



A COMPARATIVE STUDY ON SERVICE QUALITY BETWEEN SELF BUILT LOGISTICS MODE AND THIRDPARTY LOGISTICS MODE IN SRM MILLS

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ABSTRACT:

This study provides a comparative analysis of self-built logistics systems and third-party logistics (3PL), aiming to evaluate their respective strengths, limitations, and strategic implications for businesses. Self-built logistics refers to in-house management of the entire logistics process, offering greater control, customization, and direct oversight. In contrast, 3PL involves outsourcing logistics activities to specialized service providers, often resulting in improved scalability, cost efficiency, and access to advanced technology. The research examines critical factors including cost efficiency, operational flexibility, level of control, scalability, reliability, and responsiveness. Through a review of industry practices and case studies, the paper explores how different business sizes, market conditions, and operational priorities influence the choice between these models. The study also addresses challenges such as high capital investment in self-built systems, dependency risks in outsourcing, and the impact of technology integration on both models. The findings aim to offer actionable insights for managers and decision-makers, enabling them to align logistics strategies with corporate objectives, customer expectations, and long-term growth plans. By highlighting the trade-offs involved, this research contributes to a deeper understanding of logistics management models and supports businesses in making informed, sustainable, and competitive logistics decisions.



INTRODUCTION:

Logistics forms the essential bridge connecting manufacturers to customers, and customers to end consumers. It ensures that products and services are delivered at the right time, in the right condition, and at the right cost. Over time, logistics has evolved into both an art and a science, integrating strategic planning, technology, and operational efficiency. In today's competitive global market, the role of logistics cannot be overlooked, as it acts as the nervous system of trade, enabling smooth import and export operations across industries.

With the expansion of business operations and increasing customer expectations, organizations are adopting various logistics models to enhance service quality. Two widely adopted approaches are the **self-built logistics mode**, where companies manage their own logistics operations, and the **third-party logistics (3PL) mode**, where logistics activities are outsourced to specialized service providers. Each model has distinct advantages and challenges in terms of cost, flexibility, control, and customer satisfaction.

This paper aims to analyze and compare the service quality of self-built logistics and third-party logistics. Understanding these differences is crucial for businesses to select the most suitable logistics strategy that aligns with their operational goals, cost structure, and customer service objectives, thereby ensuring sustainable growth and competitiveness.

STATEMENT OF PROBLEM:

The self-building logistics can provide faster and better service. However, its capital cost is much higher than that of third-party logistics. Third-party logistics are convenient and easy for a company to cooperate with, but customer satisfaction and the company's reputation are compromised.

Comparative study on the merits and demerits of self-build logistics mode and third-party logistics mode is the main focus of the study. It shall also throw light on various factors influencing the choice of the logistics system.

OBJECTIVES OF THE STUDY:

To know the demographic profile of the respondents.

To identify and analyze the self-building logistics mode of service

To compare the merits and demerits of self-build logistics and third-party logistics



SCOPE OF THE STUDY:

The choice between self-built logistics and third-party logistics (3PL) services is a critical strategic decision for businesses aiming to optimize their supply chain performance. Self-built logistics involves a company independently establishing, managing, and operating its transportation, warehousing, and distribution networks. This model provides a high degree of control, customization, and direct oversight of processes, enabling companies to tailor logistics operations precisely to their needs. However, it requires substantial capital investment, skilled workforce, and continuous operational management, which may not be feasible for all organizations.

On the other hand, third-party logistics providers specialize in delivering a range of logistics services, from transportation and storage to inventory management and order fulfillment. Outsourcing to 3PL can help businesses reduce infrastructure costs, streamline operations, and gain access to advanced technology and industry expertise. However, it may involve reduced control and flexibility, as companies rely on external partners.

A meaningful comparison of these models must consider factors such as cost-effectiveness, scalability, operational control, service quality, and alignment with business objectives. The decision ultimately depends on the company's size, resources, industry requirements, and long-term growth plans. Choosing the right model can enhance efficiency, strengthen customer satisfaction, and ensure a competitive edge in the marketplace.

SIGNIFICANCE OF THE STUDY:

The significance of self-built logistics and 3PL services lies in their capacity to address different business needs and objectives. Companies must carefully consider their specific circumstances, including capital availability, industry demands, and long-term goals, to determine which approach best serves their supply chain management requirements.

LIMITATION OF THE STUDY:

- Manufacturers requirements may vary.
- Few customers refused to share their feedback and hence their responses could not be recorded.



INDUSTRYPROFILE:

Coats are the world's largest supplier of industrial sewing thread and crafts products. It the world's second largest and fastest growing manufacturer of top-quality zip fasteners. With 22% global market share and operations in 67 countries, coats are nearly the market leader. It has the unique ability to service the customers anywhere in the world with aglobally consistent product, innovative service, creative ideas and superior technicalsolutions. It manufactures a complete range of cotton, synthetic and cores pun threads for the Indian and export markets.

GTSI is the largest producer of spun polyester thread within coats and supplies coats companies all over the world such as Australia, Bangladesh, Brazil, Bulgaria, Chile, Egypt, France, Hong Kong, Honduras, India, Malaysia, Mauritius, Mexico, Morocco, Peru, Poland, Romania, Shanghai, Spain, Sri Lanka, South Africa, Thailand, Tunisia, Turkey and Zimbabwe. The division has an in-house capacity of 1,50,000 spindles and produces about 240 tons grey thread per week.

For Industrial customers, Coats India offers virtually every type of thread including Nylon threads branded APTAN for the shoe upper industry, Polyester threads branded ASTRA for the readymade garment industry and corespun threads branded KOBAN for the leather garment industry.

Coats India's Products are distributed through a wide network of 21 consumer industrial sales offices across the country, supported by a base of 25,000 direct and 2,00,000 indirect customers. Coats India enjoys undisputed leadership in quality and service in the Indian market and is rapidly increasing its presence in export markets.

COMPANYPROFILE:

Omega zips is started from small beginning a century ago and has grown into a vastenterprisehasalsomade significantcontributiontothedevelopmentofvariedotherindustries big and small in the southern region as it enters the second century of its existence. Madura coats looks forward to provide better products and consistence quality as fair prices for the consumer Stalerand more prosperous company for the small-scale industry and more productivitymoreemploymentandhigherexportsforthecountry.Theomegazipcompanyis thebestcompanyinIndia.ThecompanystartedatAmbasamudramintheyear2005the



concern was founded by Mr. Annamalaichettiar in ambasamudram at tirunelveli district. This concern was started with 24 employees and now the concern has around 1250 employees. Starting with the first manufacturing unit in India in 1952 coats India has establishing manufacturing units at Ambasamudram, Madurai, Tuticorin and Pune. Coast India also set up a new state of all factoring in ambasamudram specifically for manufactures opti-zippers. Omega zip ability to continuously take customer services higher level remains unrivalled to this day. Every unit of coal has the capability to manufacture the global after products to identical specification with consistent quality and on time delivery.

REVIEWOFLIERATURE:

1. Sheffi, (2018) Objective Understand the motives for the growth of logistics outsourcing in USA. The main motives are to focus on Core businesses, better transportation solutions, Cost savings and improved services Development of necessary.
2. Rao & Young, (2019) The study identified factors such as Centrality of the logistics. Risk and control, Cost/service trade-offs, Information technologies and relationships with logistics service providers. Product-related (e.g. special handling needs), process-related (e.g. cycle times) and network- related (e.g. countries served) drivers are believed to have an indirect influence in the outsourcing decision.
3. Maltz, (2019) To Establish relative impact of cost and services on the study determined that organizations are reluctant to use third party warehousing.
4. Daugherty, (2020) To Study the perception of the third-party logistics service users. The service users believe that they are getting benefits like reduction in inventory levels, order cycle times.
5. van Damme, (2018) The "do or buy" decision is also affected by evaluation of cost/service trade-offs. One important determinant of the decision is cost comparison between alternative options. Costs associated with performing logistics activities.
6. Sink & Langley, (2021) Develop a managerial framework for the acquisition of third Concentration towards the core competencies was the most important factor for the acquisition.
7. Yuxuan Han, (2021) Previous research on logistics shows that third- party logistics is of



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third-party logistics and self-run logistics from different perspectives, including delivery speed, capital cost, customer satisfaction, etc. By collecting the data of China post and the published research papers, the advantages of third-party logistics and self-logistics can be compared, then able to summarize the development trend of e-commerce logistics, by strengthening the development of self-logistics, combining with the third-party logistics to fill the gap, dividing different logistics charging standards, and improving the logistics supply chain to promote its development.

8. P Anitha, Malini M Patil, (2021) IEEE: Aim of the paper is to analyse the issues and challenges faced by the transportation sector under supply chain. Optimization of the distance and reduction of transportation cost is one of the major challenges for the Retail Industries. The experiment aims at analysing the minimum distance required for transporting the products from one or more warehouse to number of costumers. Experiment is based on the execution of Travelling salesman problem (TSP) using branch and bound and dynamic algorithms. Cost and time complexity are analysed for varied number of costumers. This paper also predicts the Transportation cost using Regression Algorithm, which helps Retail sector to predict the cost incurred for logistics. Also hypothesis for multiple regression coefficients are conducted to determine statistical evidence is sufficient for given parameters.

9. Lieb, (2018) "Third-party logistics involves the use of external companies to perform logistics functions that have traditionally been performed within an organization. The functions performed by the third party, can encompass the entire logistics process, or selected activities within that process

10. SAM Advanced Management Journal 77 (1): The logistics and transportation industry currently face the challenges of recruiting, training, and retaining supervisors who guide logistics operations and act as liaisons between a company and its front-line employees. Identifying ways to effectively select, develop, and train skilled supervisors in this industry is a pressing need. A review of current leadership and transportation/logistics literature was conducted to identify existing practices regarding supervisors. The present study employs survey methodology. Five research questions were derived from a review of the extant literature on supervisory practices in transportation and logistics and from interviews with four industry representatives whose responsibilities include human resource management. A future paper will present the survey results. The survey should not only yield insights into the selection, training, and retention of supervisors within the industry, but also lead to strategies for attracting more women and minorities into leadership roles in transportation and logistics.



11. Rahman, (2021) In this section, existing literature is reviewed in three main areas: global outsourcing and 3PL, managing 3PL and associated relationships, and the change management perspective of 3PL adoption by organizations.
12. JohnJBartholdiIII,DonaldDEisenstein,YunFongLim,(2018)Whenalogisticssystem is "self-organizing" it can function without significant intervention by managers, engineers,or softwarecontrol.Thesocialinsects,suchasantsorbees,providemodelsofself-organizing logistics systems that may be profitably emulated. We illustrate some of theseideas for the problem of balancing assembly lines.
13. Razzaque and Chang, (2017) performed a comprehensive review on requirements at the minimum cost. The optimal network consists of, Optimal number of warehouses and distribution centres Location of these warehouses Service areas of each warehouse and DC, Routings of the goods, type and amount of inventory to be stored at each location, allocation of production plants to warehouses and DC
14. Ballou, Sweeney and Tatham, (2019) carried out a dynamic network configuration work. All these works addressed the problem by dynamically changing the warehouse locations in response to changes in requirements, and typically trade-off the savings achieved with the costs in implementing the change.
15. Rao & Young, (2021) did a study/ Identified the factors influencing outsourcing of logistics functions. The study identified factors such as Centrality of the logistics function, Risk and control, Cost/service trade-offs, Information technologies and relationships with logistics service providers
16. Alessandra Marasco, (2018) Third-party logistics (TPL) has attracted considerable research attention in the recent past. Despite the growing body of literature on this topic, precious little effort has been devoted to synthesizing the overall state of art of research on TPL. In this paper, an attempt is made to review the status of literature on TPL. A literature review scheme is presented. A total of 152 articles in 33 reputable international journals are reviewed and classified into content- and methodology-related issues. Based on the review, suggestions for future research are likewise provided.
17. John J Bartholdi III, Donald D Eisenstein, Yun Fong Lim, (2021)When a logistics system is "self-organizing" it can function without significant intervention by managers, engineers, or software control. The social insects, such as ants or bees, provide models ofself-organizing



logistics systems that may be profitably emulated. We illustrate some of these



ideas for the problem of balancing assembly lines.

18. Third-party logistics (TPL) has attracted considerable research attention in the recent past.

Despite the growing body of literature on this topic, precious little effort has been devoted to synthesizing the overall state of art of research on TPL. In this paper, an attempt is made to review the status of literature on TPL. According to these operations, works in the literature are broken down into three parts: facility location, relief distribution and casualty transportation, and other operations. For the first two parts, the literature is structured and analysed based on the model types, decisions, objectives, and constraints. Finally, through the content analysis framework, several research gaps are identified and future research directions are proposed.

19. Bingbing Tan, Wen Liu Hogskolen i Molde, (2018) The paper compares TPL industry in China and developed countries, then to give some suggestions, Firstly the paper compared Chinese TPL and developed countries, in terms of SCP. It would like to find the defect on SCP and give some suggestion; then the paper compared TPL on macro management and give some suggestions; finally summarize the total thought way of develop Chinese TPL.

