



A Study on Satisfaction Level of Clients Towards Service Provided By Exim Consultants

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ABSTRACT: This study examines the satisfaction levels of clients utilizing the services of EXIM consultants. By employing quantitative and qualitative research methods, the analysis focuses on key satisfaction metrics including service quality, responsiveness, expertise, and overall client experience. Data were collected through client surveys and interviews, revealing that clients generally perceive EXIM consultants as proficient and reliable, with particular appreciation for their expert knowledge and timely support. However, areas for improvement were identified, such as enhancing communication clarity and reducing turnaround times. The findings aim to provide actionable insights for EXIM consultants to refine their service delivery and enhance client satisfaction.

Key words: Working Capital, Performance, Service Quality, Expertise

I. INTRODUCTION

Import export consultant can help and eliminate issues regarding shipping goods. There is a lot of documentation required whenever shipping freight internationally and a consultant can help to easily navigate the process.

Freight is shipped and received internationally every single day, import export consultants make these processes smoother for the supplier and intended recipient. If a business runs into issues while shipping goods regarding tariffs, shipping insurance, or tax compliance, an import export consultant could be the solution. They are responsible for helping businesses acquire necessary documents to move freight in and out of countries.

Experience with moving an assortment of goods across borders. Moving freight in and out of countries requires various documents such as bills of

lading, commercial invoices, freight shipping forms and more. If your business import export consultants require a strong logistics background and plans on shipping goods to Canada, the United States or Mexico, a USMCA certificate of origin is required. An import export consultant could obtain the document and help a manufacturer fill out, sign, and notarize the document.

Custom brokers can be traced back to ancient times when goods were transported across borders, and traders faced the complexities of international trade regulations and taxes. However, the modern customs brokerage industry, as we know it today, began to take shape during the 19th and early 20th centuries.

Import-export consulting, like that of customs brokers, can be traced back to the ancient roots of international trade. As trade between different regions and civilizations grew, there arose a need for experts who could navigate the complexities of cross-border commerce. However, the formalization of import-export consulting as a distinct profession is more recent and evolved with the development of modern international trade systems.

II. OBJECTIVES OF THE STUDY

- To determine the factors that influence the client satisfaction at Exim Consultants in Chennai
- To identify the specific aspects of the services that clients are most satisfied with and least satisfied with
- To assess the association between the clients and services provided by Exim consultants in Chennai



III. LIMITATIONS OF THE STUDY

Financial analysis is based upon monetary information. As the financial statements are prepared on the basis of a going concern, it does not give exact position.

IV. STATEMENT OF THE PROBLEM

The satisfaction level of clients towards the services provided by Exim Consultants in Chennai is a critical determinant of the success and sustainability of these consultancies. By comprehensively understanding these key components, Exim Consultants can not only tailor their service offerings to align with client expectations but also address potential pain points, enhancing overall client satisfaction.

V. REVIEW OF LITERATURE

Abdullah, A. B., et al. (2015). "Determinants of Customer Satisfaction in the Logistics Industry: A Study of Third-Party Logistics Service Providers in Malaysia." This study explores determinants of customer satisfaction, providing insights relevant to client satisfaction in service industries.

Al-Abdali, N., et al. (2017). "Measuring Service Quality in the Freight Forwarding Industry in Saudi Arabia: A Study from the Customers' Perspective." Focusing on the freight forwarding sector, this work investigates service quality dimensions impacting customer satisfaction.

Saganvii (2017) in his paper perhaps the first theoretical paper on the theory of working capital

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN:

The type of research conducted for this study is descriptive research. Descriptive research includes survey fact-finding enquires of different kinds. The main purpose of descriptive research is to describe the state of affairs as it exists at present.

POPULATION

A set of elements from which a subset may be drawn. A population is an entire group of people, objects, or events in a category. The population in this study is the total number of employees in the EXIM consultants is 50.

management, studies the need for management of working capital accounts and said that it could be importantly affect the health of the firm. He concluded that there should be a theory on working capital. He suggested that money manager should take his decisions on the basis of cash budget and total current assets position rather than on the basis of traditional working capital ratios. This is important because efficient money manager can avoid borrowing from outside even when his net working capital position is low. The study pointed out that there was a need to improve the collection of funds but it remained silent about the method of doing it. Moreover, this study is descriptive without any empirical support.

