A STUDY ON CUSTOMER SATISFACTION TOWARDS THE HUMAN ELEMENTS (SHIPPING AGENTS) OF SERVICE DELIVERY WITH RESPECT TO TIRUPUR CLUSTER

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Abstract
Customer satisfaction is enormously imperative in an economy and it is key component to the success of any business. This critique focuses on "A study on customer satisfaction towards the human elements (Shipping Agents) service delivery with respect to Tirupur cluster". In service organizations like shipping, the human elements of service delivery plays a vital role because he / she is one who see and interact with the customer directly. So the shipping agents to fetch new business and retain their existing customers they should make an attempt to enhance customer satisfaction by not only focusing on the quality of their services provided but also focus especially on human element. If any shipping agents fail to satisfy their existing exporters, there are many other shipping intermediaries who would grab the opportunity. Therefore the shipping agents has to make sure that in every aspect with their transactions with the exporter, they must ensure that they understand the desires of the exporter and how those needs can be met. The study found that human elements (shipping agents) of service delivery are not fully satisfied their customers in the study area the results may be important for shipping service providers and other stakeholders who are involved in export-import business.

Key Words : Customer Satisfaction in Shipping, Human Elements in Shipping, Shipping Agents.

Introduction
International trade is rising faster than the world production, indicating that a growing proportion of the national output is traded internationally. Charles W.L.Hill (2003) a fundamental change is occurring in the world economy. Levitt.T(1983) falling barriers to cross border trade made it easier to sell internationally and tastes and preferences of consumers in different nations are beginning to converge on some large-scale norm, thereby helping to create a global market. The industrial policy 1991 which paved the way for globalization in our economy and Indian entrepreneurs are expanding horizons and seeing ahead of the physical borders of the country. James.B(1994) Multinational Enterprises, have been turning their attention to developing countries. Hodgetts (2006) for a number of reasons, India is attractive to multinationals and especially to U.S. and British firms. India's contribution to the world trade is trivial just about 1.5% but the prospects of India emerging as a significant player are bright. It should not be forgotten that India is the largest economy outside the rich countries next to China . At present it is not just large companies that have a global focus, Aswathappa.K (2006), nearly all business enterprise large and small are inspired to carry on business across the globe. Amy Roach Partridge(2007),With the increase of offshore manufacturing and global sourcing, as well as Internet fueled global consumer market shippers are possibly to be sending or receiving goods throughout the world, so shipping agents play a vital role in global trade. The implementation of efficient shipping services would satisfy the needs and the wants of the customers at the same time it lead our country to a high class level in the area of logistics and economic development.

Statement of the Problem
 The extraordinary increase in the country's residents and the increased demand for globalization products resulted in the increased demand for logistics services. After the emergence of global shipping giants in India, the logistics segment in India has become more viable and precise. In order to attract the customers and to increase the rate of new customers, foreign shipping agents had launched competitive tariff structure, sophisticated technology, offer diversify services to suit the multifaceted requirements and have bought latest shipping practices to India. Today, consumers are more value leaning in their utilization of services. Due to the above factors, customers have alternative choices and that may encourage a switch to other service provider. Hence the present study is a fact finding exercise to find out the customer satisfaction towards the human elements (Shipping Agents) service delivery with respect to Tirupur cluster.

Need for the Study
The effective and efficiency of logistics has become one of the most exciting and challenging operational areas of today's Glocalised trade. It is predominantly true in the case of India since most of the world trade is carried by 90% volume and over 80% by value is transported by sea. On the other hand, with the increasing number of shipping agents and competitions are growing today, each service providers wants to be the customers' first choice. But, consumers are not homogenous in their approach, their insight changes from person to person and from time to time since their expectations are getting bigger always. The customers expect premium service at low cost, timely delivery, high quality, reliable service, door to door

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service, continuous information flow and one stop solution. Moreover they always prefer a service that gives them maximum satisfaction. Even though number of studies was carried over on logistics services but no one is focused adequately and particularly about these shipping agents services in respect to human elements. Hence the present study is in need for the hour and thus it throws light on the services rendered by these agents with respect to study area.

