



# A Study on Client Preception towards Warehousing Facilities with Special Reference to VOC Port Authority

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## ABSTRACT

*Client perception is the aspect to know how much the client is satisfied towards the organization it is the most essential aspect that can drive the clients towards the organization. It should be noted that a satisfied client will surely help an organization to satisfy and put effort towards the unsatisfied client. This report is the result of the study undertaken based on primary objective to identify the perception of clients towards warehousing facilities in the VOC port. The study is carried out with the help of primary sources of data i.e., questionnaire method, from the responses given by clients and about their satisfaction on warehousing facilities in VOC port. The study provides detailed analysis on client perception towards warehousing facilities and the major factor influencing perception of clients. The study was based on primary and secondary data obtained from the clients using warehousing facilities of the VOC Port.*

**Keywords:** Warehousing facilities, client perception

## I. INTRODUCTION

Customer/Clients perception refers to the customer's opinion of your business or products. It summarizes how customers feel about your brand including every direct or indirect experience they've had with your company. By monitoring customer perception, your businesses can spot common user pain points and improve the customer journey. Measuring customer perception requires you to gather a variety of qualitative and quantitative customer data. You'll need to look at resources like product usage reports, NPS® surveys, and customer interviews to get an accurate view of customer perception. If you don't have this data, consider adopting customer feedback tools to help you collect this information from your customer base. According to a recent survey, 1 in 3 customers will leave a brand they love after just one bad experience. In other words, we're not far from a world where your customers' perception of both your brand and

quality of service could take precedence over traditional competitive advantages like pricing, features, or usability. And if you're not currently investing in your customer experience and perception, you're at risk of falling behind.

## WAREHOUSING:

Warehousing is the act of keeping items for subsequent sale or distribution. While a small, home-based firm may store items in a spare room, cellar, or garage, bigger enterprises often own or rent space in a structure intended expressly for storage. Another meaning of warehousing is that the procedure of storing physical products in a specialized warehouse or storage facility until they are sold or dispersed. Warehouses keep things safely and securely in an orderly manner, allowing you to trace where they are stored, when they arrived, how long they have been there, and the quantity on hand.

## Company & Industry Profile:

### Vision:

“To become a pioneer in providing quality and efficient cargo handling facility in South India and its Hinterland”.

### Mission:

To provide Efficient Seaport and Logistics services of the Best Value to our customers.

### Values of Mission:

- Total satisfaction of customers.
- Partnership with stakeholders.
- Commitment to Quality Team Work.

### Objectives:

- To augment capacity of the port by developing International Standard Infrastructure and installation of modern equipment.
- To improve the drought in-front of the berths to handle bigger size vessels according to the requirements.



- To enhance road and rail facility to improve speedy and safe evacuation of cargo facility.
- To improve the green cover in the port premises to maintain eco-friendly environment.

#### STATEMENT OF THE PROBLEM

- Client Perception should be good and faithful towards the organization and the clients should be get satisfied with the services done by the organization, it is required to run business with goodwill.
- Above all the project study it serves that retaining client's perception is one of the biggest problems that plague companies in the competitive marketplace not only in warehousing services, but in all the sectors and industries.
- On the whole, the study may describe how to provide client perception for the clients and the factor influencing perception of clients, while at the same time securing their trust and loyalty towards the organization.

#### OBJECTIVES OF THE STUDY PRIMARY OBJECTIVE

A study on client's perception towards warehouse facilities with special reference to VOC port.

#### SECONDARY OBJECTIVES

- To understand the warehouse facilities available in the port.
- To know the different ways of storage of stocks and products in the warehouse.
- To study the expectations of clients in the warehouse.
- To study the different client's perception towards warehouse maintenance.

#### Need and Significance of the study:

- The study is required to find out the Clients perception towards warehousing facilities in the VOC Port.
- The study is also required to evaluate the major factor influencing perception of clients.
- It is also required to provide suggestions based on client perception in upgrading the port warehouse and fixation of warehouse charges.

#### LIMITATIONS OF THE STUDY

- The study is only focused on Tirupur, and since only S.P Apparels Ltd. provided data, it is not appropriate for medium- or large-scale businesses.

- The 152-person sample size used in the study is based on the participants' perspectives.
- Due to several respondents' improper responses to the sales point, the researcher found it challenging to gather the questionnaire.
- The project barely lasted a short while.
- Therefore, there was a time limit.

