

## **Perceived Level of Satisfaction by logistic operators - An Exploratory Study**

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### **ABSTRACT**

*The flow of goods from the manufacturers to the end users goes through various stages with the help of effective logistic operations. In order to identify the existing operations of Logistic through various modes of transportation, an empirical study was conducted in the study area i.e., Tamil Nadu, India. Simple Random Sampling method was employed to select the respondents in the various parts of the study area. Field survey technique was employed to collect the first-hand information from the selected sample respondents with the help of a well-structured questionnaire. The questionnaire covers information of various kinds such as personal Data, Sources of Logistic Operations, Reputation, Operations, Opinion of Operations, Flow of information, Insurance of Supply Chain Management. From these variables the main independent variables which affect Logistic Operations were chosen. Simultaneously the dependant variable i.e., Level of Satisfaction perceived on Logistic Operations was chosen for analyzing the data. The details of analysis and interpretation s are described in this article.*

## **I. Introduction**

Freight forwarding agents are one who specializes in arranging of shipping, insurance, and many of them today arrange land, sea and air transportation for goods. They take a major portion of the exporters work and their risks. On behalf of the shippers, they do all procedural and documentation formalities involved in the customs and port clearance. They also look after the warehousing and transshipment of cargoes before shipment of export consignments and after discharge of import cargoes, by the sea carriers.

There is another important aspect of their work-consolidation of shipments. A forwarding agent receives a large number of consignments and often groups together a number of small ones and, by putting them into one large consignment, obtain preferential freight rates from the shipping line or the airline. Otherwise the shipper of a small quantity of goods may pay a rather high freight charge.

Freight forwarding agents are licensed by the customs. The name and address of the freight forwarding agents operating from different ports can be obtained from customs house or from their local association. However selection of suitable forwarding agents is very important. The exporter should due care in various selecting criteria of fixing freight forwarder Viz., location, facilities rates, services, flexibilities and efficiency.

## **II. Need for the study**

Seaports across the world are witnessing rapid changes in the cargo handling technology and tools. The trend in global shipping has tended to increasingly favor deployment of large-sized and faster vessels, requiring deeper drafts at ports and highly efficient modes of cargo discharge to minimize detention time. The scientific and technological developments make the world a global village which enhances the trade between the importers/exporters. Freight Forwarders play a vital role in transacting the goods along with doing all the documentation work on behalf of the Exporters/Importers. Freight Forwarders are applying different formula for the effective Logistics business transaction.

The study aims at analyzing the functioning of the Freight Forwarders in Tamil Nadu and giving suggestions for improving their services. It throws light on the level of satisfaction obtained by the freight forwarders in the logistics operations in the study area

## **III. Scope of the study**

The present study covers the various aspects of functioning of Freight Forwarders (Logistics Operators) in Indian sea transportation industry. It highlights the Freight Forwarding operations, opinion towards the level of satisfaction perceived by them towards the logistics operations. Among all these aspects of freight forwarding operations, containerization is essential for speedy and safety reach. Hence, the study encompasses the role of freight forwarders in containerization.

## **IV. Objectives of the study**

The present study is aimed to analyze the following objectives empirically.

1. To limelight the overview of the Freight Forwarders (Logistics Operator's)
2. To analyze the contributions of Freight Forwarders in the marine trade.
3. To analyze the level of satisfaction obtained by the Freight Forwarders.
4. To suggest the ways and means for effective Sea transportation to enrich India's Maritime Trade.

## **V. Methodology of the study**

In the present study, an wide-ranging use of both primary and secondary data was made. The study has been made in an explanatory and investigative way.

### **Sampling design**

Judgment sampling was followed to select the sample respondent for the study. To obtain primary data, the researcher approached 300 respondents out of 640 registered freight forwarders in the area of Chennai, Tuticorin, Tirupur, Coimbatore and Karur. The data collected from the sample respondents has been subduced in to suitable tabulated forms.

### **Collection of data**

The study has been used both primary and secondary data.

