

To Study Customer Expectations in Freight Forwarding Company at Logistics Service

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Abstract:

In today's competitive business environment, meeting and exceeding customer expectations is crucial for the sustained growth of the logistics industry. Raja Agencies, a key player in the logistics service sector, operates in a dynamic landscape where customer demands are continuously evolving due to technological advancements, the rise of e-commerce, and growing sustainability concerns. This study, titled "*A Study on Customer Expectations in Raja Agencies at Logistics Service*," aims to explore the specific expectations of customers, identify the key factors influencing their satisfaction, and assess the effectiveness of current strategies employed by Raja Agencies.

The research delves into various aspects of customer expectations, including service quality, reliability, pricing, communication, and the role of technology in enhancing the customer experience. It also examines how external factors such as regulatory changes and economic fluctuations impact customer preferences. Through this study, gaps between customer expectations and existing service performance will be identified, providing valuable insights for Raja Agencies to refine its operations.

By leveraging these findings, Raja Agencies can implement strategic improvements, optimize service offerings, and strengthen customer relationships. Ultimately, this research will help the company enhance its competitive edge, drive long-term customer loyalty, and establish itself as a leader in customer-centric logistics services.

Keywords: The study analysis customer expectations in Freight Forwarding company at logistics service to identify gaps and enhance satisfaction.

INTRODUCTION

In today's highly competitive business environment, meeting and exceeding customer expectations is crucial for the sustained growth of any industry. The logistics sector, in particular, plays a crucial role in ensuring the smooth flow of goods and services across various sectors, making it an integral component of the global supply chain. With the increasing demand for timely deliveries, accurate tracking, and seamless customer experiences, logistics companies are constantly evolving to align their operations with customer needs and preferences. Raja Agencies, a prominent player in the logistics service industry, operates in the heart of where it has been serving a wide range of clients with diverse logistical requirements. As part of the logistics industry, Raja Agencies faces the continuous challenge of adapting to the rapidly changing expectations of its customers, driven by factors such as technological advancements, the rise of e-commerce, and increased awareness of sustainability.

OBJECTIVE OF THE STUDY

Primary Objective

- To Study the Customer Expectations in Raja Agencies at Logistics Service

Secondary Objective

- To analyze the impact of delivery timeliness on customer satisfaction.
- To assess how service quality influences customer satisfaction.
- To determine the role of cost-effectiveness in customer satisfaction.
- To evaluate the effectiveness of customer support in enhancing customer satisfaction.

SCOPE OF THE STUDY

The scope of this study is focused on analyzing customer expectations in relation to the logistics services provided by Raja Agencies. It will explore both B2B (business-to-business) and B2C (business-to-consumer) segments, as each group presents unique requirements and expectations. The study will encompass various dimensions of logistics services, including delivery speed, reliability, flexibility, transparency, and customer service. Additionally, it will investigate the impact of technology, such as real-time tracking, automated updates, and online portals, on enhancing customer satisfaction and managing expectations.

NEED OF THE STUDY

In the rapidly evolving logistics industry, understanding and meeting customer expectations is crucial for maintaining competitiveness and driving business success. Raja Agencies, a well-established logistics service provider, must continually adapt to shifting customer demands to stay relevant in a dynamic market. With increased competition, especially from tech-enabled logistics companies, customers now expect faster deliveries, real-time tracking, flexibility in services, and transparent communication.

REVIEW OF LITERATURE

1. The Future of Last-Mile Delivery: Customers' Expectations and Preferences (2020) Smith, J. & Thompson, A :

This study identified that customers prioritize convenience, speed, and flexibility when it comes to last-mile delivery. Emerging technologies such as drone delivery and autonomous vehicles are viewed favorably by customers, with many open to innovative solutions that improve delivery efficiency. The study found that while customers appreciate the potential of these technologies, reliability and trust in these systems remain concerns. The overall preference leans toward services that enhance delivery speed while maintaining flexibility in delivery timing and location.

2. Assessing Customers' Satisfaction with E-Commerce Logistics Services(2019) -Williams, R. & Johnson, M.:

The research explored customer satisfaction with various logistics services related to e-commerce, focusing on factors like delivery speed, real-time tracking, and ease of returns. The study found that customers highly value fast and reliable delivery services, with same-day or next-day delivery being particularly important. Real-time tracking was another significant expectation, allowing customers to monitor the exact location of their orders. Additionally, hassle-free returns were essential for retaining customer satisfaction, highlighting the importance of efficient and transparent return policies for e-commerce businesses.

3. The Impact of Digitalization on Customers' Expectations in Logistics (2021)-Chen, L. & Lee, K:

This study examined how digitalization has altered customer expectations in logistics, particularly in terms of visibility, transparency, and personalization. Customers now expect real-time tracking of their orders, with full visibility throughout the supply chain. Digital tools have enabled greater transparency, allowing customers to anticipate delivery times accurately. The study also highlighted how personalization, driven by digital platforms, has become a key expectation, with customers seeking

tailored services such as specific delivery windows or preferred drop-off locations. Digitalization has thus raised the bar for logistics companies, requiring them to adopt advanced technologies.

