A Study on Air Freight Customer Satisfaction

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Abstract
The purpose of this article is to identify the variables influencing the performance of air cargo terminal. We define performance as the degree of qualitative variables offered to the clients and quantitative variables from the cargo terminal point of view. According to the test of difference between two proportions and multivariate analysis, a set of significant variables is established for the performance of air cargo industry. Besides, the customer satisfaction also appears significant improvement with last year. Finally, four qualitative factors, e.g. personnel attitude, charge activities, knowledge & ability and commitment factors, and four quantitative variables, e.g. cargo safety, import/export/express processing efficiency, miss cargo handling (i.e. cargo missing and cargo damaged) and parking variables, are found for evaluation of performance.

Keywords:

1. Introduction

1.1 Nature and Concept
Logistics is the recent addition in the integrated business management, formally it was like traditional fields of marketing, finance, production and personnel, although it has been an integral part of managerial function since the industrial revolution, business logistics, physical distribution, material handling are some of the common terms being used to define and describe the concept approximately the same subject logistics due to rapid change in the scope and wide use of the subject matter.

1.2 Logistics
The scope and influence of logistics has evolved in the late 1940s. In the 1950s and 1960s, military was the only organization which used logistics. The scope of logistics has been extended beyond the army, as it has been recognized as one of the important tools for developing competitiveness. Competitive advantage means the company had the ability to differentiate itself, in the customer’s eyes, and also is operating at a lower cost and greater profit. Logistics facilitates in getting products and services as and when they are needed and desired to the customers. It also helps in economic transactions, serving as a major enabler of growth of trade and commerce in any economy.

Title: A detailed study on Air freight customer satisfaction on TM Cargos Solution Pvt. Ltd.

2. Primary Objective
Primary data were collected through survey from the customers of our company using the questionnaire. Questionnaire helps to recognize the customer’s expectations.

3. Secondary Objectives

• To understand the documentation followed in TM Cargos Logistics.
• To find the various customer grievances related to company’s service, facilities, relationships, response for customers and fulfillment of expectations.
• To find the customer opinion towards the time and price factors of the company

4. Scope of the Study

• This study helps to improve the performance of the company.
• This study helps to promote the business.
• This study helps to develop the relationship with the customers.

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This study helps to fulfill the customer’s expectation.
This study helps to customer retention.

5. Need of the Study
The Logistics industry is heavily competitive in nature as it is a service industry every forwarder provides their best service to retain and to attract customers, for that we have to manage the performance level of the company, in this scenario, the company wants to evaluate and improve the performance.

6. Limitations of the Study
• Lack of scientific training in the methodology of research and lack of time, money.
• Lack of confidence on the part of business units to give information lack of code of conduct, and difficulty of adequate and timely secretarial assistance.
• Difficulty of timely availability of published data.

7. Review of Literature
Subratha Mithra says in her article titled “Freight Forwarding”. Examine their demographic profile, the importance of monitoring the level of performing values, creating variables in a freight forwarding and logistics from as received by the customer.

Mr. Thomas Craig Says in his article titled “Logistics Vision” on December 2008. Logistics is a process which provides facility of product from vendors to customer, the vendors customer requires the logistics process to work more effectively, there should be a proper flow, between and among vendors manufacture sites warehouse and customer.

Vishwas Kathari in his article “Pune Airport Scores 81 Pc”. First the good news, the Customer Satisfaction Index (CSI) for the city Lohegaon airport has been put at 81 percent by a New Delhi-based independent consulting agency spectrum planning (India), Pune airport director G. Chandramouli told TOI that the survey was carried out in April and its outcome is 13 percent more than the CSI which was assessed a year ago.

In “Times of India” the article about Jodhpur airport adjudged best for “customer satisfaction” on April 7, 2013: The Jodhpur civil airport has been adjudged the best civil airport in the country on customer satisfaction index.
Declaring it as the best in country, Union civil aviation minister of state K. C. Venugopal gave away the “Best Airport of the Year 2012-13” award to director of the airport S. N. Borkar on the foundation day of the Airports Authority of India (AAI).

