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PERCEPTION OF INSTITUTIONAL CUSTOMERS' TOWARDS COURIER SERVICES IN TAMILNADU**Dr. S. SELVAKUMAR****HEAD****PG & RESEARCH DEPARTMENT OF COMMERCE****THEIVANAI AMMAL COLLEGE FOR WOMEN (AUTONOMOUS)****VILLUPURAM****ABSTRACT**

All the institutions are using courier services for onwards transmission of time-sensitive documents and non-documents from one place to another irrespective of their type of organisation and business. Hence, in this study an attempt has been made to analyse the institutional customers' attitude towards courier services in Tamilnadu. Both primary and secondary data were collected for the study. In order to analyse the opinion of the institutional customers belonging to different types of organisations and different types of business on service variables such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business, ANOVA test was used. The major finding of the study is that even though the institutional customers are belonging to different types of organization and business, they have similar positive opinion on courier services and associate the name courier service with speed, safety and reliability.

KEYWORDS

courier service, customers, perception, speed, safety.

JEL CODE

L87, L91, L97, M30.

INTRODUCTION

The courier industry plays an important role in transmitting documents and non-documents from one place to another for business community and general public. Apart from this, it also provides employment opportunities to many young educated youth. In a way within a short-span of time it has proved its value in the economy.

Oil and Natural Gas Corporation is the first Indian entity to use single express services in India. The legend of the runner who ran all the way from Sparta to Athens, to deliver the message of the Greek victory, is also the first famous courier in history¹

"The global express service industry made a direct contribution to world GDP of US\$64 billion in 2003. It carried over 1 billion shipments annually. It contributed more than Rs.6 billion in federal taxes yearly."²

STATEMENT OF THE PROBLEM

Customer perception plays a vital role in a company's ability to attract new customers and to retain existing customers. The good news is that courier services have the ability to control many of the factors that build an individual's perception of the company/brand. Hence, an attempt has been made to analyse the perception of the institutional customers belonging to different types of organisations and different types of business on service variables such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business.

REVIEW OF RELATED LITERATURE

While scanning through customer satisfaction on courier service, very few studies have been conducted.

Aleksandra Gule in her article titled "Courier Service Quality from the Clients' Perspective"³ published in 'Engineering Management in Production and Services' assessed the significance of thirteen criteria which determine the choice of service at present and in the future using Wilcoxon signed ran test.

Dr. R. Somasundaram et al in their article titled "Customer Behaviour of Courier Services in Erode District"⁴ published in Indian Journal of Research have found that there is relationship between the level of education of customers and the purpose of using courier service.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

1. To examine the perception of institutional customers' towards courier services in Tamil Nadu.
2. To offer suitable suggestions on the basis of the findings of the study.

HYPOTHESES

Ho: The opinions on variables influencing courier services such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business among institutional customers belonging to different types of organisations do not differ.

H1: The opinions on variables influencing courier services such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business among institutional customers belonging to different types of business differ.

RESEARCH METHODOLOGY**COLLECTION OF DATA**

The study is based on both primary and secondary data. Primary data have been collected by conducting survey. The survey covered 100 institutional customers of courier services i.e., 25 each from four major districts of Tamilnadu such as Chennai, Coimbatore, Madurai and Trichy. Secondary data have been collected from books, journals, newspapers, periodicals, reports, internet and unpublished Ph.D. theses.

¹ Pankaj Joshi and Vijay Trivedi, "Courier Industry", Indian Express Investment Week, September 14 - 20, 1998, p.16.

² Oxford Economic Forecasting, "The Impact of the Express Delivery Industry on the Global Economy", March, 2005, p.7.

³ Aleksandra Galc, "Courier Service Quality from the Clients' Perspective", Engineering Management in Production and Services, Vol.9, No.1, 2017, p.36.

⁴ Dr. R. Somasundaram et al., "Customer Behaviour of Courier Service in Erode District", Indian Journal of Research, Vol.2, No.1, 2013, p.7.

PROFILE OF INSTITUTIONAL CUSTOMERS**TYPE OF ORGANISATION**

The institutional customers surveyed belong to different types of organisation. Table 1 shows the classification of institutional customers on the basis of type of organisation.

