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A Study on Client Perception towards Containerization Special Reference with voc Port

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ABSTRACT
Containerization is the practise of moving ingredients, raw materials, parts and finished goods from one location to another utilising specialised intermodal container assets, often known as shipping containers. The key is perception. Your ability to obtain financing may also be impacted by how your customers view your business. Customer perception has an impact on customer acquisition and retention. In other words, cultivating a favourable client perception is essential to your success. We've developed this client impression guide as a resource. What it is, why it's significant, and how to improve your own. Continue reading to gain a better grasp of how customer feedback affects revenue and discover what you can do to influence and enhance how customers view your company. This report represents the outcome of the research that was done centred on the primary goal of identifying how port employees feel about containerization. The study uses primary data sources, or questionnaire responses from customers at container terminals, to compile its findings. The containerization section of the traffic authority of the Voc port provided primary and secondary data for the study.

KEYWORDS
Client satisfaction, client satisfactory level, positive attitude.

I. INTRODUCTION

The practise of transporting goods in uniformly sized and shaped containers for shipping is known as containerization. A container can be used to hold almost anything, but it is very helpful when shipping manufactured items. It is a technique for distributing commodities that makes use of containers. In fact, using containers has made it easier to transport commodities. Exporters are not required to transport their goods to the seaport. Instead, the products can be delivered to the Container Freight Station or Inland Container Depot to be shipped to the destination.

CLIENT PERCEPTION - IMPORTANCE

Customers' perceptions of your brand and product are what you call them. They have developed this view as a result of each direct and indirect engagement they have had with your business. Client perception encompasses more than just whether or not consumers "like" you; it also includes the emotions and words that customers would use to describe your firm. You may enhance your marketing efforts, look for ways to give better services, and expand your business by knowing how your customers view your organisation. Before making a purchase, 93% of shoppers examine online reviews. This means that how potential buyers see your brand might be significantly influenced by your internet reviews. Although responding to bad reviews can help your brand's reputation, positive evaluations are obviously ideal.

INDUSTRY PROFILE

The Ministry of Shipping estimates that 70% of India's value and 95% of its volume of trade is carried out via maritime transport. The Ministry of Ports, Shipping, and Waterways was renamed by the Prime Minister, Mr. Narendra Modi, in November 2020.

COMPANY PROFILE

The chairman of the V.O. Chidambaranar Port Authority is Shri T.K. Ramachandran, an IAS. Rinkesh Roy, an IAS officer from the Tamil Nadu cadre's 1991 batch, was succeeded by Mr. Ramachandran, who also served as the chairman of the Paradip port. He was once the HR & CE Department's Principal Secretary.

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II. REVIEW OF LITERATURE

(Petr Kolar and Petr Jirsak, 2006) The goal of the upcoming study is to examine how logistics service providers (3PLs), international shipping lines, and multimodal transport operators (MTOs) view their clients and how they handle customer service issues.

(Yehuda hayut, 2008) In addition to changing some of the conventional port responsibilities, containerization and intermodal transportation systems have a significant impact on port structure and operation. They have also added new elements to port competitiveness, port hierarchy, and hinterland delineations.

(Arunava Roy, Ruturaj kadikar, 2011) Due to its great lightness, high portability, energy, resource, and storage efficiency, as well as its low cost and high performance, containerizations revolutionising numerous industries and having a significant impact on modern computer technology.

(Mathijs Jeroen Scheepers, 2012) Virtualization is used in contemporary cloud infrastructure segregate applications, maximise the use of hardware resources, and offer operational flexibility. However, traditional virtualization has a resource overhead Alternatives, include container-based virtualization, which may minimise overhead an increase datacenter utilisation.

OBJECTIVES

- To comprehend the various types of containers and the products that are conveyed via them.
- To research client expectations for containerization.
- To investigate how various clients view containerization.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is an arrangement of parameters for data collecting and analysis that seeks to balance procedural economy with relevance to the study goal. Descriptive research methods are employed.