Cronin Jr, J. J., & Taylor, S. A. (2012). "Measuring Service Quality: A Reexamination and Extension." This classic work reexamines service quality measurement, providing insights into its impact on customer satisfaction across various sectors.

Ding, H., & Hu, M. Y. (2016). "The Influence of Logistics Service Quality on Customer Satisfaction and Loyalty: A Case Study of China Freight Industry." Focusing on logistics, this study investigates how service quality affects satisfaction and loyalty in the freight industry.

Ennew, C. T., & Binks, M. R. (2009). "The Impact of Service Quality and Service Characteristics on Customer Retention: Small Businesses and Their Banks in the UK." Examining service quality's impact on retention, this study provides insights applicable to client satisfaction dynamics.

SAMPLING UNIT:

Sampling unit is in EXIM Consultants at Coimbatore.

CENSUS OF DATA:

A census is a survey conducted on the full set of observation objects belonging to a given population or universe. A census is the complete enumeration of a population or groups at a point in time with respect to well defined characteristics: for example, industry, frequency of services.

In this study, the researcher approached all the 50 population and was able to collect responses from the sample size of 50.



Data Collection Method

The data required for the study have collected from both primary and secondary data source.

Primary data

The Primary data have been collected directly from the employees in EXIM consultants.

Secondary data

Secondary data have been collected through official website, non-official websites, books, journals, and internet.

STATISTICAL TOOLS USED

The following statistical tools have been used to analyse and interpret the collected data.

- Percentage Analysis
- Chi-Square
- Regression

RESEARCH HYPOTHESES

- H1: There is significant association between the company size and frequency of service usage at EXIM consultant Pvt Ltd.
- H2: Service delivery has a significant influence on the client's overall relationship with EXIM consultant pvt ltd.
- H3: Expertise and responsiveness have a significant influence on the client's overall relationship with EXIM consultant pvt ltd.
- H4: Relationship and trust have a significant influence on the client's overall relationship with EXIM consultant pvt ltd.

Percentage Analysis:

Percentage analysis is a method of expressing the relationship between a particular component and the whole in terms of a percentage. It involves converting individual values or components of a dataset into percentages relative to the total. This type of analysis is commonly used in financial statements, budgeting, comparative analysis, and other contexts to provide a clearer understanding of the relative proportions of different elements within a dataset.

Chi Square:

The chi-square test is a statistical test used to determine whether there is a significant association between two categorical variables. It is a non-parametric test, meaning it doesn't rely on assumptions about the distribution of the data. The chi-square test is commonly used in fields such as biology, medicine, social sciences, and market research to analyze the independence of categorical variables.

Regression:

Regression is a statistical method used to model the relationship between a dependent variable and one or more independent variables. The goal of regression analysis is to understand the nature of this relationship and use it for prediction, estimation, or hypothesis testing. There are different types of regression models, and the choice depends on the characteristics of the data and the goals of the analysis. Two common types of regression are linear regression and multiple regression.

VII. DATA ANALYSIS AND INTERPRETATION

Percentage Analysis:

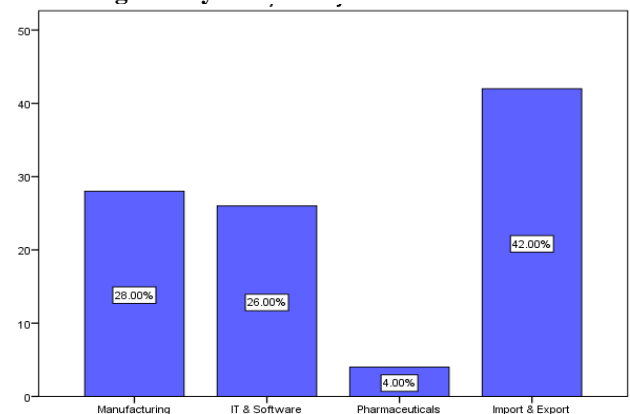


Figure 4.1.1 Distribution of Respondents based on Industry

INTERPRETATION:

The above analysis is to understand the number and the percentage of clients based on their industry who are involved in this survey. There are 14 respondents from manufacturing (i.e) 28%. There are 13 respondents from IIT & software (i.e) 26%. There are 2 respondents from



pharmaceuticals(i.e) 4%. There are 21 respondents from import and Export (i.e) 42%. This shows more clients are from the important and export they are involved to the business and in deals with materials import and export continuously

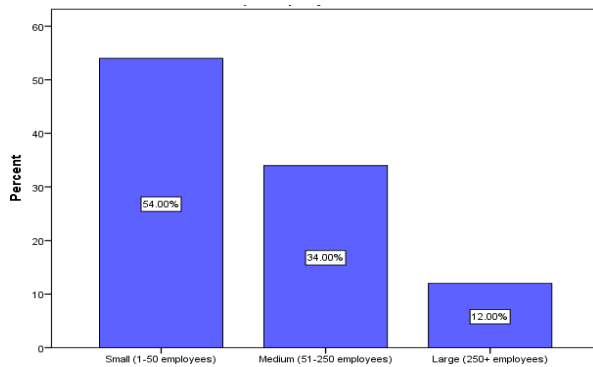


Figure 4.1.2 Distribution of Respondents based on Company size

INTERPRETATION:

The above analysis is to understand the number and percentage of company wise respondents who are involved in this survey. There are 27 respondents from Small size company where the employee are below 50 (i.e.) 54%. There are 17 respondents from Medium size company where the employees are below 250 (i.e.) 34%. There are 6 respondents from Large Scale company where the employees are above 250 (i.e.) 12%. From this analysis we can able to understand that more number of clients from small size company where the employees are below 50. The company is providing the services base do the job so employees not recruit highly.

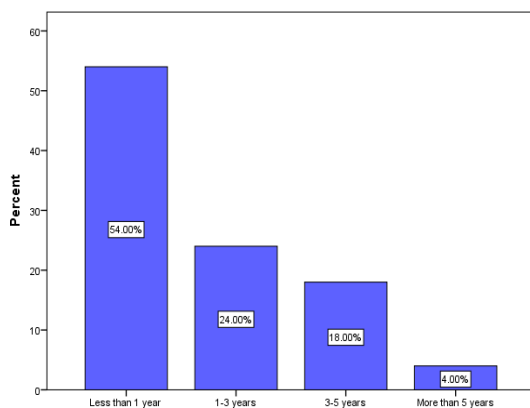


Figure 4.1.3 Distribution of Respondents based on Relationship with Exim Consultants

INTERPRETATION:

The above analysis is to understand the number and percentage of relationship with Exim consultants' respondents who are involved in this survey. There are 27 respondents who are an clients for less than 1 year (i.e.) 54%. There are 12 respondents who are an clients for 3 years (i.e.) 24%. There are 9 respondents who are an clients for 5 years (i.e.) 4%. There are 2 respondents who are an clients for more than 5 years (i.e.)4%. This analysis clearly states that the long term relationship with Exim Consultants is less than 1 year.some clients are limited period of time Involved in import export to their products example perishable goods are doing seasonal time.

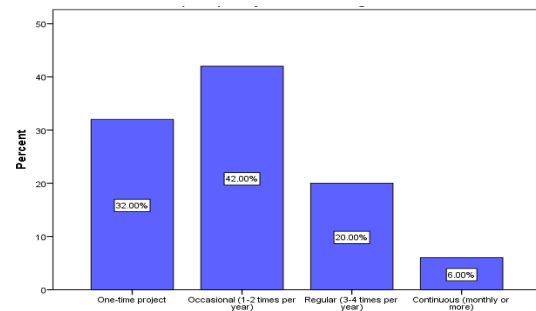


Figure 4.1.4 Distribution of Respondents based on Frequency of service usage

INTERPRETATION:

The above analysis is to understand the number and percentage of Service usage respondents who are involved in this survey. There is 16 respondents who comes for One-time project alone (i.e.) 32%, 21 respondents who comes for service occasionally in a year (i.e.) 42%, 10 respondents who comes for service regular 3-4 times a year (i.e.) 42%, 3 respondents who comes for service frequently every month (i.e.) 6%. It becomes evident that there are clients who occasionally comes for service once a year are more than the other group



4.2 CHI-SQUARE TEST

Table 4.2.1(Case Processing Summary of chi square test)

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
4) Frequency of service usage * 2) Company size:	50	100.0%	0	0.0%	50	100.0%

Table 4.2.2 (Chi square test difference of variable)

		Count	2) Company size:			Total
			Small (1 -50 employees)	Medium (51-250 employees)	Large (250+ employees)	
4) Frequency of service usage	One-time project	Count	10	5	1	16
		Expected Count	8.6	5.4	1.9	16.0
	Occasional (1-2 times per year)	Count	11	7	3	21
		Expected Count	11.3	7.1	2.5	21.0
	Regular (3 -4 times per year)	Count	5	3	2	10
		Expected Count	5.4	3.4	1.2	10.0
	Continuous (monthly or more)	Count	1	2	0	3
		Expected Count	1.6	1.0	.4	3.0
	Total	Count	27	17	6	50
		Expected Count	27.0	17.0	6.0	50.0

Chi-Square Tests

Chi-Square Tests

Table 4.2.3 (chi square test value)

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi Square	2.944 ^a	6	.816	.854		
Likelihood Ratio	3.126	6	.793	.855		
Fisher's Exact Test	2.935			.868		
Linear-by-Linear Association	.853 ^b	1	.356	.424	.211	.059
N of Valid Cases	50					

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .36.
 b. The standardized statistic is .924.

INTERPRATATION

The chi-square test was conducted to assess the potential association between the frequency of service usage and the size of companies among clients of Exim Consultants in Chennai. The results, with a chi-square value of 2.944 and a p-value of 0.816, indicate that there is no statistically significant relationship between these variables. In simpler terms, the data suggests that the choice of how frequently clients utilize Exim Consultants' services is independent of the size of their companies. The p-value exceeding 0.05 implies that any observed variations in service usage frequencies across different company sizes are likely due to chance rather than a meaningful correlation. Therefore, based on this analysis, it can be

concluded that company size does not significantly influence the frequency of service usage among Exim Consultants' clients in Chennai.

4.3 REGRESSION

PURPOSE:

The general purpose of regressions is to learn more about the relationship between one independent and one dependent variable.

HYPOTHESIS:

H2: Service delivery has a significant influence on the client's overall relationship with EXIM consultant pvt ltd.

H3: Expertise and responsiveness have a significant influence on the client's overall relationship with EXIM consultant pvt ltd.

H4: Relationship and trust have a significant influence on the client's overall relationship with EXIM consultant pvt ltd.

Model Summary:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 a	.527	.496	.871

Table 4.3.1 (Regression model summary, predictions variables)

- a. **Predictors:** (Constant), Relation, Service delivery, Expertise and responsiveness
- b. **Dependent Variable:** Relationship and Trust
 How satisfied are you with the overall relationship you have built with Exim Consultants? (1 - Very dissatisfied, 2 - dissatisfied, 3 - Neutral, 4 - satisfied, 5 - Very satisfied)



Table 4.3.2 (Regression Anova)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.870	3	12.957	17.073	.000 ^b
	Residual	34.910	46	.759		
	Total	73.780	49			

b. Predictors: (Constant), Relation, Service delivery, Expertise and responsiveness

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
		1	(Constant)	.157	
	Ser	-.408	.238	-.288	-1.715
	Exp	.239	.266	.151	.898
	Relation	1.192	.253	.806	4.711

Table 4.3.3 (Regression coefficients)

INTERPRETATION:

The regression analysis aimed to examine the factors influencing clients' overall

VIII. FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

- Import & Export dominates the client base, accounting for 42% of respondents. This highlights Exim Consultants' strength in catering to businesses with continuous material flow across borders.
- Manufacturing and IT & Software follow with 28% and 26% respectively, indicating a diverse clientele beyond a singular industry focus.
- Pharmaceuticals represent a smaller segment (4%), suggesting potential for expansion in this area.
- A significant 54% of clients are from small companies (1-50 employees), showcasing Exim Consultants' expertise in supporting smaller businesses.

relationship satisfaction with Exim Consultants Pvt Ltd. The model, with an R-square of 0.527, indicates that about 52.7% of the variability in clients' satisfaction can be explained by the included predictors—service delivery, expertise and responsiveness, and the existing relationship. The ANOVA results support the model's overall significance ($p < 0.001$), affirming its effectiveness in predicting client satisfaction.