20. Anthony Raj, Dr S. Sudalaimuthu International Journal of Advanced Research in Management, (2010) It is a premises of this research that analyses the performances of, problems faced by and the prospects of third-party logistics providers (3PL) in India. This research aimed at understanding the different technical problems faced by the 3PLs and the various methods of solving their bottlenecks in accomplishing their best services. The logistics industry in India is embryonic in haste and it is the interplay of infrastructure, technology and new categories of service providers that will define whether the industry is able to help its customers reduce their logistics costs and render effective services. A lively survey was taken at their operational ground to discern the practical allusions and illusions. To aid in this thoughtfulness, Indian Major Ports' performance, logistic theories, logistic models, relevant and related theories are focused, thereby providing theoretical foundations for new 3PLs and useful methodologies to analyse the existing 3PLs. At the firm level, the logistics focus is moving towards reducing cycle times in order to add value to their customers. Consequently, better ideas and strategies are being required by firms in order to enhance their decision making. In this research work, the researcher aims to identify the biggest bottlenecks of 3PLs in exporters and importers perspective and presents the highlights of research reviews and research gap.



21. MohanKMenon,MichaelAMcGinnis,KennethBAckerman:



Since the deregulation of freight transportation in the US, buying logistics services has become similar to the purchase of other industrial services. The objectives of this study were to examine the criteria for selecting third-party logistics services providers and how the firm's competitiveness and competitive environment affect these criteria. Results offer insights to those who specify, purchase, and manage logistics outsourcing. They relate the scope of work, the role of price in evaluation and selection, performance evaluation of existing providers, and outsourcing logistics services in just-in-time and other time-based situations.

22. R Rajesh, S Pugazhendhi, K Ganesh, C Muralidharan, International Journal of Services and Operations Management, (2011) Selection of Third-Party Logistics (3PL) service provider is a strategic decision making in supply chain network. The challenge and need for supply chain analyst is to develop a real-life simple and implement-ease model, which can handle the voice of customer and internal and external business metrics for evaluation and selection of 3PL service provider. We develop a three-phase analytical model with the integration of Analytic Hierarchy Process (AHP) and Quality Function Deployment (QFD). In the current competitive scenario, the consideration of business metrics and voice of customer for evaluating the selection criteria of 3PL service provider benchmarks the agility of an organisation. The analytical model is validated and illustrated with a real-life case study.

23. Imad Ali, Rupali Taru, (2021) E-commerce is basically the trading of goods and services through internet and Third-party logistics (3PL) has attracted considerable research attention in the recent past. In this paper, the factors that are contributing in the ecommerce sector in India and the importance of third-party logistics (3PL) companies in E-commerce in India. The methodology of the study is from secondary sources such as articles, journals, papers, blogs, reports and conference proceeding. The outsider coordination (3PL) is increasing increasingly more significance in a large portion of the spots on the planet. The outsider coordination (3PL) is making its start and developing at the quickest rate in the web-based business industry. It is still a very new concept and most of the industry or professionals in India still does not understand it well. This study shows various stages through which the Third-Party Logistics (3PL) is gaining a lot of importance in the Indian market in E-Commerce Industry.

24. Parthasarathi N Mukherjee, Mukund Madhav Tripathi, (2017) The outsourcing of logistics action, to third party logistics service providers, is becoming a common practice in many contemporary Indian industries. The mainstream research in this field is exploratory.



research and it mainly focuses on better customer service, cost reduction, better profit, and risks to work with the Third-Party Logistics (3PL), along with their role in the supply chain management. This paper presents an analysis on Effectiveness of the Third-Party Logistics Manager or 3PL in contemporary Indian Industry. In this paper, researchers have discussed the current logistics activities in Indian industries and the usefulness of the 'Third Party Logistics Managers' and assessed the current and future trend in this direction.

25. Huaqin Zhang, Guojie Zao, (2017) Quantitative, qualitative and empirical analyses are employed in this article to investigate the criteria that can be used by commercial enterprises to choose between self-managed logistics and outsourcing logistics.

26. Amrik S Sohal, Shams Rahman, (2021) We compare trends in the use of 3PLs (Third Party Logistics Providers) in the Asia-Pacific region, mostly among four countries: Australia, India, Malaysia, Singapore. These comparisons are based upon published results and surveys by us and by other researchers. The enhanced use of outsourcing is related to the growth of Manufacturing and Logistics in the Asia-Pacific. Another important factor is the skills required of Logistics managers. Those necessary competencies are detailed, with particular emphasis on China and Australia.

27. Ayham AM Jaaron, Chris J Backhouse: Due to the significant growth in manufacturing environment disruptions and customer demand variability, logistics services have concurrently witnessed a disturbing increase in customer returns as part of the reverse logistics system. This paper proposes the use of the Vanguard Method approach for logistics services design that can reduce reverse logistics caused by forward logistics inefficiencies. A case study of a UK manufacturing company has been undertaken using semi structured interviews and observations. The results show that the Vanguard Method has a direct impact on reducing reverse logistics by building a self-organizing logistics system that learns from reverse logistics cases analysis and continuous customer demand analysis. The value of this paper is the incorporation of forward logistics systems design with reduced reverse logistics in a manufacturing setting by transferring the customer knowledge across the boundaries of the firm throughout the supply chain to enhance logistics function.

28. Bhatnagar, (2016) Find out factors for decision-making process for choosing the major reasons to outsourcing of logistics activities were cost saving (86.8%), customer satisfaction. Ascertain benefits of alliance between manufacturing and the manufacturing firms got the advantage of reduction in inventory levels, order cycle times, lead times



29. Bask, Persson and Virum: The customer satisfaction increases significantly and provides access to service provider and Forming relationships with 3PL providers is an efficient and effective means of achieving the service provider.

30. Wilding &Juriado,(2018) Determine customer perception on logistics outsourcing in the European consumer goods industry. The main reason for outsourcing the logistics activities are competencies of 3PLs, operating flexibility, cost reduction, focus on core businesses.

31. Aktas&Ulengin, (2017) Review the reasons for outsourcing logistics activities in Turkey. Turkish firms basically outsource the transportation activities to reduce the operating costs.

RESEARCHGAP:

To compare the service quality between self-built logistics and third-party logistics.

RESEARCH METHODOLOGY

Research means a scientific and systematic search for pertinent information on a specific topic. Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data, making deductions and researching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Methodology" is defined as "the study of methods by which we gain knowledge, it deals with cognitive processes imposed on research to the problem arising from the nature of its subject matter".

Research Methodology is the process of systematic investigation of any management problem it deals with research design, data collection method, sampling plan, sampling method.

RESEARCH DESIGN:

The study is to measure effectiveness of the training program through performance appraisal



system provided by the employees.



Descriptive research is also called statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind situation. Descriptive research is mainly done to gain a better understanding of a topic.

Descriptive research answers the questions who, what, where, when and how.

DATA COLLECTION METHOD:

PRIMARY DATA: Primary data is known as data collected for the first time through field survey. Such data are collected with specific set objectives. Primary data always reveals the cross-section picture of anything studied. This is needed in research to study the effect or impact any policy.

SECONDARY DATA: Secondary data refers to the information or facts already collected. Such data are collected with the objectives of understanding the past status of any variable data collected and reported by some source is accessed and used for the objectives of the study. The secondary data were collected from records maintained by HR department, company websites, journals, internet, and previous project reports.

SAMPLING DESIGN:

Sample design refers to the technique or procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn. Sampling type used is Simple Random sampling technique.

POPULATION AND SAMPLE SIZE:

A decision has to be taken concerning sampling unit before selecting sample. The population for this study includes the logistics customers from Coimbatore. The total population is 140 out of employees were undertaken for the study.

RESEARCH INSTRUMENT:

Questionnaire:

Here the respondents are asked the question and required to answer by choosing between a number of alternatives. The main advantage of this is that they are easy to



complete and easy to analyse. The research has adopted this type of survey.



Statistical tool:

➤ Percentage analysis

Percentage is used for making comparison between two or more series of data; percentage are used to determine relationship between the series if data finding the relative differences becomes easier through percentage.

$$\text{Percentage} = \frac{\text{Number of the respondents}}{\text{Total respondents}} \times 100$$

Weighted Average:

The weighted average is a measure that takes into consideration the different degrees of the numbers in a data set. When calculating a weighted average, before the final calculation is completed, each number in the data set is multiplied by a predetermined weight.

Chi-Square Analysis:

In this project chi-square test was used. This is an analysis of technique which analysed the stated data in the project. It analysis the assumed data and calculated in the study. The Chi-square test is an important test amongst the several tests of significant developed by statistical.

Correlation:

Karl Pearson coefficient of correlation is the general frequent means of measuring the degree of relationship between the two variables. This correlation assumes the subsequent: There is a link between the two variables. Two variables are offhandedly linked with a way that one of the variables is independent as well as the other one is dependent and a huge quantity of independent causes is effective in both variables so as to construct a normal distribution. Hypothesis testing is done through the Statistical



Package for the Social Sciences (SPSS) software.



Hypotheses of study:

A statistical hypothesis is an assertion or conjecture concerning one or more populations. To prove that hypothesis is true or false with absolute certainty, we would need absolute knowledge. That is we would have to examine the entire population. Instead, hypothesis testing concerns on how to use random sample to judge if it is evidence that supports or not the hypothesis

Hypothesis testing is formulated in terms of two hypotheses:

H_0 , the null hypothesis:

H_1 : the alternate hypothesis

The hypothesis we want to test is if H_1 is likely true. So there are two possible outcomes.

Reject H_0 and accept H_1 because of sufficient evidence in the sample in Favor of H_1 Do not reject H_0 because of insufficient evidence to support H_1

Types of errors because we are making a decision based on a finite sample, there is a possibility that we will make mistakes. The possible outcomes are:

- H_0 is true H_1 is true do not reject H_0 correct decision.
- Type II error reject H_0 type I error correct decision.

Hypotheses of the study:

1. Gender-friendly attributes

H_0 : There is no significant relationship between gender and opinion on professional service and friendly attributes

H_1 : There is significant relationship between gender and opinion on professional service and friendly attributes

2. Education-Website

H_0 : There is no significant relationship between education and shopping through an online website.

H_1 : There is a significant relationship between education and shopping through an online website.



3. Age-key attributes

H₀: There is no association between age and key attribute of online shopping

H₁: There is an association between age and key attribute of online shopping

4. Monthly income and exchange of goods

H₀: There is no association between monthly income and the service of return and exchange of goods are simple, convenient, and responsible

H₁: There is an association between monthly income and the service of return and exchange of goods are simple, convenient, and responsible

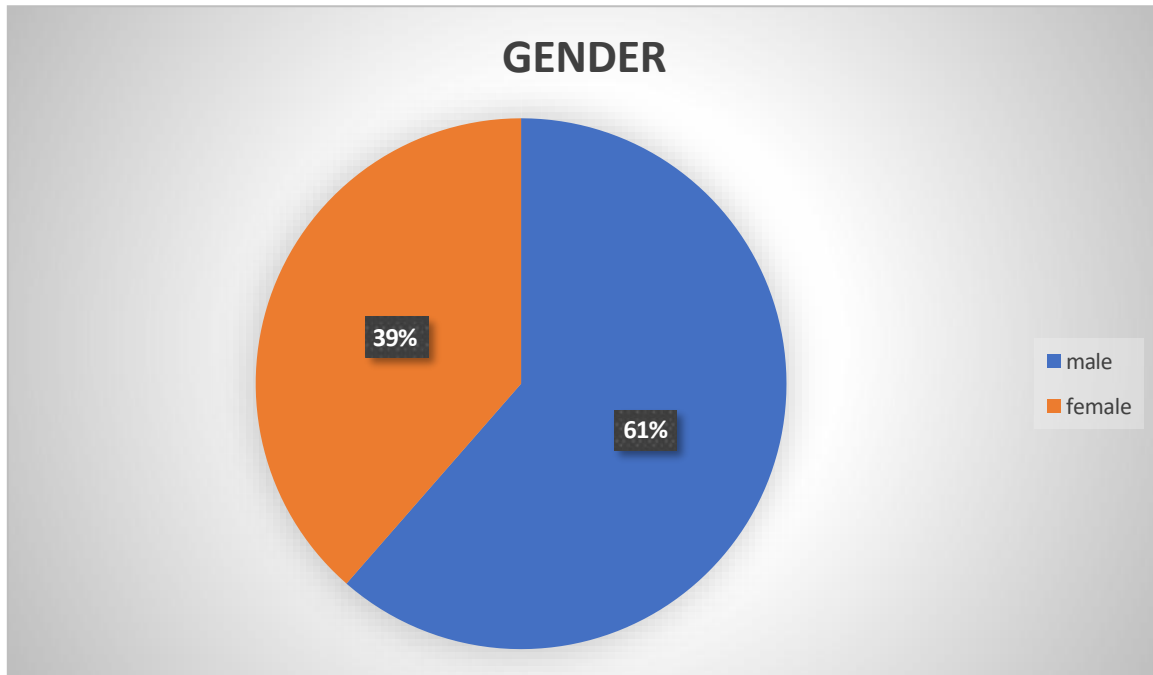
DATA AND INTERPRETATION

The table shows the gender of the respondents

Gender	No. of respondents	Percentage
Male	86	61%
Female	54	39%
Total	140	100

INTERPRETATION:

From the above table, it can be interpreted that 61% of the respondents are male and 39% of the respondents are female.



