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IMPACT OF DIFFERENT MODES OF TRANSPORT USED BY COURIER UNITS AND THEIR LEVEL OF SATISFACTION ON SELECT FACTORS

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ABSTRACT

Courier industry is providing a vital and significant service to the Indian economy. The objective of the study was to analyse the services rendered by courier units in the State of Tamilnadu. Both primary and secondary data were collected for the study. In order to test whether the usage of different modes of transport for transmission of letters and parcels by courier services affected their satisfaction level, Mann-Whitney U test was used. The major finding of the study is that there is significant relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as reliability, responsiveness and accessibility.

KEYWORDS

Tamilnadu, courier industry, transport, customer satisfaction.

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INTRODUCTION

The courier industry has grown due to the need for efficient and reliable delivery of parcels and documents and due to the need for faster communication and urgent dispatch of materials to various centres within the country and outside. The courier industry has become an alternative to the postal system. The sphere of courier services is expanding day by day and they are offering a variety of value added services namely, time bound delivery of consignments, door to door (by Air & Surface), door to airport and airport to door, pick-up, proof of delivery, collection of cheque, payment after delivery, bill the consignee, monthly payments, tracking service, web enabled services and the like.

"The global express service industry with more than 2,500 players, making it an important player in facilitating trade and the development of the economy through cost effective and smooth operations of other sectors of the economy. The courier industry has been growing at the rate of 20 per cent per annum. It offers employment to about a million people. It contributes more than Rs. 1,000 crores to the Government revenue by way of Service tax, Income tax, Customs duty and other taxes. The industry earns about 52 per cent of its revenues from document parcels. Documents weighing less than 300 grams account for about 70 per cent of the volume of documents and intra-city deliveries account for nearly 37 per cent of their turnover."¹

STATEMENT OF THE PROBLEM

The postal system is primarily meant to provide reliable services for a large number of documents and articles at a minimal cost. Courier did not arise due to a failure in the postal system. It arose to fulfill the need of modern commerce and business, hitherto not required and certain specialised needs that post offices were operationally and structurally inappropriate to meet. The growth of courier industry has been fuelled by the growing business requirement for time-bound reliable delivery system to harness the emerging opportunities.

The growth of emerging business areas such as service sector, IT industry, banking and financial sector have contributed to the growth of courier industry. In the present study an attempt is made to examine the relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as speed of delivery, competence, courtesy, credibility, communication, safety and tangibility.

REVIEW OF RELATED LITERATURE

Very few studies have been undertaken on courier services in India. Such studies, which have been highly useful for designing the present study, are reviewed here.

The Express (Courier) Industry Council of India at New Delhi in its report, "Study on Express Industry in India"² stated that the origin of the express industry in India could be dated back to 1685, when the East India Company started transferring its messages between Mumbai and Chennai. In a true sense, the entry of DHL Worldwide Express in India during 1979 marked the beginning of professional express services in India. There were over 2300 companies in the Indian express industry, together accounting for revenues of over Rs.14 billion. Out of these only 20 companies, which form the organised sector, controlled 64 per cent of the market in terms of revenues. The semi-organised sector (inter-city couriers) comprised over 2000 companies and accounted for 26% of the revenues. The rest of the market was accounted for by the unorganised sector (intra-city couriers, totaling about 300) and EMS Speed Post.

Shaqeel Ahmed, Union Minister of State for Communications and Information Technology stated in the Lok Sabha that Courier Services should be regulated.³ He said that courier services, which were un-regulated, would come in for some regulation in the new postal policy being prepared by the Government. He also said that in the absence of clear guidelines, courier services were delivering personal letters under the guise of "documents", which as per the law could be legally delivered only by the Postal Department. The Indian Postal Act, 1898 would be amended and the courier services would come under it.