### **Primary data**

The primary data collected from the selected respondents, viz., Logistics operators, freight forwarding agents and multi model transport operators in the study area. Field survey techniques were used to collect the first hand information from the respondents. A well structured interview schedule was prepared to collect data from the freight forwarders. Pilot study has been conducted with the help of the few sample schedules and necessary modification was carried down as and when required.

### **Secondary data**

The Secondary data was gathered from the records of freight forwarders association, internet sources and libraries in Bangalore, Tuticorin, Chennai and Coimbatore.

## **VI. Frame work of analysis**

The data collected were analyzed by applying the tools viz -

- Chi-square analysis, Average, Range, Standard Deviation, Percentage analysis, Two way table, and degree of freedom (significant level) has been used to identify the factors influencing the Freight Forwarders / logistic operations.

## **VII. Major findings of the study**

Major Findings of the study has been given in the following five heads:

### **Year of establishment and level of satisfaction on logistic operations**

The success of any organization depends upon the base of establishment along with the period of experience gained in the particular business. For the purpose of this study the year of establishment of Freight Forwarders was studied with the help of the length of period they had rendered the service from the date of incorporation which was classified into three categories namely, below 10 years period, 11-20 years period and above 20 years period. The sample consists of 103 (34.3%) respondents, who have crossed below 10 years of experience from the date of establishment, 141 (47.0%) respondents have been in the same field between 11 and 20 years of experience and 56 (18.7%) respondents have crossed above 20 years of period as Freight Forwarders in Logistics Operations. The distribution of sample respondents according to the year of establishment and their level of satisfaction on Logistic Operations are given in the following table:

TABLE NO. 1.1.

## Year of establishment and level of satisfaction on logistic operations

S.No.	Period	No. of Respondents	%	Average	Range		S.D
					Min	Max	
1	Below 10 yrs.	103	34.3	52.2	38	60	3.9
2	11-20 yrs.	141	47.0	53.0	35	60	4.1
	Above 20 yrs.	56	18.7	51.8	42	60	5.9
	Total	300	100				

It could be observed from the above table that the level of satisfaction perceived on Logistic Operations among the respondents who have been in the Freight Forwarding business with below 10 years of period ranged between 38 and 60 with an average of 52.2. The respondents having crossed 11 and 20 years of experience in Logistic operations have perceived the satisfaction ranged between 36 and 50 with an average of 53.0. On the other hand, the level of satisfaction perceived on Logistic operations expressed by the Freight Forwarders who had crossed above 20 years in the same field ranged between 42 and 60 with an average of 51.8. From the analysis, it is identified that the high level of satisfaction perceived on Logistic Operations was among the respondents who had crossed 11 and 20 years of experience as Freight Forwarders.

With a view to find the degree of association between the year of establishment of Logistics Operations and the respondent's level of satisfaction on Logistics operations, a two way table was prepared and is depicted in the following table:

TABLE NO. 1. 2.

## Year of establishment and level of satisfaction on logistic operations (two-way table)

S.No.	Period	Level of opinion of logistics operations			Total
		Low	Medium	High	
1	Below 10 yrs.	20 (30.3)	41 (40.2)	42 (31.8)	103
2	11-20 yrs.	22 (33.3)	54 (52.9)	65 (49.2)	141
3	Above 20 yrs.	24 (36.4)	7 (6.9)	25 (18.9)	56
	Total	66	102	132	300

It is evident from the above table that the percentage of high level of Satisfaction perceived on Logistics Operations was the highest (49.2%) among the respondents having 11-20 years of experience as Freight Forwarder and the same was the lowest (18.9%) among the respondents having crossed above 20 years of experience. The percentage of medium level of Satisfaction perceived on Logistic Operations was the highest (52.9%) among the respondents having 11-20 years of experience as Freight Forwarders and the same was the lowest (6.9%) among the respondents who had crossed above 20 years of service in Logistics Operations. On the Other hand, the percentage of low level of Satisfaction perceived by the Freight Forwarders on Logistic Operations was the highest (36.4%) among the respondents who had crossed above 20 years of service and the same was the lowest (30.3%) among the respondents having below 10 years of service as Freight Forwarders.

