



## Impact of Effective Logistics Strategies Towards Customer Satisfaction at Greenwich Meridian Logistics (India) Pvt. Ltd., Tirupur

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### ABSTRACT

Logistics strategy uses management principles to ensure the optimisation of workflow. It includes planning, implementing, and maintaining the efficiency of warehousing, goods flow, services, and information. Logistics operations tend to focus exclusively on the manufacturing process. The objective of the study is to analyse the logistics management at Greenwich Meridian Logistics (India) Pvt. Ltd., Tirupur. The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 132 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is some significant relationship between gender of the respondents and logistics relationship. It is suggested that important decisions must be taken from the customer's meeting and other meeting in order to have strengthened the logistic performance. It is concluded that the customer satisfaction can be achieved only by the service performance offered by the company especially from logistics side.

### INTRODUCTION

India's logistics are estimated account for about 14.4% of GDP. More than 22 million people rely on it for their income. The Department of Commerce's logistics division for India was established on 7th July 2017 and was given the responsibility of the Integrated Development of Logistics Sector. The Special Secretary to the Government of India is at the helm of the division and has been assigned the responsibility for the development of an action plan to facilitate the overall development of the logistics. Sector through policy changes, procedure improvements, identification of bottlenecks and gaps, and adoption of technology. Overall, India's logistics sector consists of 37 export promotion councils, 40 Participating Government Agencies (PCAs), 20 government agencies, 10,000 commodities and 500 certifications.

In 2019, the Indian logistics sector was valued at Rs. 15.1 lakh crore (US\$ 190 billion). The unorganised sector amounts to 99% of the logistics sector that includes owners of less than five trucks, brokers or transport companies' affiliates, small-scale warehouse owners, customs brokers and freight forwarders, among others. The global indices reflect the progress and developments in trade-related logistics over the years. The development of the logistics sector is also reflected by the fact that India scored 90.3% in the United UNESCAP's Global Survey on Digital and Sustainable Trade Facilitation conducted in 2021. Which is an exceptional improvement from the score it secured in 2019 of 78.5%, brought about by gains in the scores of five important indicators. The score has shown a consistent improvement, with scores of 63.4% and 67.7% secured in 2015 and 2017, respectively.

The logistics industry facilitates the trade entrepreneurial activities between two or more parties by transporting, storing, and delivering goods through B2B, B2C, or C2C supply chain networks. At the present time, logistics companies implement cargo transportation services by land, air, and water while adapting to the changing nature of economic patterns and digitization. As one of the backbones of international trade, the logistics industry worldwide was worth over 8.4 trillion euro's in 2021 and is expected to exceed 13.7 billion euro's by 2027. Correspondingly, global total logistics costs soared to nine trillion U. S. dollars in 2020. That represents 10.7 percent of the global Gross Domestic Product (GDP) of 85.24 trillion U. S. dollars that year.

The Asia-Pacific logistics market is the largest in the world, with a market size worth about 3.9 trillion U.S. dollars in 2020 alone. The leading position of the region is attributed to the expansion of trade routes and the shift of industrial production to Asian countries. For instance, container trade flow within Asia was larger than any trade lane in the world, amounting to a volume of 41.5 million TEUS in 2021.

Logistics Market Size was valued at USD 9,45,963.8 million in 2021. The logistics industry is projected to grow from USD 10,10,289.34 million in 2022 to USD 16,01,196.16 million by 2030, exhibiting a compound annual growth rate (CAGR) of 6.80% during the forecast period (2022 - 2030). The growing e-commerce industry and the rising need for logistical operations in collaboration are the key market drivers enhancing market growth

The global logistics market size reached a value of almost USD 9.96 trillion in the year 2022. The logistics market is further expected to grow at a CAGR of 6.3% between 2023 and 2028 to reach a value of almost **USD 14.37 trillion by 2028**

**According to Liudmyla Herasymova, Olha Zelenina (2021)** The purpose of the paper is to reveal the importance of logistics in improving the competitiveness of the enterprise, analysis of its logistics potential, development of recommendations for the use of logistics tools in the practice of the

enterprise. Results. This concept forms the basis of an enterprise's economic strategy: the logistics process is used as a tool in the competition. In today's environment, one of the main problems of domestic enterprises is the lack of logistics strategies designed for integrated supply chain management in order to optimise their resources. Unfortunately, there remains a lack of capacity to implement logistics approaches in their operations and to develop a logistics strategy in line with their own logistics potential. The importance of strategic planning in logistics is due to the possibility of developing strategic development programmes for companies, aimed at the optimal organisation of flow processes and increasing their competitiveness. Introduction of logistic approaches into the practice of PJSC "Odeskabel" and development of logistic strategy according to the own logistic potential can significantly reduce expenses of the enterprise and increase its competitiveness. Conclusion. The importance of strategic planning in logistics is due to the possibility of developing strategic development programmes for companies, aimed at the optimal organisation of flow processes and increasing their competitiveness.