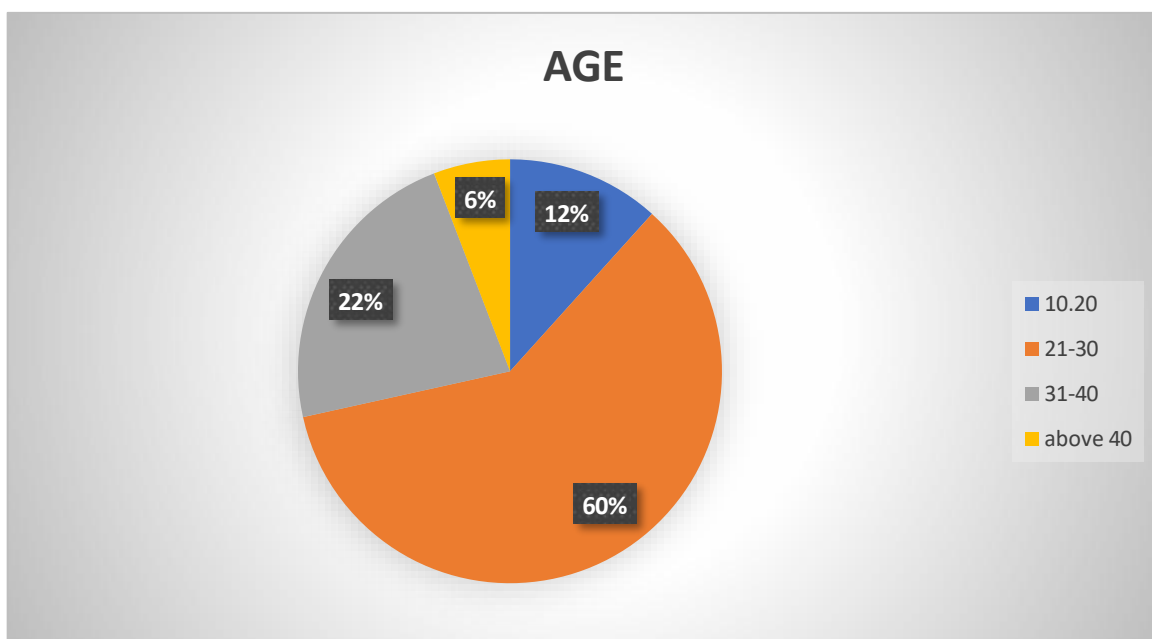


The table shows the age of the respondents

Age	No. of respondents	Percentage
10-20	16	12%
21-30	82	60%
31-40	34	22%
Above 40	8	6%
Total	140	100

INTERPRETATION:

From the above table, it can be interpreted that the majority of the respondents belongs to age category 21-30, followed by respondents belongs to age group 31-40, 12% of the respondents belongs to the age category 10-20 and only 6% of the respondents belongs to age group 40 and above.



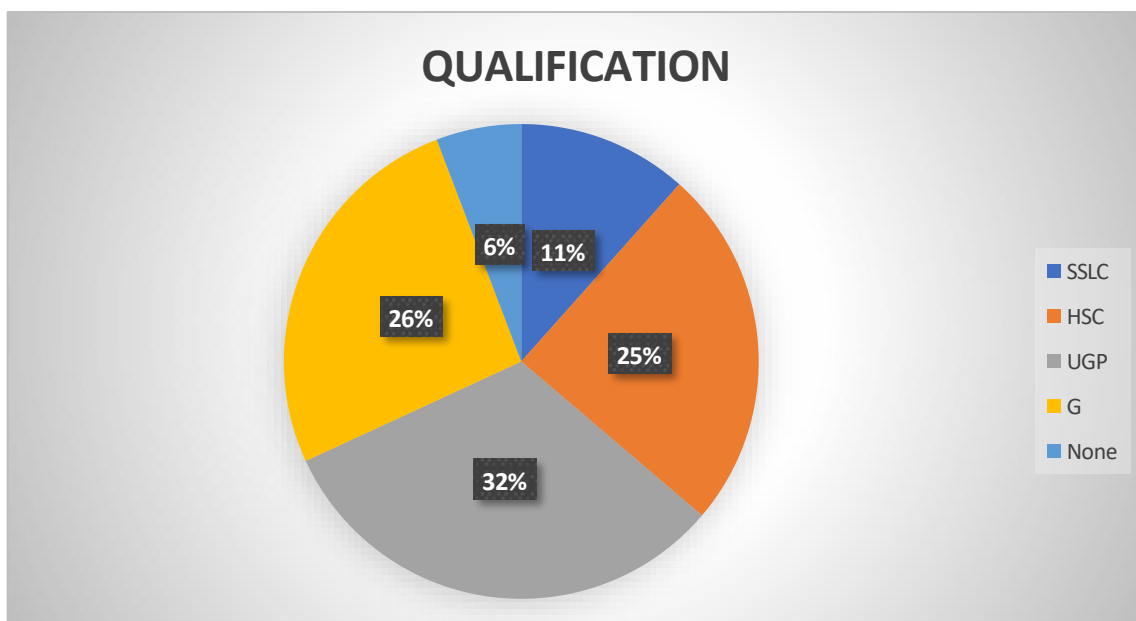


The table shows the educational qualification of the respondents

Qualification	No. of respondents	Percentage
SSLC	16	11%
HSC	34	25%
UG	46	32%
PG	36	26%
None	8	6%
Total	140	100

INTERPRETATION:

From the above table 11% of the respondents are SSLC qualified, 25% of the respondents are HSC qualified, 32% of the respondents are UG qualified, followed by 26% of the respondents are PG qualified and 6% are not qualified with any education.



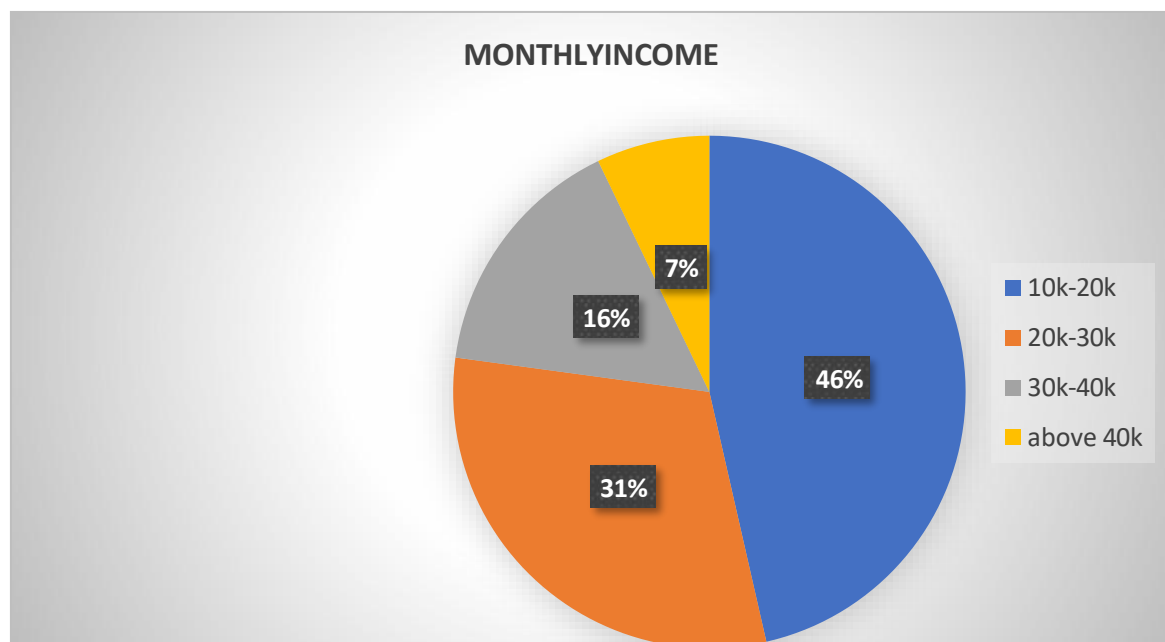


The table shows the monthly income of the respondents

Monthly income	No. of respondents	Percentage
10,000-20,000	65	46%
20,000-30,000	43	31%
30,000-40,000	22	16%
Above 40,000	10	7%
Total	140	100

INTERPRETATION:

From the above table it can be interpreted that the monthly income of the respondents 46% of the respondent monthly income are 10k-20k, 31% of the respondent monthly income are 20k-30k, 16% of the respondent monthly income are 30k-40k and only 7% of the respondents are earn above 40k





The table shows the respondents using online shopping

Shopped online	No. of respondents	Percentage
Yes	128	91%
No	12	8%
Total	140	100

INTERPRETATION:

From the above table it can be interpreted that 91% of the respondents are using e-markets and 9% of the respondents are not using e-markets.





The table shows respondent's shopping online

Usually shop online	No. of respondents	Percentage
Many in a times month	24	17%
Once a month	32	23%
Once several	46	33%
Hardly ever	38	27%
Total	140	100

INTERPRETATION:

From the table shows that, 18% of respondent frequency of shopping online is many times a month, 24% of respondent frequency of shopping online is once a month, 30% of respondent frequency of shopping in online is once several months and 28% of respondent frequency of shopping in online is hardly ever.





The table shows respondents preference of choosing the online shopping website

Website	No. of respondents	Percentage
Myntra	15	11%
Amazon	56	40%
Flipkart	54	39%
Ajio	6	4%
Meesho	9	4%
Total	140	100

INTERPERTATION:

From the above table, 11% of respondents Myntra is their preferable website, 40% of respondents Amazon is their preferable website, 39% of respondents Flipkart is their preferable website, 4% of respondents Ajio as their preferable website and 6% of respondents meesho as their preferable



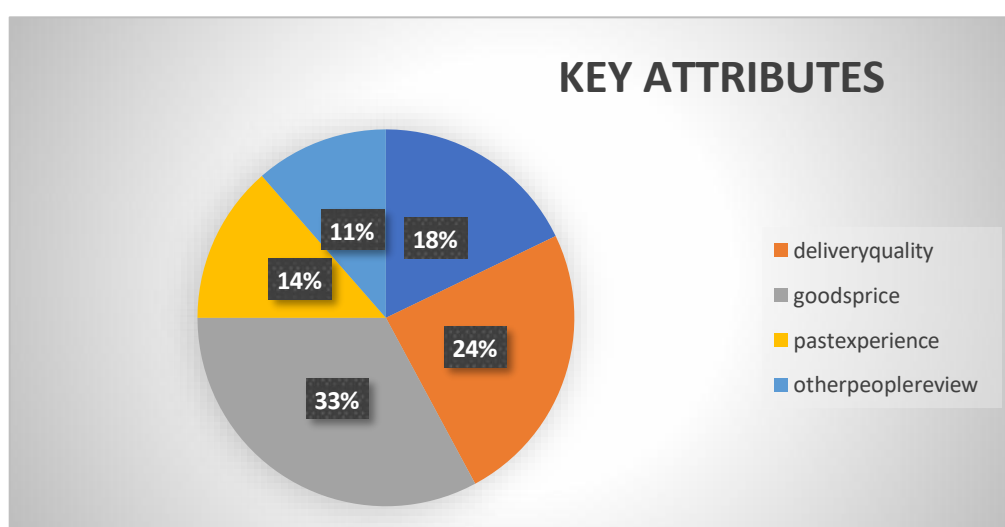


The tables show the respondents key attributes of online shopping

Key attributes	No. of respondents	Percentage
Good's quality	25	18%
Delivery quality	34	24%
Good price	46	33%
Past experience	19	14%
Other people review	16	11%
Total	140	100

INTERPRETATION:

From the above table it can be interpreted that 18% of the respondents says good's quality is the key attribute of online shopping, 24% of the respondents is delivery quality is the key attribute, 33% of respondents prefer good's price is the key attribute, 14% of the respondents is past experience is key attributes and 11% of the respondents are prefer other people's review is key attribute of online shopping.





The table shows the logistics factor important to e-commerce companies

Important factor	Calculation	Weighted average	Rank
Service attitude	$(66*8)+(12*7)+(10*6)+(6*5)+(14*4)+(7*3)+(14*2)+(11*1)$	818	1
Range of service	$(22*8)+(6*7)+(17*6)+(7*5)+(11*4)+(58*3)+(9*2)+(10*1)$	601	4
Cost price	$(6*8)+(8*7)+(10*6)+(11*5)+(5*4)+(13*3)+(24*2)+(66*1)$	392	8
Delivery speed	$(7*8)+(9*7)+(12*6)+(14*5)+(57*4)+(6*3)+(16*2)+(19*1)$	558	5
problem handling	$(13*8)+(16*7)+(12*6)+(61*5)+(8*4)+(9*3)+(10*2)+(11*1)$	683	3
Service reputation	$(17*8)+(56*7)+(11*6)+(8*5)+(10*4)+(20*3)+(10*2)+(7*1)$	761	2
Service security	$(16*8)+(20*7)+(9*6)+(17*5)+(5*4)+(12*3)+(8*2)+(56*1)$	535	6
Order tracking	$(6*8)+(10*7)+(5*6)+(10*5)+(25*4)+(56*3)+(18*2)+(10*1)$	512	7

INTERPRETATION:

From the above table it was found that public prefer that factor important to e-commerce companies. The preferences of rank one was given to service attitude, the preference of rank two given to service reputation, the preference of rank three is problem handling, the preference of rank four is range of service, the preference of rank five given to delivery speed, the preference of rank six for service security, rank seven to order tracking and rank eight is given for cost price.



