

# **A Study on Customer Satisfaction Towards Professional Courier Service**

(With Special Reference to Coimbatore City)

<sup>1</sup> Mr. C. Nithees Kumar; <sup>2</sup> Mrs. G.Viji

<sup>1</sup> II. M.Com, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu

<sup>2</sup> M.Com., B. Ed.,M.Phil.,SET.,NET.,Assistant Professor, Department of Commerce ,VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu.

**Abstract :** In the recent decades, the courier service sector worldwide underwent radical changes, to become a significant factor in the exchange of goods and communications in today's era of global connectivity and mass Internet penetration. Both the supply and demand are transformed. Traditional courier services are increasingly affected by competitive pressure of Information and Communication Technologies (ICT) and the process of globalization. Apart from getting adapted to the rapidly changing environment, courier companies strive to become a driving force for change by offering more specific and diverse services.

## **INTRODUCTION OF STUDY**

It gives unprecedented possibilities to the customers to express their specific needs and to request an adequate response from the companies. For the modern courier provider's customer satisfaction becomes a key success factor. The knowledge of current levels of satisfaction and, in particular, the key determinants of satisfaction allow the courier companies to focus and build upon key areas that lead to highly satisfied customers. Measuring the level of customer satisfaction enables the management of courier companies to identify the factors that cause leaving of customers and to reduce their influence. Information on satisfaction helps to detect potential market opportunities and to provide competitive advantages.

## **STATEMENT OF THE PROBLEM**

The objectives of undertaking this project work is to study about the benefits and drawbacks of professional courier services among youths with the help of this findings and suggestions have been made the dissatisfied areas to be highlighted when there are alternatives available to consumers there may be chance ;of consumers migration from one company to another. So it is better to analysis about the current existing consumer satisfaction towards the professional courier services s this gave the idea to the researcher to study about the retail support given towards professional courier services and the consumer approach toward professional courier services.

## **OBJECTIVE OF STUDY**

The following objectives are drawn to fulfil the aim of the study:

- To study the consumer satisfaction towards professional courier services.
- To identify the factors influencing for the professional courier services.
- To know about the awareness level of professional courier services.
- To study about usage level of professional courier services.
- To provide suggestions for future development.

## **RESEARCH METHODOLOGY**

Research refers to search for knowledge. Research methodology is a way to systematically solve the research problem it may be understood as a science studying how research is done scientifically.

## **METHOD OF DATA COLLECTION**

The data collected for this study is

- Primary data
- Secondary data

Sample Design:For the purpose of this study, the data were collected from 50 consumers using convenience sampling technique.

## **TOOLS FOR ANALYSIS**

- Simple percentage:
- Chi – square:

### **LIMITATIONS OF THE STUDY**

This study has focused only in Coimbatore city. For the economic and time constraints of the researcher the number of respondents is limited to only 50 customers. Depending on ones own experience, interest, will and pleasure some respondents might have given biased information which may affect the result of the study. Idea of 50 respondents may not reflect the whole universe. The study is confined to Coimbatore city. Hence the finding cannot be generalized to others

### **REVIEW OF LITERATURE**

- I. **Karimpal (2006)** Retaining customer loyalty is the most important factor in the growth stage of the Indian mobile industry. The company has to look into the changing expectations of the evolving cellular users to maintain customer loyalty in mobile telephony. Marketing scholars emphasize the influence of customer satisfaction on retention.
- II. **Gustafsson (2005)** conducted the research from the sample of customers of a large Swedish telecommunications company about the effect of customer satisfaction on retention and found that customer satisfaction has a consistent positive effect on retention. Researcher identified from the above literature that customer satisfaction is important to all companies because of the repetitive nature of the business. Customer satisfaction has a significant influence on customer retention, brand loyalty and repeat purchases that varies across customers.
- III. **Kotler (1990)** also noted that satisfaction is a function of perceived performance and expectations that identifies feelings of a person resulting from comparing a products perceived performance in relation to his/her expectations. Customer satisfaction is multi-dimensional in nature and lies with multiple experiences with the service provider. Customer satisfaction is a business term, which is used to capture the idea of measuring how, satisfied an enterprise customers are with the organizations efforts. During the past decades, customer satisfaction has emerged as a strategic imperative for most firms. In the 1980s, achieving a higher satisfaction became a goal in itself. During the 1990s, there was a widespread realization that satisfaction is a strategic goal for all organization involved in the delivery of customer service.