TABLE 1: CLASSIFICATION OF INSTITUTIONAL CUSTOMERS ON THE BASIS OF TYPE OF ORGANISATION

Sl. No.	Type of Organisation	Number of Respondents	Percentage
1.	Sole trader	7	7.0
2.	Partnership	10	10.0
3.	Joint Stock Company	83	83.0
	Total	100	100.0

Source: Primary Data

From Table 1, it is clear that among the 100 institutional customers functioning in the State of Tamilnadu surveyed, 7 per cent belonged to sole trader concerns. Those who operated as partnership firms and joint stock companies amounted to ten per cent and 83 per cent respectively. It is concluded that more than four-fifths of the institutional customers (83%) belong to Joint Stock Companies.

Table 2 shows the details of opinion of the institutional customers belonging to different types of organisations on service variables such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business.

TABLE 2: DESCRIPTION OF THE OPINION ON VARIABLES INFLUENCING COURIER SERVICES AMONG INSTITUTIONAL CUSTOMERS BELONGING TO DIFFERENT TYPES OF ORGANISATIONS

Variable influencing Courier Services	Type of Organisation	Number of Institutional Customers	Mean value of opinion	Standard. Deviation of Opinion	Standard Error
Speed of Delivery	Sole Trader	7	4.57	.535	.202
	Partnership Firm	10	5.00	.000	.000
	Joint Stock Co.	83	4.72	.454	.050
	Total	100	4.73	.446	.045
Safety	Sole Trader	7	4.43	.535	.202
	Partnership Firm	10	4.40	.966	.306
	Joint Stock Co.	83	4.20	.781	.087
	Total	100	4.24	.780	.078
Reasonable Charges	Sole Trader	7	4.57	.535	.202
	Partnership Firm	10	4.80	.422	.133
	Joint Stock Co.	83	4.41	.648	.072
	Total	100	4.45	.626	.063
Reliability	Sole Trader	7	4.14	.378	.143
	Partnership Firm	10	4.30	.483	.153
	Joint Stock Co.	83	4.17	.469	.052
	Total	100	4.19	.465	.046
Proximity	Sole Trader	7	4.29	.488	.184
	Partnership Firm	10	4.50	.527	.167
	Joint Stock Co.	83	4.30	.535	.059
	Total	100	4.31	.526	.053
Technology	Sole Trader	7	4.14	.378	.143
	Partnership Firm	10	4.10	.876	.277
	Joint Stock Co.	83	3.88	.967	.107
	Total	100	3.90	.969	.097
Value Added Services	Sole Trader	7	3.86	.900	.340
	Partnership Firm	10	4.50	.527	.167
	Joint Stock Co.	83	4.32	.609	.068
	Total	100	4.31	.631	.063
Credit facility	Sole Trader	7	4.14	.378	.143
	Partnership Firm	10	4.30	.483	.153
	Joint Stock Co.	83	4.16	.460	.051
	Total	100	4.18	.458	.046
Service at all places	Sole Trader	7	4.29	.488	.184
	Partnership Firm	10	4.50	.527	.167
	Joint Stock Co.	83	4.28	.553	.061
	Total	100	4.30	.541	.054
Allied Business	Sole Trader	7	2.71	.488	.184
	Partnership Firm	10	3.10	.316	.100
	Joint Stock Co.	83	2.88	.781	.087
	Total	100	2.91	.753	.075

Source: Primary Data

Table 2 shows the details of opinion of the institutional customers belonging to different types of organisations on service variables such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business.

The above analysis shows that the mean value (5.00) for speed of delivery is the highest for partnership firms with standard deviation of (0.0). When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (4.43) for safety is the highest for sole trader with standard deviation of .535. When this value is compared with value of other respondents such as partnership firm and company, the mean value slightly varies.

The mean value (4.80) for reasonable charges is the highest for partnership firm with standard deviation of .422. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (4.30) for reliability is the highest for partnership firm with standard deviation of .483. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (4.50) for proximity is the highest for partnership firm with standard deviation of .527. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (4.14) for technology is the highest for sole trader with standard deviation of .378. When this value is compared with value of other respondents such as partnership firm and company, the mean value slightly varies.

The mean value (4.50) for value-added services is the highest for partnership with standard deviation of .527. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (4.30) for credit facility is the highest for partnership with standard deviation of .483. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (4.50) for service at all places is the highest for partnership firm with standard deviation of .527. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

The mean value (3.10) for allied business is the highest for partnership firm with standard deviation of .316. When this value is compared with value of other respondents such as sole trader and company, the mean value slightly varies.