In a survey conducted by an independent agency of passengers and visitors to 52 airports of the country across five regions, Jodhpur airport scored the highest mark on the customer satisfaction index.

8. Research Methodology
8.1 Research Design
The Research process adopted for the study is “Descriptive” in nature.

8.1.1 Sample Size
Taking in to account the nature and extend of study. Along with the constraints of time a sample of 40 customers are classified as,
• Exporters
• Importers
• Transporters
• Value added servicers

8.2 Sampling Techniques
The sampling technique used for the study is “census method”. As the company is having only 40 clients so the researcher surveyed almost all the clients.

Statistical Tools
• Chi-square
• Percentage.

9. Data Analysis and Interpretation

| No. of years in business | No. of respondents | Percentage |
|-------------------------|--------------------|------------|
| 1-2 years                | 15                 | 37.5       |
| 2-3 years                | 12                 | 30         |
| 3-4 years                | 8                  | 20         |
| 4-5 years                | 5                  | 12.5       |
| Total                    | 40                 | 100        |
9.1 Inference
From the above table it clear that 37.5 percent of customer are doing business for 1-2 years with TM Cargos.

Table 2. Mode of introduction of TM Cargos

| Mode of introduction | No. of respondents | Percentage |
|----------------------|--------------------|------------|
| Friends              | 12                 | 30         |
| Marketing people     | 18                 | 45         |
| Advertisement        | 8                  | 20         |
| Website              | 2                  | 5          |
| **Total**            | **40**             | **100**    |

9.2 Inference
From the above table it clear that 45 percent of customer comes to know about the company through marketing people and 30 percent of customer aware through friends.

Table 3. Type of business with TM Cargos

| Type of business       | No of respondents | Percentage |
|------------------------|-------------------|------------|
| Customs clearance      | 2                 | 5          |
| Import                 | 5                 | 12.5       |
| Export                 | 15                | 37.5       |
| Value added services   | 18                | 45         |
| **Total**              | **40**            | **100**    |

9.3 Inference
From the above table 45 percent customer doing value added services with TM Cargos and 37.5 percent customer doing export.

Table 4. Mode of communication preferred

| Mode of introduction | No. of respondents | Percentage |
|----------------------|--------------------|------------|
| By Mail              | 26                 | 65         |
| Telephone            | 7                  | 17.5       |
| Fax                  | 0                  | 0          |
| Others               | 7                  | 17.5       |
| **Total**            | **40**             | **100**    |

9.4 Inference
From the above table it is clear that 65 percent of the customers preferred mail communication and 17.5 percent customer prefers both telephone and other communication.

Table 5. How long you have been in the industry

| No of years in business | No of respondents | Percentage |
|-------------------------|-------------------|------------|
| Below 5 years           | 7                 | 17.5       |
| Above 5 years           | 21                | 52.5       |
| More than 10 years      | 9                 | 22.5       |
| More than 20 years      | 3                 | 7.5        |
| **Total**               | **40**            | **100**    |

9.5 Inference
From the above Table 52.5 percent customer are been doing business for above 5 years and 22.5 percent customer are been for more than 10 years.

Table 6. Rate the documentation process

| Documentation process   | No of respondents | Percentage |
|-------------------------|-------------------|------------|
| Very good               | 8                 | 20         |
| Good                    | 31                | 77.5       |
| poor                    | 1                 | 2.5        |
| Very poor               | 0                 | 0          |
| **Total**               | **40**            | **100**    |

9.6 Inference
From the above table it clears that 77.5 percent customer says good for documentation process and 20 percent customer says very good.

Table 7. Post shipment/Post clearance documents are submitted on time

| Documents clearance | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Yes                 | 35                | 87.5       |
| No                  | 5                 | 12.5       |
| **Total**           | **40**            | **100**    |

9.7 Inference
It is observed that 87.5 percent of the customers felt that the post shipment and post clearance documents are submitted back to the customers on time.

