

A Study On Customer Perception Towards Services Provided By Aspinwall Logistics, Thoothukudi

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Abstract: Perception is the work of selective appreciate and good-looking considerate for the duration of the judgment. The customer perception is what tally and not what we believe it is. The study has been under taken to recognize the customer perception towards service rendered by Aspinwall Logistics .The major intend of the research of to recognize the spirited area of Aspinwall Logistics services to different customer and area of Thoothukudi. The minor objectives of the cram are toward recognize function and dependability the various carriages within Aspinwall Logistics, to be familiar with export market, transportation, customer freight station and to identify the service provide by rate added services Logistics is in our time generally used in practically every area. The achievement of a logistics service provided that company depends on how they conceptualize and realize the logistics explanation, and also adjust to the necessities of the customer.

Keywords: logistics activities, customer perception, small and mid-sized companies, logistics management, customer service

1. Introduction

Establish in the futurist Englishman John H. Aspinwall in 1867 in South India, with nowadays in the wing of the Travancore Royal Family, the Erstwhile Rulers of Kerala, our Company retain its wealthy legacy in addition to value, mainly into worth of our Products also Services, incessant produce originality and lengthy durable patron interaction,

Aspinwall's attachment through transport date rear towards incredibly basis of the company, concerning a century-and-a-half ago. During harmony among the increasing pace into marine transfer, Aspinwall gradually extended its area of operation, structure in the lead its wealthy proficiency and widespread knowledge in ship rent and marine/general insurance. Today, Aspinwall's Logistics partition has a pan-India existence by means of a thick set of connections of office to facilitate cover main ports, ICD's and airports.

The facilitate to recognize your aspiration & trade goal by way of overseas variety of global logistics services, cover sea/air bulk/break bulk/door to door shipments, custom broking, and 3PL necessities. The provide our customers during our 12 branches in India and a wide net of connections straddling 135 countries and 323 offices worldwide.

Through existence of well-built presence in the Indian market, operational by means of professional and proficiency we are competent near cross a vertical enlargement diagram during conditions of volume of business, moreover earnings. We are professional within feat while it come to judgment solution intended for your worldwide cargo movements, and we expand our services and guarantee protected conduct of your break bulk/odc and containerized cargoes. We at Aspinwall consider in promise to our customers in conditions of spirited offer on cargo, well-timed delivery, and our assignment is to go away so as to further mile to make sure the pleasure of our customers each moment.

Harvest in addition to military to an industrialized business has towards present are normally planned about its customers' wants in calculation on the way to the stage of proficiency and invention capability of the rigid. create an come up to used for manufactured goods growth is an significant also frequently complete separation of process a successful venture, as well as it bring equally a variety of diverse philosophy, such as study along with growth, market, manufacturing, propose, material, and developed. The majority suitcases, industrialized invention enlargement strategy willpower depend on two main goal maintenance the innovative product or product line within the company's basically objectives and advertising position and increasing an organization used for assess the appearance of obtainable manufactured goods. For estimate the achievement of a readily available invention, factor such as sale, customer answer, earnings, rivalry, and marketplace getting are usually disturbed.

2. Review Of Literature

(Bowersox, D. J., Mentzer, J. T., & Speh, T. W. (2008).)The logistics services are not only see as a locale of charge improvement except also see as an locale to add to a spirited benefit in marketplace, since of its function that it acting to get better customer happiness.

(Parasuraman et al. 1985) introduced the five-dimensional organization of service worth (servqual); tangibles, receptiveness, understanding, dependability and guarantee. Servqual is a come near to notice gap connecting customer perceptions and customer service.

(Bienstock et al. 2015) decorated be short of study for the significance of in order knowledge in LSQ. While of this opening in the established text, in this article, in addition own make contact with value, organize incongruity handle, suitability, order condition, we examine the property of equipped in order distribution and experienced to recognize their relations by way of customers’ fulfillment and LSQ.