In order to find the evidence for the statistical significance of these variations, the researcher applied ANOVA test and the result is given in Table 3.

TABLE 3: ANALYSIS OF VARIANCE

Variables influencing Courier Services	Source	Sum of Squares	Degrees of Freedom	Mean Square	F	Significance
Speed of Delivery	Between Groups	1.027	3	.342	1.758	.160
	Within Groups	18.683	96	.195		
	Total	19.710	99			
Safety	Between Groups	.786	3	.262	.423	.737
	Within Groups	59.454	96	.619		
	Total	60.240				
Reasonable Charges	Between Groups	1.880	3	.627	1.632	.187
	Within Groups	36.870	96	.384		
	Total	38.750	99			
Reliability	Between Groups	.353	3	.118	.536	.658
	Within Groups	21.037	96	.219		
	Total	21.390	99			
Proximity	Between Groups	.573	3	.191	.683	.564
	Within Groups	26.817	96	.279		
	Total	27.390	99			
Technology	Between Groups	2.477	3	.826	.876	.457
	Within Groups	90.523	96	.943		
	Total	93.000	99			
Value Added Services	Between Groups	1.879	3	.626	1.603	.194
	Within Groups	37.511	96	.391		
	Total	39.390	99			
Credit Facility	Between Groups	.389	3	.130	.612	.609
	Within Groups	20.371	96	.212		
	Total	20.760	99			
Service at all places	Between Groups	.602	3	.201	.679	.567
	Within Groups	28.398	96	.296		
	Total	29.000	99			
Allied Business	Between Groups	3.096	3	1.032	1.866	.141
	Within Groups	53.094	96	.553		
	Total	56.190	99			

From table 3, it is inferred that all the variables show only insignificant difference. It means that even though the institutional customers belong to different types of organisations such as sole trader, partnership and company, there is no significant difference in their opinion on the variables important for courier services such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business. It is concluded that all the institutional customers have similar positive opinion on courier services and associate the name courier service with speed, safety and reliability.

TYPE OF BUSINESS

Institutional customers surveyed belong to different type of business. Table 4 shows the classification of institutional customers on the basis of type of business.

TABLE 4: CLASSIFICATION OF INSTITUTIONAL CUSTOMERS ON THE BASIS OF TYPE OF BUSINESS

Sl. No.	Type of Business	Number of Respondents	Percentage
1.	Manufacturing	13	13.0
2.	Trading	18	18.0
3.	Service	69	69.0
	Total	100	100.0

Source: Primary Data

From Table 4, it is found that out of 100 institutional customers surveyed 13 per cent belong to manufacturing concerns. Those who belong to trading concern amount to 18 per cent. Service type of business amounted to 69 per cent. More than two-thirds of the institutional customers (69%) belong to service sector.

TABLE 5: DESCRIPTION OF THE OPINION ON VARIABLES INFLUENCING COURIER SERVICES AMONG INSTITUTIONAL CUSTOMERS BELONGING TO DIFFERENT TYPES OF BUSINESS

Variable influencing Courier Services	Type of Business	Number of Institutional Customers	Mean value of opinion	Standard. Deviation	Standard Error
Speed of Delivery	Manufacturing	13	4.54	.519	.144
	Trading	18	4.83	.383	.090
	Services	69	4.74	.442	.053
	Total	100	4.73	.446	.045
Safety	Manufacturing	13	4.15	.376	.104
	Trading	18	3.89	1.132	.267
	Services	69	4.35	.703	.085
	Total	100	4.24	.780	.078
Reasonable charges	Manufacturing	13	4.38	.506	.140
	Trading	18	4.61	.502	.118
	Services	69	4.42	.673	.081
	Total	100	4.45	.626	.063
Reliability	Manufacturing	13	4.08	.277	.077
	Trading	18	4.11	.323	.076
	Services	69	4.23	.519	.062
	Total	100	4.19	.465	.046
Proximity	Manufacturing	13	4.31	.480	.133
	Trading	18	4.33	.767	.181
	Services	69	4.30	.464	.056
	Total	100	4.31	.526	.053
Technology	Manufacturing	13	3.46	1.266	.351
	Trading	18	3.56	1.199	.283
	Services	69	4.07	.792	.095
	Total	100	3.90	.969	.097
Value Added Services	Manufacturing	13	4.46	.519	.144
	Trading	18	4.61	.502	.118
	Services	69	4.20	.655	.079
	Total	100	4.31	.631	.063
Credit Facility	Manufacturing	13	4.08	.277	.077
	Trading	18	4.11	.323	.076
	Services	69	4.22	.511	.061
	Total	100	4.18	.458	.046
Service at all places	Manufacturing	13	4.31	.480	.133
	Trading	18	4.50	.514	.121
	Services	69	4.25	.553	.067
	Total	100	4.30	.541	.054
Allied Business	Manufacturing	13	3.38	1.044	.290
	Trading	18	3.00	.767	.181
	Services	69	2.80	.655	.079
	Total	100	2.91	.753	.075

