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## A study on the analysis of customer opinion on freight forwarding

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**Abstract:** The study tries to examine the process involved in Freight Forwarding service. With worldwide rivalry today, numerous associations have understood the need of having **overall** customer issue arrangements inside and outside the business. Some of them have upgraded their vital business base on the client. **Drucker** stated that making clients is the reason for a business. It additionally intends to **build** a profundity relationship with mongrel lease clients, keeping them and pulling in new clients. With that specific circumstance, the client relationship with the executives (CRM) has been created as an arrangement and seen as an actualized procedure for client association with the board. client **unwaveringly** depends on correspondence and connection between people, it isn't about CRM programming.

**Keywords:** Freight forwarder, cargo, CRM, vessel space, customer satisfaction

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### INTRODUCTION

Freight forwarder firms are a sort of logistics delegate organization. They work in a wide topographical inclusion with an enormous number of clients in various businesses. In this manner, they infrequently centre around a specific field in the modern flexible chain. They are considered as monetary operators who complete exchange with their clients by buying from providers and sales to their clients. They sort out shipments for their clients (people or organizations). In other words, it is an operator that offers support in methods for transfer for its customer's name or for itself. Doing a shipment has a few stages that cargo forwarders are capable of satisfying. These means incorporating, getting ready fundamental documentation, organizing vessel space, embracing cargo charges, and masterminding port exercises. With the mastery in cross-outskirt exchange, cargo forwarders have gotten one of the key go-betweens in the worldwide market. Cargo forwarder is one of three fundamental sorts of transportation standard participants which are transporters (cargo forwarder firms have a place with this member), transporters, and government. FFVs have an intentional relationship with transporters and their tasks are influenced by the government's choices. By and large, the administration controls the vehicle framework and offices, yet additionally controls the shipment of specific things and assessment of the transportation business. Freight forwarder's clients can be associations or people. Keeping up great connection transport with clients has huge importance to cargo forwarders even though they have a ton of clients in their worldwide market. The explanation is serious. In certain regions, the competitiveness is incredibly hard as a result of the number of cargo forwarders, for example, in Taiwan with 700 organizations serving similar administrations. Their clients today have increasingly more promotion advantages in picking cargo forwarders just as benefits based on the seriousness to accomplish great administrations, speed, recurrence, and dependability between firms.

Our research idea is based on the rich knowledge acquired by our peer teams across the university. (A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiqc, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014)

Currently we are working on "A Study on the analysis of customer opinion on freight forwarding" with the objective of studying the process involved in freight forwarding service, the level of customer satisfaction towards freight forwarding service.

### REVIEW OF LITERATURE

(Sauvage, 2003), The connection among innovation and coordination third-party suppliers, the factual outcomes demonstrate a pattern toward secluded creation in the French third-party coordination's part. The suppliers that put forth significant mechanical attempts show up increasingly engaged with overseeing coordination, however without being guaranteed of the coherence of their relationship. This was the main objective of the paper.

(Harland et al., 2007), The writing praises the potential advantages of gracefully chain incorporation and the essential job of coordinated eBusiness to convey those advantages. In any case, the selection of eBusiness in graceful chains has been slower than anticipated, especially in little to medium measured ventures (SMEs).

(Rajesh et al., 2011), This paper inspects, with regards to redistributing, the impacts of improving the exhibition markers of a customer to the administrations offered by a 3PL supplier. An examination model has been created and four research theories are dissected observationally utilizing numerous relapse investigations. The outcomes call attention to that there is a positive impact on the presentation markers for customers who are in a relationship with a 3PL supplier.

(Sharma et al., 2011), Examination of boundaries blocking the effective execution of RL is a pivotal issue. These hindrances influence RL as well. In existing models, the comprehensive view in understanding the interrelation between the hindrances isn't represented however is analyzed autonomously.

(Shang and Lu, 2012), have studied customer relationship management and its impacts which affect the freight forwarding industry. The survey is conducted from 144 freight forwarding firms. The results have been received from customer response and the positive effects perceived in the financial performance of profit and growth rate. This research is said to be the first to examine Customer relationship management in freight forwarding services.