(Mishra et al., 2006) study the harms, challenge and opportunity of Logistics through unique orientation to Indian Economy. They idea to the logistics industry in India is developing speedily and it is the interaction of communications and expertise. An original variety of service provider has emerged and they will identify whether the industry will be capable to lend a hand its customers to shrink their logistics cost and give efficient services.

3. Objectives Of The Study

- To know the demographic profile of the customer.
- To study the customer perception towards service provided by Aspinwall Logistics.

4. Methodology Of The Study

The data is collected during questionnaire. The secondary data is collected from books, journals and website. The sample size is 120 respondents in Thoothukudi city.

5. Analysis And Interpretation

Table 1
Demographical Profile of the Respondents

Characteristics		No Respondents	Percentage
Gender	Male	82	68
	Female	38	32
	Total	120	100
Age	Up to 25 Years	4	3
	26 to 35 Years	25	21
	36 to 45 Years	57	48
	Above 45 Years	34	28
	Total	120	100
Educational Qualification	Up to Higher Secondary	8	7
	Graduate	52	43
	Post Graduate	41	34
	Professional	19	16
	Total	120	100
Annual Income (Lacks)	Below Rs.25,00,000	16	13
	Rs.25,00,000 to 55,00,000	45	38
	Rs.55,00,000 to 95,00,000	34	28
	Above Rs. 95,00,000	25	21
	Total	120	100

Experiences	Less than 5 year	2	1
	5 - 15 Year	28	23
	15 - 25 Year	35	30
	More than 25 Year	55	46
	Total	120	100

Source: Primary Data

It is inferred that most 68 % of the respondents are male, 48 % of the respondents be in the right place to the age group is 36 to 45 years and 43 % of the respondents are graduates, 38 % of the respondents annual income level is 2500,000 to 5500,000 and 46 % of the respondents are having more than 25 years of experience with aspinwal logistics services.

Table 2
The Customer Perception towards service provided by Aspinwal logistics

variables	Very low	Low	Moderate	High	Very High	Total	Mean	Rank
Helping customer to solve cargo transportation	55	76	24	8	1	164	1.37	III
Providing performance reports periodically	50	64	18	6	1	139	1.15	V
Giving pre - alert notices of shipment problems	45	68	9	4	1	127	1.05	VI
customer requests in a flexible manner	100	72	18	6	1	197	1.64	II
Helping customer contact with insurance company to claim for companion	80	48	15	8	1	152	1.27	IV
Value analysis, cost reductions and problem solving	95	96	33	12	1	237	1.97	I

Source: Primary Data

The above table shows that helping customer to solve cargo transportation dispute with the mean score of 1.37 for using the customer perception of service by Providing performance reports periodically with the mean score of 1.15, Giving pre-alert notices of shipment problems 1.05, customer requests in a flexible manner with the mean score of 1.05 and handling customer complaints patiently with the mean score of 1.64, helping customer contact with insurance company to claim for companion with the mean score of 1.27 and value analysis, cost reductions and problem solving is a majority with the mean score of 1.97.

6. Finding Of The Study

- Mainly 68 % of the respondents are male.
- Majority 48 % of the respondents belong to the age group 36 – 45 years.
- Most 43 % of the respondents are graduates.
- 46 % of the respondents are having more than 25 years of experience with Aspinwal logistics services.

7. Conclusion

The Logistics Company must request the Customer to send the invoices before planning, The Logistics Company must organize the Training for via difficult technology, filling shipping bill the Logistics Company

must confirm all the information related goods. The Logistics Company be supposed to decide the accurate customer freight station which is provided that all godown conveniences. The container should be reach the port as soon as feasible based on to facilitate the planning should in get going in the crisis of vessel delay they have to reorganize the planning to send the goods to an additional vessel. The logistic company should ask the customer to send the goods as in advance as possible. The Logistics Company ought to invite the customer to organize the vehicles in good situation. It will helpful for the company in understanding the attentiveness and agreement with customer requirements. In detail study on the Aspinwal Logistics services to customer necessities and satisfaction needs. They survey include various customer perception service provided by Aspinwal Logistics services company in Thoothukudi

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