estimated at Rs. 14,000 crores in 2015-16. As a premium segment, the courier industry is a small but significant segment of the logistics industry. It is one of the fastest growing segments of the industry. The industry is expected to grow at 17% per annum to Rs. 20,000 crores in the next three years.

The economic growth in the country and the consequent trade growth will be primary growth driver for the courier industry. The growth in current customer industry segments and expansion into new industry segments will be demand drivers for the courier industry, In addition, increase in reach through expansion of network and new products like temperature-controlled logistics, services for importers and others will provide additional growth of the industry.

The courier industry serves as a key enabler for business by providing time-bound logistics services to customer industry segments. Besides providing critical services and aiding economic growth, the courier industry in India has significant contribution to the economy. As a labor intensive industry, the courier industry is estimated to presently employ about 11.9 lakhs persons, directly and indirectly. Based on the growth estimates for the industry, the employee base of the industry, direct and indirect, is expected to grow to 17.2 lakhs by 2015-16. The courier industry also makes significant contribution to the national exchequer with total tax contributions expected to be over Rs 1100 crores in form of service tax and corporate tax.

Through this platform we wish to have a consistent dialogue with you. You too, share with us your views & concerns about courier & cargo consignments. So that we could slowly establish a lasting & mutually fulfilling professional relationship!

1.3 NEED OF THE STUDY:

- Inability to manage multiple customers.
- Delayed deliveries.

- Poor visibility on the courier delivery operations.
- Dependency on human resources.
- Keeping customers updated.
- Delivering goods without any damage.
- High delivery cost.

1.4 SCOPE OF STUDY:

- The present study is an empirical one, based on the relationship between courier services providers and courier service users.
- The study focusses on the opinion of the individual and institutional courier service users towards courier services and its service quality.
- The reasons for using courier services by individual and institutional courier service users are compared.
- It also studies the marketing strategies adopted by the courier unit owners in the light of the elements of marketing mix.

1.5 OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

The primary data has been collected proportionately by using convenience sampling method. The collected primary data has been tabulated, edited and coded. Appropriate statistical tools have been used for analysing the primary data.

SECONDARY OBJECTIVE:

- Whether the customers of the above courier are satisfied with the quality of delivering service they received.
- To find out the problems facing the courier.
- To determine the extent of which marketing of delivering services have increased the volume of dispatch in TNT/IAS of Nigeria Plc

- To appraise the contribution of marketing of delivering services to the profitability of the courier.
- To formulate marketing strategies and make recommendation that would be more effective in the marketing of delivering services.
- To know the extent of the relationship between the courier and its customers.
- To know if the courier has marketing department.

CHAPTER 2

REVIEW OF LITERATURE

- Ritika Agarwal (2012) concludes in her study the various factors which focus on influencing the investors to invest among the different savings schemes of the post offices. It explains that the educational qualification and occupations of the investors has a significant impact on the saving pattern as well as to choose among the various investment schemes and services available with post offices. The study states that the investment in senior citizen schemes are very low preferred by the customer and communication network of the post offices should be increased. Post offices provide a unique bundle of savings products. Revolution in IT is the most preferred challenges for the postal offices.
- Vishal Mehta and Anil Mirchandani focus on the investment avenues for investing in the post office savings schemes. It's convenient for the customer of rural and urban customers to choose the investment in different schemes available. Good public image and confidence is developed among the general public as it offers the safety mode of return. The best part of postal department is the coverage of the huge masses, providing the best investment options with tax saving schemes and tax deductions on various investment avenues. safest way.
- K. Gayathri(2014) the paper studies in general the attitude of the investors towards the different schemes with the postal offices in cumbum town. It analyse the study of the various problems faced by the customers in investing money in post offices. It highlights suggestion for improvement in the way postal department perform their services. Latest technology up gradation which will make services faster and reliable. Advertisement strategy should be adopted as lack of awareness is there

as campaigning of services is not done. Post offices reach to the millions of people serving them the best products and schemes. Its role in rural areas is vital one.