(Ding et al., 2012), The authors of this paper have taken an asset-based view (RBV) has been applied broadly in gracefully anchor studies to look at how firms use utilize logistics resources to accomplish predominant execution, generally little consideration has been coordinated to investigating the impacts of operational schedules on logistics and flexibly chain (L&SC) abilities.

(More and Basu, 2013), The reason for this paper is to look at the changed difficulties that go up against flexibly chain Fund (SCF) and to build up a various levelled model that dissects the mind-boggling relationship elements among them.

(Govindan et al., 2014), Assembling ventures began receiving the green idea in their flexibly affixing the executives as of late to concentrate on natural issues. Be that as it may, ventures despite everything battle to distinguish obstructions impeding green flexible chain the executive's usage. This work centres around distinguishing hindrances to the usage of a green gracefully chain the board (Green SCM) given obtainment adequacy.

(Gigi et al., 2020), The research paper titled Customer Satisfaction: A study on Factor influencing within the freight forwarding industry. The target of the study is to factors influencing customer satisfaction towards the Freight Forwarders. Descriptive research is used within the study because the research design and thus the sampling method used is convenience sampling. The sample size of the study is 112 and first data is used. The tools utilized in the study are mean analysis, frequency analysis, ANOVA, and correlational analysis.

(Abbasi and Nilsson, 2016), In this paper the authors have investigated topics and difficulties in growing earth supportable calculated exercises. The methodology is explorative with a cross-sectional structure that exploits ten contextual analyses out of chosen coordination's specialist co-ops (LSPs) working principally in the Scandinavian nations.

(Kilibarda et al., 2016) has studied different market segments and have helped to assess the quality of freight forwarding services. This research has helped to understand the mutual relations between the freight forwarders and their customers. The survey is conducted among 120 logistics professionals. The results were about the logistics service quality of the freight forwarding company.

(Song and Yeo, 2017) has studied international freight forwarders' service quality factors reflecting the characteristics of the freight forwarding industry. The collected data has been analyzed using the exploratory factor analysis. As a result, two service quality factors of international freight forwarders have been extracted: operation characteristics factor defined as accuracy, speediness timeliness, and stability, and customer orientation factor defined as professionalism and empathy.

(Venkatesh et al., 2014) the study has explored Beachfront transportation has been broadly perceived as a practical and productive option in contrast to street transport. Be that as it may, the boundaries experienced in the business have not been deliberately concentrated in any area. From an Indian viewpoint, this investigation expects to organize hindrances to beachfront transportation improvement for powerful approach mediations.

(Lee et al., 2010), The purpose of this study is to analyse the causal relation among constituent concepts and verify the relation between internal marketing, service quality, and customer satisfaction in shipping companies. to realize the goal of this study, the author studied the literature on internal marketing, service quality, and customer satisfaction, and administered a survey targeting people working for shipping companies and international logistics freight forwarders to form an empirical analysis.

## RESEARCH METHOD

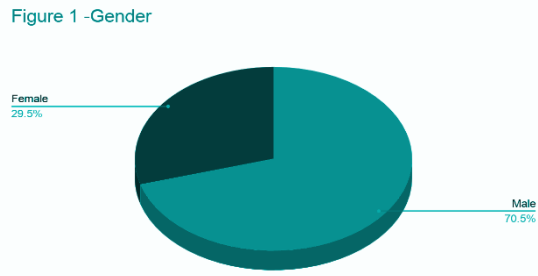
**Primary data:** A structured questionnaire was collected through a structured questionnaire with various measures. few multiple-choice questions. The questionnaire was divided into various sections like demographic variables and factors related to freight forwarding. The five-point Likert scale was selected as the response mode for the questionnaire. For each of the measurements, the respondents are asked to tell whether and how strong

they agree or disagree with the suggestion.

