



## “AN EXPLORATORY STUDY ON CLIENTELE DELIGHT TOWARDS PROFESSIONAL PACKERS AND MOVERS SERVICES IN CHENNAI CITY”

A. Appu\*                      Dr. S. G. Balaji

\*Research Scholar, BSMED, Bharathiar University, Coimbatore.

\*\*Associate Professor, MEASI Institute of Management, Chennai.

### **Abstract**

Logistics is a subset of supply chain management that focuses on the challenge of planning and coordinating the flow of materials and information. The Logistics of physical items usually involves the integration of material handling, inventory, transportation, warehousing and packaging. Packaging logistics may be considered as a subfield within logistics and share facets of interplay with the more technically oriented field of packaging. Within this core, packaging logistics plays an important role as facilitating the provision of goods to end users. The objectives of Research paper is to examine the satisfaction level of the clients towards packer and movers services in Chennai city and also help to study how packers and movers are committed to provide professional , comprehensive packaging and moving solution with the earnest and painstaking activity intended to enhance the trust of their clientele.

**Keywords:** *Packaging, Relocation services, Timely delivery, Order Execution, Tracking system.*

### **Introduction**

Packaging Logistics industry is an important sector, adding value to the various manufacturing sectors including agriculture and FMCG segments. It is a coordinated system of preparing goods for logistics activities, sales, and end usage and mainly protects the goods from damage and spoilage. The Indian packaging market was estimated at USD 20.2 billion in 2016, and is expected to grow at a 12- 14% CAGR to reach USD 37.4 billion by 2020. • The packaging industry is poised to grow rapidly due to increased use of innovative packaging equipment’s and increased demand for flexible packaging. With an increasing investment by domestic as well as the foreign companies in Indian food processing and pharmaceutical sectors, the market for packaging industry has expanded rapidly.

Packers & Movers Services in India is the category that has seen the maximum growth in the last one year – a growth of 72% across all cities surveyed. Packers and Movers service provider in India hold great expertise in providing all sorts of packaging and relocation services. Completely safe and secure shifting services are provided by using advanced technology equipment including hydraulic lifters, conveyor dock and more. Our service range includes relocation services, domestic relocation services, corporate relocation service, packaging services and car transport services. Known for providing cost effective and prompt packaging and moving services.

To gain additional trust of the customer regarding the safety of their items during the process of relocation, each item that is packed and transported by them. These professional packer and movers services have now playing the key role in reducing the impact of hired tempos and local labor in the process of relocation. The primary objective of Professional packers and movers service is to realize the customer’s relocation need with patience and professionalism and utilize its expertise so as to be able to make the end users’ home shifting experience an unforgettable affair to cherish for long.

### **Literature of Review**

**Verma (2013)** defines satisfaction as “the result of assessment made by the customer of service delivery in comparison with their prior expectations. He revealed that customer delight is an emotional response which results from surprising and positive levels of performance.

**Moberg and Speh (2014)** identified the fact that clientele satisfaction relating to booking facilities, time delivery, tracking system and invoicing are the important factors leading to clientele satisfaction on the relocation service. He also point out that the transportation arrangement, journey time and speed of delivery which influences greatly the clientele delight regarding packer and movers services.

**The Industry Council for Packaging and Environment” (2015)**, in its report, “A critical Evaluation of Packer and movers service highlights the purpose of packaging. The basic purpose of packaging is to enable goods to be delivered to an end user in acceptable condition.

**Dr. Soinjate Srivatanapa, (2015)** in his article, he stated that technology of packaging should be eco-friendly. Today packaging technology has been developed in order to add an attractive appearance for loading services and also communicate with the consumers about the safeguard of the Household hoods.



### **Need for the Study**

The Study on clientele delight identifies the areas where the company needs to concentrate to achieve efficiency and effectiveness in its marketing operations with respect to its services. It was also very necessary to know how well the company manages its services to the customers. This study help to understand current activities carried out by packers and movers services to different customer and also find out internal and the external factors on which a customer select relocation services. Thus to satisfy customer needs, service satisfaction becomes an inevitable tool for a company to survive in the competition. Hence it becomes necessary to ensure that services provided the company is working efficiently and a healthy relationship is maintained between the firm and the customers.