- Thabiso John Mokoena and Charles Mbohwa(2013) discuss in the paper about the performance management of Postal Organisation. The performance of the Post is at decreasing level in last decades in terms of revenue, customer satisfaction and has a tough competition from private mail companies. It focuses on transformation role which will lead to a positive performance of the postal service.
- Seyed Ali Hosseini, et.al(2013), the paper studies the strength, weakness, opportunities and threats of Postal Services in Rasht(Iran). It focus on the number of problems faced by the public relating to the services offered by the Postal Offices. The post office distribution and city environment are not properly organised and it offer various suggestion to improve consistent services to customers.
- Mohd Tamizi Mazlan (2021) stated that Internet technologies have enabled e-commerce platforms to transform retail and logistics operations that create more economic benefits as reductions of costs and delays. Through E-commerce, they can market their products without having to meet and most compliant with the SOP. The result of the ecommerce boom during the MCO caused an extraordinary increase in sales of goods and required logistics courier services to meet customers' needs. Logistics courier services have a bright future to become an important industry. Ecommerce and logistics courier services need each other in ensuring business objectives are achieved.
- Sanjeet walia (2020) investigating the human behavioral issues in relation to online services highlights the need to incorporate a trust variable. A new promising research area includes the definition of trust in a service that is increasingly provided without direct contact between the service provider and the customer.

- K. Selvavinayagam (2019) Corporations square measure providing reliable delivery for domestic necessities by planning specifically to meet the requirements of the Indian domestic market, the air and rail services are operating presently to address non-commercial and business shipping necessities thus providing added-value services within the areas of road transport, air and ocean freight, supply and customs and forwarding services.
- A.Mohd, R.A Rashid, A.H.F. Abdul Hamid, M.A.Sarijari, M.R.A Rahim, H.Sayuti, M.R. Abdul Rasid (2019) „Development of android-based apps for courier service management“ Indonesian Journal of Electrical Engineering and Computer Science Vol. 15, No. 2, August 2019, pp. 1027~1036 ISSN: 2502-4752.
- Jonna ejdys, Aleksandra Gulc (2020) „INDUSTRY 4.0 AND COURIER SERVICES OPERATORS DEVELOPMENT“ Fifth International Scientific Conference “Telecommunications, Informatics, Energy and Management” ISSN 2535-096X
- Kamil Roman, Damian Sawczuk (2017) „The Analysis of the Consumer Satisfaction with the Quality of Logistics Services“ the Analysis of the Consumer Satisfaction... Logistics and Transport No 2(34)/2017

CHAPTER-3

3.1 RESEARCH METHADODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any are of investigation backed by collection, compilation, presentation and interpretation relevant data in detail.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

3.3TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire, it is easy to determine the involvement level of so many employees in the organization.

3.6 PLOTT SURVEY:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was

undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 SAMPLE SIZE:

The sample size for this survey is 91.

3.8 PERIOD OF STUDY

The period of study is from December 2021 to February 2022.

