

## Customer Satisfaction towards the Quality of Service Rendered by Agarwal Packers and Movers Pvt. Ltd

**S. SARAVANAN,**  
Assistant professor,  
PG & Research Department of Commerce,  
Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai -600039,  
Tamilnadu, E-mail id: [prof.s.saravanan@gmail.com](mailto:prof.s.saravanan@gmail.com)

&

**S. VELAYUTHAM,**  
Assistant professor of Business Administration,  
Mohammed sathak college of Arts and Science,  
Sholinganallur, Chennai – 600119, Tamilnadu,  
E- mail id: [prof.dr.velayutham1963@gmail.com](mailto:prof.dr.velayutham1963@gmail.com)

### ABSTRACT

The aim of marketing is to meet and satisfy target customers' needs and wants better than competitors. What is offered for sale should be determined by the buyer rather than the seller. A studying consumer provide clues for improving or introducing products or services, setting prices, devising channels, crafting messages and developing other marketing activities. Successful marketing requires that companies fully connect with their customers. Satisfaction is a person feeling of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectation. Hunt has defined it as satisfaction is a kind of stepping away from an experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though pleasurable. The interaction between expectation and actual products performance result in either satisfaction or dissatisfaction. Research has uncovered several determinants like, personality variable, expectation and other factors. The more confidence one has in purchase decision making and more competence in a given product area, the greater ones' satisfaction tends to be. A customer is a person who brings us his wants. it is a job to handle them profitably to him and to ourselves. When a customer does a not get what is an expected the situation is one of disconfirmation, any situation in which customers judgment in proven wrong is disconfirmation. Confirmation occurs if the expectation performance is met. The result of satisfaction to the consumer from the purchase of a product or service is more favorable if post purchase attitudes, highest purchase intentions and brand loyalty are likely to be exhibited. Customer satisfaction has been treated as one of the most

important factors for all company and firms that provide products or services. It is all company's goal to achieve customer satisfaction and through that the company will gain competitive advantage to stay survival. In addition, marketers consider satisfying customer as a key element of business activities especially in competitive market.

**Keywords:** Household goods, Customer management, Quality of services

**Shanmuga Industries Arts and  
Science College**  
Tiruvannamalai,  
Tamilnadu,  
India.



## INTRODUCTION

A company can customize a service that was formally offered only in a standard form and it can introduce a new capability by delivering the Service at a faster rate. Customers are the king of every business. So their satisfaction is of utmost Importance. Customers tend to be value-maximizes within the bounds of the search Cost and limited knowledge, mobility and income. Business is purely based on Understanding the consumer and providing the kind of product and service that the consumers and providing the kind of product and service that the consumers Want. A study of customer satisfaction helps the marketers to know how the individual, Group of organization select, by use and dispose of goods, services or idea. This Also helps marketers to assess and analyses the options, belief and attitudes of the Consumers, so that they can change their strategies accordingly from time to time. There should be a balance of interest between the company's profits objectives and the needs and wants of its customers. The needs, desires and buying response of the customer and considered as major determinants of a firm's success. A firm in the market economy survives by producing goods that persons are willing and able to buy.

A person's feelings of pleasure or disappointment resulting from comparing product's perceived performance in relation to his/her expectation". According to that some researcher stated that: there are 3 stages of satisfaction, customer feel satisfied when the product performance better than expectation of customer, and they fell disappointed when product performance lower than expectation, they feel neutral when the performance meet the expectation. A customer can have lots of questions, issues and transaction, but there may be only a few that really make a difference in whether they will buy from you again or recommend you. What issue, transaction or touch point has the greatest impact on the customer's willingness to buy again and their willingness to recommend you? That becomes the defining moment".

### **CUSTOMER DELIGHT IS A MUST CUSTOMER SATISFACTION IS NOT ENOUGH:**

Satisfaction is a question of perceived performance and expectations. customers are dissatisfied if performance matches expectation and they are delighted if performances an advantage of having delighted customers is that they do not easily switch from your brand to another. The key of generating high customer delight and therefore loyalty lies in making them to enjoy the whole experience of buying and using your product or services. Customer satisfaction is meeting the customer needs. Customer delight is exceeding the customer's expectation. In customer satisfaction, the organization has a procedure to deliver adequate customer services. However, this is clearly is not enough in today's competitive scenario.