[Maria Kamariotou \(2021\)](#) As logistics contributes to the entire strategic planning of a firm, e-business and IT applications support the implementation of strategic planning in a more efficient and effective manner. According to this view, previous scholars have ignored the importance of Information Systems (IS) planning in the selection and implementation of appropriate IS as per situation. This paper explores the Information Systems Planning (ISP) phases that influence the success of the process. Methods: Data were collected and analyzed using Regression Analysis by 73 IT managers for Greek Small and Medium Enterprises (SMEs) in the logistics sector. Results: The outcomes of the analysis show that executives ought to be informed about the strategic utilization of IS planning in order to improve competitive advantage. Furthermore, managers must also select the suitable IT facilities to align business strategy with the business structure. Conclusions: The outcomes support managers to focus on logistics functions and realize the importance of such ISP in logistics. As a result, selecting appropriate IS leads to increased competitive advantage, faster communication, support for the storage and retrieval of more accurate data, cost reduction and increased customer value.

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## OBJECTIVES OF THE STUDY

### Primary Objectives

- A study on Strategic Role of Logistics Management at Greenwich Meridian Logistics (India) Pvt. Ltd., Tirupur

### Secondary Objectives

- To analyze the logistics relationship between the company and the customers.
- To study the logistics service performance of the company.
- To investigate the customer satisfaction on the logistics services provided by the company.
- To examine the expectations of customers concerning logistics services provided by the company.
- To obtain suggestions from the respondents to enhance the strategies to implement in logistics management

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## RESEARCH METHODOLOGY

Research methodology may be defined as a documented prose work. Documented prose work means organized analysis of the subject based on borrowed materials with suitable acknowledgement and consultation in the main body of the paper. Research in management is partially important to find out different phenomena. Its purpose is to find answers to questions through the application of systematic and Scientific methods. "Research is an academic activity and a systematized effort to gain new knowledge".

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## RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The research design adopted for this study is Descriptive research design.

A descriptive research design may be concerned with the attitude /views of a people towards anything. It concerned with determining with which something occurs or how to variables are vary together. It is considered as rigid and formal.

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## SOURCES OF DATA

Data is collected from the employees of Klene Paks Ltd, Bangalore. The researcher had prepared a well structured questionnaire to study the employees' work life balance.

### Primary Data

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data is collected directly from the worker i.e., data collected with the help of questionnaire method. In case of descriptive research primary data can be obtained through observation or

through direct communication with respondents in one form or another or through personal interviews or through questionnaires. Questionnaires were employed to collect data.

### Secondary Data

Secondary data means already available data. Here the secondary data were collected from the company profile, websites, internet, journals etc. The researcher also collected information through primary sources as well as secondary sources.

## LIMITATIONS OF THE STUDY

- The study period is only few month, so time constraint.
- The data was only collected from 132 customers. It is not generalized.
- Some respondents did not provide proper answers to the questions.
- The present study has been limited to Tirupur only.

### HYPOTHESIS

- Chi-square analysis
- Correlation

## REVIEW OF LITERATURE

**Mamdouh Tlaty & Mohamed Moutmihi (2020)** The large outsourcing and refocusing movement, regarding the key skills, initiated by many companies, has made a new profession emerge: the one of the logistics service provider. The logistics service providers, along the multi-actor Supply Chains, are considered as real pilots of the interfaces and represent a radical innovation on the managerial, strategic and operational plan. Our article aims to bring a comprehensive literature review of this deep mutation, through a synthesis contribution that retraces the evolution of the logistics function towards the emergence of the logistics service phenomenon. In this article, we suggest to enlighten and analyze this mutation in a chronological way. Our reflexion is based on a literature review, which presents, in a first stage, the concept of logistics and Supply Chains: their definitions, conceptions and management. We will also review the best practices in the logistic field, with an overview of the trends in which these practices are a forming part.