Y.G.Muralidharan in his article, "Amendments to the Indian Post Office Act"⁴, stated that the Government wanted to continue to have the exclusive privilege of postal service in the country and had proposed stringent or harsh measures for the courier industry. The Indian Post Office Amendment Bill empowered the Government to regulate the private courier industry by bringing in a system of registration. The idea appeared to stop private companies competing with the Government. For example, any person who wanted to carry on the activity of sending and receiving parcels, packets, letters etc., had to register with the Government. The Government was the sole authority either to accept or reject the application. In case the registration was rejected, the appeal was with the Secretary of the Department and not with any judicial body. This apart, the amount of registration fee and also the renewal fee was fixed at Rs. 50,000 per annum. There were hundreds of youngsters who were employed in the courier business. The turnover for the whole year might not be Rs. 50,000 fixed as registration fee by the Government. Even reputed courier firms would find this amount exorbitant. This needed to be revised downwards.

¹ "Report on Indian Express Service Industry in India", Credit Analysis and Research Ltd., Mumbai, www.eiciindia.org, Express Vision, October, 2006.

² Market Study on Courier Industry in India', AC Nielsen ORG-MARG Research Ltd., May, 2004.

³ Shaqeel Ahmed, "Courier services to be regulated", The Hindu, August 19, 2005, p.13.

⁴ Muralidharan, Y.G., "Amendments to the Indian Post Office Act", The Hindu, Bangalore, December 2, 2002, p.4.

Joji Thomas Philip and Chaitali Chakravarty in their article, "Courier Companies may get to carry less FDI"⁵, stated that the government was planning to lower the FDI limit in the courier industry sector to 49 per cent from 100 per cent currently because other communication arms such as telecom and internet services did not permit 100 per cent FDI. The proposal was part of a draft Cabinet note on the Indian Post Office Amendment Bill, 2007. The article also stated that the bill proposed to establish an independent Mail Regulatory and Development Authority for safeguarding the interests of consumers and a Mail Disputes Settlement Tribunal for adjudication of disputes.

S.S.Gupta in his book, "Service Tax"⁶ stated the statutory definition for the term courier agency, the ingredients of the definition, categories of courier agencies, date of introduction of service tax on couriers, procedure for registration of couriers with Central Excise Department to obtain service tax code number, rate of service tax, value of taxable service, service tax exemption limit and Central Excise Department notifications on service tax on courier services.

R.K.Saboo, Deputy Managing Director, First Flight Courier Ltd. at a press conference on 'Costlier fuel adds to margin pressure of courier companies'⁷ said that with the deregulation of petroleum prices introducing volatility in fuel prices, express courier companies were caught in a dilemma over revision of delivery charges. Also, increase in input costs such as fuel, tyre and motor insurance had made the courier companies anxious about ways to improve the bottom line. He also said that the courier industry was undergoing a change with the information technology prompting it to provide complete and customised services.

Tushar Jani, Chairman of the EICI at a press conference said that Courier Companies planned to hike rates by 30 per cent⁸ and they were planning 25 to 30 per cent hike in courier and parcel rates following 67% hike in on-board courier rates by domestic airlines such as Indian Airlines, Jet Airways and Air Sahara following the Gulf War. Expenses incurred on board courier accounts for around 30% of operational cost of express courier companies. He also said that the members of the EICI represented 80-85 per cent of the express courier business in the country and about 95% of the overseas business. He said that the courier industry contributed about Rs. 180 crores annually to the total revenue of domestic airlines.

Ravi Shanker in his book, 'Courier Services Marketing - The Indian Perspective'⁹, included a chapter contributed by Vasumitra on 'Courier Services Marketing: The Speed Post Experience'. It started with a detailed discussion of the profile of the courier industry including the SWOT analysis of the industry. The book made a comparison of products, domestic charges, advertisement and domestic network of various courier companies in India. It traced the history, domestic and international traffic growth, revenue generation, pricing, market segmentation, marketing strategy, SWOT Analysis, value added services and promotional strategies of Speed Post. The postal monopoly was broken in 1980 when Skypak came in the market and promised safe delivery of documents.

OPERATIONAL DEFINITION

1. Courier

The word 'courier' in its French origin means 'to run'. The dictionary defines it as "a runner, a messenger one who takes a message and delivers it to the other party".

2. Courier Agency

It means a commercial concern engaged in the door-to-door transportation of time-sensitive documents, goods or articles utilising the services of a person, either directly or indirectly to carry or accompany such documents, goods or articles.