SAMPLING DESIGN

Convenience sampling is used in this study. A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

SAMPLE POPULATION

Tuticorin is one of the 580 workers at VOC Port. For the study, 150 employees will be included in the sample. The number of samples is chosen from each stratum using the proportional allocation approach.
Sample size = 150

SAMPLING TECHNIQUE

A sampling technique is a definite plan for obtaining a sample from a given population. Sampling design refers to the technique or the procedure the researcher adopts for selecting items for the sample from the population.
This study adopted non-probability sampling technique. In a non-probability sample, individuals are selected based on non-random criteria, not every individual has a chance of being included.

STATISTICAL DESIGN

The data collected from the respondents were converted into readable for processing, classification and arrangements. The tools used for analysis are

- Percentage analysis
- Chi square analysis
- Correlation
- One-way Anova

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data. Percentage is used to describe relationship. Percentage can also use to compare the relationship.

$$\frac{\text{Number of respondents} \times 100}{\text{Total number of respondents}}$$

CHI – SQUARE TEST

Suppose we are given a set of observed frequencies obtained under some experiments and we want to test if the experimental results support a particular hypothesis or theory. Karl pearson developed a test for testing the significance of discrepancy between experimental values and the theoretical values are obtained under some theory of hypothesis. The test is known as goodness of fit.

$$x^2 = \sum(O - E)^2 / E$$

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CORRELATION ANALYSIS

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation. The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variables while removing the effect of none or two other variables.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ONE-WAY ANOVA

A statistical analysis tool that separates the total variability found within a data set into two components:

- Random factor
- Systematic factor

The random factor does not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact of independent variables have on the dependent variable in a regression analysis.

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

The ANOVA test is used as the first stage in examining the variables that influence a certain data set. After the test is complete, an analyst runs additional tests on the procedural elements that measurably contribute to the inconsistent nature of the data set. In order to produce more data.

ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS CORRELATION ANALYSIS

EXPERIENCE IN THE FIELD OF CONTAINER HANDLING			
SL. NO	EXPERIENCE	RESPONDENTS	PERCENTAGE
1	1 to 5	30	20%
2	6 to 10	40	26.66%
3	10 to 15	50	33.33%
4	Above 15	30	20%
Total		150	100

INTERPRETATION:

Table 3shows the 20% clients 1 to 5, 6 to 10 clients 26.66%, 11 to 15 clients responded 33.33%, above 15 of the responded 20%.

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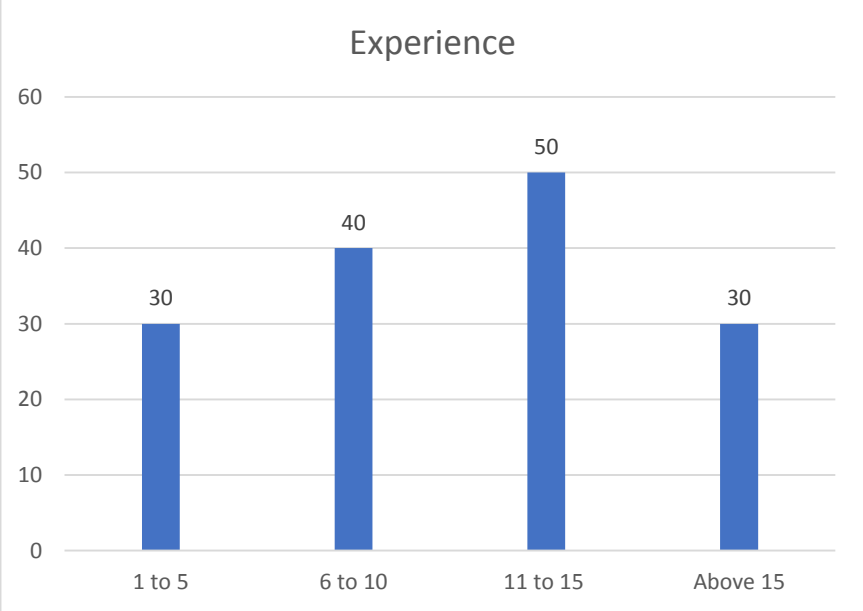

INTERPRETATION:
The above graph tells that majority of the client 11 to 15 years' experience in the field of container handling**.**

CHI-SQUARE ANALYSIS
Association between container terminal in voc port cover all the expectation of the clients and the container terminal charge are affordable

Hypothesis testing
Null hypothesis H_o:
There is no association between container terminal in voc port cover all the expectation of the clients and the container terminal charge are affordable.
Alternate hypothesis H_1:
There is an association between container terminal in voc port cover all the expectation of the clients and the container terminal charge are affordable.