3.9 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire

4.1 Survey analysis of data

TABLE4.1

Age	Percentage
Below 25	58.2
25-35	19.8
36-45	13.2
Above 46	5.5
26	2.2
19	1.1

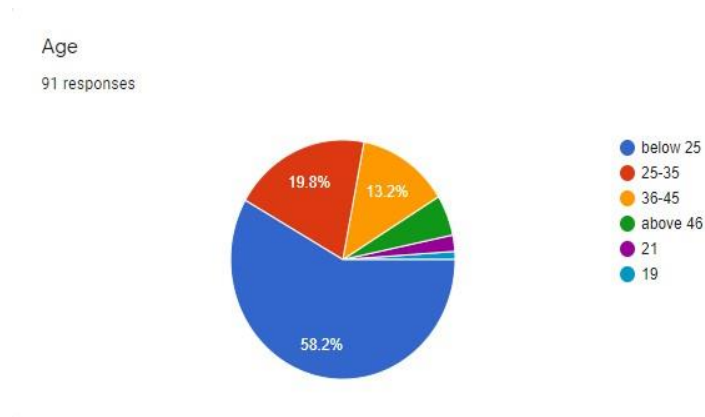


Chart 4.1

INTERPRETATION

From the above table interpreted that 58.2% respondents are below 25.19.8% are between 25-35age ,13.2% are between 36-45, majority of 58.2% respondents are between the age of below 25

Table 4.2 Gender of respondents

Gender	No, of. respondents	Percentage
Male	60	59.3
Female	40	40.7

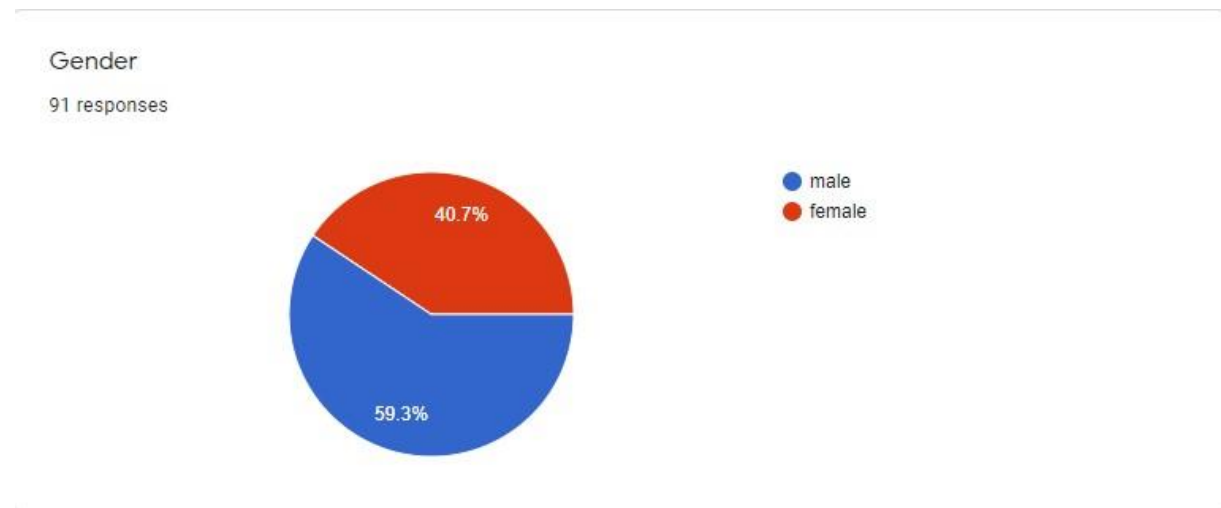


Chart 4.2

INTERPRETATION

From the above table interpreted that 60% was respondent male,40% was respondent female. Majority 60% respondents was male.

TABLE 4.3 Educational qualification

Education	Percentage
School	14.3
College	19.8
Degree	37.4
Others	28.6

Qualification
91 responses

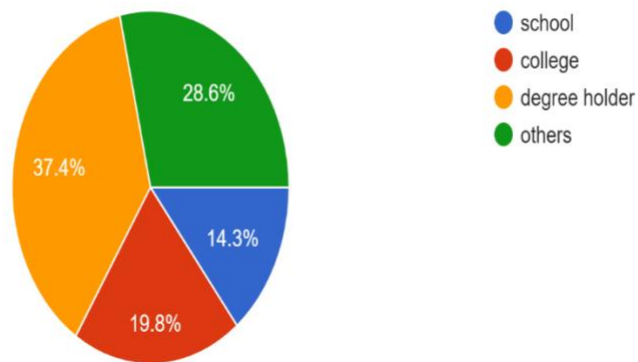


Chart 4.3

INTERPRETATION

From the above table interpreted that 37.4% of respondent were degree person and 28.6% of was respondent were Others, 19.8% of was respondent were College and 14.3% of respondent were school. Majority of respondent 37.4% is degree person.

