

A Study On the Customer's Awareness Perception and Satisfaction Towards Logistics Industry in Chennai City.

Dr. K. Lalithakameswari

Assistant Professor, Department of Corporate Secretaryship,
K. C. S. Kasi Nadar College of Arts & Science, Chennai-21

Abstract

This research is focused on identifying the factors that influence customer satisfaction with logistics services in Chennai. Particularly, the study is centered around three variables awareness, timeliness, and product quality, and to what extent these variables largely affect customer satisfaction. The research used a quantitative research approach. The collected data was obtained with the help of a structured questionnaire administered to consumers who have availed logistics delivery services. To find out the degree and significance of the relationships between the variables, the researchers performed various statistical analyses, like factor analysis, reliability testing, correlation, multiple regression, and ANOVA, using SPSS. The results show that customer awareness and timeliness of the service have a positive and significant impact on customer satisfaction, whereas product quality has no meaningful effect. These findings signal that service reliability and customer knowledge are becoming the key factors driving satisfaction in the logistics sector in Chennai. This research offers numerous takeaways for logistics companies and retailers to ramp up their communication, delivery efficiency, and customer experience. Besides, it is a steppingstone to the existing body of knowledge and an invitation to explore more on service performance and consumer behavior.

Keywords: Logistics, Customer satisfaction, Awareness, Service Quality, Product Condition

1. INTRODUCTION

As customer expectations grow for reliable and sustainable supply chains, global disruptions such as climate change, supply chain issues, geopolitical risks, and pandemics have caused companies to rethink how they organize their value chains. These changes focus not only on reducing costs or improving efficiency but also on quality, delivery time, and safety. These trends show that logistics are no longer just a backend operation but the main key aspect to improve logistics in the future. The connection between awareness, product quality, and on-time delivery has become very important due to consumer satisfaction with logistics. Tamil Nadu is placing logistics and value-added Agri processing as key drivers of economic development, with the state detailing strategies and integrated logistics plans that specifically mention

increasing warehousing and storage requirements to support Agri and seafood value chains. The facilities in big cities like Chennai are under a lot of pressure due to several factors at the same time. High ambient temperatures, urban traffic congestion, and the coexistence of different types of retail outlets ranging from traditional wet markets to organized supermarkets and rapidly growing e-grocery platforms have resulted in very complex distribution dynamics. In addition, the shift in consumer preferences towards higher standards of freshness and shorter delivery times has doubled the demand for tech-driven logistics to be more efficient. These changes emphasize the pivotal role of strengthening temperature-controlled supply networks to not only ensure product integrity but also to meet the ever-changing market. Regional reporting and policy notes published recently specify that Tamil Nadu is expanding warehousing, including proposed multi-modal logistics parks and warehousing policies, to reduce logistics costs and, how Chennai consumers access daily essentials

2. RESEARCH METHODOLOGY

Objective of the study

- A study on customer level of satisfaction in towards Logistics Industry in Chennai
- To measure the specific reasons for satisfaction towards Logistics Industry.
- To identify the recommendations existing loyal customers.

Research design

The objective of the study has been achieved by using both Primary and Secondary Data's. The data's obtained for the study was primarily from field investigation carried out among the customers.

Sampling

Sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for samples. Samples are studied for the population who are the customers of logistics industries. Research design is needed because it facilitates the smooth railing of the various research operations thereby making research as effective as possible yielding maximal information with minimal expenditure of effort, time and money.

Sample Size

The Customers, to whom logistics provides service is taken into consideration. The sample size is 80.

Primary Data

Primary data was collected through direct and Online Survey method.

Survey Research:

Survey research as name suggests, is distinguished by the facts that the data are collected from the people who are thought to have the desired information, through questionnaire. Questionnaire was posted over the internet and sent to the respective customers in order to collect information related to the topic. The questionnaires so designed for this purpose were structured.

Secondary Data

Secondary data was collected through company websites and records. And analysis on various aspects has been done using different statistical techniques.

Literature Review

Geetha Reddy-(2023)-Timeliness in logistics refers to the delivery of goods or services in a timely and efficient manner. This implies keeping delivery schedules, ensuring on-time delivery transportation and so on. It is a basic concept of service quality and has an impact on customer satisfaction and loyalty. Timeliness requires the coordination of many different functions within logistics such as order coding, monitoring order quantities during shipment, transportation techniques, delivery, and the task is often supported by such technologies as real time tracking (which not only tracks where a package is, but also provides an encyclopedic an inventory of potential obstacles facing it) or route optimization.