### **CUSTOMER SATISFACTION MEASUREMENTS**

In order to execute the ultimate customer care, and create customer delight which is exceeding the customer delight, it is important to measure customer satisfaction. The customer satisfaction index should be studied periodically and regularly, followed by remedial changes if necessary. Organization must not only monitor their own performance in providing satisfaction, but also their competitors performance in these areas. We may be good but if our competitors are better, then we need to change. There are three methods usually used to monitor customer satisfaction. They are Complaint and suggestion system, Customer satisfaction surveys, lost customer analysis

### **IMPORTANCE OF CUSTOMER SATISFACTION**

- Satisfied customers buy more.
- Satisfied customers buy repeatedly.
- Satisfied customers are loyal.
- Satisfied customers are willing to pay a premium satisfied customers help you grow your business by recommending you to their friends and family.

# **Customer Satisfaction towards the Quality of Service Rendered by APM Pvt. Ltd**

## **OBJECTIVES OF THE STUDY**

- To know the influencing factors of Agarwal packers and movers Pvt.. ltd.
- To know the satisfaction level towards the services provided.
- To analyse individual opinion of the customer in Agarwal packers and movers Pvt.. ltd.
- To find out the price and services provided to customers.
- To identify the delivery speed of an employee.
- To know the customer opinion about the logistics in the organization.

## **SCOPE OF THE STUDY**

The Title was undertaken to analyze the opinion and recommendation of the customer towards Agarwal packers and movers Pvt. ltd. To study enables the company to know the needs, desire, opinion, about the product, acceptance level towards the customer. It helps in better complaints management and prevents complaints occurring in future. The data collected through questionnaire are analyzed by constructing tables and diagrams. Various tools and techniques have been used to collect the data. It also help in possible improvements, addition and new strategies and offers the customers.

## **NEED FOR THE STUDY**

Marketing process begins only with the customers. The aim of marketing is to meet and satisfy customer's needs and wants better than competitors therefore it is very important to satisfy the customers and their needs.

- This study is utmost important because it is easy to analyze how the customers satisfied with, "packers and movers"
- To know the satisfaction level of the customer on Agarwal Packers and Movers in Chennai.
- It has enabled the researcher to conduct a general survey to know about their taste and the preference and to know what they want as early as possible.
- Satisfaction is a person's feeling of pleasure and disappointments resulting from comparing a product presented and performances in relation to his (or) her expectations. It is kind of stepping away from and experience and evaluating it.
- Companies are smarter, more price conscious, more demanding less forgiving approached by more competitors with equal (or) better offers and are attracted by advertising.

## **LIMITATION OF THE STUDY**

- This chapter deals with difficulties encountered by the researcher during the study.
- The data collection cannot be compared in future as variables may changes.
- Time constraint was a major constraint.
- Quality of the information highly dependent on the knowledge of the respondents.
- During data collection the respondents were found less interest in answering the questionnaire since the survey is seen as disturbance to their work. The result of the study is subjected to personal bias of the customer.

## **METHODOLOGY**

**Research design:** The research design is the framework which provides guidelines for the rest of the research process. Research design is based on the 'Descriptive analysis 'employing the survey method.

**Sample size:**200 respondents.

**Sample design:** It is a definite plan for obtaining a sample from a given population. it refers to the procedure which the researcher would accepts in selecting items foe samples.

**Sampling method:** It is convenient sampling (non- probability sampling).The population elements when selected for inclusions in the sample is based on the ease of access, it is called as convenient sampling.

**Tools:** Percentage refers to a special kind of ratio. Percentage used in making comparison between two or more series of data.

### **COMPANY PROFILE**

**Agarwal packers and movers Pvt.** lodestone of the largest Logistics companies in India evolved from a small-scale business of Agarwal Household Carrier established in 1987 and functioned particularly for the shifting of household goods. Incepted by vision and hard efforts of Shri Ramesh Agarwal and Shri Rajender Agarwal, the company moved ahead towards the path of growth. This evolution takes place on the solid grounds of expansion in terms of proficient and customer-satisfactory services. We have followed the principles of growth ever since our inception. Our determination and hard work has made us today the foremost and unparalleled service provider in the Packing and Moving industry. Although we had a small start, we never failed to undergo expansion in our all domains. We now, not only provide the best-in-class services for household shifting but also provide superlative services in corporate and international shifting divisions, moreover we are the solution provider of logistics industry. Our strong will has today made our group, Agarwal Movers Group, a proud Rs. 650 Crores business conglomerate which has a diversified interest in Aviation Logistics, Packing and Moving (nationally as well as internationally), Transportation, 3PL, Warehousing, Home Storage, Supply Chain, ODC Transportation, Cube-on-line Freight station and other related activities. We possess a fleet of more than 1000 vehicles, 5000 cubes, 15 lac square feet of ultra-secure warehouses, a wide international presence and an establishment of 103 self-owned offices in various cities serving 1264 destinations within India. Our growth has been remarkable and rapid. Within three decades of inception followed by extensive growth, APM has emerged as the India's largest mover of household goods, also recognized by Limca book of Records. As a part of our expansion, we have never lacked behind to update ourselves technologically and provide proficient services to our customers. We are characterized by growth and innovation. Agarwal Movers Group has provided some of the most advanced services to our customers. Our aim has always been to provide systematic shifting of goods which is reliable and free of any hassles. We have therefore incorporated the use of packing materials of high standards and advanced techniques in overall procedure of shifting. We have effectively adapted ourselves in the era of globalization where there is continuous demand of people to shift from one country to another along with their goods. Thus, through our international shifting, we are providing services over in 182 countries.