TABLE 4.4 Usage of courier service

Period	Percentage
Daily	12.1
Frequently	28.6
Often	17.6
Rarely	41.8

How often do you use the courier service?

91 responses

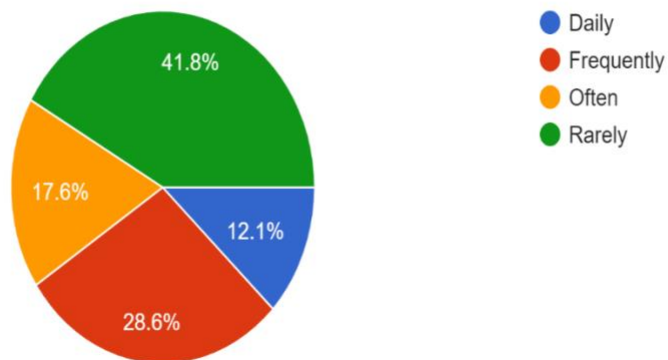


Chart 4.4

INTERPRETATION

From the above table interpreted that 41.8% respondent rarely, 28.6% was respondent frequently, 17.6% was respondent Often, and 12.1% was respondent daily. Majority of respondent 41.8% were rarely users.

TABLE 4.5 Purpose of using courier service

Purpose	Percentage
Education	19.8
Business	23.1
Personal	40.7
Others	16.5

What is the purpose of using courier service?

91 responses

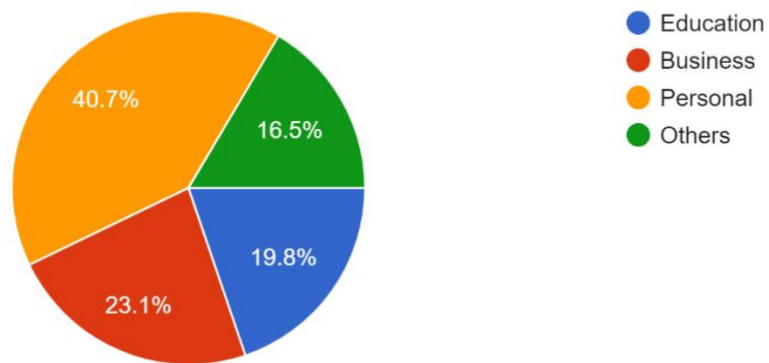


Chart 4.5

INTERPRETATION

From the above table interpreted that 40.7% respondent Personal and 23.1% was respondent Business, and 19.8% was respondent Education and 16.5% was respondent Others, majority of respondent 40.7.6% is Personal.

TABLE 4.6 Difficult to manage multiple customers

Opinions	Percentage
Agree	47.3
Neutral	17.6
Disagree	15.4

Do you feel it is difficult to manage multiple customers?

91 responses

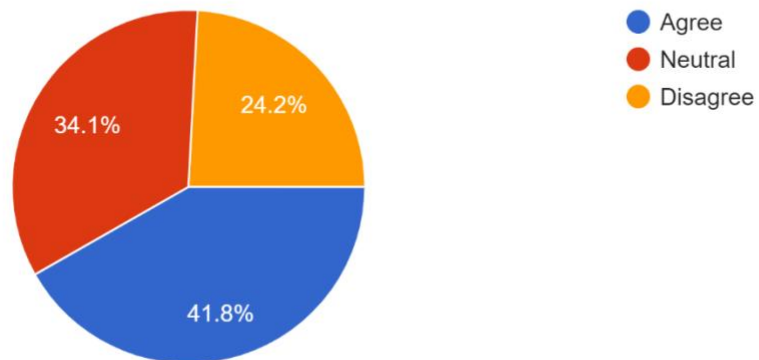


Chart 4.6

INTERPRETATION

From the above table interpreted that 41.8% respondent Agree and 24.2.6% was respondent Disagree, and 34.1% was respondent Neutral, majority of respondent 41.8% is Agree.