The table shows the respondents choose online shopping website based on logistics

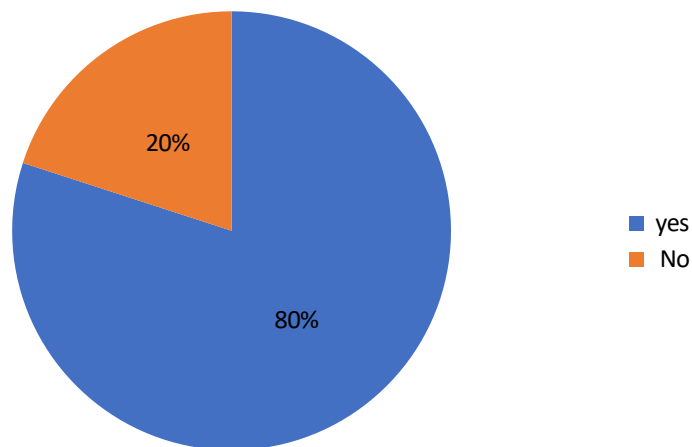
Website based on logistics Quality	No. of respondents	Percentage
Yes	112	80%
No	28	20%
Total	140	100

INTERPRETATION:

From above table and it can be interpreted that 80% of the respondents are choose website based on logistics and 20% of the respondents not choose online shopping website based on logistics.



CHOOSEWEBSITEBASEDONLOGISTICS

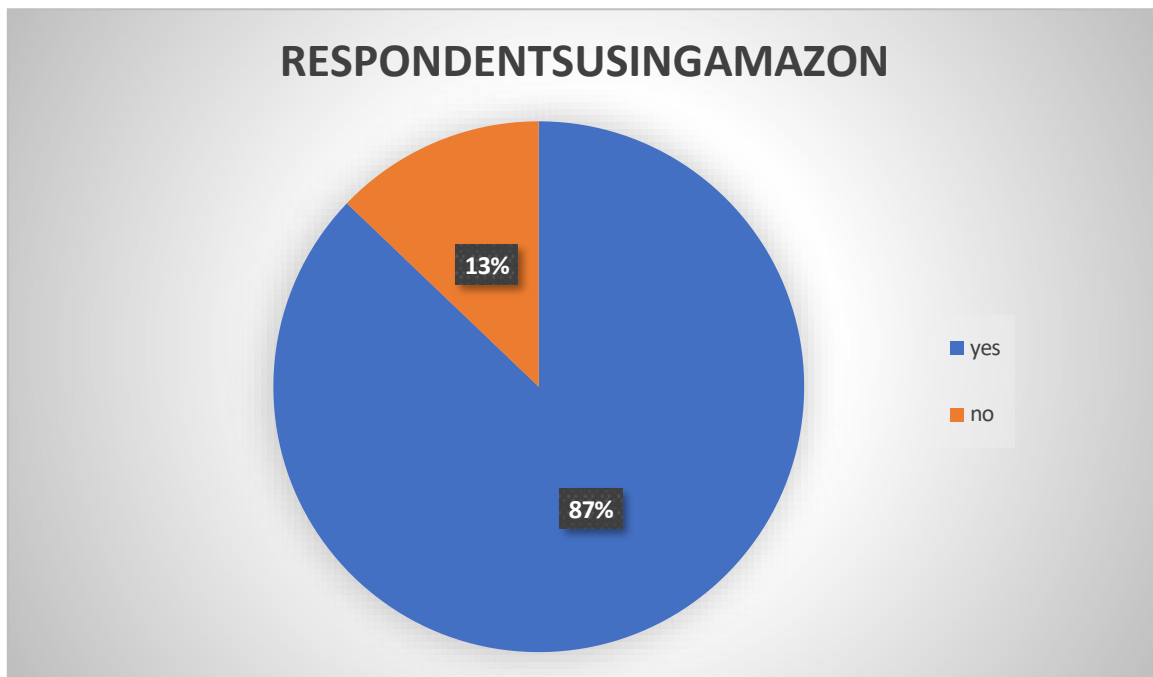


The table shows number of respondents using Amazon

Shopped in amazon	No. of respondents	Percentage
Yes	122	87%
No	18	13%
Total	140	100

INTERPRETATION:

From the above table it can be interpreted that 87% of the respondents using Amazon, and 13% of the respondents are not using Amazon for online shopping.

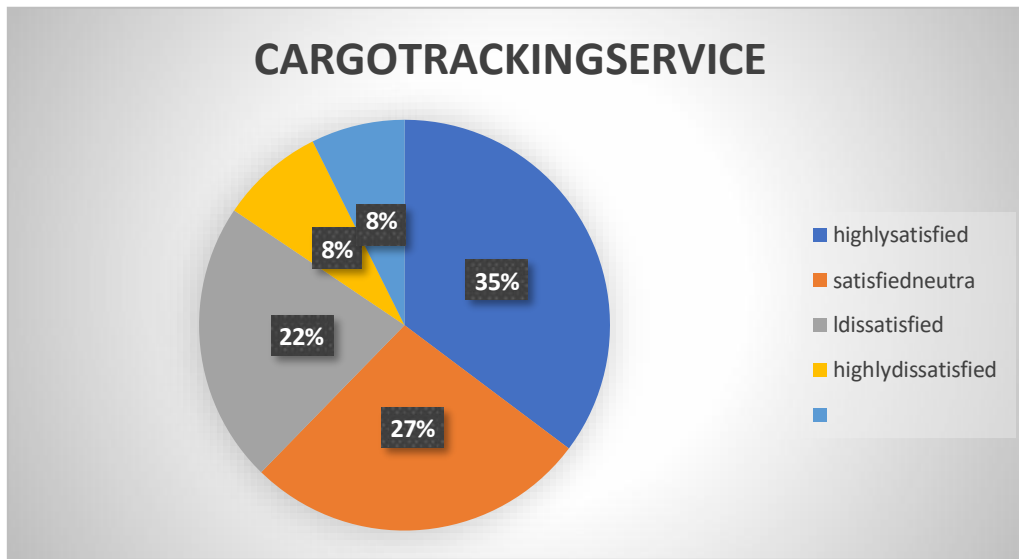


The table shows the Cargo tracking service provided by the company

Tracking service	No. of respondents	Percentage
Highly satisfied	43	35%
Satisfied	33	27%
Neutral	27	22%
Dissatisfied	10	8%
Highly dissatisfied	9	8%
Total	122	100

INTERPRETATION:

From the above table it can be interpreted that 35% of the respondents are highly satisfied in the cargo tracking service provided by the company, 27% of the respondents are satisfied, 22% of the respondents are neutral, 8% of the respondents are dissatisfied and 8% of the respondents are highly dissatisfied.



The table shows the opinion in packaging of goods

Packaging of goods	No. of respondents	Percentage
Highly satisfied	32	26%
Satisfied	38	31%
Neutral	24	15%
Dissatisfied	18	20%
Highly dissatisfied	10	10%
Total	122	100

INTERPRETATION:

From the above table that, it can be interpreted that 26% of the respondents are highly satisfied in the packaging of goods, 31% of the respondents are satisfied in the packaging of goods, 15% of the respondents are neutral in packaging, 20% of the respondents are dissatisfied in the packaging of goods and 8% of the respondents are highly dissatisfied in packaging.

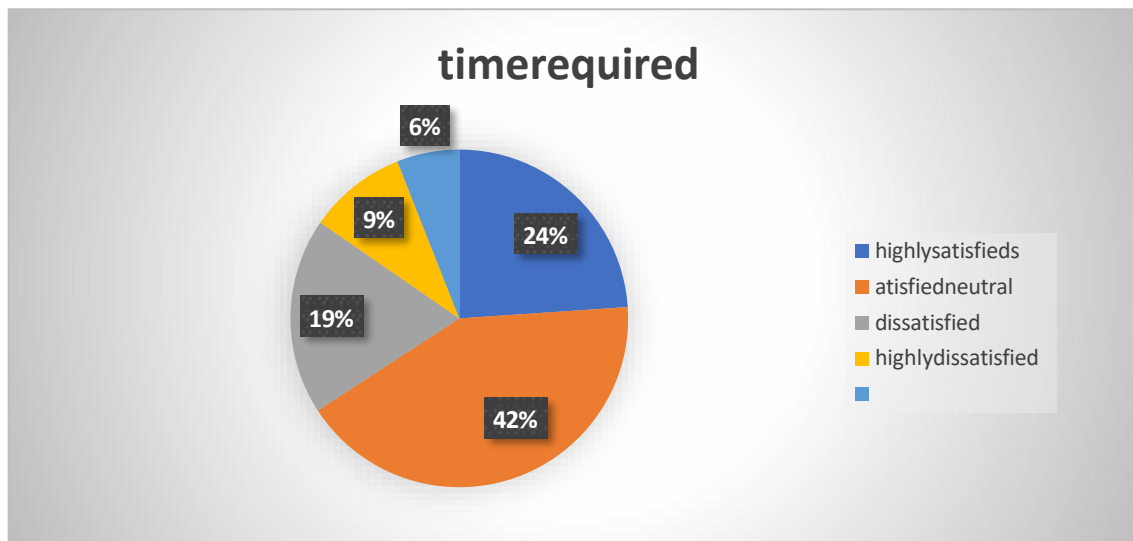


The table shows the company's goods are served within the time required

Time required	No. of respondents	Percentage
Highly satisfied	28	27%
Satisfied	49	40%
Neutral	27	18%
Dissatisfied	11	9%
Highly dissatisfied	7	6%
Total	122	100

INTERPRETATION:

From the above table it can be interpreted that 24% of the respondents are highly satisfied in the goods are served within the time required, 42% of the respondents are satisfied in the goods are delivered within the time required, 19% of the respondents are neutral, 9% of the respondents are dissatisfied and 6% of the respondents are highly dissatisfied in the goods are served within the time required.

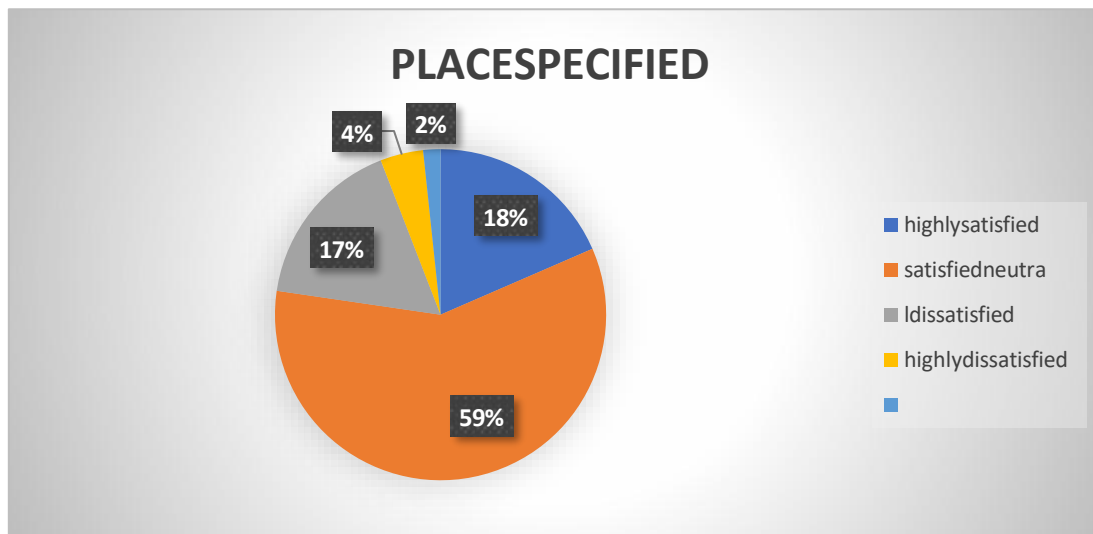


The table shows company's goods are reserved within the places specified

Place specified	No. of respondents	Percentage
Highly satisfied	25	18%
Satisfied	70	59%
Neutral	20	17%
Dissatisfied	5	4%
Highly dissatisfied	2	2%
Total	122	100

INTERPRETATION:

From the above table it can be interpreted that, 18% of the respondents are highly satisfied in the goods are served within the place specified, 59% of the respondents are satisfied, 17% of the respondents are neutral, 4% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied in the goods are served within the place specified.