Objective of the Study
To know the level of satisfaction towards the human elements of service delivery.

Research Design
The research methodology of the study consists of descriptive research. The study is confined to Tirupur cluster. For this study, random sampling techniques were used for selection of the sample units. A total of 1767 exporters address those who were registered and active during the financial year 2011-2012 has been obtained from AEPC. In social science research, when the total population is known 10 percent of sample size is enough(Suresh 2012) but the researcher has chosen 20 percent of the sample size ie 353 exporters, in order to make the data more accurate.

Data Source
The Major Contributions Of This Study Refer To The Primary Data Collected From The Respondents In Tirupur Cluster. The Secondary Data Were Obtained From The Published Annual Directory Of Apparel Exporters ,Aepc,Ministry Of Textiles, Published Journals, Books And Website Related To Focus Problem.

Tools Used in the Study
For measuring and analyzing the collected data effectively, efficiently, there from suggestions and to draw a sound conclusion, a number of statistical techniques were used. The statistical tools applied in this study were: Frequency Analysis, Factor Analysis, Chi–Square Test, ANOVA and GAP Analysis.

Scope of the Study
In India, Garment export is carried out from all parts of Zones such as East, West ,North and South with a total of 7477 .Out of which 2583 exporters from the south region and in the study area alone, 1767 exporters were registered during the financial year 2011-2012.The present study is confined to Tamilnadu especially Tirupur cluster which exports 80% of India's knitted garment and it is 4% of India's total export. Tirupur cluster is earning considerable amount of foreign exchange by contributing more than 50% cotton woolen garments send abroad from India. As far as the export is alarmed, all important world brands Nike, Cutter & Buck, Adidas, GAP, etc., and leading chain stores in World like C&A, Wal Mart, H&M are sourcing from Tirupur. Hence researcher has taken Tirupur cluster as a study area and garment exporter are the respondents.

Review of Literature
Ester Gutiérrez et al,(2014) had explained a non-parametric study of the competence of major global container shipping lines (CSLs) is conducted in order to assess the effects of the new insightful global economic crisis on such a crucial sector in the seaborne trade.**Hokey Min(2013)** examines the common logistics outsourcing practices among the US firms and identifies the key determinants influencing their logistics outsourcing decisions.**Christina W.Y. Wong et al,(2012)** stated that supplier inputs need to be delivered at the right time, right quality and quantity to satisfy the requirements of buying firms.**Christina Schmoltzi and Carl Marcus Wallenburg(2011)** had provided a comprehensive overview of the motives, structure and performance attributes of analogous cooperation's between logistics service providers (LSPs).**Wu,Y.C.J and Goh M (2010)** analyzed on container port competence has naturally centered on ports in advanced markets or comparisons within the regions.**Reis et al (2009)**Customer service is a central apprehension in the logistics practice and they investigated the elements of customer service and their importance in reverse logistics for recycling.**Qureshi** M.N.et al **,(2008)** *had* developed an interpretive structural modeling (ISM), in order to identify and classify the key criteria, and also to study the selection process of third party logistics (3PLs) services providers for exporters logistics need.**Huang and Rocco R(2007)** had evidenced that apart from transport costs, unfamiliarity can also explained the negative correlation between geographic distances and bilateral trade volumes.
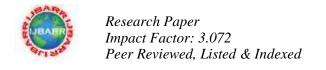
Analysis and Interpretation
Human Elements of Service Delivery
In the shipping industry human elements is the most important which is directly linked with the exporters. In this present study the researcher had asked 36 statements relating to the human elements of service delivery.