**Services:** Agarwal Movers Group specializes in executing packing and moving jobs across the country and the world. No job is too small or too large for us; we assist small, medium and large-scale industries for facilitating their packing and moving jobs. The wide range of our services includes:

**Household Goods:** APM Infrastructure, APM Safety, APM Domestic, APM International, APM Home Storage.

**Cubes – Logistics:** Aviation Logistics, Supply Chain, Trucking Cubes.

**Contract Logistics:** Bulk goods, Small Goods, Car Transportation, and Warehousing.

**Customer Management:**

- We work on the principles of providing maximum customer satisfaction and have often exceeded the expectations of our dear customers by providing them efficient and competent services.

## Customer Satisfaction towards the Quality of Service Rendered by APM Pvt. Ltd

- We also provide a personal Shifting Assistant to our customers, who keep in contact with them from the starting of shifting process to the final delivery and final settlement/feedback from them. The shifting assistant is always there to answer your all queries or to help you in any manner at new location, associated with your move.

**Our Awards and Recognitions:** Our efficiency and strength as a company is further exemplified by our constant efforts to provide the best and consequently to be the best. "Cities Change; Values Don't. Your Priorities will always be ours." There is somebody who understands your emotions when it comes to moving.

### DATA ANALYSIS

**Table -1 -Age classification of customer**

Age	Respondents	No. of percentage
Below 25 years	15	7
25-30 years	30	15
35-45 years	80	40
50-55 years	50	25
Above 60 years	25	13
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -2- Gender classification of customers**

gender	respondents	no. of percentage
Male	150	75
Female	50	25
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -3 -Marital status of customers**

Marital Status	Respondents	No. of percentage
Married	150	75
Unmarried	50	25
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -4 -Occupation of customers**

Particulars	Respondents	No. of percentage
Business	100	50
Salaried employee	60	30
Self employed	40	20
<b>Total</b>	<b>200</b>	<b>100</b>

**Table – 5 - Car loaded is presence**

Particulars	Respondents	No. of percentage
Highly satisfied	80	40
satisfied	80	40
Neutral	20	10
Dissatisfied	20	10
Highly dissatisfied	-	-
<b>Total</b>	<b>200</b>	<b>100</b>

**Table – 6 -Satisfaction level at the destination of deport**

Particulars	Respondents	No. of percentage
Highly satisfied	60	30
satisfied	80	40
Neutral	30	15
Dissatisfied	20	10
Highly dissatisfied	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -7-Prior notice of shifting goods**

Particulars	Respondents	No. of percentage
5 Days	20	10
3 Days	50	25
2 Days	30	15
10 Days	20	10
15 Days	80	40
<b>Total</b>	<b>200</b>	<b>100</b>

**Table – 8 -Housekeeping staff is responsive to your needs**

Particulars	Respondents	No. of percentage
Highly satisfied	90	45
Satisfied	40	20
Neutral	10	5
Dissatisfied	60	30
Highly dissatisfied	-	-
<b>Total</b>	<b>200</b>	<b>100</b>

**Table – 9- Rate the service provided by the company in percentage**

Particulars	Respondents	No. of percentage
Below 25	30	15
25 - 50	80	40
50 - 75	50	25
75 - 100	20	10
Above 100	20	10
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -10 -Individual opinion of the customer**

Particulars	Respondents	No. of percentage
Price	60	30
Service	70	35
Involvement	50	25
Performance	20	10
All the above	0	0
<b>Total</b>	<b>200</b>	<b>100</b>

## Customer Satisfaction towards the Quality of Service Rendered by APM Pvt. Ltd

**Table -11- Overall satisfaction with housekeeping service**

Particulars	Respondents	No. of percentage
Highly satisfied	150	75
Satisfied	40	20
Neutral	10	5
Dissatisfied	0	0
Highly dissatisfied	0	0
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -12 - Satisfaction level towards the service provide**