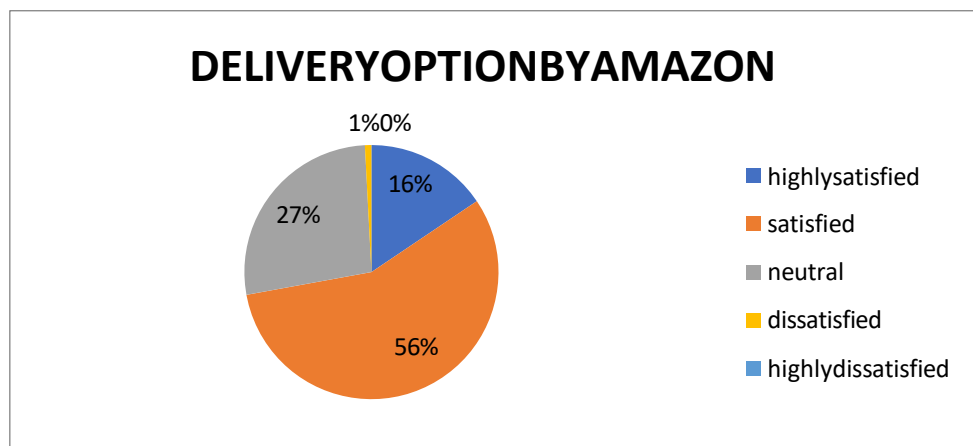


The table shows number of delivery option offered by Amazon

Place specified	No. of respondents	Percentage
Highly satisfied	19	16%
Satisfied	69	56%
Neutral	33	27%
Dissatisfied	1	1%
Highly dissatisfied	0	0
Total	122	100

INTERPRETATION:

From the above table, 16% of the respondents are highly satisfied in the delivery option, 56% of the respondents are satisfied, 27% of the respondents are neutral and 1% of the respondents are dissatisfied in the delivery option offered by Amazon.

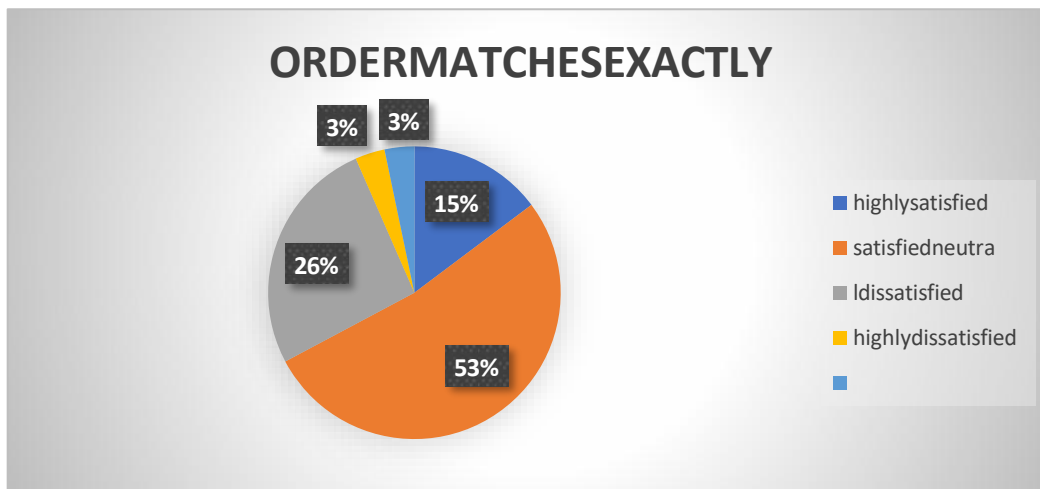


The table shows the Quality and model of goods served by the company matches the order exactly

Quality and model of goods are same	No. of respondents	Percentage
Highly satisfied	18	15%
Satisfied	64	53%
Neutral	32	26%
Dissatisfied	4	3%
Highly dissatisfied	4	3%
Total	122	100

INTERPRETATION:

From the above table 15% of the respondents are highly satisfied, 53% of the respondents are satisfied, 26% of the respondents are neutral, 3% of the respondents are dissatisfied and 3% of the respondents are highly dissatisfied in the quality and model of goods served by the company matches the order exactly.

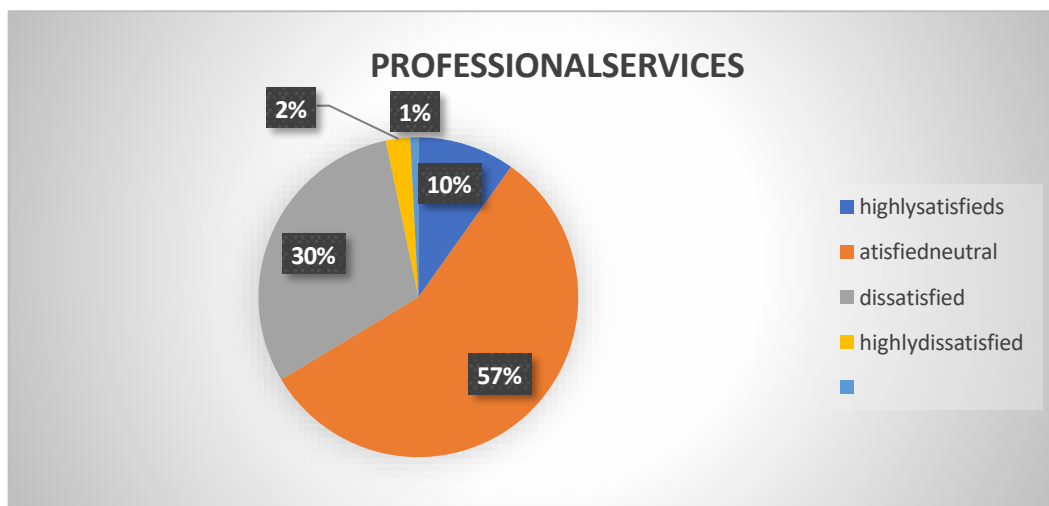


The table shows the professional service and friendly attributes of the company staff

Attributes of company staff	No. of respondents	Percentage
Highly satisfied	12	10%
Satisfied	69	57%
Neutral	37	30%
Dissatisfied	3	2%
Highly dissatisfied	1	1%
Total	122	100

INTERPRETATION:

From the above table and it can be interpreted by, 10% of the respondents are highly satisfied, 57% of the respondents are satisfied in the service of the company staff, 30% of the respondents are neutral, 2% of the respondents are dissatisfied, 1% of the respondents are highly dissatisfied in the service and friendly attributes of the company staff.

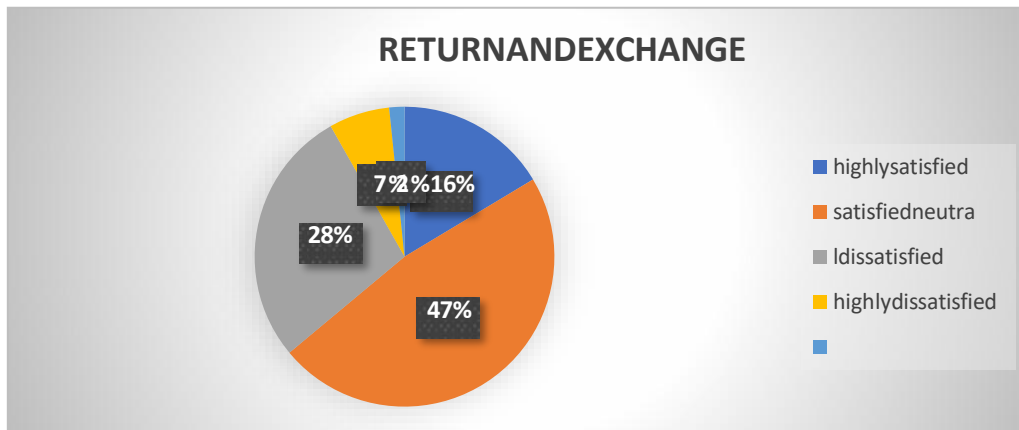


The table shows the service of return and exchange goods is simple, convenient and reasonable

Service on return and exchange	No. of respondents	Percentage
Highly satisfied	20	16%
Satisfied	58	47%
Neutral	34	28%
Dissatisfied	8	7%
Highly dissatisfied	2	2%
Total	122	100

INTERPRETATION:

From the above table 16% of the respondents are satisfied that the service on return and exchange was convenient and reasonable, 47% of the respondents are highly satisfied, 28% of the respondents says neutral, 7% of the respondents says dissatisfied and 2% of the respondents are highly dissatisfied.

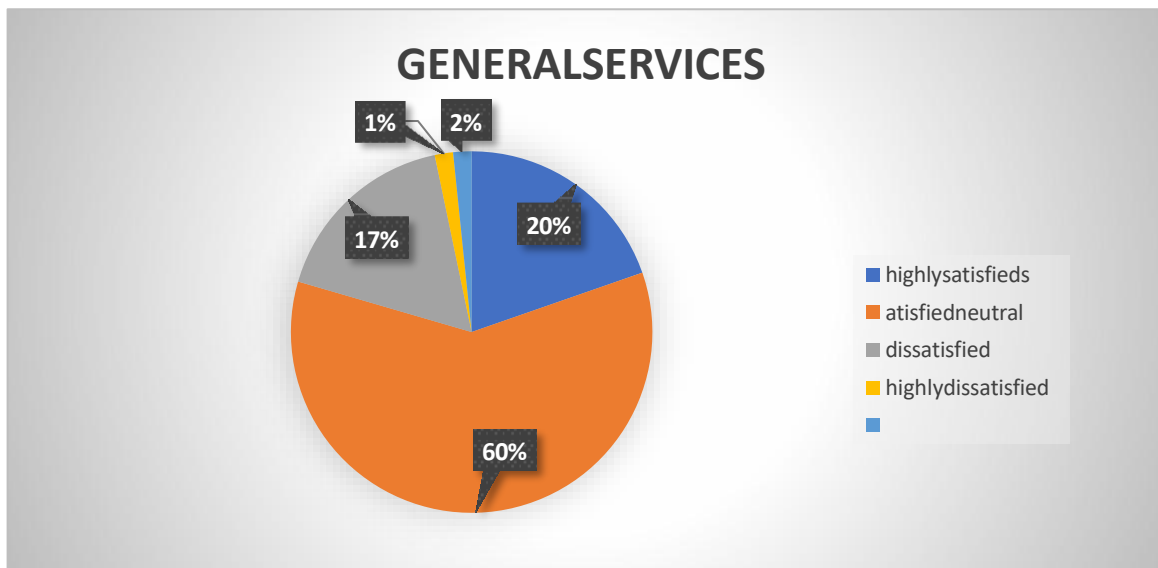


The table shows the company's general logistics services

General service	No. of respondents	Percentage
Highly satisfied	24	20%
Satisfied	73	60%
Neutral	21	17%
Dissatisfied	2ss	2%
Highly dissatisfied	2	1%
Total	120	100

INTERPRETATION:

From the above table it can be interpreted that, 20% of the respondents are highly satisfied, 60% of the respondents are satisfied, 17% of the respondents are neutral, 2% of the respondents are dissatisfied and 1% of the respondents are highly dissatisfied in the general logistics services of the company.

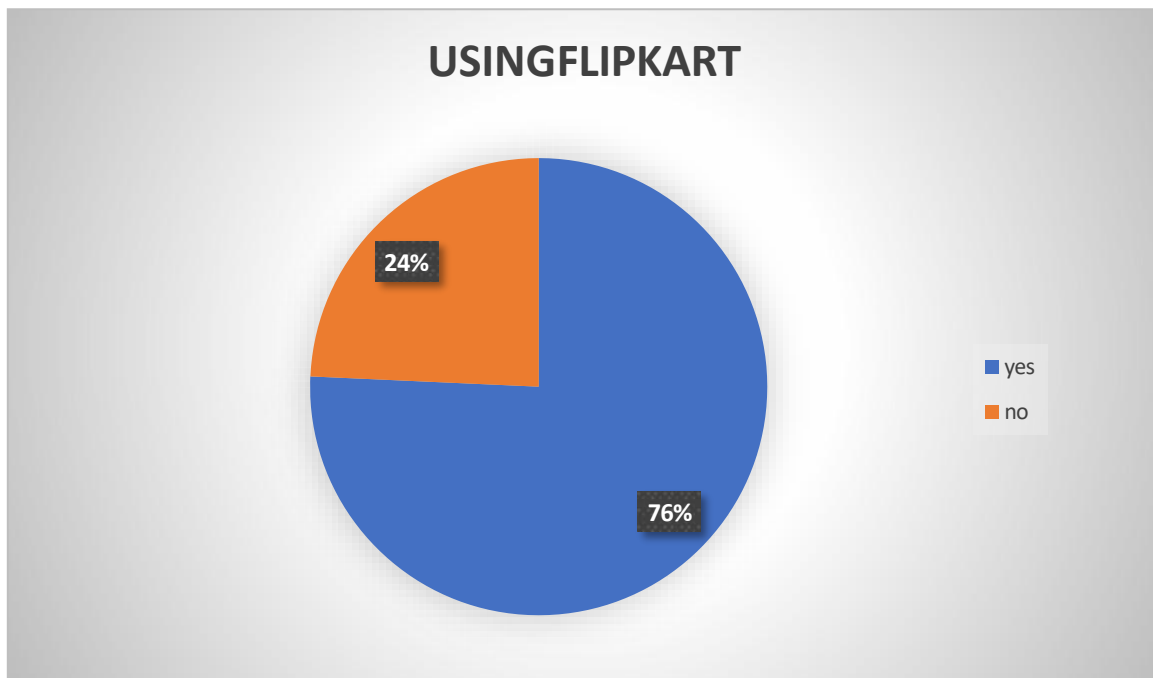


The data analysis and interpretation of Flipkart's logistic service quality
The table shows the number of respondents using Flipkart

Shopped in Flipkart	No. of respondents	Percentage
Yes	106	76%
No	34	24%
Total	140	100

INTERPRETATION:

From the above table 76% of the respondents are using Flipkart for online shopping and 24% of the respondents are not use Flipkart for online shopping.

