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A Study On Customer Satisfication Towards Export Documentation On Arnav Maritime Pvt.Ltd,Chennai.

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ABSTRACT
Exports are commodities and services produced by a seller in one nation and sold to customers in another country. In this Study I have analyzed the customer satisfaction towards Export documentation services provided by Arnav Maritime private limited, Chennai. I have conducted the research among the customers who have used the services of the company in last two months the using questionnaire design. Research has given information about how many customers like the services provided by the company which helps company to know the customer satisfaction through their services. In this research I found that customers are comfortable with the low pricing provided by the company. The research has given us many insights about the factors affecting the customer satisfaction and the impact. This research has helped the company in critical decision-making process in pricing and training of their employees.

KEYWORDS: Exporting, Documents, Customer Satisfaction.

I. INTRODUCTION OF THE STUDY

Exports are held to be one of the major components of international trade. After the LPG initiative, exporting and importing have heightened its pace of development. Exports have to be done by the country is bound to many formalities both legal and compulsory made by the nation.

Freight forwarding plays an important role in facilitating international trade, fulfilling several distinct functions. In basic terms they act on behalf of exporters to buy and manage transportation services. These usually include air or sea freight, as well as land transportation services to move goods from the shipper to the port.

FREIGHT FORWARDING PROCESS

Logistics is the ability to properly prepare the complex process of planning the movement, storage, as well as sending of services as well as items. This freight forwarding service is triggered by a freight forwarder, the 3rd party provider that designs and also schedules the logistics, as well as process shipment from one place to another. That forwarder directs goods as well as services through airplane, ship, train, trucks as well as several other vessels.

Documents required for Export.

- Pro-Forma Invoice
- Customs Packing List
- Country of Origin or COO Certificate
- Commercial Invoice
- Shipping Bill
- Bill of Lading / Airway Bill
- Bill of Sight

NEED AND SIGNIFICANCE OF THE STUDY

- To identify the factors affecting smooth flow of export documentation process in ARNAV MARITIME.
- To increase the efficiency level of the company.
- To reduce the damages of cargo and improve efficient utilization of man power.
- To improve the service and quality level of company.
- To know about the customer's perception, expectations and satisfaction on services of ARNAV MARITIME export Services.

STATEMENT OF THE PROBLEM

The study is of descriptive, nature regarding the different types of documents used in Arnav Maritime and also the procedure in the

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export. This study also helps in analyze the service requirements for export. In this it gives the result in the complexities faced by the customers and Arnav Maritime. It also gives the satisfaction level of the customers.

II. OBJECTIVES OF THE STUDY

Primary Objective

- To analyze the customer satisfaction towards export documentation procedure at ARNAV MARITIME PVT. LTD.

Secondary Objective

- To know the factor influencing customer satisfaction level while exporting the products
- To identify the customer needs with export documentation.

SCOPE OF THE STUDY

The study is of descriptive, nature regarding the different types of documents used in Arnav Maritime and the procedure in the export. This study also helps in analyze the service requirements for export. In this it gives the result in the complexities faced by the customers and Arnav Maritime. It also gives the satisfaction level of the customers.

LIMITATIONS OF THE STUDY

- More distance from Clients and Exporters.
- It concentrates mainly concentrates on documentation process.
- Limited Data collection.
- More distance from Handling of goods.

III. REVIEW OF LITERATURE

Leonidas C. Leonidou and **Constantine S. Katsikeas** mentions about the export development model. The first model, developed by the so-called Uppsala School of Scandinavian academics, emerged in the mid-1970s. Since then, other attempts have been made to comprehend the export development phenomenon, most notably in the late 1970s and, to a lesser extent, the late 1980s.

Bilkey and **Tesar** (1977) states that The perspective of a firm's increasing reliance on psychologically more distant nations has been conceived through the export development process.

IV. RESEARCH METHODOLOGY

According to Creswell, "Research is a process of steps used to collect and analyze information to increase The Company understanding of a topic or issue".

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

V. RESEARCH DESIGN

Research design is concerned with turning the research question into a testing project. The best design depends on your research questions. Every design has its positive and negative sides. The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results.

SAMPLING METHOD

Sampling technique is the process of studying the population by gathering information and analyzing that data. It is the basis of the data where the sample space is enormous. This study uses Non-Probability Sampling technique. In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process. This makes it difficult for all elements of a population to have equal opportunities to be included in a sample.

SAMPLE DESIGN

In this study Convenience sampling design is used. This method is dependent on the ease of access to subjects such as surveying customers at a mall or passers-by on a busy street. It is usually termed as convenience sampling, because of the researcher's ease of carrying it out and getting in touch with the subjects.

POPULATION

Here population is from the customers of Arnav Maritime pvt ltd , Chennai for last 3 months is 500.

According to De Morgan's table population is ,

Confidence Level = 95%

Margin of error = 5%

Sampling Size:

The sampling size for this research project is 217.

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1.SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

2. CHI- SQUARE ANALYSIS

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$\chi^2 = \frac{(O - E)^2}{E}$$

where

O – Observed value, E – Expected value

In general the expected frequency for any call can be calculated from the following equation.

$$E = RT \times CT / N$$

The calculated value of chi-square is compared with the table value of χ^2 given degrees of freedom of a certain specified level of significance. It at the stated level of the calculated value of χ^2 the difference between theory and observation is considered to be significant. Otherwise it is in significant.

3. ANOVA

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test measurements:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient,
MST = Mean sum of squares due to treatment
MSE = Mean sum of squares due to error

SUGGESTIONS

- Frequently communicate with the customer for getting the regular shipments from export/import and clearing and forwarders.
- Improve the customer relationship for getting more shipments from the customers through offer more benefits to them and offer additional service for the customers.
- Provide the safety of the cargos for the shipments and timely delivery of cargos and price deduction for giving more satisfaction for these in business.
- Arrange the carrier for export and import business in worldwide other overseas branches.
- Communicate with other business competitor and give the service and price better then competitor to avoid loss the shipment and customers.

VI. CONCLUSION

This Project helps to understand the customer satisfaction level on services provided by the company. During the period of study it helped to know the various process and risks involved in the export documentation process and it help me to understand various need of customers. Also 85% of the customers feel the quality and service the provided by the company is good. So the quality and service should maintain the same level. The Company Should improve the document delivery in time to avoid the loss of the customer in the company. A separate person should be appointed to communicate with the existing customers of the company to get more shipment and orders to the company.

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