TABLE 4.7 Delivery cost

Cost	Percentage
High	52.7
Moderate	33
Low	14.3

How about the delivery cost?

91 responses

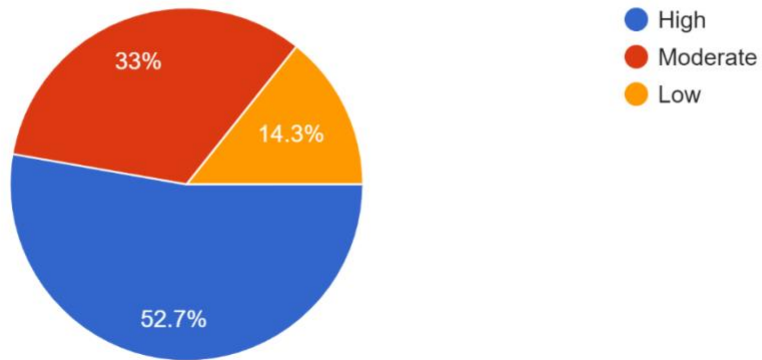


Chart 4.7

INTERPRETATION

From the above table interpreted that 33% respondent Moderate and 14.3% was respondent Low, 52.7% was respondent High, majority of respondent 52.7% is High.

TABLE 4.8 Delivery is usually within a set time frame

Time frame	Percentage
As expected	38.5
Unexpected	27.5
Delay	34.1

Is the delivery is usually within a set time frame?

91 responses

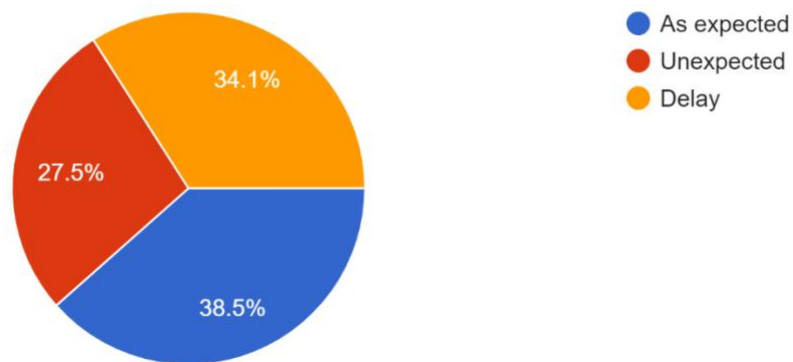


Chart 4.8

INTERPRETATION

From the above table interpreted that 38.5% respondent As expected and 34.1% was respondent Delay, and 27.5% was respondent Unexpected, majority of respondent 38.5% is as expected.

TABLE 4.9 Delivering goods without any damage

Goods without any damage	Percentage
Agree	28.9
Neutral	45.6
Disagree	25.6

Delivering goods without any damage?

90 responses

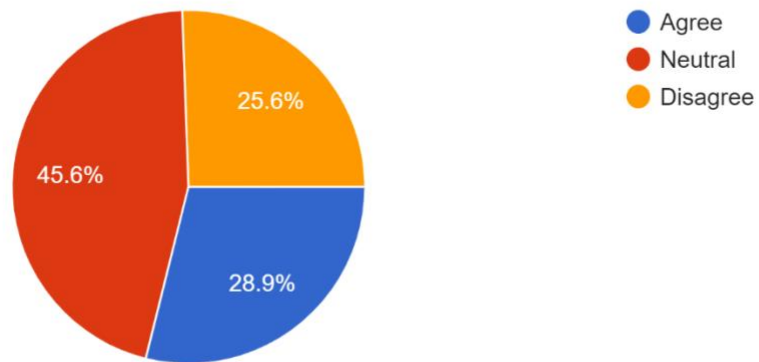


Chart 4.9

INTERPRETATION

From the above table interpreted that 45.6% respondent was Neutral and 28.9% was respondent Agree, and 25.6% was respondent Disagree, majority of respondent 45.6% is Neutral.