#### COMPANY PROFILE VOC PORT AUTHORITY

India has 12 major and 200 non-major/intermediate ports (under state government administration). Jawaharlal Nehru Port Trust is the largest major port in India, while Mudra is the largest private port. Jawaharlal Nehru Port becomes first 100% Landlord Major Port. Moreover, India is one of the world's top 5 ship recycling countries and holds 30% share in the global ship recycling market. Approximately 95% of the country's trade by volume and 68% by value is moved through Maritime Transport. The overall installed capacity of the major ports in India has increased over 76% to reach 1,561 MTPA in Mar 2021, vis-a-vis 872 MTPA in March 2014. Moreover, the total traffic handled by these major ports has reached to 672 MT during 2020-21. During the same time, non-major ports in India handled a total cargo throughput of around 580 MT, taking the total cargo handled by all Indian ports to over 1,250 MT.

#### Retail Division

Under the name "Crocodile," S.P Apparels Ltd., Tirupur produces and sells male clothing in India. It holds the sole right to produce, sell, and distribute goods in India under the "Crocodile" name. The business utilizes its own sales and distribution network as well as external e-commerce platforms to market and sell products under the "Crocodile" brand. In order to sell, advertise, and distribute "Crocodile" items, the company also has agreements with distributors.

## II. REVIEW OF LITERATURE

**Richard Wilding, Rein Juriado** This paper investigates customer perceptions on three key logistics outsourcing decisions: why to outsource, what to outsource and how to manage satisfaction within third party logistics providers (3PLs) partnerships. In addition to an analysis of the current literature, a Europe- wide postal and telephone survey revealed that outsourcing in the consumer good industry is heavily service driven



and focused on the traditional logistics functions. The key findings of the work are that cost aspects play a smaller role for outsourcing in the consumer goods industry than anticipated, and that performance measurement systems will require increased sophistication over the coming years. It was found that a considerable number of consumer goods companies admitting that soft issues, such as cultural incompatibility and poor communication, may lead to the failure of the 3PL partnership.

**So Young Lee** The purpose of this paper is to prove the linkage between environmental satisfaction and work outcomes; to investigate how employees perceive characteristics of their physical environment and what they expect of their workplace; and to consider the usefulness of gap approach in measuring employees' expectations. Satisfaction with the workplace was positively associated with job satisfaction. Using linear regression analysis, no significant difference was found between perception- based measures and gap measures for explaining work environment satisfaction. However, results propose that physical environmental status below expectation levels leads to dissatisfaction, but exceeding expectation levels does not increase satisfaction levels.

**Soren GraungaardPedersen, Jan Stentoft Arlbjorn** The purpose of this paper is to explore the major drivers behind the choice of centralising versus decentralising warehousing locations from a small- and medium- sized enterprise (SME) perspective. Previous literature has investigated this solely from a large company perspective. The paper has two findings: existing literature does not deal with the difference between SMEs and large companies when speaking of centralised vs decentralised warehousing; and the difference between SMEs and large companies with regard to centralised vs decentralised warehousing lies in the fact that SMEs generally have scarcity in competences and fewer resources, have fewer advantages of economies of scale in a centralised setting, and, finally, have fewer management resources to carry out a centralization project.

**Emanuel Melachrinoudis, Hokey Min** A real-world application involving the relocation and phase-out of a combined manufacturing plant and warehousing facility is presented in this paper. The relocation and phase-out decision was called for to adapt to dynamic changes in business environments surrounding the firm's supply chain operations. Such

changes include changes in supplier and customer bases, distribution networks, corporate re-engineering, business climate, and government legislation. To aid management in formulating more effective relocation strategy, we assess the viability of the proposed site from multi-echelon supply chain perspectives and determine the optimal timing of relocation and phase-out in the multiple planning horizon using a dynamic, multiple objective, mixed-integer programming model.

### III. RESEARCH METHODOLOGY

Research is undertaken within most professions. Methodology means the way through which we find out the favourable result. The method that is used can be of many types but it should be easy as well as we must get the result.

#### RESEACH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design used is descriptive.

#### METHODS OF DATA COLLECTION

The study basically uses primary and secondary data.

##### 1. Primary Data

The primary data are those, which are collected as fresh and for the first time and a sample survey method was used in the study. Personal interview was conducted with a help of questionnaire prepared for the study.

##### 2. Secondary Data

The secondary data are collected from articles, journals and websites.

##### Sampling Method

Sampling is the use of a subset of the population to represent the whole population or to inform about (social) processes that are meaningful beyond the particular cases, individuals or sites studied.

##### Sample size

The sample size selected for the survey is 150. The sample size determination was purely by intuition.



### DATA ANALYSIS AND INTERPRETATION

Correlations			
		Affordability in port warehouse charge	Satisfaction level on the services provided in the port warehouse
Affordability in port warehouse charge	Pearson Correlation	1	.624**
	Sig. (2-tailed)		<.001
	N	150	150
Satisfaction level on the services provided in the port warehouse	Pearson Correlation	.624**	1
	Sig. (2-tailed)	<.001	
	N	150	150

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

#### CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation coefficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

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

#### Relationship between Affordability in port warehouse charge and Satisfaction level on the services provided in the port warehouse

##### Hypothesis testing

##### Null hypothesis (H<sub>0</sub>):

There is no significant Relationship between Affordability in port warehouse charge and Satisfaction level on the services provided in the port warehouse.