Vasudeve.T(2023)-. Key performance indicators (KPIs) like on-time delivery rates and transit time variability poll the timeliness performance. Timeliness can enhance customer trust, satisfaction guarantees and perceived dependability. In the market, it distinguishes logistics providers by giving them a competitive edge over others, meanwhile within supply Chains it has become increasingly important for pending new orders to be filled promptly and in good condition. In addition, automatic identification systems and last mile delivery solutions offer further improvements for timeliness.

Sharma (2023). The cost of delivery includes all costs caused by moving goods from point of origin to destination, both transportation and handling fees, as well as packaging costs, fuel surcharges customs duty . It is vital for logistics providers through careful cost management to ensure that they remain competitive and profitable, particularly given today's sensitive market pricing regime . Meanwhile computer software such as optimisation models for routing and GPS tracking help in minimising fuel use, improving vehicle management efficiency generally. Delivery cost has a major impact on customers' purchasing decisions and satisfaction. Customers consider both price and level of service when they choose a mode of shipment. Seen in relation to service quality, delivery cost includes item speed, item accuracy and customer service attitude .

Customer Satisfaction level with Logistics Industry

<u>Options</u>	<u>Respondents</u>	<u>Percentage</u>
Extremely Satisfied	15	19%
Satisfied	32	40%
Neutral	22	28%
Dissatisfied	6	7%
Extremely Dissatisfied	5	6%

Total	80	100 %
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Interpretation:

19 % of the customers responded they are Extremely Satisfied with the service. Next 40 % they are satisfied. Neutral is 28 % of the customer. 7% is somewhat satisfied so they said that the service is fair. 6 % is not satisfied with the service.

Comparison between Cost of Transportation and customers satisfaction

Null Hypothesis (Ho): There is no significant difference between cost of transportation and customer’s satisfaction.

Alternative Hypothesis (H1): There is significance difference between cost of transportation and customer’s satisfaction.

Cost of transportation and customers satisfaction Crosstabulation

PRICE	RECOMMENDATION		Total
	Yes	No	
Cheap	30	15	45
Affordable	32	23	55
Expensive	20	24	44
Very expensive	43	13	56
Total	125	75	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.102^a	3	.011
Likelihood Ratio	11.252	3	.010
Linear-by-Linear Association	.741	1	.389
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.50.

Degree of freedom $V = (R-1) (C-1)$
 $= (2-1) (3-1)$

i.e. Tabulated value = 3

calculated value = 11.102

Therefore Calculated value is less than tabulated value.

INFERENCE:

The calculation of chi-square test shows there is no significant difference between cost and satisfaction of the customers. **The null Hypothesis is accepted**

ANNOVA TEST - 1

Null Hypothesis (Ho): There is no significant difference between cost of transportation with customer satisfaction.

Alternative Hypothesis (H1): There is significance difference between cost of transportation with customer satisfaction.

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Occasionally	52	2.35	1.170	.162	2.02	2.67
Frequently	56	2.45	1.077	.144	2.16	2.73
Never	24	2.96	1.160	.237	2.47	3.45
Often	28	2.43	1.168	.221	1.98	2.88
Very often	40	2.83	1.010	.160	2.50	3.15
Total	200	2.56	1.124	.079	2.40	2.71

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
.714	4	195	.583

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.196	4	2.549	2.061	.087
Within Groups	241.199	195	1.237		
Total	251.395	199			

INFERENCE:

Computed F=.714

Criterion F= 2.061

Occasionally, it is necessary to extrapolate the F ststistic when determine the criterion F statistic.

Computed F (.714)<(2.061)

Computed Value is lesser than criterion value

Therefore, the null hypothesis is accepted.

From the Anova table 1 the results show that the often used will not be differ significantly, alternative hypothesis were rejected. F (.714) sig. (.087),P<.01. There exist no significant effect. There is no significant effect in the cost of transportation with the usage of the customers.

Conclusion

This research has several limitations, which leads for a new research in the future using more samples, assorted with surveys and result analyzes. This research has brought light to some of the interested categories that are implanted by the logistics management solutions, which according to this research might affect the customer satisfaction. The research results leads to the fact that the logistics management has a big impact on customer satisfaction and companies using logistics management are having higher percentage of customer satisfaction than companies that doesn't. Being told that customer service and customer satisfaction are implemented in logistics management process, this means that the logistic management connect all the steps into one process that by the end its objective is to satisfy customers, as well as the optimization of the company results.

Reference

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- Marketing Management 12 e – Philip Kotler

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