IV. **Terblanche & Boshoff (2001)** assessed the influence of certain factors on customers level of satisfaction in their study. It has been found that service quality, product quality and product varieties are the three dimensions that influence customer satisfaction.

**ANALYSIS AND INTREPRETATION**

**Socio- economic profile of the respondents**

**Table no 1**

S.No	Demographic		NO. Of Respondents	Percentage
1	Gender	Male	20	40 (%)
		Female	30	60 (%)
2	Age	Below 25 years	12	24 (%)
		25 years – 35 years	20	40(%)
		Above 45 years	04	8(%)
3	Education qualification	School level	08	16(%)
		Diploma	08	16(%)
		College level	18	36(%)

4	Courier prefer to send	Professional courier	16	32%)
		others	14	28(%)
5	Monthly income	Less than 10000	4	8(%)
		Rs.10001-Rs 20000	14	28%)
		Rs 20001-Rs 3000	12	24(%)
		Above rs.3000	3	3(%)
6	Professional courier	TV	12	24(%)
		RADIO	15	30(%)
		NEWSPAPER	14	28%)
		OTHERS	09	18(%)
7	Which	First flight courier	02	4(%)

courier using most	Professional courier	18	36(%)
	DTDC	08	16(%)
	Others	22	44(%)

Table 1 clearly states the demographic profile of the sample respondents. Majority of responds falls in the age group of 20-23 years Most of them are male. Majority of them are from Arts and science colleges Majority of them are Day scholar. The monthly income of Majority of respondents above RS 10,000. There are 5& above members in the families of majority of respondents. The No of working members is 2 in case of majority of respondents.

Chi-square

HO: There is significant relationship between gender and preference to use in professional courier in future.

**Table no 2**

O	E	(O-E) <sup>2</sup>	$\frac{(O_i - E_i)^2}{E_i}$
66	65	1	0.001
36	37	1	0.002
11	12	1	0.08
07	6	1	0.16

		TOTAL	0.27
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There is significant relationship between gender and preference to use in professional couriers in future.

Chi-square value = 0.27

Table value = 7.81

Significant level = 5%

Result: Calculated the  $\chi^2$  value is less than table value hence the null hypothesis is accepted. Therefore there is significant relationship between gender and preference to use in professional couriers in future.

H1: There is significant relationship between monthly income and preference to use in professional couriers in future.

**Table no 3**

O	E	(O-E) <sup>2</sup>	$\frac{(O_i - E_i)^2}{E_i}$
30	29.7	0.009	3.03
56	57.8	3.24	0.05
13	11.9	1.21	0.10
3	2.55	0.20	0.07
5	5.25	0.06	0.01
12	10.2	3.24	0.31
1	2.1	1.21	0.57

0	0.45	0.20	0.44
		TOTAL	4.58

There is significant relationship between monthly income and preference to use in professional couriers in future.

Chi-square value = 4.58

Table value = 14.1

Significant level = 5%

Result: Calculated the  $\chi^2$  value is less than table value hence accepted the hypothesis. Therefore there is significant relationship between monthly income and preference to use professional couriers in future.

## FINDINGS

- Majority of the respondents 60 % ( 30) are female.
- Majority of the respondents 40 %( 20) are between 25 years to 35 years.
- Majority of the respondents 36 %( 18) belong to college level.
- Majority of the respondents 40 %( 20) are Rs.20001 to 30000.
- Majority of the respondents 36 %( 16) prefer professional courier.
- Majority of the respondents 30 %( 15) prefer radio .
- Majority of the respondents 36 %( 18) are using less than two years.
- Majority of the respondents 75 %( 36) are saying yes.
- Majority of the respondents 44 %( 22) are saying good.
- Majority of the respondents 36 %( 18) are I agree.
- Majority of the respondents 56 %( 28) are saying letter.
- Majority of the respondents 44 %( 22) are saying others.
- Majority of the respondents 56 %( 28) are saying yes.
- Majority of the respondents 52 %( 26) are saying No.
- Majority of the respondents 60 %( 30) are belongs to yes.



## **SUGGESTION**

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers. As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem. Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies. Internet environment has to be improved in the areas of art, dynamic and interactive techniques.

## **CONCLUSION**

From the study, it is revealed that the most of the advertisements by PROFESSIONAL COURIERS have positive impact on the minds of the customers. The company needs to give more advertisement frequently through various media to increase the services and to reduce the switching over to other brands. The company should give more offers which fulfil the needs of the customer.

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