### **Statement of the Problem**

The main problem that we face during shifting our goods and households is that either to take all the goods or to leave some of it or to sold them out. To handle such kind of problem the role of Packers and movers service providers comes into action. This service providers works according to the needs and requirement of the customers and provide them the desirable results. Relocation to new place needs expert packing and moving company to handle all aspects of packing and moving. Moving companies have all latest devices, trucks, containers to provide safe pack and move to the destination. Therefore to handle all the problem of packing the goods and moving them from one place to another the packers and movers service providers are hired. This study helps to measure the attitude and satisfaction level of clientele towards the relocation services providers and identify the challenges faced by the packers and movers service providers in Chennai city regarding their relocation operation.

### **Objective of the Study**

- To find out the extent of Satisfaction of the clientele towards the booking facilities, timely order and documentation provider by professional packers and movers services in chennai city.
- To study the demographic details of the clientele using the service rendered by professional packer and movers in Chennai city.
- To study the frequency level of order placed by different clientele towards professional packer and movers services in Chennai city.
- To measure the beliefs and attitude of consumers towards professional packer and movers services in Chennai city.
- To identify the quality dimensions of online travel services from consumer point view.
- To identify the area where improvement could be made while handling the customer.

### **Scope of the Study**

The scope of the study also reveals that the packer and movers industry needs to consider the changing needs of consumers, living in a society where convenience and choice are a common place. To meet the growing expectations and environmental challenges, the packer and movers industry needs to usher in new technology and innovative approaches, thus simultaneously maintaining a sustainable development. The scope of the study is confined only to the services of professional packer and movers services and also clientele perception towards it in Chennai city. It also help the companies to know whether the existing services are really satisfying the customers' needs.

### **Research Methodology**

#### **Research Design**

The research design used for the study is descriptive. The major purpose of using such a design is description of the state of affairs as it exists at present.

#### **Sampling Design**

**Population:** The population of the study consists of the different clientele like corporate, household, business firm and wholesaler. The sample size of the actual study consisted of 75 clientele using the various packers and moving services in in Chennai city.

**Sampling Technique:** The sampling technique used was non-probability sampling method is adopted in this study. It refers to the technique where the probability of each cases being selected from the total population is known. The sampling technique used was judgement sampling where sample units are selected from special group of the clientele.

**Data Collection Method:** Data was collected only through primary source. Primary data was collected through questionnaires, which were administered through face-to-face interview of the clientele.



**Data Analysis**  
**Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.999	18

**Inference:** The Cronbach's alpha coefficient for 18 items is 0.999 suggesting that the items have high level of internal consistency.

**Chi Square Test**

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between the satisfaction level towards booking time of the delivery and type of clientele.

**Alternate Hypothesis (H<sub>1</sub>):** There is significant difference between the satisfaction level towards booking time of the delivery and type of clientele.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	143.451 <sup>a</sup>	12	.000
Likelihood Ratio	150.631	12	.000
Linear-by-Linear Association	66.259	1	.000
N of Valid Cases	75		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is 3.20.

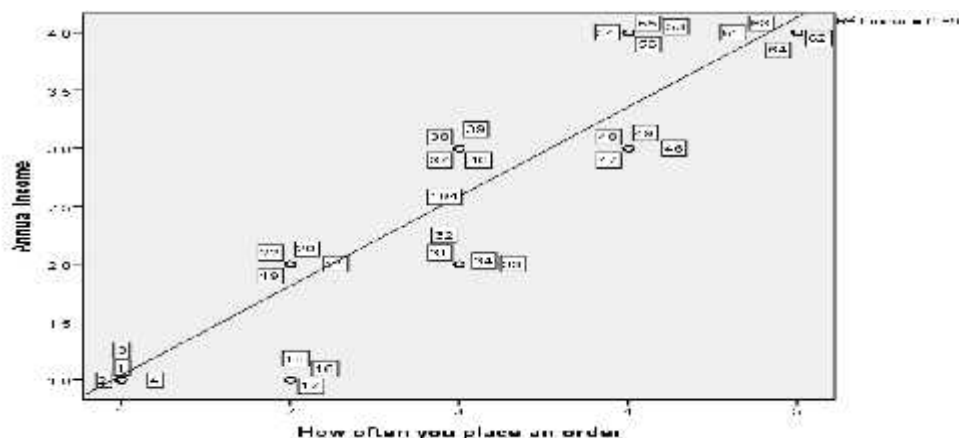
**Inference:** The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is significant difference between the satisfaction level towards booking time of the delivery and type of clientele.