TABLE 4.10 Updating customers on a regular basis

Updating customers	Percentage
Yes	57.1
No	42.9

Updating customers on a regular basis?
91 responses

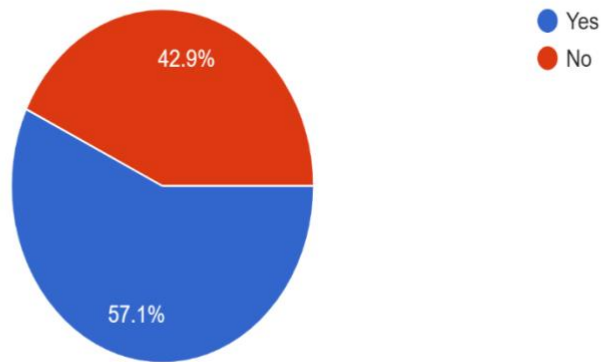


Chart 4.10

INTERPRETATION

From the above table interpreted that 57.1% respondent Yes and 42.9% was respondent No, majority of respondent 57.1% is yes.

TABLE 4.11 How about the customer services

Customer services	Percentage
Helpful	35.2
Unhelpful	34.1
Rude	16.5
Poor	14.3

How about the customer services?

91 responses

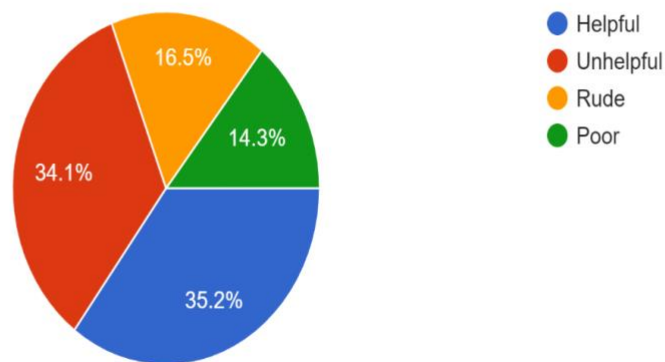


Chart 4.11

INTERPRETATION:

From the above table interpreted that 35.2% respondent Helpful and 34.1% was respondent Unhelpful, and 16.5% was respondent Rude, 14.3% was respondent Poor, majority of respondent 35.2% is Helpful.

TABLE 4.12 Which shipment mode do you prefer the most

Shipment mode	Percentage
Railways	26.4
Roadways	38.5
Airways	20.9
Waterways	14.3

Which shipment mode do you prefer the most?

91 responses

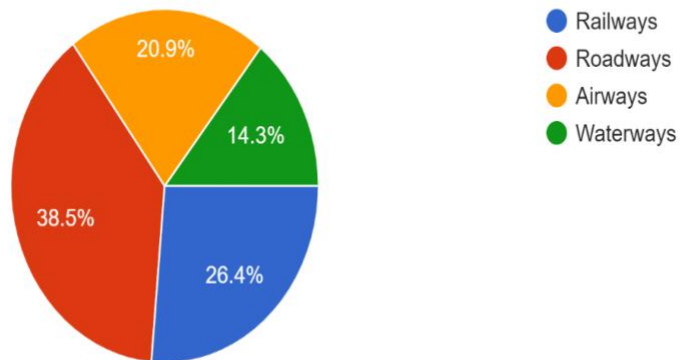


Chart 4.12

INTERPRETATION

From the above table interpreted that 26.4% respondent Railways and 38.5% was respondent Roadways, and 20.9% was respondent Airways, and 14.3% respondent was Waterways, majority of respondent 38.5% is Roadways.