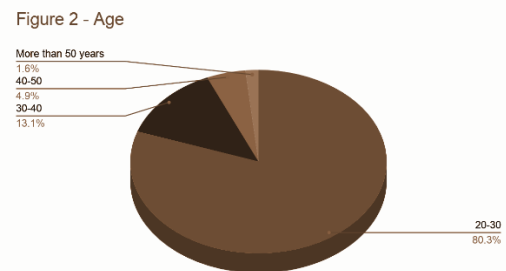
**Secondary data:** The main source of information for secondary data was collected from old records and the websites books, journals, newspaper, government websites etc. The data collected from the source is exported as excel (.csv file) and interpreted in the systematic manner through Statistical Package for Social Science (SPSS 23.0) for statistical analysis.

### DATA ANALYSIS AND RESULTS

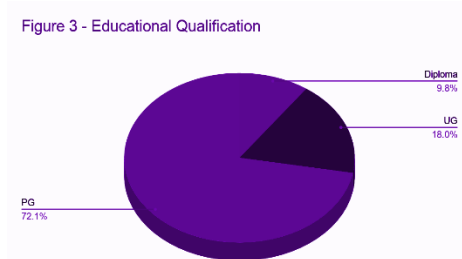
The sample profile of the study is represented through the following pie charts



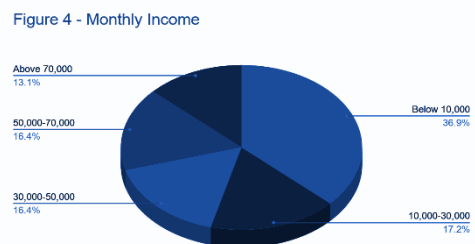
**Fig.1:** shows the frequency analysis of Gender. From the table, it is clear that the majority of the respondents are female respondents (70.5 %) and Male are (29.5%).



**Fig.2:** shows the frequency analysis of age. It is clear from the table that the majority of the respondents are those whose age lies between 20-30 (80.3%) followed by the age which lies between 30-40 (13.1%), followed by the age group between 40-50 (4.9 %) and above 50 years (1.6 %). It is inferred from the table that the majority of respondents are those whose age lies between 20-30.

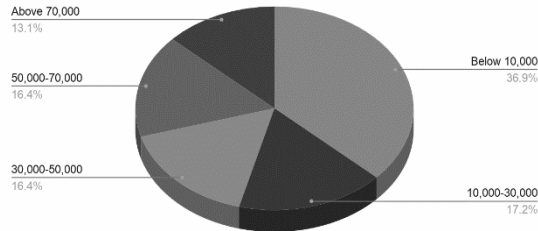


**Fig.3:** shows the frequency analysis of education qualification. It is clear from the table that the majority of respondents are PostGraduate (72.1%) followed by UnderGraduates (18.0%), followed by a Diploma (9.8%). It is inferred from the table that the majority of the respondents are Post Graduate.



**Fig.4: shows the frequency analysis of employment. It is clear from the table that the majority of respondents are Students (39.3%) followed by Private employees (34.4%), followed by Business (18%), followed by Government employees (8.2%). It is inferred from the table that the majority of the respondents are Students.**

Figure 5 - Monthly Income



**Fig.5: shows the frequency analysis of education qualification. It is clear from the table that majority of respondents are Below 10000 (36.9%) followed by monthly income of range between 30,000-50,000 , 50,000- 70,000, (16.4%), followed by the range of 10000-30000 (17.2%) and followed by Above 70000 (13.1%). It is inferred from the table that the majority of the respondents are below 10000.**

**Mean Analysis:**

**Table 1:**

S. No	Particulars	Mean	Rank
<b>1.</b>	<b>ATTRIBUTES QUALITY SERVICE</b>		
	Freight Forwarding company does its clearance in an honest manner	2.51	1
	Freight forwarding companies do the documentation work on the export or import	2.48	2
	Freight forwarding company provide superior services	2.43	3
	Freight Forwarding deliver goods on time	2.39	4
<b>2.</b>	<b>CUSTOMER SATISFACTION</b>		
	Freight Forwarding companies helps in booking containers at the required time	2.41	1
	Freight Forwarding company charges more on ocean services	2.37	2
	Freight Forwarding companies help in reserving freight space	2.36	3
	Freight Forwarding companies provide information regarding clearing and forwarding activities	2.36	4
	Which mode of transport is cheaper in your view	2.25	5
	Does the Freight forwarding company helps in paying export and import duty	1.98	6
	How frequent freight services are used	1.52	7