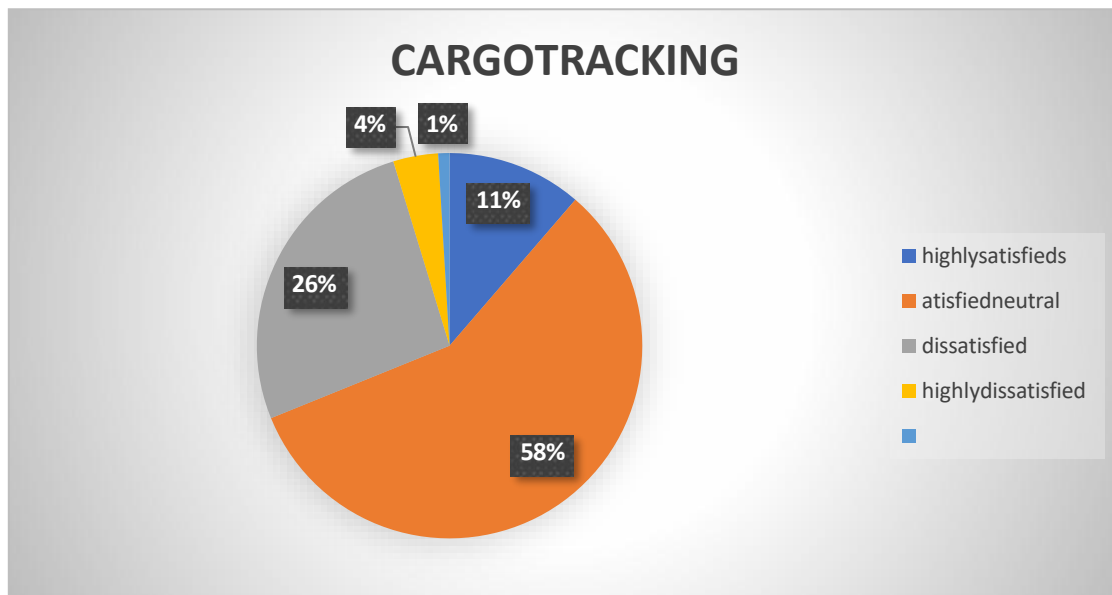


The table shows cargo tracking service provided by the company

Cargo tracking	No. of respondents	Percentage
Highly satisfied	12	11%
Satisfied	61	58%
Neutral	28	26%
Dissatisfied	4	4%
Highly dissatisfied	1	1%
Total	106	100

INTERPRETATION:

From the above table 11% of the respondents are highly satisfied, 58% of the respondents are satisfied, 26% of the respondents are neutral, 4% of the respondents are dissatisfied and 1% of the respondents are highly dissatisfied.

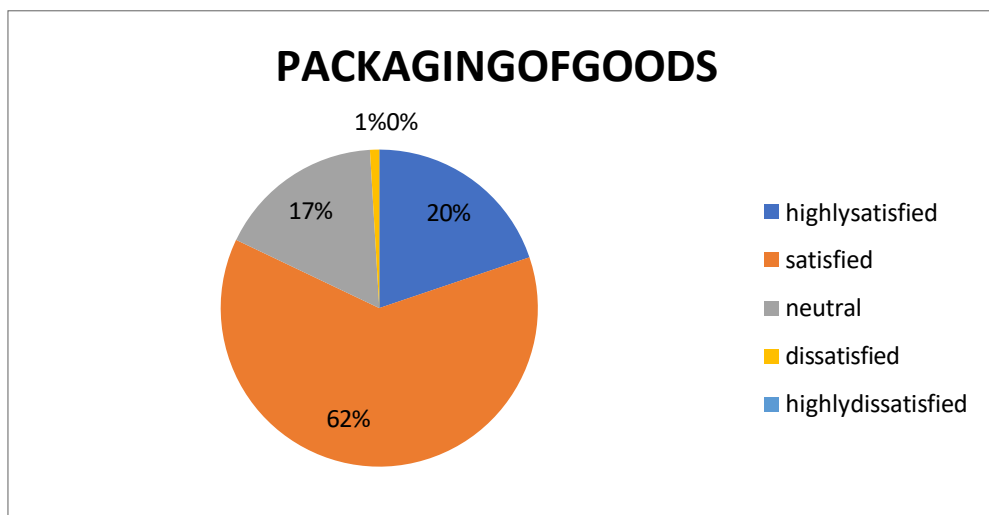


The table shows the packaging of goods

Packaging of goods	No. of respondents	Percentage
Highly satisfied	21	20%
Satisfied	66	62%
Neutral	18	17%
Dissatisfied	1	1%
Highly dissatisfied	0	0
Total	106	100

INTERPRETATION:

From the above table, 62% of the respondents are satisfied, 20% of the respondents are highly satisfied, 17% of the respondents are neutral and 1% of the respondents are dissatisfied in the packaging of goods.

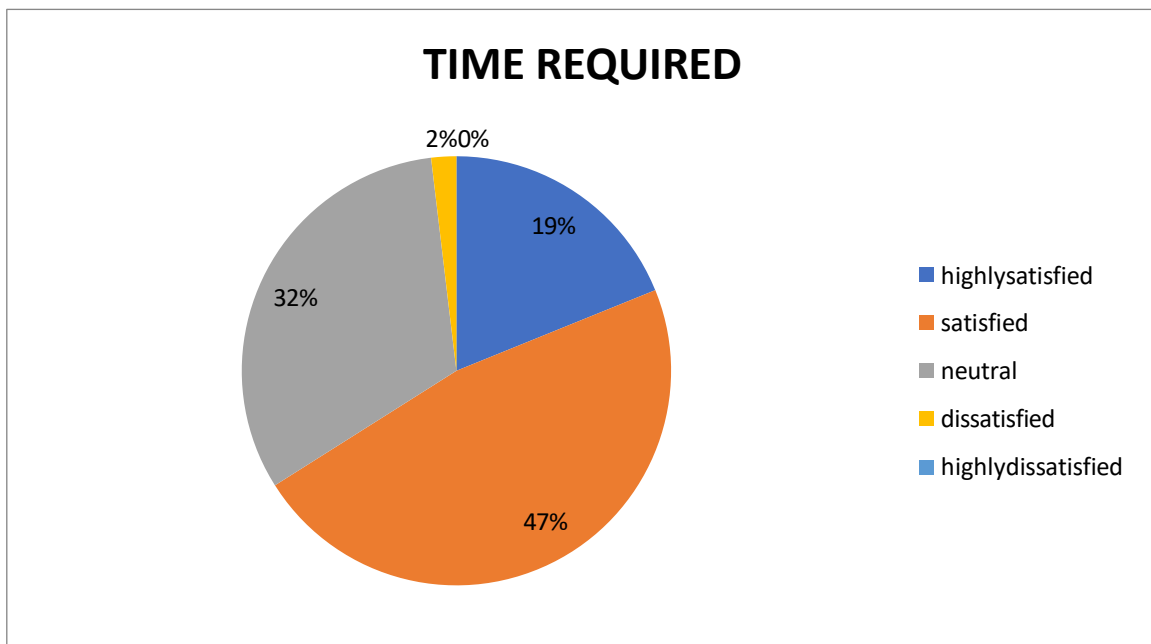


The table shows company's goods are served within the time required

Time required	No. of respondents	Percentage
Highly satisfied	20	19%
Satisfied	50	47%
Neutral	34	32%
Dissatisfied	2	2%
Highly dissatisfied	0	0
Total	106	100

INTERPRETATION:

From the above table 47% of the respondents are highly satisfied in the goods are served within the time required, 32% of the respondents are neutral and 2% of the respondents are dissatisfied in the company's goods are served within the time required.

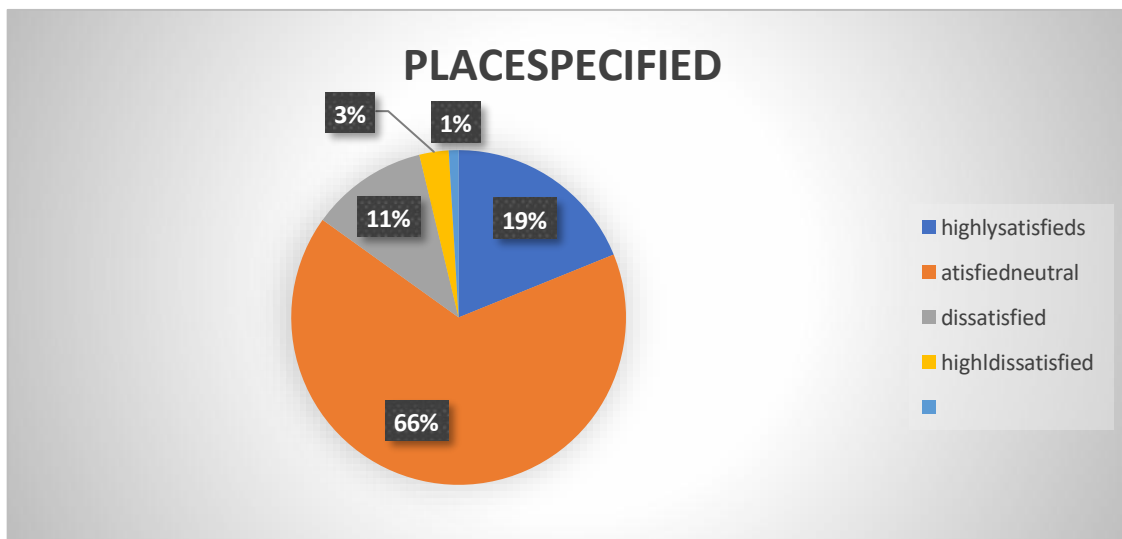


The table shows the company's goods are served within the place specified

Place specified	No. of respondents	Percentage
Highly satisfied	20	19%
Satisfied	70	66%
Neutral	12	11%
Dissatisfied	3	3%
Highly satisfied	1	1%
Total	106	100

INTERPRETATION:

From the above table, 66% of the respondents are satisfied the company's goods are served within the place specified, 19% of the respondents are highly satisfied, 11% of the respondents are neutral, 11% of the respondents are dissatisfied, 3% of the respondents are dissatisfied and 1% of the respondents are highly dissatisfied in the company's goods are served within the place specified.

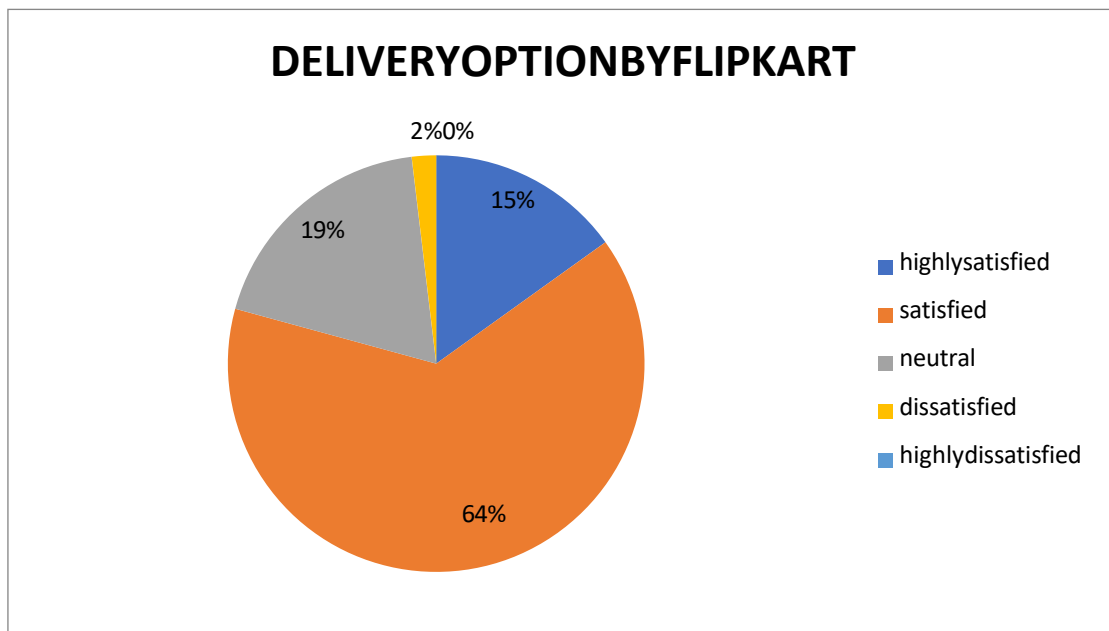


ThetableshowsnumberofdeliveryoptionofferedbyFlipkart

DeliveryoptionbyFlipkart	No. of respondents	Percentage
Highly satisfied	16	15%
Satisfied	68	64%
Neutral	20	19%
Dissatisfied	2	2%
Highly satisfied	0	0
Total	106	100

INTERPRETATION:

From the above table 64% of the respondents are satisfied in the delivery option offered by Flipkart, 19% of the respondents are neutral, 15% of the respondents are highly satisfied and 2% of the respondents are dissatisfied in the delivery option offered b Flipkart.