**Gilles Neuber t (2021)** Today, logistics management requires a comprehensive set of performance indicators that measure both tangible assets and intellectual capital (IC) of organizations. Nevertheless, most of the measures used in the past mainly related to the financial aspect, although some specific components of IC, such as process efficiency and effectiveness, have been considered. Logistics literature lacks a comprehensive consideration of the diverse IC measures, and it is unclear which area of IC requires more focus and development. Therefore, to explore and identify an opportunity for improvement, this study reviews the academic literature related to IC measures in logistics management. This literature review considers 111 academic articles published between 1994 and 2016. Following the six dimensions of the IC-Index, all indicators obtained from the literature are classified according to IC elements. The key contribution of this review is that it addresses the following gaps in the literature: the limited adoption of comprehensive IC methods in logistics studies; underdevelopment of specific indicators and measures used; failure to consider all human capital as well as renewal and development elements; and, finally, lack of academic research considering the influences among the different IC elements and logistics and financial performance.

## PERCENTAGE ANALYSIS

### AGE OF THE RESPONDENTS

Age	No. of respondents	Percent
Below 20	33	25.0
21-30	51	38.3
31-40	24	18.3
41-50	11	8.3
Above 50	13	10.0
Total	132	100.0

Source: Primary Data

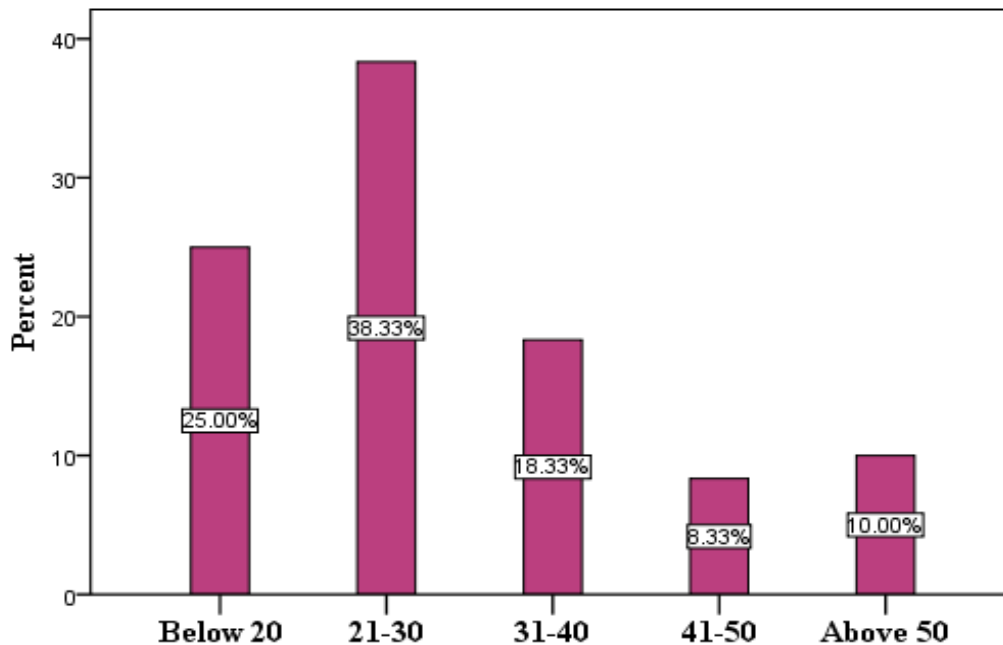
### INTERPRETATION

The above table shows that 25.0% of the respondents are in the age group of below 20 years, 38.3% of the respondents are in the age group of 21-30 years, 18.3% of the respondents are in the age group of 41-50 years, 8.3% of the respondents are in the age group of above 50 years.

Thus the majority of the respondents are in the age group of 21 - 30 years.

#### CHART NO: 4.2

##### AGE OF THE RESPONDENTS



#### TABLE NO: 4.3

##### EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Education	No. of respondents	Percent
Higher Secondary	15	11.7
Graduate	54	40.8
Post Graduate	24	18.3
Diploma	22	16.7
Others	17	12.5
Total	132	100.0