4. Customers' Expectations of Logistics Service Providers in the Age of COVID-19(2020) Patel, D. & Reddy, S :

During the COVID-19 pandemic, customers' expectations of logistics services shifted significantly toward safety, flexibility, and communication. This study found that customers placed a higher priority on contactless deliveries and stringent safety protocols to minimize health risks. Flexibility in rescheduling deliveries or adjusting drop-off locations was also emphasized. Additionally, the study found that clear and timely communication regarding delays or changes in delivery timelines became essential for maintaining customer trust during this period. The pandemic has led to long-term changes in customer expectations within logistics.

5. Kim, H. & Park, Y. - The Role of Artificial Intelligence in Meeting Customers' Expectations in Logistics(2022) -Kim, H. & Park, Y.:

This research explored the potential of artificial intelligence (AI) in enhancing logistics services to meet customer expectations. AI was found to improve predictive analytics, allowing for better demand forecasting and more accurate delivery estimates. The study also found that AI-driven solutions, such as chatbots, improve customer support by providing instant responses to inquiries. AI-based route optimization technologies were highlighted as critical for reducing delivery times and costs, contributing to higher customer satisfaction. Overall, AI is seen as a transformative tool for improving logistics efficiency and customer service.

OBJECTIVE OF THE STUDY

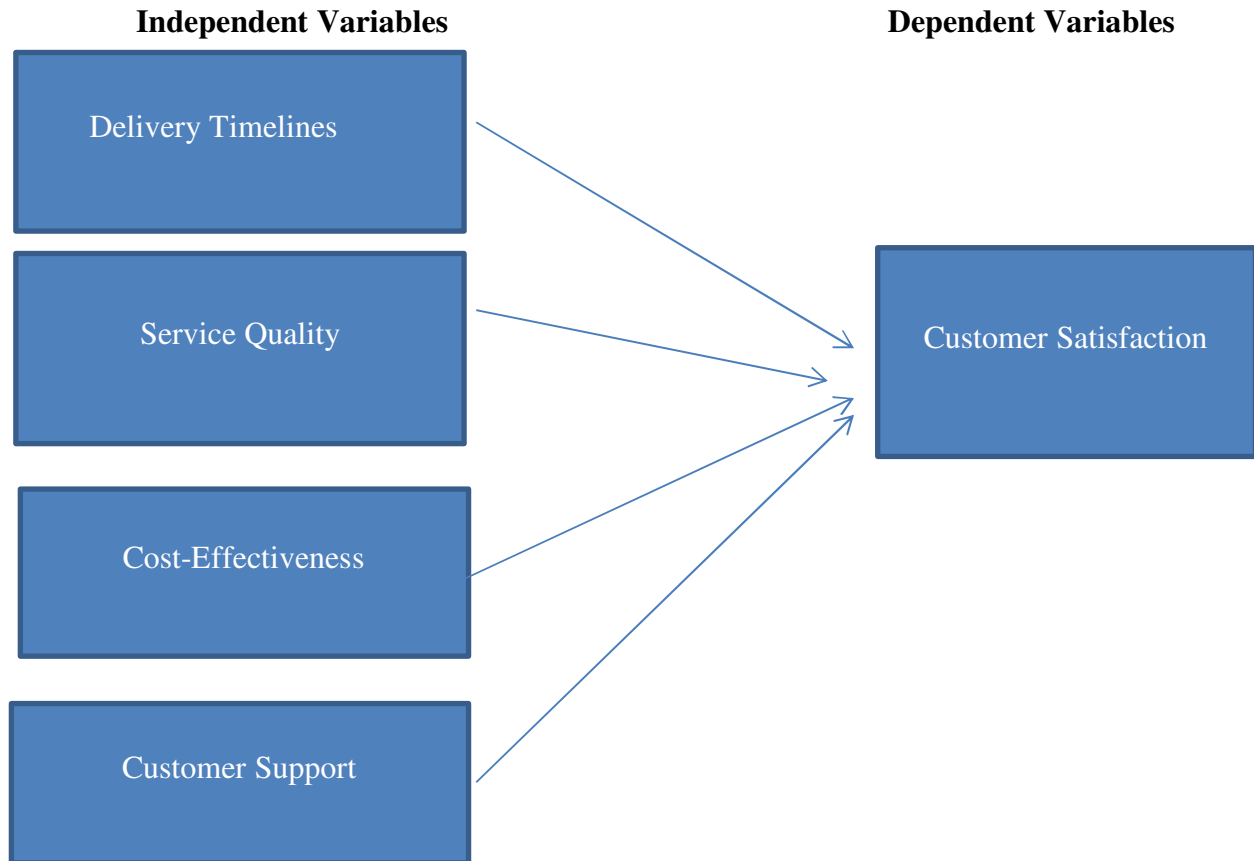
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RESEARCH METHODOLOGY