Source: Primary Data

Table 5 shows the details of opinion of the institutional customers belonging to different types of business on service variables such as speed of delivery, safety, reasonable charges, reliability, proximity, technology, value added services, credit facility, service at all places and allied business.

The above analysis shows that the mean value (4.83) for speed of delivery is the highest for respondents doing trading business with standard deviation of .383. When this value is compared with value of other respondents doing manufacturing business and service business, the mean value slightly varies.

The mean value (4.35) for safety is the highest for institutional customers doing service type of business with standard deviation of .703. When this value is compared with value of other respondents doing manufacturing and trading businesses, the mean value slightly varies.

The mean value (4.61) for reasonable charges is the highest for institutional customers doing trading business with standard deviation of .502. When this value is compared with value of other respondents doing manufacturing and service type of businesses, the mean value slightly varies.

The mean value (4.23) for reliability is the highest for institutional customers doing service type of business with standard deviation of .519. When this value is compared with value of other respondents doing manufacturing and trading businesses, the mean value slightly varies.

The mean value (4.33) for proximity is the highest for institutional customers doing trading business with standard deviation of .767. When this value is compared with value of other respondents doing manufacturing and service type of businesses, the mean value slightly varies. The mean value (4.07) for technology is the highest for institutional customers doing service type of business with standard deviation of .792. When this value is compared with value of other respondents doing manufacturing and trading businesses, the mean value slightly varies.

The mean value (4.61) for value-added services is the highest for institutional customers doing trading business with standard deviation of .502. When this value is compared with value of other respondents doing manufacturing and service type of businesses, the mean value slightly varies. The mean value (4.22) for credit facility is the highest for institutional customers doing service type of business with standard deviation of .511. When this value is compared with value of other respondents doing manufacturing and trading businesses, the mean value slightly varies.

The mean value (4.50) for service at all places is the highest for institutional customers doing trading business with standard deviation of .514. When this value is compared with value of other respondents doing manufacturing and service type of businesses, the mean value slightly varies. The mean value (3.38) for allied business is the highest for institutional customers doing manufacturing business with standard deviation of 1.044. When this value is compared with value of other respondents doing manufacturing and service type of businesses, the mean value slightly varies. In order to find the evidence for the statistical significance of these variations, the researcher applied ANOVA test and the result is given in Table 6.

TABLE 6: ANALYSIS OF VARIANCE

Variables influencing Courier Services	Source	Sum of Squares	Degrees of Freedom	Mean Square	F	Significance
Speed of Delivery	Between Groups	.675	2	.337	1.720	.185
	Within Groups	19.035	97	.196		
	Total	19.710	99			
Safety	Between Groups	3.118	2	1.559	2.647	.076
	Within Groups	57.122	97	.589		
	Total	60.240	99			
Reasonable Charges	Between Groups	.584	2	.292	.742	.479
	Within Groups	38.166	97	.393		
	Total	38.750	99			
Reliability	Between Groups	.399	2	.200	.923	.401
	Within Groups	20.991	97	.216		
	Total	21.390	99			
Proximity	Between Groups	.012	2	.006	.021	.979
	Within Groups	27.378	97	.282		
	Total	27.390	99			
Technology	Between Groups	6.687	2	3.344	3.758	.027
	Within Groups	86.313	97	.890		
	Total	93.000	99			
Value Added Services	Between Groups	2.722	2	1.361	3.600	.031
	Within Groups	36.668	97	.378		
	Total	39.390	99			
Credit Facility	Between Groups	.320	2	.160	.759	.471
	Within Groups	20.440	97	.211		
	Total	20.760	99			
Service at all places	Between Groups	.919	2	.460	1.588	.210
	Within Groups	28.081	97	.289		
	Total	29.000	99			
Allied Business	Between Groups	3.954	2	1.977	3.671	.029
	Within Groups	52.236	97	.539		
	Total	56.190	99			