In order to find the relationship between years of establishment of Freight Forwarding business and the respondent's level of satisfaction perceived on Logistic operations, a Chi-Square test was employed and the results of the test are shown in the following table:

TABLE NO. 1.3.

**Year of establishment and level of satisfaction on logistic operations (chi-square test)**

Factor	Calculated $\chi^2$ Value	Table Value	D.F	Remarks
Period	23.799	13.277	4	Significant at 1% level

It is divulged from the above table that the calculated Chi-Square value is greater than the table value and the result is significant at 1% Level. Hence, the hypothesis “Year of establishment of Freight Forwarding business and the level of Satisfaction perceived by Freight Forwarders on Logistic Operations” holds good. From the analysis, it is concluded that there is a close relationship between years of establishment of Freight Forwarding business and the level of Satisfaction perceived on Logistic Operations.

**Nature of organization and the level of opinion of logistics operations**

Nature of organization plays a vital role towards their effective operations. The Style of Decision Making differs based on the volume of operations and the number of man power in the organization administering their activities. If it is a private limited company, the decisions are taken by the small number of members in an organization but whereas if it is a public limited company, they have to consult a large number of members in an organization. For the purpose of this study the nature of organization of Freight Forwarders was classified into four categories namely, Sole Proprietary Concern, Partnership Firm, Private Limited Company and Public Limited Company. The sample consists of 16 ( 5.3%) respondents who are Sole Proprietorship concern, 25 ( 8.3%) respondents are Partnership Firm, 234 respondents (78%) are Private Limited Company and 25 (8.3%) respondents are Public Limited Company as their nature of organization in Logistics Operations. The distribution of sample respondents according to the nature of organization and their level of satisfaction on Logistic Operations is given in the following table:

TABLE NO. 1.4.

**Nature of organization and level of satisfaction on logistic operations**

Sl. No.	Nature of organization	No. of Respondents	%	Ave rage	Range		S.D
					Min	Max	
1	Sole proprietary concern	16	5.3	54.1	48	57	3.3
2	Partnership firm	25	8.3	53.0	44	60	4.2
3	Private Ltd. company	234	78.0	52.5	38	60	4.4
4	Public Ltd. company	25	8.3	51.0	35	60	5.4
	<b>Total</b>	<b>300</b>	<b>100</b>				

It could be observed from the above table that the level of satisfaction perceived on Logistic Operations among the respondents who have been in the Freight Forwarding business as sole proprietorship concern ranged between 48 and 57 with an average of 54.1. The respondents in the Partnership firm have expressed their satisfaction ranged between 44 and 60 with an average of 53.0. The respondents in the Private Limited Company have expressed their satisfaction ranged between 38 and 60 with an average of 52.5. On the other hand the level of satisfaction perceived on Logistic operations expressed by the Freight Forwarders who are in public company ranged between 35 and 60 with an average of 51. From the analysis it is identified that the high Satisfaction on Logistic Operations was perceived and expressed by the respondents who are a Private Limited company.

With a view to find the degree of association between the nature of organization of Logistic Operations and the respondents level of Satisfaction on Logistic operations, a two way table was prepared and is depicted in the following table:

**TABLE NO. 1.5.**

**Nature of organization and level of satisfaction on logistic operations (two-way table)**

S.No.	Nature of organization	Level of opinion of logistics operations			Total
		Low	Medium	High	
1	Sole proprietary concern	2 (3.0)	3 (2.9)	11 (8.3)	16
2	Partnership firm	4 (6.1)	9 (8.8)	12 (9.1)	25
3	Private Limited company	51 (77.3)	83 (81.4)	100 (75.8)	234
4	Public limited company	9 (13.6)	7 (6.9)	9 (6.8)	25
	Total	66	102	132	300

It is highlighted from the above table that the percentage of high level of Satisfaction perceived on Logistic Operations was the highest (75.8%) among the respondents in Private Limited Company as Freight Forwarders and the same was the lowest (8.3%) among the respondents who belong to Sole proprietorship concern. The percentage of medium level of satisfaction perceived on Logistics Operations was the highest (81.4%) among the respondents in Private Limited Company as Freight Forwarder and the same was the lowest (2.9%) among the respondent who belongs to Sole proprietorship concern as Freight Forwarders in Logistic Operations. On the other hand the percentage of low level of satisfaction perceived by the Freight Forwarders on Logistic Operations was the highest (77.3%) among the respondents who are in Private Limited company as Freight Forwarders and the same was the lowest (3.0%) among the respondents who belong to Sole proprietorship concern as Freight Forwarders in Logistic Operations.