##### Alternative hypothesis (H<sub>1</sub>):

There is significant Relationship between Affordability in port warehouse charge and Satisfaction level on the services provided in the port warehouse

##### Interpretation:

The above table shows that the Coefficient of Correlation between Relationship between Affordability in port warehouse charge and Satisfaction level on the services provided in the port warehouse after obtain 0.624. It is below 1. So, there is positive relationship between Affordability in port warehouse charge and Satisfaction level on the services provided in the port warehouse.



### CHI-SQUARE ANALYSIS

The Chi- square test is one of the simplest and most wickedly used non parametric tests in statistical work. The quantity  $\chi^2$  describes the magnitude at the discrepancy between theory and observation.

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

O = Observed Frequency, E = Expected Frequency

In generated expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT * CT}{N}$$

E = Expected frequencies, RT = The Row Total for the Row containing the cell

CT = The Column Total for the Column containing the cell, N = The total number of observations.

### Relationship between Mostly stored Goods inside the port warehouse and Preference of warehouses inside the port warehouse

#### Hypothesis testing

#### Null hypothesis (Ho):

There is no significant Relationship between Mostly stored Goods inside the port warehouse and Preference of warehouses inside the port warehouse.

#### Alternative hypothesis (H1):

There is significant Relationship between Mostly stored Goods inside the port warehouse and Preference of warehouses inside the port warehouse.

Mostly stored Goods * Preference of warehouses inside the port warehouse Crosstabulation					
Count		Preference of warehouses inside the port warehouse			Total
		Open yard	General Cargo Warehouse	Transhit Shed	
Mostly stored Goods	Coal	102	6	6	114
	Fertilizers	3	0	0	3
	Gypsum	27	6	0	33
Total		132	12	6	150

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.699 <sup>a</sup>	4	.103
Likelihood Ratio	8.342	4	.080
Linear-by-Linear Association	.041	1	.839
N of Valid Cases	150		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .12.

#### Interpretation

From this test, the minimum expected count is 0.12 but the low cells have an expected count less than 5. So, the Null hypothesis is rejected and it accepted the alternative hypothesis. There is significant Relationship between Mostly stored Goods inside the port warehouse and Preference of warehouses inside the port warehouse.



#### IV. FINDINGS

- Majority 46% of the clients agree that the port warehouse charges are affordable for them.
- Majority 62% of the clients responded that the customer service inside the port warehouse is done in very good manner.
- Majority 50% of the clients agree that the port warehouses are better than the private warehouses.
- Majority 48% of the clients agree that they are comfortable with the rules and regulations for storing goods inside the port warehouse.
- Majority 50% of the clients agree that the port warehouses are cost effective than the private warehouses.
- Majority 54% of the clients responded that they are treated in very good manner for availing port warehousing facilities.
- Majority 54% of the clients agree that the port warehouse covers all their expectations.
- Majority 48% of the clients agree that they are convenient with the delivery service provided by the port warehouse.

#### V. SUGGESTIONS

The port warehouses should be maintained in better manner that the clients will never prefer private warehouses. Better maintenance in port warehouse increases the number of clients. The port warehouses charges are affordable to some of the clients. If it may decrease the port warehouse charge, all the clients can afford the port warehouse with a lesser amount. The customer service provided in the port warehouse should get improved, so that it can get satisfaction from the clients, the satisfaction increases the goodwill and increase the number of clients. The clients also refer other clients for using port warehouse. The port warehouse should cover all the expectations of the clients for retaining clients and referring other clients to use port warehouse

#### VI. CONCLUSION

The bulk quantity of goods from several countries are imported through sea transport. The cargo is handled in the port and it should be get stored in the warehouse till the client took over the delivery of goods. The documentation process for the imported cargo took a period of time for getting

clearance and taking the delivery of the goods. So, the goods can only be stored in the port warehouse. The port warehouse should provide modern facilities to store the goods in the warehouse. In this study it is founded that the clients are satisfied with the warehousing facilities inside the port. The port warehouse should provide the services such as free transportation, free sortation, free packing and labelling, free loading and unloading and also provide security features like cameras, security guards, pallets, fire control etc. The warehousing facilities should get digitalized and it should provide insurance facilities for the goods stored. It should be cost effective and better than private warehouses. The port warehouses should also get improved and maintained properly warehouses for better customer satisfaction and customer retention and for referring other customers to use the port warehouses to store goods.

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