From table 6, it is inferred that the variables such as safety, technology, value added services and allied business show significant difference and the other variables such as speed of delivery, reasonable charges, reliability, proximity, credit facility and service at all places show insignificant difference. It means that all the institutional customers belonging to different type of business such as manufacturing, trading and service have different opinion on courier industry in respect of certain variables such as safety, technology, value added services and allied business and at the same time they have similar positive opinion on courier industry in respect of certain variables such as speed of delivery, reasonable charges, reliability, proximity, credit facility and service at all places.

OPINION ON THE REASONS FOR USING COURIER SERVICES

In order to ascertain the main reasons for using courier services by the institutional customers, they were asked to rank the various reasons for using courier services. Table 7 shows the rank given by the respondents to various reasons for using courier services.

TABLE 7: OPINION ON THE REASONS FOR USING COURIER SERVICES

Sl. No.	Reasons	Rank						Total
		I	II	III	IV	V	VI	
1.	Speed	87	6	3	2	1	1	100
2.	Safety	4	76	13	3	2	2	100
3.	Low Charges	1	5	21	6	35	32	100
4.	Reliability	4	8	12	52	22	2	100
5.	Prompt Service	1	4	46	29	13	7	100
6.	Service at all places	3	1	6	8	27	56	100
		100	100	100	100	100	100	600

Source: Primary Data

The six main reasons for using courier service were ranked in the order of preference by the institutional customers.

TABLE 8: GARRET'S RANK

Sl. No.	Reasons	Garret's Score	Average	Rank
1.	Speed	7391	73.91	1
2.	Safety	6056	60.56	2
3.	Prompt Service	4789	47.89	3
4.	Reliability	4712	47.12	4
5.	Low Charges Service at all places	3833	38.33	5
6.	Service at all places	3219	32.19	6

Source: Primary Data

From Table 8, it is seen that the main reason for using courier service by the institutional customers is speed, followed by safety, prompt service, reliability, low charges and service at all places.

TYPE OF ARTICLES SENT THROUGH COURIERS

Different types of articles were sent by the respondents. Table 4.15 shows the classification of respondents according to the type of articles sent by them through couriers.

TABLE 9: TYPE OF ARTICLES SENT THROUGH COURIER SERVICE

Sl. No.	Article Sent	Number of Respondents	Percentage
1.	Document	30	30.0
2.	Non-document	6	6.0
3.	Both	64	64.0
	Total	100	100.0

Source: Primary Data

It is clear from Table 9 that 30 per cent of the institutional customers send documents only and six per cent send non-documents. Those who send both the documents and non-documents amount to 64 per cent. It is concluded that two-thirds of the institutional customers (64%) send documents as well as non-documents through courier companies.

NUMBER OF COURIER SERVICES USED FOR SENDING ARTICLES

Institutional customers surveyed do not depend on a single courier company. They usually patronize a number of courier companies to ensure timely distribution of letters to the customers, who reside in the different parts of the locality. The courier company does not provide services to various places. So the institutional customers depend on the local couriers to send the letters within a City and they depend on those couriers who are rendering services, both domestic as well as international, to send letters and parcels to the places. Table 10 shows the classification of institutional customers on the basis of number of courier services used for sending articles.

TABLE 10: CLASSIFICATION ON THE BASIS OF NUMBER OF COURIER SERVICES USED

Sl. No.	Number of Courier Services Used	Number of Respondents	Percentage
1.	One	8	8.0
2.	Two	65	65.0
3.	Three	21	21.0
4.	Four	4	4.0
5.	More than Four	2	2.0
	Total	100	100.0

Source: Primary Data

From Table 10, it is obvious that among the 100 institutional customers 8 per cent of them use only one courier service for sending letters and parcels. Those who use two courier services amount to 65 per cent. Those who use three couriers amount to 21 per cent. Four per cent of the institutional customers use four courier services. Two per cent of the respondents use more than four courier services. Two-thirds of the institutional customers (65%) use two courier services for sending letters and parcels.

CLASSIFICATION ON THE BASIS OF PLACES WHERE ARTICLES ARE SENT

Different types of articles are sent by the respondents to different types of places. Table 11 shows the classification of respondents according to the places where articles are sent by them.