In order to find the relationship between nature of organization of Freight Forwarders and the respondent's level of Satisfaction perceived on Logistic operations, a Chi-Square test was employed and the results of the test are shown in the following table:

TABLE NO. 1.6.

**Nature of organization and level of satisfaction on logistic operations (chi-square test)**

Factor	Calculated $\chi^2$ Value	Table Value	D.F	Remarks
Nature of organization	7.602	12.592	6	Not Significant

It is seen from the above table that the calculated Chi-Square value is less than the table value and the result is Not Significant. Hence the hypothesis "Nature of organization and level of satisfaction perceived by Freight forwarders on Logistic Operations are not associated" does not hold good. From the analysis it is concluded that there is no relationship between the nature of organization of Freight Forwarders and the Level of Satisfaction perceived on Logistic Operations by the Freight Forwarders in the study area.

**Experience and level of opinion of logistics operations**

The success of any organization depends upon the period of experience gained in the particular business. For the purpose of this study the year of experience was studied with the help of the length of period they had rendered service from the date of incorporation. It was classified into four categories namely, Less than 5 years, 6-10 years, 11-20 years and above 20 years of period of experience. The sample consisting of 24 (8%) are having less than 5 years of experience from the date of establishment; 67 (22.3%) respondents having crossed 6-10 years of experience in the freight forwarding business; 144 (48%) have been in the same field between 11 and 20 years of experience and 65 (21.7%) respondents have crossed above 20 years of period as Freight Forwarders in Logistics Operations. The distribution of sample respondents according to the year of experience and their level of satisfaction on Logistic Operations are given in the following table:

TABLE NO. 1.7

**Years of experience and level of satisfaction on logistic operations**

S.No.	Experience	No. of Respondents	%	Ave rage	Range		S.D
					Min	Max	
1	Less than 5 years	24	8.0	50.9	48	57	2.7
2	6 to 10 years	67	22.3	52.6	38	60	4.1
3	11 to 20 years	144	48.0	52.9	35	60	4.2
4	Above 20 years	65	21.7	52.3	42	60	5.5
	Total	300	100				

It could be observed from the above table that the level of satisfaction on Logistic Operations among the respondents who have been in the Freight Forwarding business with less than 5 years of period ranged between 48 and 57 with an average of 50.9. The respondents having crossed 6-10 years of experience in Logistic operations have expressed their satisfaction ranged between 38 and 60 with an average of 52.6. The respondents having crossed 11 -20 years of experience in Logistic operations have expressed their Satisfaction ranged between 35 and 60 with an average of 52.9. On the other hand, the level of satisfaction perceived on Logistic operations expressed by the Freight Forwarders who had crossed above 20 years in the same field ranged between 42 and 60 with an average of 52.3. From the analysis it is identified that the high Satisfaction on Logistic Operations was perceived and expressed by the respondents who had crossed 11 and 20 years of experience as Freight Forwarders. With a view to find the degree of association between year of experience of Logistics Operations and the respondents level of satisfaction on Logistic operations, a two way table was prepared and is depicted in the following table:

**TABLE NO. 1. 8**

**Years of experience and level of satisfaction on logistic operations (two-way table)**

S.No.	Experience	Level of opinion of logistics operations			Total
		Low	Medium	High	
1	Less than 5 years	6 (9.1)	13 (12.7)	5 (3.8)	24
2	6 to 10 years	16 (24.2)	17 (16.7)	34 (25.8)	67
3	11 to 20 years	23 (34.8)	60 (58.8)	61 (46.2)	144
4	Above 20 years	21 (31.8)	12 (11.8)	32 (24.2)	65
	Total	66	102	132	300