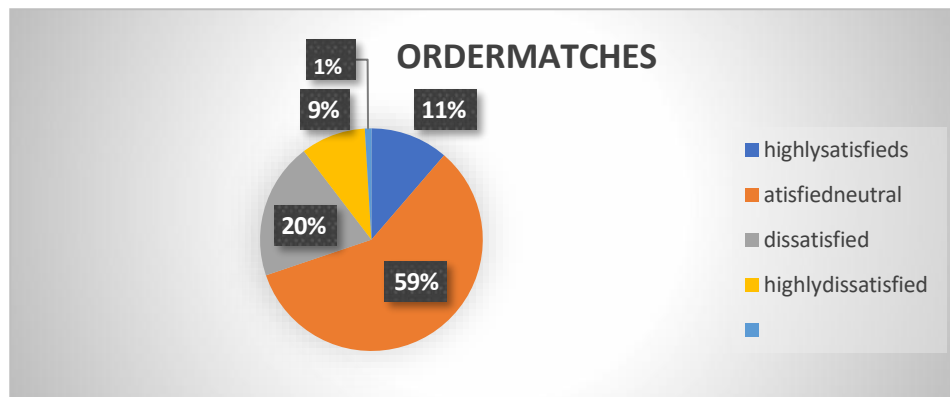


The table shows quantity and model of goods served by company matches the order exactly

Goods matches exactly	No. of respondents	Percentage
Highly satisfied	12	11%
Satisfied	62	59%
Neutral	21	20%
Dissatisfied	10	9%
Highly dissatisfied	1	1%
Total	106	100

INTERPRETATION:

From the above table 59% of the respondents are satisfied in the quantity and model of the goods served by the company matches the order exactly, 20% of the respondents are neutral, 11% of the respondents are highly satisfied, 9% of the respondents are dissatisfied and 1% of the respondents are highly dissatisfied in the quantity and model of the goods served by the company

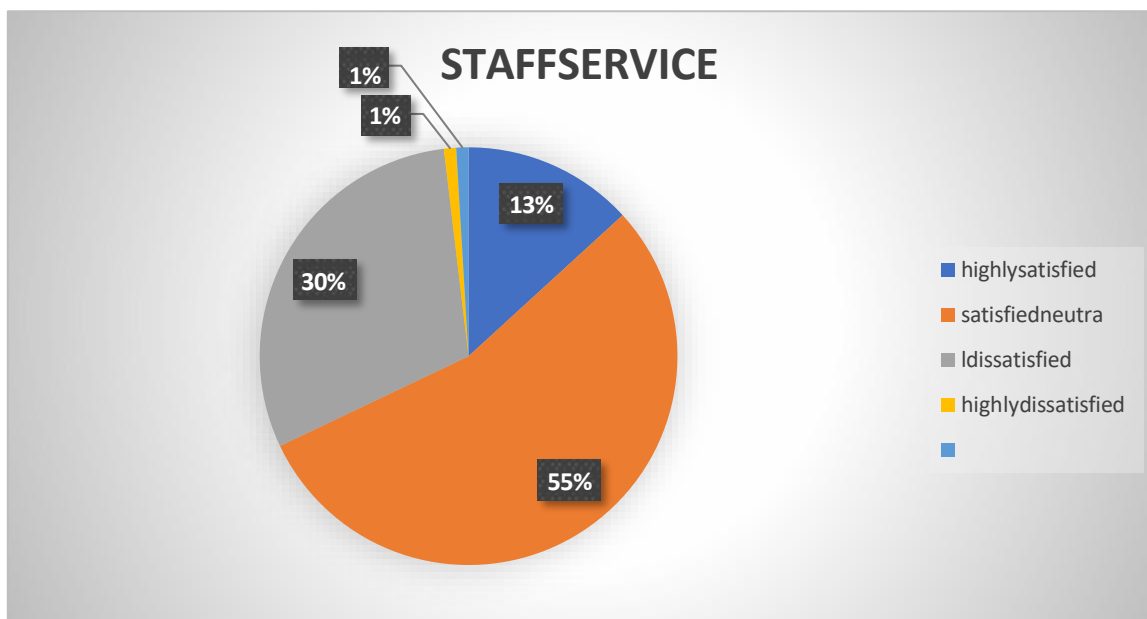


The table shows professional service and friendly attributes of the company staff

Attributes of staff	No. of respondents	Percentage
Highly satisfied	14	13%
Satisfied	58	55%
Neutral	32	30%
Dissatisfied	1	1%
Highly dissatisfied	1	1%
Total	106	100

INTERPRETATION:

From the above table it can be interpreted that, 55% of the respondents are satisfied in the service of the company staff, 30% of the respondents are neutral, 13 % of the respondents are highly satisfied, 1% of the respondents are dissatisfied and 1% of the respondents are highly dissatisfied.

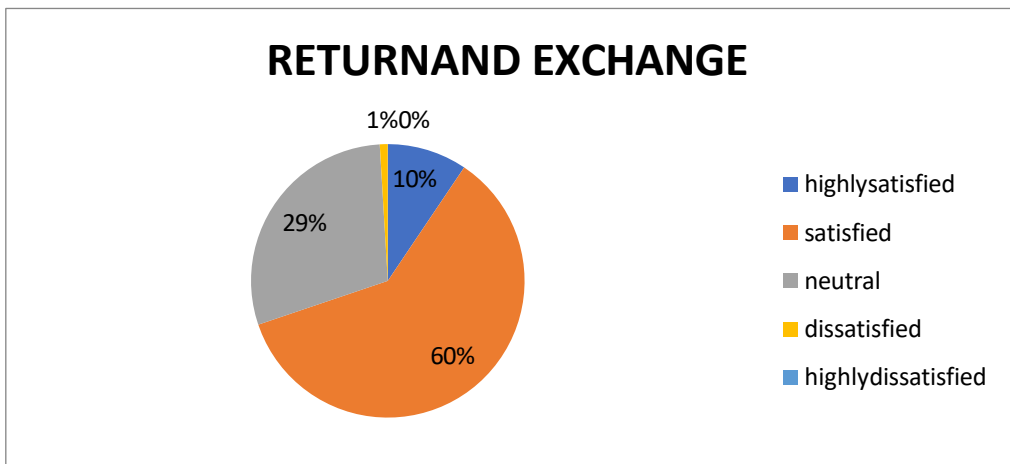


The table shows the service of return and exchange goods is simple, convenient, and responsible

Service at return and exchange	No. of respondents	Percentage
Highly satisfied	10	10%
Satisfied	64	60%
Neutral	31	29%
Dissatisfied	1	1%
Highly dissatisfied	0	0
Total	106	100

INTERPRETATION:

From the above table 60% of the respondents are satisfied, 29% of the respondents are neutral, 10% of the respondents are highly satisfied and 1% of the respondents are dissatisfied in the service of return and exchange goods are simple, convenient and reasonable.

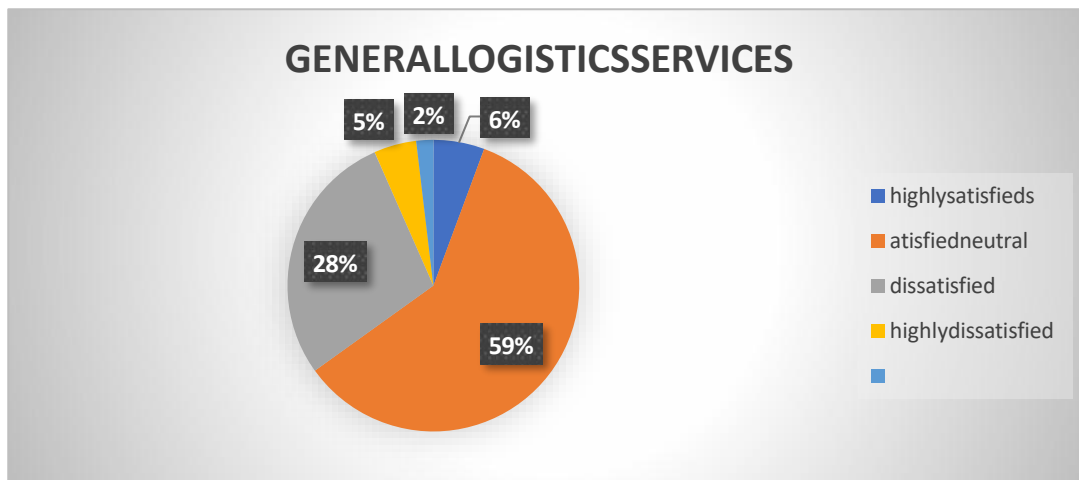


The table shows the company's general logistics services

General logistics services	No. of respondents	Percentage
Highly satisfied	6	6%
Satisfied	63	59%
Neutral	30	28%
Dissatisfied	5	5%
Highly dissatisfied	2	2%
Total	120	100

INTERPRETATION:

From the above table, 59% of the respondents are satisfied in the general logistics services, 28% of the respondents are neutral, 6% of the respondents are highly satisfied, 5% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied in the company's general logistics services.

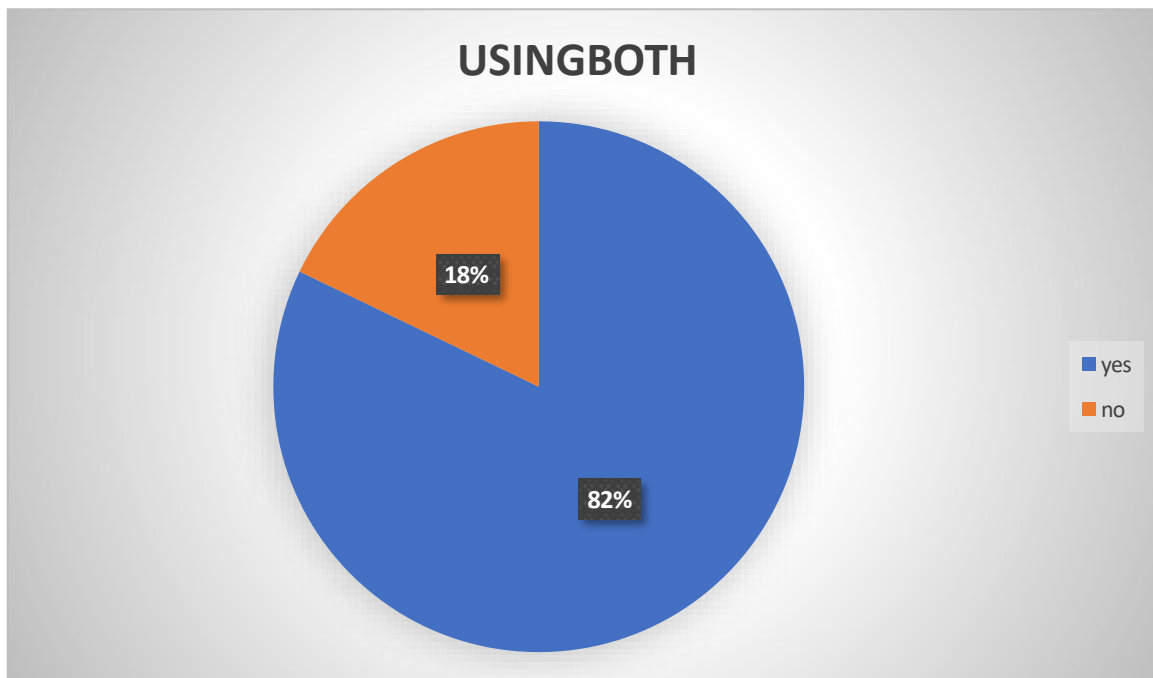


The table shows the frequencies of respondents used both Amazon and Flipkart

Respondents use both	No. of respondents	Percentage
Yes	115	82%
No	25	18%
Total	140	100

INTERPRETATION:

From the above table it can be interpreted that, 82% of the respondents are using both Amazon and Flipkart and 18% of the respondents are not used both.