TABLE 11: CLASSIFICATION ON THE BASIS OF PLACES WHERE ARTICLES ARE SENT

Sl. No.	Places Where Articles are Sent	Number of Respondents	Percentage
1.	For Local Delivery	5	5.0
2.	For Outstation	28	28.0
3.	Both	67	67.0
	Total	100	100.0

Source: Primary Data

It is inferred from Table 11 that five per cent of the respondents send articles to local places only where as those who send articles to outstations alone amount to 28 per cent. Those who send articles to both local as well as outstations amount to 67 per cent. More than two-thirds of the respondents (67%) send articles to local as well as outstations.

OCCASIONS FOR USING COURIER SERVICES

The institutional customers surveyed send articles for different occasions. Table 12 shows the classification of respondents on the basis of occasions for using courier services.

TABLE 12: OCCASIONS FOR USING COURIER SERVICES

Sl. No.	Occasions for Using Courier Services	Number of Respondents	Percentage
1.	Daily	51	51.0
2.	Alternative Days	34	34.0
3.	In Emergencies	8	8.0
4.	Once a Week	7	7.0
	Total	100	100.0

Source: Primary Data

It is inferred from Table 12 that 51 per cent of the institutional customers used courier services daily whereas 34 per cent used courier services on alternative days. Those who used courier services in emergencies and once a week amount to eight per cent and seven per cent respectively. It is concluded that majority of the institutional customers (51%) used courier services daily.

OPINION ON COURIER CHARGES

Institutional customers have different opinions on the courier charges. Table 13 shows the opinion of the respondents on the rates of charges levied by the courier services.

TABLE 13: OPINION ON COURIER CHARGES

Sl. No.	Rate of Charges	Number of Respondents	Percentage
1.	High	58	58.0
2.	Moderate	30	30.0
3.	Low	12	12.0
	Total	100	100.0

Source: Primary Data

It is inferred from Table 13 that the charges levied are high for 58 per cent of the respondents. Those who considered the courier charges moderate and low amount to 30 per cent and 12 per cent respectively. According to a majority of the institutional customers (58%), the courier charges were high.

AMOUNT SPENT ON COURIER SERVICES PER MONTH

All the 100 institutional customers surveyed spend huge amount of money on courier services. Table 14 shows the amount spent on courier services per month by the respondents.

TABLE 14: AMOUNT SPENT ON COURIER SERVICES PER MONTH

Sl. No.	Amount Spent Per Month	Number of Respondents	Percentage
1.	Upto Rs. 3,000	86	86.0
2.	Rs. 3,000 to Rs. 6,000	8	8.0
3.	Rs. 6,000 to Rs. 9,000	1	1.0
4.	Above Rs. 9,000	5	5.0
	Total	100	100.0

Source: Primary Data

It is seen from Table 14 that 86 per cent of the respondents spent upto Rs. 3,000 per month on courier services. Those who spent more than Rs. 3,000 per month but less than Rs. 6,000 per month on courier services and more than Rs. 6,000 per month but less than Rs. 9,000 per month on courier services amount to eight per cent and one per cent respectively. Those who spent more than Rs. 9,000 per month on courier services amount to five per cent. More than four-fifths of the institutional customers (86%) spent upto Rs. 3,000 per month on courier services.

COMPLAINTS ABOUT THE COURIER SERVICES

Among the 100 institutional customers in Tamilnadu, 23 per cent of them complained about the courier services such as delay in delivery, non-delivery, loss of contents, delivery of letter to wrong person, unfair handling of contents of parcels and insured articles, tampering and non-receipt of proof of delivery and the like. Those who did not have any complaint about the courier services amount to 77 per cent. More than three-fourths of the institutional customers (77%) do not have any complaint about the courier services.

COMPENSATION FOR DAMAGE OF AN ARTICLE

Among the 100 institutional customers, 7 per cent of them have received compensation from courier units for the damages for the articles sent. Those who have not faced the problem of compensation for damage amount to 93 per cent. More than four-fifths of the institutional customers (93%) have not faced the problem of compensation for damage.

CONCLUSION

It is concluded that the institutional customers belonging to different types of organisation and different types of business have similar positive opinion on factors influencing courier services such as speed of delivery, safety, reasonable charges, reliability, proximity, value added services and service at all places.

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