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	189.323[a]	9	.001
Likelihood Ratio	131.389	9	.001
Linear-by-Linear Association	57.958	1	.001
N of Valid Cases	150		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .12.			

Interpretation:
From this test, the minimum count is 12. But low cell has expected count more than 5. So, null hypothesis is rejected, accepted the alternate hypothesis. There is significant relationship between container terminal in voc port cover all the expectation of the clients and the container terminal charge are affordable.

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CORRELATION ANALYSIS

Relationship between rental price of the container lines are affordable and container terminal charge are affordable.

Hypothesis testing

Null hypothesis(h_0):

There is no significant relationship between rental price of the container lines are affordable and container terminal charge are affordable.

Alternate hypothesis(h_1):

There is significant relationship between rental price of the container lines are affordable and container terminal charge are affordable.

Correlations			
		Is the container terminal charge are affordable	Is the rental price of the container lines are affordable
Is the container terminal charge are affordable	Pearson Correlation	1	.696**
	Sig. (2-tailed)		.001
	N	150	150
Is the rental price of the container lines are affordable	Pearson Correlation	.696**	1
	Sig. (2-tailed)	.001	
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation:

The above table shows that, coefficient of correlation between relation between rental price of the container lines are affordable and container terminal charge are affordable after obtain is 0.696 It is below 1. So, there is low positive relationship between rental price of the container lines are affordable and container terminal charge are affordable.

ONE WAY ANOVA

Relationship between experience in the field of container handling and Is container freight station essential for shipping.

Hypothesis testing

Null hypothesis(h_0):

There is no significant relationship between experience in the field of container handling and Is container freight station essential for shipping.

Alternate hypothesis(h_1):

There is significant relationship between experience in the field of container handling and Is container freight station essential for shipping.

ANOVA					
experience in the field of container handling					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	104.939	4	26.235	100.445	.001
Within Groups	37.611	144	.261		

Total	142.550	148			

Interpretation:
The above table shows that the P value 0.001 is more than 0.05. so, there is no significant difference in the mean scores of the respondents based on the satisfaction toward experience in the field of container handling with respect to the experience of the respondents. It is inferred that experience of the respondents does not influence satisfaction toward experience in the field of container handling.

IV. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

- 58% 20 TUEs size container mostly used to transport in voc port.
- 80% of the client agree the container fright station essential for shipping.
- 80% of the client agree the container scanning facility prevent illegal goods to enter into a country.
- 76% of the clients agree the tracking system in container lines helps to locate the container.
- 82% of the clients agree the rental price of the container lines are affordable.
- 78% of the clients agree the documentation essential for container transportation.
- 70% of the clients' respondents all the above for advantage of container.
- 80% of the clients agree the container terminal charge affordable.

SUGGESTIONS

- The port administrative office staff wants to give proper response to the clients
- The green gate staff wants to hand the clients in good manner
- The port administration has to provide all the essential facilities to the clients like drinking water, restroom facilities etc in between green gate to container terminal.
- The port administration has to build more restroom facilities inside the port.
- In green gate all the gate wants to open because it controls the traffic.

CONCLUSION

Although capabilities vary, the utilisation of logistics is rising across most industries. AI is starting to drive the logistics sector. By removing tedious and repetitive procedures, containerization has a great chance of enhancing the maritime sector's quality and efficiency. For the organisation to benefit from goodwill, containerization in cargo handling must be implemented with the finest employee and client perception. The report claims that clients receive excellent support and practical welfare measures. The vast majority of respondents are happy with the containerization facilities in the port and think that they will boost productivity and growth within the organisation as well as speed up the completion of daily chores. Therefore, the containerization facilities in the company have earned the total satisfaction of its clients the port.

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