It is evident from the above table that the percentage of high level of Satisfaction perceived on Logistic Operations was the highest (46.2%) among the respondents having 11-20 years of experience as Freight Forwarder and the same was the lowest (3.8%) among the respondents having less than 5 years of experience. The percentage of medium level of satisfaction perceived on Logistic Operations was the highest (58.8%) among the respondents having 11-20 years of experience as Freight Forwarders and the same was the lowest (11.8%) among the respondents who had crossed above 20 years of service in Logistic Operations. On the Other hand, the percentage of low level of satisfaction expressed by the Freight Forwarders on Logistics Operations was the highest 34.8% among the respondents who had crossed above 11-20 years of experience and the same was lowest (9.1% ) among the respondents who having less than 5 years of experience as Freight Forwarders.

In order to find the relationship between years of experience of Freight Forwarders and the respondents' Satisfaction on Logistics operations a Chi-Square test was employed and the results of the test are shown in the following table:

TABLE NO. 1. 9

Years of experience and level of satisfaction on logistic operations (Ch-square test)

Factor	Calculated $\chi^2$ Value	Table Value	D.F	Remarks
Experience	21.278	16.812	6	Significant at 1% level

It is clear from the above table that the calculated Chi-Square value is greater than the table value and the result is significant at 1% Level. Hence the hypothesis “Year of experience and level of satisfaction on Logistic Operations by the Freight Forwarders are associated” holds good. From the analysis it is concluded that there is a close relationship between years of experience of Freight Forwarders and the Level of Satisfaction perceived on Logistic Operations by Freight Forwarders.

### Income generated per annum and level of satisfaction on logistic operations

Income is very important for all the efforts which the company is taking. To increase the income generated by the freight forwarders, they have to keep their clients in their mind and they have to satisfy their clients. For the purpose of this study the income generated of the freight forwarders has been classified into four categories namely, Below 25 Lakhs, Between 25-50 Lakhs, Between 51 Lakhs – 1 Crore and above 1crore income per annum. The sample consisting of 20 (6.7%) are in the below 25 Lakhs; 30 (10%) respondents are generating their income between 25 – 50 Lakhs; 117 (39%) have been generating their income per annum between 51 Lakhs – 1 Crore and 133 (44.3%) above 1crore of income per annum in Logistic Operations. The distribution of sample respondents according to the income generated per annum and the level of satisfaction perceived on Logistic Operations is given in the following table:

TABLE NO. 1.10

### Income generated per annum and level of satisfaction on logistic operations

S. No.	Income	No. of Respondents	%	Ave Rage	Range		S.D
					Min	Max	
1	Below Rs.25 lakhs	20	6.7	49.6	46	57	3.0
2	Rs.25 to 50 lakhs	30	10.0	51.6	35	59	4.8
3	Rs.51 lakhs to 1 cr.	117	39.0	53.2	38	60	3.9
4	Above 1 cr.	133	44.3	52.6	42	60	4.8
	Total	300	100				

It could be observed from the above table that the level of satisfaction perceived on Logistic Operations among the respondents who are generating below 25 lakhs income per annum ranged between 46 and 57 with an average of 49.6. The respondents who are generating 25 – 50 lakhs in Logistic operations have expressed their satisfaction towards logistic operations ranged between 35 and 59 with an average of 51.6. The respondents who have generated income between 51 Lakhs – 1 Crore in Logistic operations have expressed their level of satisfaction ranged between 38 and 60 with an average of 52.2. On the other hand, the level of satisfaction perceived on Logistic operations expressed by the Freight Forwarders who are generating income of more than 1 Crore ranged between 42 and 60 with an average of 52.6. From the analysis it is identified that the high level of satisfaction on Logistic Operations was perceived and expressed by the respondents who are generating income of more than 1 Crore per annum in Freight Forwarding business.

With a view to find the degree of association between the income generated per annum and the respondent’s level of satisfaction on Logistics operations, a two way table was prepared and is depicted in the following table:

TABLE NO. 1.11.