In the project titled "A Study on Customer Expectations in Raja Agencies at Logistics Service," a descriptive study approach is utilized to understand how customers perceive the logistics services offered by Raja Agencies. The primary objective is to explore and analyze customer expectations, satisfaction, and attitudes towards various aspects of the logistics services, such as delivery speed, reliability, communication, and overall service quality. Data is collected through structured questionnaires distributed to a diverse customer base, focusing on their perceptions of these critical factors. The study aims to identify patterns in customer satisfaction, the factors influencing their loyalty, and potential areas for improvement within Raja Agencies' service offerings. Additionally, the research investigates how delivery efficiency, responsiveness to customer inquiries, and the overall quality of logistics services impact customer perception. By employing this descriptive research method, the findings will provide valuable insights that can help Raja Agencies optimize their service delivery, enhance customer engagement, and ultimately improve their market performance in the logistics industry.

CONCEPTUAL MODEL



Dependent Variables

Customer satisfaction on logistics service (Raja Agencies)

Customer satisfaction refers to the overall contentment and approval that customers feel towards the logistics services provided by Raja Agencies. It encompasses various dimensions, including delivery speed, reliability, communication quality, and the overall effectiveness of the logistics solutions offered. High levels of customer satisfaction can lead to increased loyalty, repeat business, and positive word-of-mouth referrals, while low satisfaction can result in customer churn and negative perceptions of the brand. In this study, customer satisfaction serves as the outcome that the research aims to explain and predict based on various independent variables, such as service quality, delivery efficiency, and responsiveness to customer inquiries.

Independent variable

- 1. Delivery Timelines:** The consistency and punctuality of deliveries are critical in logistics. Delays or early arrivals can impact customer satisfaction, influencing repeat business and trust in the service.
- 2. Service Quality:** This encompasses various factors like the condition of goods upon arrival, the professionalism of delivery staff, and the ease of tracking shipments. High service quality is often associated with better customer experiences and loyalty.
- 3. Cost-Effectiveness:** Balancing affordability with service quality is crucial. Customers look for value for money, where efficient and timely service does not come with excessive costs.
- 4. Customer Support:** Effective customer support ensures that issues such as delayed shipments, lost packages, or billing queries are handled swiftly and professionally. A strong support system can turn a negative experience into a positive one, reinforcing customer trust.

DATA ANALYSIS

Demographics

Category	Subcategory	Percentage
Age Group	36-45	61.8
Age Group	26-35	23.6
Gender	Male	81.8
Gender	Female	18.2
Residence	Urban	50
Residence	Suburban	36.4
Residence	Rural	13.6

Logistics Service Performance

Aspect	Metric	Mean Score
Timeliness	On-time Delivery	3.94
Timeliness	Rare Delays	3.62
Staff Professionalism	Professionalism & Courtesy	3.87
Staff Professionalism	Safe Handling of Goods	3.89

Cost and Value

Aspect	Mean Score
Value for Cost	3.8
Pricing Satisfaction	3.98

Findings

The findings of this study highlight key insights into customer expectations and satisfaction with Raja Agencies' logistics services. The demographic analysis reveals that the majority of respondents (61.8%) are aged 36-45, predominantly male (81.8%), and primarily from urban (50%) and suburban (36.4%) areas, indicating a skewed representation toward middle-aged men in developed regions. In terms of logistics service performance, customers generally agree that deliveries are timely (mean score: 3.94), though occasional delays (3.62) indicate room for improvement. Staff professionalism and courtesy are rated positively (3.87), with strong confidence in the safe handling of goods (3.89). Cost and value perceptions are favorable, as customers find the service charges reasonable and competitive (3.98), with an overall value-for-cost rating of 3.80. Customer support is another strong area, with high satisfaction in availability (4.12) and issue resolution (4.04), though faster resolutions could enhance the experience further. Overall, customers express strong satisfaction with Raja Agencies' logistics services (3.98) and are equally likely to recommend them, reinforcing the company's competitive positioning in the industry.

Conclusion

Raja Agencies has established a solid foundation for customer satisfaction in its logistics services, as reflected by the overall positive feedback across key performance areas. The majority of respondents, primarily middle-aged males from urban and suburban areas, express satisfaction with the agency's timeliness, staff professionalism, and handling of goods. However, opportunities for improvement lie in

addressing occasional delivery delays and ensuring more balanced gender representation in future studies. The high scores for pricing and perceived value indicate that Raja Agencies is competitive within its market, a strength that should be emphasized in marketing efforts. Additionally, the availability of efficient customer support and the agency's ability to resolve issues promptly is a significant advantage, though further efforts to reduce resolution times could enhance customer experience even more. Raja Agencies' focus on maintaining quality in staff training and delivery processes will be key to sustaining its positive reputation. Furthermore, leveraging the high level of customer loyalty through referral programs or loyalty incentives presents a valuable opportunity for growth. By continuously addressing these areas and refining service delivery, Raja Agencies can strengthen its market position, attract new customers, and foster long-term success in the logistics industry.