**Chi-Square
GENDER-FRIENDLY ATTRIBUTES**

CaseProcessing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
friendly* gender	140	100.0%	0	0.0%	140	100.0%

friendly* genderCrosstabulation

			Gender		Total
			Female	Male	
Dissatisfied	Count		1	2	3
	%within friendly		33.3%	66.7%	100.0%
	%within gender		1.9%	2.3%	2.1%
Highly dissatisfied	Count		0	1	1
	%within friendly		0.0%	100.0%	100.0%
	%within gender		0.0%	1.2%	0.7%
Highly satisfied	Count		7	5	12
	%within friendly		58.3%	41.7%	100.0%



Friendly	%within gender	13.0%	5.8%	8.6%
	Count	14	24	38
Neutral	%within friendly	36.8%	63.2%	100.0%
	%within gender	25.9%	27.9%	27.1%
Nil	Count	8	10	18
	%within friendly	44.4%	55.6%	100.0%
Satisfied	%within gender	14.8%	11.6%	12.9%
	Count	24	44	68
	%within friendly	35.3%	64.7%	100.0%
	%within gender	44.4%	51.2%	48.6%
Total	Count	54	86	140
	%within friendly	38.6%	61.4%	100.0%
	%within gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	DF	Asymp.Sig. (2-sided)
Pearson Chi-Square	3.259 ^a	5	.660
Likelihood Ratio	3.537	5	.618
N of Valid Cases	140		

Significant value = 0.05

H₀: There is no significant relationship between gender and opinion on professional service and friendly attributes

H₁: There is significant relationship between gender and opinion on professional service and friendly attributes

INTERPRETATION:

From the above table, the calculated (p-value) of chi-square test is 0.660 which is greater than the significant value 0.05, H₀ is accepted so there is no significant relationship between gender and opinion on professional service and friendly attributes



EDUCATION-WEBSITE

CaseProcessing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
website* education	140	100.0%	0	0.0%	140	100.0%

website*educationCrosstabulation

		Education					Total
		HSC	None	PG	SSLC	UG	
Ajo	Count	1	0	2	2	1	6
	%within website	16.7%	0.0%	33.3%	33.3%	16.7%	100.0%
	% within education	2.9%	0.0%	5.6%	12.5%	2.2%	4.3%
Amazon	Count	16	4	9	5	22	56
	%withinwebsite	28.6%	7.1%	16.1%	8.9%	39.3%	100.0%
	% within education	45.7%	57.1%	25.0%	31.2%	47.8%	40.0%
WebsiteFlipkart	Count	11	3	18	6	16	54
	%within website	20.4%	5.6%	33.3%	11.1%	29.6%	100.0%
	%within education	31.4%	42.9%	50.0%	37.5%	34.8%	38.6%
Meesho	Count	2	0	4	1	2	9
	%within website	22.2%	0.0%	44.4%	11.1%	22.2%	100.0%
	% within education	5.7%	0.0%	11.1%	6.2%	4.3%	6.4%
Myntra	Count	5	0	3	2	5	15
	%within website	33.3%	0.0%	20.0%	13.3%	33.3%	100.0%
	% within education	14.3%	0.0%	8.3%	12.5%	10.9%	10.7%
Total	Count	35	7	36	16	46	140
	%within website	25.0%	5.0%	25.7%	11.4%	32.9%	100.0%
	% within education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Chi-Square Tests

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.749 ^a	16	.691
Likelihood Ratio	13.449	16	.640
N of Valid Cases	140		

Significant value = 0.05

H₀: There is no significant relationship between education and shopping through an online website.

H₁: There is a significant relationship between education and shopping through an online website.

INTERPRETATION:

From the above table, the calculated (p-value) of chi-square test is 0.691 which is greater than the significant value 0.05, H₀ is accepted so there is no significant relationship between education and shopping through an online website.

AGE-KEY ATTRIBUTES

Correlations

		Age	Key attribute
Age	Pearson Correlation	1	-.106
	Sig. (2-tailed)		.212
	N	140	140
Key attribute	Pearson Correlation	-.106	1
	Sig. (2-tailed)	.212	
	N	140	140

H₀: There is no association between age and key attribute of online shopping.

H₁: There is an association between age and key attribute of online shopping.



INTERPRETATION:

Since the significant value is -0.106 this exists a negative relationship between age and key attribute of online shopping. Hence it is stated that as age increases, key attribute do not necessarily increase.

MONTHLY INCOME AND EXCHANGE OF GOODS

Correlations		Income	Exchange
Income	Pearson Correlation	1	-.009
	Sig.(2-tailed)		.915
	N	140	140
Exchange	Pearson Correlation	-.009	1
	Sig.(2-tailed)	.915	
	N	140	140

H₀: There is no association between monthly income and the service of return and exchange of goods are simple, convenient, and responsible

H₁: There is an association between monthly income and the service of return and exchange of goods are simple, convenient, and responsible

INTERPRETATION:

Since the significant value is -0.009 this exists a negative relationship between monthly income and the service of return and exchange of goods are simple, convenient, and responsible. Hence it is stated that as monthly income increases, the service of return and exchange of goods are simple, convenient, and responsible do not necessarily increase.



FINDINGS:

From the data analysis and interpretation of the responses it is clear to list down the findings from the research on “Logistics service”

1. Majority 61% of the respondents are male
2. Majority 60% of the respondents are in between the age group of 21– 30
3. Majority 32% of the respondents are UG qualified
4. Majority 46% of the respondent's monthly income is 10,000 –20,000
5. Majority 91% of the respondents are using online shopping
6. Majority 33% of the respondents are shopped once several in online
7. Majority 40% of the respondents are using Amazon as preferred website
8. Majority 33% of the respondents say good's price is the key attributes
9. Majority of the respondents say service attitude is the major logistics factor important to e-commerce
10. Majority 80% of the respondents choose online website based on logistics
11. Majority 87% of the respondents are choosing self-built logistics (amazon)
12. Majority 35% of the respondents are highly satisfied in the cargo tracking service provided by the company
13. Majority 31% of the respondents are satisfied in the packaging of goods by Amazon
14. Majority 40% of the respondents are satisfied in the goods are served within the time
15. Majority 59% of the respondents are satisfied in the goods are served within the place specified
16. Majority 69% of the respondents are satisfied in the delivery option provided by Amazon
17. Majority 53% of the respondents are satisfied in the quality and model
18. Majority 57% of the respondents are satisfied in the attributes of the company staff
19. Majority 47% of the respondents are satisfied in the return and exchange
20. Majority 60% of the respondents are satisfied in general services
21. Majority 76% of the respondents are using Flipkart
22. Majority 58% of the respondents are satisfied in cargo tracking
23. Majority 62% of the respondents are satisfied in packaging of goods by Flipkart
24. Majority 47% of the respondents are satisfied in the goods served in time required
25. Majority 66% of the respondents are satisfied in goods served in places specified



26. Majority 64% of the respondents are satisfied in delivery option by Flipkart
27. Majority 59% of the respondents are satisfied in the quantity and model
28. Majority 55% of the respondents are satisfied in attributes of company staff
29. Majority 60% of the respondents are satisfied in the return and exchange
30. Majority 59% of the respondents are satisfied in general logistics services
31. Majority 82% of the respondents used both Amazon and Flipkart
32. The calculated (p-value) of chi square test is 0.660 which is greater than the significant value 0.05, H_0 is accepted so there is no significant relationship between gender and opinion on professional service and friendly attributes.
33. The calculated (p-value) of chi square test is 0.691 which is greater than the significant value 0.05, H_0 is accepted so there is no significant relationship between education and shopping through an online website.
34. The significant value is -0.106 this exists a negative relationship between age and key attribute of online shopping. Hence it is stated that as age increases, key attribute do not necessarily increase.
35. The significant value is -0.009 this exists a negative relationship between monthly income and the service of return and exchange of goods are simple, convenient, and responsible. Hence it is stated that as monthly income increases, the service of return and exchange of goods are simple, convenient, and responsible do not necessarily increase



SUGGESTIONS:

From the data analysed from the responses, the following suggestions can be taken into account for improvisation in the logistics service industry,

The 21– 30 age users are more and are attracted to the online logistics service and hence the near future of market may be more efficient on the online shopping platforms. So the online logistics services plays the major role.

Instead of third-party logistics self-build logistics are more efficient since it has a higher range of authority to control Price and speed of delivery.

Self-build logistics services can improvise service quality and can make trust within the customers regarding the accuracy of delivery.

Packages are more important for the customers and making the best quality of packages are necessary so care has to be taken in packaging.

Getting delivery of the goods is the prime motive of the customers and hence is it's important to deliver the right products at the right time at the right place and in order to perform the same, more hubs could be introduced.



CONCLUSION:

From the research made on “LOGISTICS SERVICE” in the regions of Ambasamudram, adequate data had been collected and the data were interpreted to find major understanding on the logistics service and the user perception and preference of approach to the same, it can be concluded that,

Majority of the of population from Ambasamudram have preferred to use logistics service platform several times in a month and also once in a month. So online logistics services may be the next generation platform for all import and export activities of the products and service.

Most business units prefer both the self-build logistics mode and third-party logistics mode. Hence organisations can take decisions based on the feasibility and customer requirements.

Delivery speed, cost price and order tracking are the most attractive engagement factor in logistics service.



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Rahman, (2021) In this section, existing literature is reviewed in three main areas: global outsourcing and 3PL, managing 3PL and associated relationships, and the change management perspective of 3PL adoption by organizations.

John J Bartholdi III, Donald D Eisenstein, Yun Fong Lim, (2018) When a logistics system is "self-organizing" it can function without significant intervention by managers, engineers, or software control. The social insects, such as ants or bees, provide models of self-organizing logistics systems that may be profitably emulated. We illustrate some of these ideas for the problem of balancing assembly lines.

Razzaque and Chang, (2017) performed a comprehensive review on requirements at the minimum cost. The optimal network consists of, Optimal number of warehouses and distribution centres Location of these warehouses Service areas of each warehouse and DC, Routings of the goods, type and amount of inventory to be stored at each location, allocation of production plants to warehouses and DC

Ballou, Sweeney and Tatham, (2019) carried out a dynamic network configuration work. All these works addressed the problem by dynamically changing the warehouse locations in response to changes in requirements, and typically trade-off the savings achieved with the costs in implementing the change.

Rao & Young, (2021) did a study/ Identified the factors influencing outsourcing of logistics functions. The study identified factors such as Centrality of the logistics function, Risk and control, Cost/service trade-offs, Information technologies and relationships with logistics service providers

Alessandra Marasco, (2018) Third-party logistics (TPL) has attracted considerable research attention in the recent past. Despite the growing body of literature on this



topic, precious little effort has been devoted to synthesizing the overall state of art of research on TPL. In this paper, an attempt is made to review the status of literature on TPL. A literature review scheme is presented. A total of 152 articles in 33 reputable international journals are reviewed and classified into content- and methodology-related issues. Based on the review, suggestions for future research are likewise provided.

John J Bartholdi III, Donald D Eisenstein, Yun Fong Lim, (2021)When a logistics system is "self-organizing" it can function without significant intervention by managers, engineers, or software control. The social insects, such as ants or bees, provide models of self-organizing logistics systems that may be profitably emulated. We illustrate some of these ideas for the problem of balancing assembly lines.

Third-party logistics (TPL) has attracted considerable research attention in the recent past. Despite the growing body of literature on this topic, precious little effort has been devoted to synthesizing the overall state of art of research on TPL. In this paper, an attempt is made to review the status of literature on TPL. According to these operations, works in the literature are broken down into three parts: facility location, relief distribution and casualty transportation, and other operations. For the first two parts, the literature is structured and analyse based on the model types, decisions. objectives, and constraints. Finally, through the content analysis framework, several researchgaps are identified and future research directions are proposed.

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QUESTIONNAIRE:

1) Have you ever shopped online?

Yes

No

2) How many times do you shop online?

Many times a month

Once a month

Once several months

Hardly ever

3) Which website do you use for online shopping?

Amazon

Flipkart

Myntra

Ajio

Meesho

4) What do you think is the key attribute of online shopping

Goods quality

Delivery quality

Past experience

Other people review

5) How do you choose online shopping website on the basis of its logistics quality?

Yes

No



6) Which logistics factor is more important to e-commerce companies (ranking question) Cost

price

Deliver quality

Service attitude

Range of service

The problem handling capacity Service

reputation

Service security

Order tracking

7) Have you ever shopped in Amazon?

Yes

No

8) What is your opinion on cargo tracking service provided by the company?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

9) Packaging of goods?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

10) Does the company's goods served within the time required?

Highly satisfied

Satisfied

Neutral

Dissatisfied



Highly dissatisfied

11) The customers satisfaction of the logistic service quality about Amazon number of deliver option offered

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

12) Does the company's goods are served within the places specified?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

13) Does the quantity and model of goods served by the company match exactly

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

14) What is your opinion on professional service and friendly attributes of the company staff

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied



- 15) The service of return and exchange goods are simple, convenient, and responsible
- Highly satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Highly dissatisfied
- 16) Does the quantity and model of goods served by the company match exactly
- Highly satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Highly dissatisfied
- 17) What is your opinion on professional service and friendly attributes of the company staff
- Highly satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Highly dissatisfied
- 18) The service of return and exchange goods are simple, convenient, and responsible
- Highly satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Highly dissatisfied



19) The company's general logistic service

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

20) Have you ever shopped Flipkart?

- Yes
- No

21) The customer satisfaction of the logistic service quality about Flipkart number of deliver options offered

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

22) What is your opinion on cargo tracking service provided by the company

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

23) Packaging of goods?

Highly satisfied

Satisfied

Neutral

Dissatisfied Highly

dissatisfied



23) Does the company's goods are served within the time required

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

24) the company's goods are served within the places specified

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

25) The service of return and exchange goods are simple, convenient, and responsible

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

26) The company's general logistic services

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly dissatisfied

27) Have you ever been shopped on both Amazon and Flipkart Yes

NO