**Income generated per annum and level of satisfaction on logistic operations  
(two-way table)**

S.No.	Income	Level of opinion of logistics operations			Total
		Low	Medium	High	
1	Below Rs.25 lakhs	7 (10.6)	11 (10.8)	2 (1.5)	20
2	Rs.25 to 50 lakhs	8 (12.1)	10 (9.8)	12 (9.1)	30
3	Rs.51 lakhs to 1 cr.	13 (19.7)	45 (44.1)	59 (44.7)	117
4	Above 1 cr.	38 (57.6)	36 (35.3)	59 (44.7)	133
	Total	66	102	132	300

It is evident from the above table that the percentage of high level of satisfaction perceived on Logistic Operations was the highest (44.7%) among the respondents generating income above 1 Crore, and also 51 lakhs – 1 Crore and the same was the lowest (1.5%) among the respondents who are generating income below 25 lakhs. The percentage of medium level of satisfaction perceived on Logistic Operations was the highest (44.1%) among the respondents income 51 lakhs – 1 Crore and the same was the lowest (9.8%) among the respondents income between 25 – 50 lakhs. On the other hand, the percentage of low level of satisfaction perceived by the Freight Forwarders on Logistic Operations was the highest (57.6%) among the respondents whose income is above 1 Crore and the same was lowest (10.6%) among the respondents who having below 25 lakhs of income per annum in the logistic operations.

In order to find the relationship between the Income generated per annum of Freight Forwarders and the respondent's satisfaction on Logistics operations, a Chi-Square test was employed and the results of the test are shown in the following table:

TABLE NO. 1.12.

**Income generated per annum and level of satisfaction on logistic operations  
(Chi-square test)**

Factor	Calculated $\chi^2$ Value	Table Value	D.F	Remarks
Income	22.379	16.812	6	Significant at 1% level

The above table reveals that the calculated Chi-Square value is greater than the table value and the result is significant at 1% Level. Hence the hypothesis "Income Generated per annum and the level of satisfaction on Logistic Operations by the Freight Forwarders are associated" holds good. From the analysis it is concluded that there is a close relationship between income generated per annum and the Level of satisfaction perceived on Logistic Operations by the Freight Forwarders.

### Wealth position and level of satisfaction on logistic operations

The name and the goodwill of the company are based on the wealth position of the company. All the companies should take more efforts towards maximizing their wealth position. For the purpose of this study the wealth position of the freight forwarders has been classified into four categories namely, Below 10 Crores, between 11- 25 Crores, between 26 Crores – 50 Crores and above 50 Crores of wealth. The sample consisting of 39 (13%) are in the below 10 Crores, 27 (9%) respondents wealth position between 11- 25 Crores, 80 (26.7%) possessed their wealth between 26 Crores – 50 Crores and 154 (51.3%) above 50 crores of wealth in Logistics Operations. The distribution of sample respondents according to the wealth position and the satisfaction perceived on Logistic Operations are given in the following table:

**TABLE NO. 1.13.**

**Wealth position and level of satisfaction on logistic operations**

S. No.	Wealth Position	No. of Respondents	%	Average	Range		S.D
					Min	Max	
1	Below Rs.10 Cr.	39	13.0	49.5	35	57	4.1
2	11 Cr. To 25 Cr.	27	9.0	51.2	38	57	4.0
3	Rs. 26 Cr. to 50 Cr.	80	26.7	53.4	46	60	3.9
4	Above Rs. 50 Cr.	154	51.3	53.1	42	60	4.5
	Total	300	100				

It could be observed from the above table that the level of Satisfaction perceived on Logistic Operations among the respondents who are having their wealth of 10 Crores ranged between 35 and 57 with an average of 49.5. The respondents whose wealth position lies between 11- 25 Crores in Logistic operations have expressed their satisfaction ranged between 38 and 57 with an average of 51.2. The respondents who possessed wealth between 26 Crores – 50 Crores in Logistic operations have expressed their satisfaction ranged between 46 and 60 with an average of 53.4. On the other hand, the level of satisfaction on Logistics operations expressed by the Freight Forwarders who are having wealth of more than 50 Crores ranged between 42 and 60 with an average of 53.1. From the analysis, it is identified that the high level of satisfaction on Logistic Operations was perceived and expressed by the respondents who are having wealth above 50 Crores in Freight Forwarding business.