TABLE 4.13 Which courier do prefer the most

Courier preference	Percentage
DHL	17.6
Professional Courier	22
FEDEX	22
Franch Express	18.7
ST Courier	19.8

Which courier
91 responses

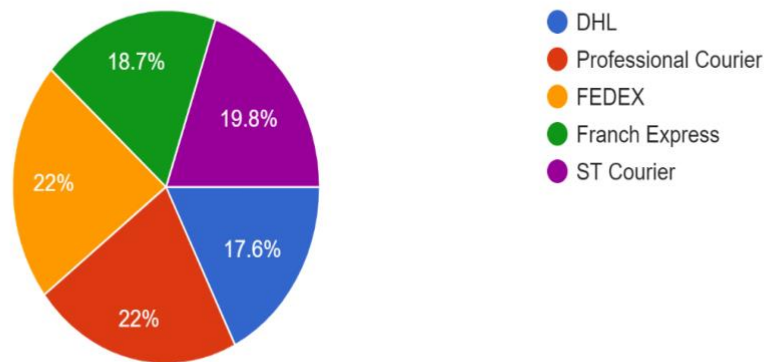


Chart 4.13

INTERPRETATION

From the above table interpreted that 17.6% respondent DHL and 22% was respondent Professional courier, and 22% was respondent FEDEX, 18.7% respondent Franch express, and 19.8% respondent ST courier, majority of respondent 22% for both Professional courier and FEDEX.

TABLE 4.14 How satisfied were you with your experience

How satisfied were you with your experience	Percentage
1	15.4
2	17.6
3	26.4
4	17.6
5	23.1

How satisfied were you with your experience?

91 responses

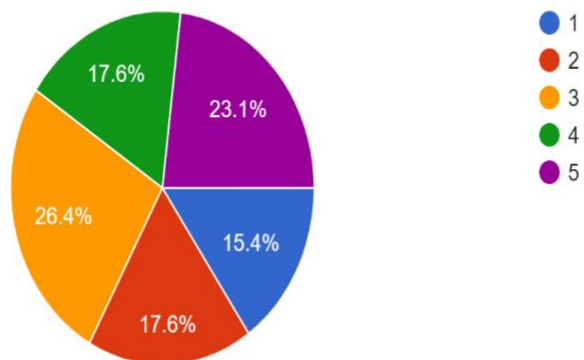


Chart 4.14

INTERPRETATION

From the above table interpreted that 15.4% respondent 1 and 17.6 % was respondent 2, and 26.4% was respondent 3, and 17.6% was respondent 4, 23.1% was respondent 5, majority of respondent 26.4 % is 3.

4.15 CHI-SQUARE TEST

NULL HYPOTHESIS(H0): There is no significant mean variation between the Delivering goods without any damage and safety acceptance.

ALTERNATE HYPOTHESIS(H1): There is significant between variation to delivering goods without any damage

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00002 * VAR00004	111	100.0%	0	0.0%	111	100.0%

VAR00001 * VAR00002 Crosstabulation

Count

		VAR00002						Total
		Franch express	DHL	Profession al courier	FEDEX	ST courier	Which one do you prefer the most	
VAR00001	16-20	3	9	18	21	14	0	65
	21-30	0	9	14	22	6	0	51
	31-40	0	1	1	2	4	0	8
	Above 40	0	3	1	0	1	0	5
	Age	0	0	0	0	0	1	1
Total		3	22	34	45	25	1	130

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	258.768 ^a	160	0.069
Likelihood Ratio	171.027	160	.261
N of Valid Cases	111		

a. 203 cells (99.0%) have expected count less than 5. The minimum expected count is .01.

INFERENCE

Since the p value 0.069 is greater than 0.05, the null hypothesis is accepted and alternate hypothesis is rejected. Therefore, there is no significant age of preferences.