Source: Primary Data

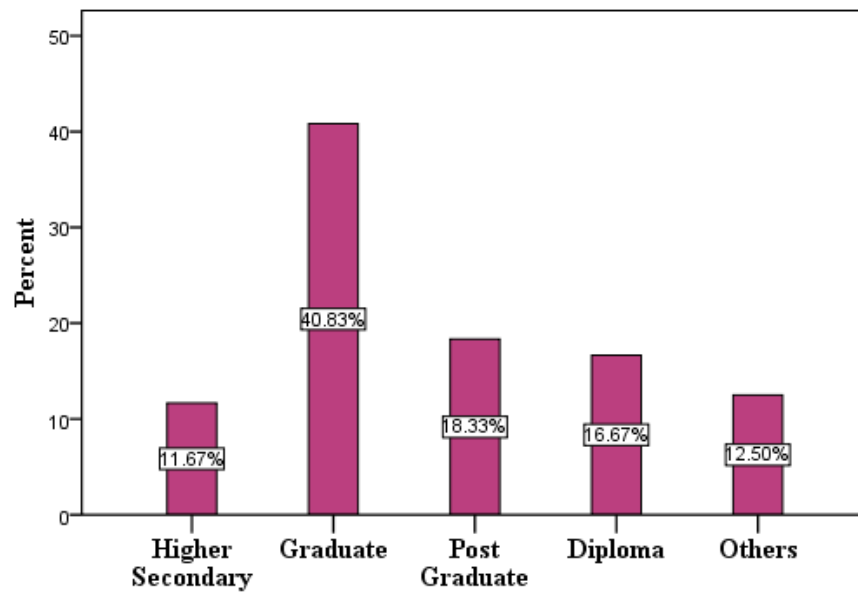
#### INTERPRETATION

The above table shows that 11.7% of the respondents have completed higher secondary, 40.8% of the respondents have completed graduate, 18.3% of the respondents have completed post graduate, 16.7% of the respondents have completed diploma and 12.5% of the respondents have completed others educational qualification.

Thus the majority of the respondents have completed graduate degree.

#### CHART NO: 4.3

##### EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



**TESTING OF HYPOTHESIS**

**CHI SQUARE ANALYSIS**

**RELATION BETWEEN THE GENDER OF THE RESPONDENTS AND LOGISTICS RELATIONSHIP**

**Null hypothesis (Ho):**

There is no significance difference between gender of the respondents and logistics relationship.

**Alternative hypothesis (H1):**

There is some significance difference between gender of the respondents and logistics relationship.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LOGISTICS RELATIONSHIP* GENDER OF THE RESPONDENTS	132	100.0%	0	.0%	132	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	132.000 <sup>a</sup>	17	.000
Likelihood Ratio	161.940	17	.000
Linear-by-Linear Association	87.262	1	.000
N of Valid Cases	132		

a. 27 cells (75.0%) have expected count less than 5. The minimum expected count is .30.

**INFERENCE**

As per the above table, it is inferred that the P value is .000; it is significant to 5% (0.05) significant level. The minimum expected count is .30. Thus null hypothesis is rejected and accept alternative hypothesis. It is found that there is some significant relationship between gender of the respondents and logistics relationship.

## CORRELATION ANALYSIS

### RELATIONSHIP BETWEEN EXPERIENCE OF THE RESPONDENTS AND SERVICE PERFORMANCE

#### Correlations

		EXPERIENCE OF THE RESPONDENTS	SERVICE PERFORMANCE
EXPERIENCE OF THE RESPONDENTS	Pearson Correlation	1	.970**
	Sig. (2-tailed)		.000
	N	132	132
SERVICE PERFORMANCE	Pearson Correlation	.970**	1
	Sig. (2-tailed)	.000	
	N	132	132

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

#### Inference:

The Above table indicates that out of 132 respondents, co-efficient of correlation between experience of the respondents and service performance is 0.970. It is below 1. So there is Positive relationship between age of the respondents and service performance.

## SUGGESTIONS

- The company must often conduct feedback from the customers in order to understand their wants and needs from the company to fulfill that.
- Important decisions must be taken from the customer's meeting and other meeting in order to have strengthened the logistic performance.
- The web portal must be a strong one to have effective information sharing with customers and its stakeholders.
- There must be updated information regarding bills settlements and due of the customers to share instantly to the customers and stakeholders to take decision.
- The customers must be informed in advance incase if there is any service delay for them.
- The customers queries and complaints must be answered properly to resolve that immediately.
- The company must convey the work in progress position and work completion with the customers as and when required for the customers convenience.
- The staff of the company must be very courteous with the customers as well as the logistics executives must be have good rapport with other department's staff.
- There must be highly exclusive value added services from logistics department side to all the departments in the company.
- The company must provide various range of logistics services for various customers by understanding their needs and requirements. It will help the company to have strategic advantage in the industry.
- The company must use the effective IT based services with updated technology for the customers in order to have logistics efficiency.
- The company must deliver the goods and services at promised time in order to obtain customers loyalty.
- The employees must be more flexible to deal with the customers and other department employees in order to offer effective logistics services.
- The logistics department must clear the official procedures properly within the time to have customer satisfaction.

- There must be quick and fast service provision from logistics department to have strong trustiness towards the department.
- The customers must be redressed their grievances without delay by the separate grievance cell by the company.

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