Breaking down the individual predictors, the relationship variable emerges as highly significant ($p < 0.001$), signifying that the quality of the relationship significantly influences overall client satisfaction. However, service delivery and expertise and responsiveness, while showing trends towards significance ($p = 0.093$ and $p = 0.374$, respectively), do not reach conventional levels. These findings suggest that, among the examined factors, the existing relationship holds the most substantial influence on clients' overall satisfaction with Exim Consultants Pvt Ltd.

- Medium-sized companies (31-250 employees) make up 34%, demonstrating appeal to growing businesses as well.
- Large companies (250+ employees) constitute a smaller 12%, suggesting room for further penetration in this segment.
- A concerning 54% of clients have been engaged for less than a year, revealing predominantly short-term partnerships.
- This points to an opportunity to implement strategies that foster client loyalty and build longer-lasting relationships.
- Only 24% of clients have been engaged for 3 years or more, emphasizing the need for retention efforts.
- The majority of clients (42%) engage with Exim Consultants occasionally (1-2 times per year), implying project-based work or intermittent needs.



- One-time projects and regular (3-4 times per year) engagements each account for around 32% and 20% respectively, representing diverse usage patterns.
- Continuous (monthly or more) engagements are the least frequent (6%), suggesting

strategies for sustained partnerships, and introduce flexible service offerings to meet the diverse needs of clients.

- These recommendations aim to fortify Exim Consultants' position in the market, ensuring client satisfaction and fostering enduring business relationships.

SUGGESTIONS

- In light of the findings, several key suggestions can be made to enhance the overall effectiveness and satisfaction of clients engaging with Exim Consultants.
- Firstly, recognizing the predominant representation of clients involved in Import & Export, the consultancy should strategically tailor its services to align with the unique demands and challenges faced by businesses continuously dealing with material import and export.
- This could involve the development of specialized solutions and proactive measures to address the intricacies of international trade.
- Moreover, given the majority of clients emerging from small-sized companies, Exim Consultants should continue to focus on providing services that are attuned to the specific needs and operational scale of smaller businesses.
- This may involve offering cost-effective and scalable solutions, along with personalized support to accommodate the resource constraints often found in smaller enterprises.
- In terms of relationship management, acknowledging the prevalent short-term nature of client engagements (with 54% having relationships less than 1 year), there is a clear opportunity to invest in strategies that foster long-term partnerships.
- Strengthening communication channels, understanding evolving client needs, and introducing loyalty programs could contribute to extending the duration of client relationships.
- In summary, Exim Consultants should capitalize on industry insights, tailor services to accommodate the preferences of small-sized businesses, invest in relationship-building

CONCLUSION

In conclusion, the detailed analysis of client demographics, engagement patterns, and the factors influencing satisfaction with Exim Consultants has provided valuable insights. The survey reveals a diverse clientele, with a prominent presence in the Import & Export sector, emphasizing a strategic focus on businesses involved in continuous material import and export activities. The majority of clients hail from small-sized companies, highlighting the need for tailored services catering to the operational dynamics of smaller enterprises. While short-term client relationships are prevalent, opportunities exist to implement strategies fostering longer and more enduring partnerships. The service usage patterns, particularly the significant proportion of clients engaging occasionally, suggest a demand for services accommodating diverse and intermittent usage frequencies. Importantly, the regression analysis underscores that overall client satisfaction is primarily influenced by the quality of the existing relationship with Exim Consultants. Moving forward, the consultancy can leverage these findings to refine its service offerings, strengthen client relationships, and strategically position itself in the competitive consultancy landscape.

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