3. The Courier Industry

Couriers mostly offer point-to-point document deliveries across metropolitan areas using manual administration and operational systems. Some offer small parcel deliveries and some offer regional and even national services. They are all 'low cost operators' with limited infrastructure and they exist in both organised and unorganised segments of the economy.

4. The Express Industry

Express business offer document, small package and general distribution services throughout the country and overseas on a time-definite basis. They have significant investments in brand, technology, infrastructure, people and regulatory development. They offer wider value-adding services than couriers including border management (Octroi, Customs, and Security), track and trace, trade facilitation, warehousing and distribution and performance accountability.

5. Document

It refers to a cover containing papers weighing upto 0.500 kg.

6. Non-document

It refers to a parcel weighing more than 0.500 kg.

7. Time sensitive document

The United States Postal Services defines a time sensitive document as a letter whose contents lose value if it is not delivered within 12 hours or by noon the next day.

SCOPE OF THE STUDY

The study analyses the services rendered by courier units in the State of Tamilnadu. It does not cover courier companies functioning in other States or Union Territories in India.

This study does not cover the companies offering cargo services only and the Government's Courier called EMS Speed Post.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

1. To trace the origin, history and growth of courier industry in India.
2. To analyse the profile of courier services in Tamilnadu.
3. To offer suitable suggestions on the basis of the findings of the study.

HYPOTHESIS

H₀: There is no significant relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as speed of delivery, competence, courtesy, credibility, communication, safety and tangibility.

H₁: There is significant relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as speed of delivery, competence, courtesy, credibility, communication, safety and tangibility.

RESEARCH METHODOLOGY

COLLECTION OF DATA

The present study is based on both primary and secondary data. Primary data have been collected by conducting survey among the courier units. The survey covered 100 sample units of courier industry. Secondary data have been collected from books, journals, newspapers, periodicals, reports, internet and unpublished Ph.D. theses.

⁵ Joji Thomas Philip and Chaitali Chakravarty, "Courier Companies may get to carry less FDI", The Economic Times, April 18, 2007, p.5.

⁶ Gupta S.S., Service Tax, Taxmann Publications, 2005, pp.336-347.

⁷ Saboo R.K., "Costlier fuel adds to margin pressure of courier companies", Business Line, Bangalore, September 20, 2002, p.24.

⁸ Tushar Jani, "Courier Companies plan to hike rates by 30 per cent", Business World, June, 2003, p.24.

⁹ Ravi Shanker, Courier Services Marketing – The Indian Perspective, Excel Books, ed., New Delhi, 2005, pp.223-253.

CONSTRUCTION OF TOOLS AND PRETEST

For the purpose of survey of sample courier units, pretest was conducted among 25 courier units. The pretests were done to analyse the effectiveness of the questionnaires. The questionnaire was modified on the basis of pretest and data collected from 100 courier units.

SAMPLING DESIGN

In order to study the courier services in Tamilnadu, a survey was conducted among the courier units in Tamilnadu. As per the Express (Courier) Industry Council of India, there are 2,500 courier units in India. But State-wise details are not available. Hence, the researcher had to go and collect information from the courier units at random from four major districts of Tamilnadu such as Chennai, Coimbatore, Madurai and Trichy. In this way, the researcher contacted 100 courier units and collected the required data.

TABLE 1: THE SAMPLING DESIGN FOR COURIER UNITS IN TAMILNADU

S. No.	Name of the District	Number of Samples
1	Chennai	25
2	Coimbatore	25
3	Madurai	25
4	Trichy	25
	Total	100

DATA ANALYSIS

The primary data obtained from field survey was compiled and analysed carefully by applying Mann-Whitney Test.

Mode of Transport Used and Level of Satisfaction on Factors

Courier units are using different modes of transport for transmission of letters and parcels. In order to test the relationship between the different modes of transport used by courier units and their level of satisfaction on factors, a complex table has been prepared. Table 2 shows the relationship between the different modes of transport used by the courier units and their level of satisfaction on factors.