Table 8. Pre-Alert details are updated periodically

| Pre alert details   | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Regularly           | 7                 | 17.5       |
| Occasionally        | 19                | 47.5       |
| Some time           | 14                | 35         |
| Not at all          | 0                 | 0          |
| **Total**           | **40**            | **100**    |
9.8 Inference
It is observed that 47.5 percent of the customers said the company is updating the pre-alert details only occasionally and 35 percent of customers said updated pre-alert details some times.

10. Statistical Tools

10.1 Chi-Square Analysis

**H0:** There is no significant relationship between customer years of experience and ranking on the documentation process of the TM Cargos Solution Pvt. Ltd.

**H1:** There is significant relationship between customer years of experience and ranking on the documentation process of the TM Cargos Solution Pvt. Ltd.

d.f. = (r-1) (c-1) = 6.

| S.No | O  | E  | (O-E)^2 | (O-E)^2/E |
|------|----|----|---------|-----------|
| 1    | 1  | 1  | 0.16    | 0.1143    |
| 2    | 6  | 5.43 | 0.3249 | 0.0599   |
| 3    | 0  | 0.18 | 0.0324 | 0.18     |
| 4    | 4  | 4.2 | 0.04    | 0.0096   |
| 5    | 17 | 16.28 | 0.5184 | 0.0319   |
| 6    | 0  | 0.53 | 0.2809 | 0.53     |
| 7    | 1  | 1.8 | 0.64    | 0.3556   |
| 8    | 7  | 6.98 | 0.0004 | 0.0001   |
| 9    | 1  | 0.23 | 0.593  | 2.579    |
| 10   | 2  | 0.6 | 1.96    | 3.27     |
| 11   | 1  | 2.33 | 1.7689 | 0.76     |
| 12   | 0  | 0.075 | 0.0057 | 0.076   |

\[ \sum (O-E)^2/E = 0.6639 \]

\[ \chi^2 = \sum [(O-E)^2/E] = 0.6639 \]

Hence, we conclude that the customers are satisfied with the documentation process of TM Cargos solution Pvt. Ltd. and link between years of experience.

11. Findings of the Study

- It is observed that 38.5 percent of customers are exporting and importing the commodities like garments, 33 percent of customers are exporting and importing the goods like Engineering products. And 28.5 percent of customer are exporting and importing the goods like medicine.
- Study shows that 65 percent of the customers preferred the mail communication, 17.5 percent of the customers prefer both telephone and others communication.
- It is observed that 52.5 percent of customers doing business for above 5 years, 22.5 percent of customers are been for more than 10 years.
- Study shows that 77.5 percent of customer says well for documentation process.
- It is observed that 87.5 percent of the customers felt that the post shipment and post clearance documents are submitted back to the customers on time.
- It is observed that 47.5 percent of the customers said the company is updating the pre-alert details only occasionally, 35 percent of customers said that the company is updating pre-alert details only some time.
- Study shows that 95 percent of customers are satisfied with the organization given preference for solving the customer complaints/grievances.
- Almost all the customer is satisfied with the politeness with staff members of TM Cargos solution.
- Almost all customers are satisfied with the payment mode/method of TM Cargos.
- It is observed that 70 percent of customers are satisfied with the quality of services.
- It is observed that 40 percent of customers are satisfied, and 32.5 percent of customers are highly satisfied with the packing and picking services.
- As per the observation 45 percent of customers felt that the company have to improve their import handling.

12. Suggestions

- As more customer felt that the company have to improve their import handling.
- As most of customers are connected through mail. All business deals can be in mail form.
- As customers not much satisfied with pre alert details, Pre alert details have to be updated regularly.
- As the activities are getting delayed in customs parts, proper relationship to be maintained with customs clearance office to quicken the process.
- POD details should be updated regularly for all shipments.
13. Conclusion

As most of the customers are satisfied with the services provided by the organization, the company has to retain the customers by giving more customer care by taking corrective action in all their limitations like customs process, import handling and value added services.

The customers can use this means very efficiently. Using this project our searching process becomes easy. The company has achieved more profit. This company has effectively replaced many other transport corporations. Thus dry bulk operation in the TM Cargos Solution Pvt. Ltd. is cheaper and is one of the best ways to transport the raw goods and unpackaged material within the country or overseas.

14. References

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