**Correlation and Scatter Diagram Analysis**

To Study the Relationship between the Placing of Order of Service and the Income Level of the Clientele

Correlations			
		Annual income	How often you place an order
Annual income	Pearson Correlation	1	.946**
	Sig. (2-tailed)		.000
	N	75	75
How often you place an order	Pearson Correlation	.946**	1
	Sig. (2-tailed)	.000	
	N	75	75

\*\* . Correlation is significant at the 0.01 level (2-tailed).





**Inference:** The table represents the Pearson correlation coefficient  $r$  is 0.946 which implies there is a positive relationship between the placing of order of service and the Income level of clientele. And in the scattered Diagram, the coefficient of determination  $r^2 = 0.895$  which indicates 89.5% of order of service depends on the income factor and remaining depends on other factor. Therefore there is a positive direction between the two variables.

#### Kruskal-Wallis Test

**Null hypothesis (H<sub>0</sub>):** There is no significant difference between the placing of order and different types of clientele.

**Alternate hypothesis (H<sub>1</sub>):** There is significant difference between the placing of order and different types of clientele.

Ranks			
	Type of customer	N	Mean Rank
How often you place an order	Household	18	10.50
	Corporate	18	28.00
	Business firms	16	44.56
	Hotels	23	62.78
	Total	75	

Test Statistics <sup>a,b</sup>	
	How often you place an order
Chi-Square	66.277
df	3
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: Type of customer	

**Inference:** Since  $p$ -value = 0.000 < 0.05 =  $\alpha$ , we reject the null hypothesis. At the  $\alpha = 0.05$  level of significance, there exists enough evidence to conclude that there is a difference between the placing of order and different types of clientele.

#### Findings

- The Cronbach's alpha coefficient for 18 items is 0.999 suggesting that the items have high level of internal consistency.
- Using the chi square Analysis it is found that The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is significant difference between the satisfaction level towards booking time of the delivery and type of clientele.
- Using Correlation Analysis it is found that the Pearson correlation coefficient  $r$  is 0.946 which implies there is a positive relationship between the placing of order of service and the Income level of clientele. And in the scattered Diagram, the coefficient of determination  $r^2 = 0.895$  which indicates 89.5% of order of service depends on the income factor and remaining depends on other factor. Therefore there is a positive direction between the two variables.
- Using kruskal Wallis test it is found that there is a difference between the placing of order and different types of clientele.

#### Suggestions

The suggestions and recommendations in order to make the packer and movers services more effective as follows

- It is suggested that Packer and movers service providers to take some important policies towards the service quality enhancement and to improve clientele's contentment to ensure the survival in future.
- It is strongly suggested that the effectiveness of material handling labours should be improved in order to prevent goods damages during handling.
- It is also suggested that Packer and movers service providers has to provide accurate documentation bills and transparent to maintain clientele relationship and loyalty.
- It is recommended that the relocation service providers should identify their market segment and adopt strategies that would improve their market share. It's also advisable to identify a target market before advertising, so as to know the particular medium that will be more useful and cost effective in reaching them.



### **Conclusion**

The Packer and movers service in India now a days is full of many small scale so called “Logistics Business” that are in capable of providing quality service in a professional manner. For this small sized company it is very important for them to grow stronger within occupied market by new comers. So integration, alliance and cooperation are required to achieve a large scale operation and take advantage of existing resource. On implementation of the above recommendations, the management can lead the relocation services to the top most position when bench marked in the coming years. Truly successful Packer and movers companies will prepare for the new century by joining with partners to develop a value-added strategy that delights the consumer. To carry out this strategy we believe packer and movers companies will need to focus their efforts on a few key business processes. Chief among these is the logistics process. If we can successfully serve our own complex market, we will be able to gain competitive advantage in export markets.

### **References**

1. Agrawal, D.K (2007). *Distribution and Logistics Management – A Strategic Marketing Approach*, MacMillan India Ltd, New Delhi
2. Mascarenhas, O.A., R. Kesavan, & M. Bernacchi (2014). Customer value-chain involvement for co-creating customer delight. *Journal of Consumer Marketing*, 21(7), 486-496.
3. Ampuero, O., & Vila, N., (2016). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23(2), 100-112.
4. Lee, S.G. and S.W. Lye, (2012). Design for manual packaging. *International Journal of Physical Distribution and Logistics Management*, 33(2): 163-189.
5. Prendergast, P.G. and L. Pitt, (2016). Packaging, marketing, logistics and the environment: *International Journal of Physical Distribution & Logistics Management*, 26(6): 60-72.