TABLE 2: MODE OF TRANSPORT USED AND LEVEL OF SATISFACTION ON FACTORS

Levels of Satisfaction on Factors		Mode of Transport Used			Total
		Roadways	Railways	Airways	
Speed of Delivery	Low	11 (11.0%)	2 (2.0%)	1 (1.0%)	14 (14.0%)
	Medium	14 (14.0%)	3 (3.0%)	0 (0.0%)	17 (17.0%)
	High	57 (57.0%)	9 (9.0%)	3 (3.0%)	69 (69.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Reliability	Low	9 (9.0%)	2 (2.0%)	1 (1.0%)	12 (12.0%)
	Medium	46 (46.0%)	10 (10.0%)	2 (2.0%)	58 (58.0%)
	High	27 (27.0%)	2 (2.0%)	1 (1.0%)	30 (30.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Competence	Low	41 (41.0%)	8 (8.0%)	3 (3.0%)	52 (52.0%)
	Medium	23 (23.0%)	4 (4.0%)	1 (1.0%)	28 (28.0%)
	High	18 (18.0%)	2 (2.0%)	0 (0.0%)	20 (20.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Courtesy	Low	5 (5.0%)	2 (2.0%)	0 (0.0%)	7 (7.0%)
	Medium	25 (25.0%)	1 (1.0%)	1 (1.0%)	27 (27.0%)
	High	52 (52.0%)	11 (11.0%)	3 (3.0%)	66 (66.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Credibility	Low	13 (13.0%)	2 (2.0%)	0 (0.0%)	15 (15.0%)
	Medium	65 (65.0%)	12 (12.0%)	4 (4.0%)	81 (81.0%)
	High	4 (4.0%)	0 (0.0%)	0 (0.0%)	4 (4.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Communication	Low	20 (20.0%)	6 (6.0%)	2 (2.0%)	28 (28.0%)
	Medium	29 (29.0%)	3 (3.0%)	1 (1.0%)	33 (33.0%)
	High	33 (33.0%)	5 (5.0%)	1 (1.0%)	39 (39.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Safety	Low	23 (23.0%)	5 (5.0%)	1 (1.0%)	29 (29.0%)
	Medium	36 (36.0%)	8 (8.0%)	2 (2.0%)	46 (46.0%)
	High	23 (23.0%)	1 (1.0%)	1 (1.0%)	25 (25.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Responsiveness	Low	17 (17.0%)	6 (6.0%)	1 (1.0%)	24 (24.0%)
	Medium	23 (23.0%)	4 (4.0%)	0 (0.0%)	27 (27.0%)
	High	42 (42.0%)	4 (4.0%)	3 (3.0%)	49 (49.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Tangibility	Low	19 (19.0%)	4 (4.0%)	0 (0.0%)	23 (23.0%)
	Medium	38 (38.0%)	8 (8.0%)	3 (3.0%)	49 (49.0%)
	High	25 (25.0%)	2 (2.0%)	1 (1.0%)	28 (28.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)
Accessibility	Low	9 (9.0%)	3 (3.0%)	0 (0.0%)	12 (12.0%)
	Medium	4 (4.0%)	2 (2.0%)	0 (0.0%)	6 (6.0%)
	High	69 (69.0%)	9 (9.0%)	4 (4.0%)	82 (82.0%)
Column Total		82 (82.0%)	14 (14.0%)	4 (4.0%)	100 (100%)