4.16 T- TEST

NULL HYPOTHESIS(H₀): There is no significant mean variation between the level of health and safety measure.

ALTERNATE HYPOTHESIS(H₁): There is significant between variation to level of health safety measure

T-Test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
GENDER	91	1.4066	0.49392	0.05178
How often do you use the courier service	91	1.7912	0.67522	0.07078

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
GENDER	27.166	90	0.000	1.40659	1.3037	1.5095
How often do you use the courier service	25.306	90	0.000	1.79121	1.6506	1.9318

INFERENCE: Since p value 0.000 is less than 0.05 null hypothesis is rejected, alternate is accepted. Hence, there is no significant difference between gender and how often use the courier service.

CHAPTER -5

FINDING & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding, Suggestion and Conclusion of the study in logical manner.

5.1 FINDING

From the questionnaires, the following points are found and noted

- 58.2% of responders age were below 25.
- Majority of respondent 37.4% is degree person.
- 40.7% of people uses for personal purpose.
- Difficult to manage customers respondents of 41.8% agrees.
- 52.7% of responders feel delivery cost is high.
- As expected, the delivery is usually within a set time frame.
- It shows that good are delivered without any damage.
- Updating customers on a regular basis is accepted by 57.1% of responders.
- 14.3% of responders feel that the customer services are poor.
- Roadways mode of shipment is used by majority of the responders.
- Majority of responders prefer Professional courier & FEDEX
- Average number of respondents were satisfied with the courier service.

5.2 SUGGESTIONS

- Customer services should be improved a lot. As it should be fulfilling the needs and requirements of the customers.
- Delivery cost can be reduced. The cost of delivery is high as per majority of the customers.
- Regular update should be given to the customers. Large number of customers were not receiving any update on the process.

5.3 CONCLUSION

The study concluded that the courier services are depended by many of the people. The customers are very important in the business. Moreover, many of the customers uses courier services for personal purpose only. Although business people and other professional uses courier services vital. The services should satisfy the customers. This study shows that the problems faced by the customers through the courier services in perungalathur, where there is a lack of customer services and regular updates to the customers. The delivery cost should be reasonable and time should be in track. Therefore, courier services should take the necessary steps to meet the customer requirements.

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APPENDIX

The problems faced by customers through the courier services in Perungalathur

QUESTIONNAIRES:

1. Name of the respondent: _____

2. Age of the respondent
 - a) 15 - 25
 - b) 26 - 35
 - c) 36 - 45
 - d) above 45

3. Gender of the respondent
 - a) Male
 - b) Female
 - c) Prefer not to say

4. Education qualification of the respondents
 - a) School
 - b) College
 - c) Degree holder
 - d) Others

5. How often do you use the courier service?
 - a) Daily
 - b) Frequently
 - c) Often
 - d) Rarely

6. What is the purpose of using courier service?
- a) Education
 - b) Business
 - c) Personal
 - d) Others
7. Do you feel it is difficult to manage multiple customers?
- a) Agree
 - b) Neutral
 - c) Disagree
8. How about the delivery cost?
- a) High
 - b) Moderate
 - c) Low
9. Is the delivery usually within a set time frame?
- a) As expected
 - b) Unexpected
 - c) Delay
10. Delivering goods without any damage?
- a) Agree
 - b) Neutral
 - c) Disagree
11. Updating customers on a regular basis?
- a) Yes
 - b) No
12. How about the customer services?
- a) Helpful
 - b) Unhelpful

- c) Rude
- d) Poor

13. Which shipment mode do you prefer the most?

- a) Railways
- b) Roadways
- c) Airways
- d) Waterways

14. Which courier do you prefer the most?

- a) DHL
- b) Professional courier
- c) FEDEX
- d) Franch express
- e) ST courier

15. How satisfied were you with your experience?

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5