Mean analysis shows the attributes of quality service. It is clear that the highest mean is honesty in the clearance of goods (2.51), followed by the documentation in export and import (2.48), followed by superior services and delivery of goods on time (2.39). The mean score and rank are displayed in shows customer satisfaction in freight forwarding. It clearly states the freight forwarding should focus on the highest mean on the booking of containers (2.41), followed by charges on ocean services (2.37), followed by the reservation of freight space and clearing and forwarding activities (2.36), followed by the cheaper transport in freight forwarding (2.25) followed by the cost on the import and export duty (1.98) and frequencies of the services used (1.52).

**Independent Sample T – Test Analysis:**

Null hypothesis (H0), Alternative hypothesis (H1)

1) H0: There is no difference between the Attributes of quality service to a perception of gender.

H1: There is a difference between the Attributes of quality service to the perception of gender

2) H0: There is no difference between the customer satisfaction to a perception of gender. H1: There is a difference between the customer satisfaction and the perception of gender.

**Table 2:**

S.NO.	Variable	T value	Sig.
1	Attributes of quality service vs gender	0.071	0.223
2	Customer Satisfaction vs gender	0.026	0.053

It shows the significant value of the independent sample t-test. The value here is lesser than 0.05 for accepting the alternative hypothesis. In this case, the majority of the variables are less than 0.05. Hence there is a significant difference in the Attributes of quality service concerning the perception of Gender. This also shows the significant value of the independent sample t- test. T value here should be less than 0.05 for accepting the alternative hypothesis. In this case, the variables are greater than 0.05. Hence there is a significant difference in the Attributes of quality service concerning the perception of Gender.

**Regression Analysis:**

**Table 3:**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.226	1	12.226	44.626	0.000
	Residual	32.875	120	.274		
	Total	45.100	121			

**Table 4:**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.182	1.205		6.630	.000
	Perception of Attributes Quality Service	.478	.072	.521	6.680	

A. Dependent Variable: Customer Satisfaction

B. Predictors: (Constant), Attributes Quality Service

It indicates that the regression model predicts the dependent variable significantly well. Here the significance value (0.00) which is lesser than 0.05. (i.e., it is a good fit for the data). B & Beta value for the independent and dependent variables which are assumed. As a rule of thumb, we say that a b coefficient is statistically significant if its p-value is lesser than 0.05. From the analysis, it is found that the Perception towards Customer Satisfaction (0.521) is having a strong positive linear relationship.

**CONCLUSION**

Customer support, similar to any part of the business, is a rehearsed craftsmanship that requires some serious energy and exertion to ace. Everything you require to do to accomplish this is to stop and switch parts with the client. Deal with your clients like your companions and they'll generally return. The eventual fate of every association relies upon the client's conduct. Expanding the degree of fulfilment must be one of the principal goals of every association. Like all businesses to a simple method to cause benefit to hold existing clients than making new clients. Trying to pull in potential help clients, should first appropriately comprehend the desires for shopper needs. The examination demonstrated that the high caliber of administrations builds the specialist co-op's upper hand, customer dedication, and lessens the quantity of a contender. The examination discoveries show that there is a profoundly certain relationship between the nature of administration, trust, satisfaction, and client loyalty, so the organization should attempt to give the nature of administration to construct reliability and hold the customers. The overall High costs in the freight forwarding industry are a cause for concern as they hinder the ability of organizations to provide maximum efficiency to their customers thus not achieving maximum customer service. Thus, the research study helps us to know the customer opinion in freight forwarding services.

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