Source: Primary Data

Table 2 shows that out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 11 per cent (11 respondents) were lowly satisfied with speed of delivery, 14 per cent (14 respondents) were satisfied to the medium level and 57 per cent (57 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 2 per cent (2 respondents) were lowly satisfied, 3 per cent (3 respondents) were satisfied to the medium level and 9 per cent (9 respondents) were highly satisfied with speed of delivery. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 1 per cent (1 respondent) was lowly satisfied and 3 per cent (3 respondents) were highly satisfied. Nearly four-fifths (82%) of the courier units (82 respondents) used roadways for transmission of letters and parcels.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 9 per cent (9 respondents) were lowly satisfied with reliability, 46 per cent (46 respondents) were satisfied to the medium level and 27 per cent (27 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 2 per cent (2 respondents) were lowly satisfied, 10 per cent (10 respondents) were satisfied to the medium level and 2 per cent (2 respondents) were highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 1 per cent (1 respondent) was lowly satisfied, 2 per cent (2 respondents) were satisfied to the medium level and 1 per cent (1 respondents) were highly satisfied.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 41 per cent (41 respondents) were lowly satisfied with competence, 23 per cent (23 respondents) were satisfied to the medium level and 18 per cent (18 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 8 per cent (8 respondents) were lowly satisfied, 4 per cent (4 respondents) were satisfied to the medium level and 2 per cent (2 respondents) were highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 3 per cent (3 respondents) were lowly satisfied and 1 per cent (1 respondent) was satisfied to the medium level.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 5 per cent (5 respondents) were lowly satisfied with courtesy, 25 per cent (25 respondents) were satisfied to the medium level and 52 per cent (52 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 2 per cent (2 respondents) were lowly satisfied, 1 per cent (1 respondent) was satisfied to the medium level and 11 per cent (11 respondents) were highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 1 per cent (1 respondent) was satisfied to the medium level and 1 per cent (1 respondent) was highly satisfied.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 13 per cent (13 respondents) were lowly satisfied with credibility, 65 per cent (65 respondents) were satisfied to the medium level and 4 per cent (4 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 2 per cent (2 respondents) were lowly satisfied and 12 per cent (12 respondents) were satisfied to the medium level and the remaining 4 courier units using airways for transmission of letters and parcels satisfied to the medium level.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 20 per cent (20 respondents) were lowly satisfied with communication, 29 per cent (29 respondents) were satisfied to the medium level and 33 per cent (33 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 6 per cent (6 respondents) were lowly satisfied, 3 per cent (3 respondents) were satisfied to the medium level and 5 per cent (5 respondents) were highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 2 per cent (2 respondents) were lowly satisfied, 1 per cent (1 respondent) was satisfied to the medium level and 1 per cent (1 respondent) was highly satisfied.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 23 per cent (23 respondents) were lowly satisfied with safety, 36 per cent (36 respondents) were satisfied to the medium level and 23 per cent (23 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 5 per cent (5 respondents) were lowly satisfied, 8 per cent (8 respondents) were satisfied to the medium level and 1 per cent (1 respondent) was highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 1 per cent (1 respondent) was lowly satisfied, 2 per cent (2 respondents) were satisfied to the medium level and 1 per cent (1 respondent) was highly satisfied.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 17 per cent (17 respondents) were lowly satisfied with responsiveness, 23 per cent (23 respondents) were satisfied to the medium level and 42 per cent (42 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 6 per cent (6 respondents) were lowly satisfied, 4 per cent (4 respondents) were satisfied to the medium level and 4 per cent (4 respondents) were highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 1 per cent (1 respondent) was lowly satisfied and 3 per cent (3 respondents) were highly satisfied.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 19 per cent (19 respondents) were lowly satisfied with tangibility, 38 per cent (38 respondents) were satisfied to the medium level and 25 per cent (25 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 4 per cent (4 respondents) were lowly satisfied, 8 per cent (8 respondents) were satisfied to the medium level and 2 per cent (2 respondents) were highly satisfied. Out of the remaining 4 courier units using airways for transmission of letters and parcels, 3 per cent (3 respondents) were satisfied to the medium level and 1 per cent (1 respondent) was highly satisfied.

Out of 100 courier units surveyed, 82 courier units used roadways for transmission of letters and parcels. Among them, 9 per cent (9 respondents) were lowly satisfied with accessibility, 4 per cent (4 respondents) were satisfied to the medium level and 69 per cent (69 respondents) were highly satisfied. Out of another 14 courier units using railways for transmission of letters and parcels, 3 per cent (3 respondents) were lowly satisfied, 2 per cent (2 respondents) were satisfied to the medium level and 9 per cent (9 respondents) were highly satisfied and the remaining 4 courier units using airways for transmission of letters and parcels, were highly satisfied.

This shows that the satisfaction level varied between courier units using different modes of transport for their services. So in order to test whether the usage of different modes of transport for transmission of letters and parcels by courier services affected their satisfaction level, Mann Whitney test was used. The results are shown in Table 3.