With a view to find the degree of association between the Freight Forwarders' wealth position and the respondents' level of satisfaction perceived on Logistic operations, a two way table was prepared and is depicted in the following table:

TABLE NO. 1.14.

## Wealth position and level of satisfaction on logistic operations (two-way table)

S.No.	Wealth Position	Level of opinion of logistics operations			Total
		Low	Medium	High	
1	Below Rs.10 Cr.	16 (24.2)	15 (14.7)	8 (6.1)	39
2	11 Cr. to 25 Cr.	7 (10.6)	11 (10.8)	9 (6.8)	27
3	Rs. 26 Cr. to 50 Cr.	11 (16.7)	28 (27.5)	41 (31.1)	80
4	Above Rs. 50 Cr.	32 (48.5)	48 (47.1)	74 (56.1)	154
	Total	66	102	132	300

It is highlighted from the above table that the percentage of high level of satisfaction on Logistic Operations was the highest (56.1%) among the respondents with wealth position above 50 Crores, and the same was the lowest (6.1%) among the respondents who are having wealth below 10 Crores. The percentage of medium level of satisfaction expressed on Logistic Operations was the highest (47.1%) among the respondents wealth with position above 50 Crores, and the same was the lowest (10.8%) among the respondents with wealth between 11- 25 Crores. On the other hand, the percentage of low level of satisfaction expressed by the Freight Forwarders on Logistic Operations was the highest (48.5%) among the respondents whose wealth position is above 50 Crores and the same was lowest (10.6%) among the respondents who are having a wealth of 11-25 Crores in the logistics operations.

In order to find the relationship between the Wealth position of the Freight Forwarders and the respondents' level of Satisfaction perceived on Logistic operations, a Chi-Square test was employed and the results of the test are shown in the following table:

TABLE NO. 1.15

## Wealth position and level of satisfaction on logistic operations (chi-square test)

Factor	Calculated $\chi^2$ Value	Table Value	D.F	Remarks
Wealth Position	17.279	16.812	6	Significant at 1% level

It is seen from the above table that the calculated Chi-Square value is greater than the table value and the result is significant at 1% Level. Hence the hypothesis "Wealth Position and level of opinion on Logistics Operations by the Freight Forwarders are associated" holds good. From the analysis it is concluded that there is a close relationship between wealth position and the level of Satisfaction perceived on Logistic Operations.

### **VIII. Suggestions**

1. The activities of the freight forwarders are focusing the short term plan and all activities, communications and promotions of the freight forwarders should focus on maintaining long term customer relationships to retain existing customers, create customer loyalty and attract new customers.
2. The Customs officers can change their strategy and can receive the freight forwarders in a friendly and courteous way. It will create a long lasting relationship between the freight forwarders and the custom officers.
3. Proximity to the Container Freight Station (CFS) and Inland Container Depot (ICD) from the Chennai and Tuticorin ports to be facilitated.
4. Online Customs connectivity to port and Container Freight Station should be created.
5. Government of India should offer more attractive packages for the transshipment containers.

### **IX. Conclusion**

The seaports of India have played a historical role in the development of maritime trade and economy in India, for over 95 per cent of India's total cargo volumes. The last ten years of economic reforms in general and globalization in particular, have accelerated the process of change towards a more diversified commodity composition of trade. Though various problems are studied and highlighted in this research, the researcher specially notes that the freight forwarders in Chennai and Tuticorin are performing in an excellent manner. They are also very much enthusiastic and most dynamic personalities and have the willpower and courage to dominate the Germans container vessels operations.

Further, it is observed that, a very meager percentage of freight forwarders are applying supply chain management concept while a good majority of freight forwarders are not at all following the concept of supply chain management because most of them following sub agency system. In order to utilize the supply chain management concept at the optimal level a proper initiation should be made to encourage the freight forwarders this can be very easily achieved by the freight forwarders association, CII and government of India. Adequate training should be given to the freight forwarders on supply chain management concepts and also to avert the common problems faced by the freight forwarders.

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