Particulars	Respondents	No. of percentage
Highly satisfied	50	25
Satisfied	120	60
Neutral	20	10
Dissatisfied	0	0
Highly dissatisfied	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -13 - Agarwal packers movers limited fulfilled the needs in promised time**

Particulars	Respondents	No. of percentage
Yes	200	100
No	0	0
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -14 -Positive aspects of Agarwal packers' movers limited when compare to other**

Particulars	Respondents	No. of percentage
Price	30	15
Service	20	10
Involvement	60	30
Performance	40	20
Time	50	25
<b>Total</b>	<b>200</b>	<b>100</b>

**Table – 15 -Delivery speed**

Particulars	Respondents	No. of percentage
Excellent	70	35
Good	90	45
Bad	10	5
Average	20	10
Poor	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -16 -Customer service representative was very knowledgeable**

Particulars	Respondents	No. of percentage
Strongly Agree	70	35
Agree	60	30
Neutral	40	20
Disagree	10	5
Strongly Disagree	20	10
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -17-Customer service representative handled my call quickly**

Particulars	Respondents	No. of percentage
Strongly Agree	80	40
Agree	95	48
Neutral	10	5
Disagree	10	5
Strongly Disagree	5	2
<b>Total</b>	<b>200</b>	<b>100</b>

**Table-18 -Customer service representative was very polite**

Particulars	Respondents	No. of percentage
Strongly Agree	60	30
Agree	100	50
Neutral	20	10
Disagree	10	5
Strongly Disagree	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

**Table -19 - Price of the service**

Particulars	Respondents	No. of percentage
Very High	10	5
High	20	10
Neutral	20	10
Average	60	30
Low	90	45
<b>Total</b>	<b>200</b>	<b>100</b>

**Table – 20 -Customer experience of APM (Pvt. ltd)**

Particulars	Respondents	No. of percentage
Excellent	100	50
Good	30	15
Neutral	10	5
Average	55	28
Bad	5	2
<b>Total</b>	<b>200</b>	<b>100</b>



## **Customer Satisfaction towards the Quality of Service Rendered by APM Pvt. Ltd**

### **FINDINGS**

- Majority of the customer fall under the category of 35-45 years.
- 75% of the respondents are male and 75% of the respondents are married.
- 75% of the respondents are very satisfied with terms and condition of the company.
- 60% of the respondents are satisfied of the service expected.
- Majority of customer are from another group.
- 50% of the respondents are using the Agarwal Packers and movers Pvt. Ltd are very satisfied.
- 75% of respondents are highly satisfied and 15 days for the shifting goods.
- 45% of respondents are highly satisfied.
- 40% of the customer respondents below 25-50 for the rate of service.
- 40% of the respondents are satisfied with price.
- 100% of the respondents are said yes.
- 30% of the respondents of customer taking involvement in positive aspects.
- 45 % of the customer respondents in good.
- 30 % of the respondents are agree was very knowledgeable.
- 47.5% of the respondents of customer service was agree.
- 50% of the respondents are agree of customer service was very polite.
- 45% of the respondents are low in price of service.
- 50% of the respondents are Excellent in customer experienced.

### **SUGGESTIONS**

- The company should not over promise the customer about the delivery time.
- Company should give an estimate of delivery time to the customer after considering the delays.
- Claim settlement procedure should be transparent where customer should not feel that he is being cheated or overcharged.
- Promotional activities should be considered to enhance the business of APM.
- Company should train employees in the manner that they want them to interact with customers.
- Company should send bulk email to the customer who have availed the service previously by creating the database and informing them about the new inventions and wishing them on the festivals and other occasions.

### **CONCLUSION**

To sum up, the customer service is very important to develop organization and to retain customers. This is done by developing the quality product or service and delivering it in the right place at the right time. Understanding customer service is becoming increasingly important for all organization as more firms seek to differentiate their product through their service offering. Interaction and customer relationship concepts, two keys' areas of service marketing and set to be of even greater importance to all firms in the future.

### **Bibliography**

1. Kothari. C.R, Research methodology, New Age International coal, Mumbai,2014.
2. Gupta. S.P., statistical methods, sultan Chand, New Delhi, 2016.
3. Bateman. J.E and Hoffman, D., Services Marketing Cengage learning, 2011.
4. K. c, Laudon and C.G. Traver, "E- commerce 2011: Business, Technology, Society", Prentice Hall, 2011.