TABLE 3: ANALYSIS OF THE RELATIONSHIP BETWEEN THE USAGE OF DIFFERENT MODES OF TRANSPORT AND LEVEL OF SATISFACTION ON FACTORS

S. No.	Factor Affecting Level of Satisfaction	U Value	Probability
1	Speed of Delivery	32.500	59.7
2	Reliability	23.000	9.6
3	Competence	24.000	57.2
4	Courtesy	07.000	40.8
5	Credibility	60.500	20.2
6	Communication	95.500	38.8
7	Safety	50.000	16.9
8	Responsiveness	87.500	3.6
9	Tangibility	39.500	14.6
10	Accessibility	63.000	9.0

Source: Primary Data

From Table 3, it is inferred that the significance probability is greater than 10 per cent for factors such as speed of delivery, competence, courtesy, credibility, communication, safety and tangibility. It means that there is no significant relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as speed of delivery, competence, courtesy, credibility, communication, safety and tangibility. It is also inferred that the significance probability is less than 10 per cent for factors such as reliability, responsiveness and accessibility. It means that there is significant relationship between the usage of different modes of transport by the courier units and their level of satisfaction on factors such as reliability, responsiveness and accessibility.

TABLE 4: PROFILE OF COURIER INDUSTRY IN TAMILNADU

Sl. No.	Area of Operation	Number of Couriers	Percentage to Total
1.	Domestic	69	69.0
2.	Domestic and International	25	25.0
3.	Local	5	5.0
4.	International	1	1.0
	Total	100	100.0
Sl. No.	Number of Documents Received and Delivered Per Day	Number of Couriers	Percentage to Total
1.	Upto 100	36	36
2.	100 to 200	42	42
3.	Above 200	22	22
	Total	100	100
Sl. No.	Number of Non-documents Received and Delivered Per Day	Number of Couriers	Percentage to Total
1.	Upto 50	52	52
2.	50 to 100	33	33
3.	Above 100	15	15
	Total	100	100
Sl. No.	Need for Government Regulation	Number of Couriers	Percentage to Total
1.	Yes	51	51
2.	No	49	49
	Total	100	100

Source: Primary Data

MAJOR FINDINGS ABOUT COURIER SERVICES IN TAMILNADU

1. More than three-fifths (63%) of the courier units (63 respondents) belong to partnership firms.
2. Majority of the courier units (59%) are registered in Tamil Nadu.
3. More than two-thirds (69%) of the courier units surveyed in the State of Tamilnadu provide domestic services only.
4. More than two-fifths of the courier units (42%) receive and deliver between 100 and 200 documents per day.
5. Majority of the courier units (52%) receive and deliver upto 50 non-documents per day for onward transmission.
6. Among the important clients of the courier industry, joint-stock companies top the list, followed by individuals, partnership firms, banks, local delivery services and export units.
7. All the 100 courier units surveyed gave guarantee for the timely delivery of articles within 24 hours or 48 hours depending upon the place of delivery.
8. According to majority of the courier units (51%) there was need for government regulation on courier business.
9. All the 100 courier units surveyed in Tamilnadu stated that the courier business was known for its prompt service.

SUGGESTIONS BASED ON THE FINDINGS OF THE STUDY

The following are suggestions, based on the findings of the study, for the improvement of the courier industry.

Some of the ways to improve conditions in the courier industry are equitable distribution of work, providing labour standards, regulating prices/rates, reducing supply/competition and unionizing.

The Government of India should not confer the exclusive privilege on the Postal Department to handle all documents weighing less than 300 grams because it is against competition, free trade, providing a choice to the consumers and entrepreneurship.

The Government should exempt courier services from payment of Service Tax.

CONCLUSION

It is concluded that roadways are the most suitable mode of transport for courier services for transmission of letters and parcels. It is also concluded that courier units using roadways for their business are highly satisfied on factors such as speed of delivery, courtesies, credibility, communication, safety, responsiveness and tangibility.

SCOPE FOR FURTHER RESEARCH

The current research has thrown some light on Courier Industry with special reference to Tamilnadu. The future research could be on various themes like:

1. A Comparative Study of Courier Service and Postal Service.
2. A Study on Job Satisfaction of Employees of the Courier Industry in India.

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