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Table 1 Human Elements of Service Delivery

S.No.	Statement	HS	S	N	D	HD	Mean	SD	Variation	SUM
1	Dress &neatness in appearance	67 (19%)	147(41.6%)	53 (15%)	60 (17%)	26(7.4%)	3.47	1.189	1.41	1228
2	Visually appealing materials	51(14.4%)	181(51.3%)	64(18.1%)	32(9.1%)	25(7.1%)	3.56	1.069	1.14	1260
3	Timeliness (Punctuality)	85(24.1%)	135(38.2%)	57(16.1%)	63(17.8%)	13(3.7%)	3.61	1.14	1.3	1275
4	Helping customers	46(13%)	167(47.3%)	94(26.6%)	11 (3.1%)	35(9.9%)	3.50	1.082	1.17	1237
5	Commitment to complete a job	84(23.8%)	133(37.7%)	62(17.6%)	53 (15%)	21(5.9%)	3.58	1.174	1.38	1265
6	Work ethic	63(17.8%)	159 (45%)	85(24.1%)	23 (6.5%)	23(6.5%)	3.61	1.057	1.11	1275
7	Attitude	79(22.4%)	158(44.8%)	51(14.4%)	48(13.6%)	17(4.8%)	3.66	1.111	1.23	1293
8	Respect	74 (21%)	160(45.3%)	55(15.6%)	46 (13%)	18(5.1%)	3.64	1.104	1.22	1285
9	Interpersonal Skills	61(17.3%)	168(47.6%)	69(19.5%)	44(12.5%)	11(3.1%)	3.63	1.008	1.01	1283
10	Friendliness	70(19.8%)	160(45.3%)	60 (17%)	53 (15%)	10 (2.8%)	3.64	1.048	1.1	1286
11	Politeness	62(17.6%)	176(49.9%)	77(21.8%)	16 (4.5%)	22 (6.2%)	3.67	1.018	1.03	1299
12	Consideration	93(26.3%)	137(38.8%)	58(16.4%)	51(14.4%)	14 (4%)	3.69	1.127	1.27	1303
13	Different facial expression	75(21.4%)	155(43.9%)	67 (19%)	42(11.9%)	14 (4%)	3.66	1.061	1.12	1294
14	Pleasing personality	86(24.4%)	147(41.6%)	61(17.3%)	44(12.5%)	15 (4.2%)	3.69	1.098	1.2	1304
15	Behaviour	83(23.5%)	150(42.5%)	60 (17%)	52(14.7%)	8 (2.3%)	3.70	1.054	1.11	1307
16	Caring	51(14.4%)	186(52.7%)	67 (19%)	32 (9.1%)	17 (4.8%)	3.62	0.997	0.99	1281
17	Individual attention	73(20.7%)	170(48.2%)	57(16.1%)	42(11.9%)	11 (3.1%)	3.71	1.022	1.04	1311
18	Dependability	71(20.1%)	149(42.2%)	66(18.7%)	50(14.2%)	17 (4.8%)	3.58	1.104	1.22	1266
19	Performance Consistency	73(20.7%)	166 (47%)	52(14.7%)	46 (13%)	16 (4.5%)	3.66	1.083	1.17	1293
20	Accuracy	93(26.3%)	142(40.2%)	62(17.6%)	50(14.2%)	6 (1.7%)	3.75	1.049	1.1	1325
21	Problem solving	76(21.5%)	154(43.6%)	60 (17%)	45(12.7%)	18 (5.1%)	3.63	1.107	1.22	1284
22	Providing services as promised	78(22.1%)	161(45.6%)	59(16.7%)	40(11.3%)	15 (4.2%)	3.69	1.066	1.13	1306
23	Customer to feel safe, secure,satisfied& delighted in operation	58(16.4%)	163(46.2%)	68(19.3%)	49(13.9%)	15 (4.2%)	3.56	1.053	1.11	1259
24	Professional Skills	63(17.8%)	189(53.5%)	53 (15%)	39 (11%)	9 (2.5%)	3.73	0.964	0.93	1317
25	Ability	65(18.4%)	152(43.1%)	77(21.8%)	44(12.5%)	15 (4.2%)	3.58	1.057	1.11	1267

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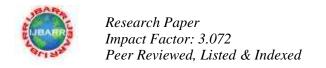| 26	Knowledge on EXIM Norms	64(18.1%)	172(48.7%)	54(15.3%)	51(14.4%)	12 (3.4%)	3.63	1.043	1.09	1284
27	Credibility	81(22.9%)	163(46.2%)	54(15.3%)	43(12.2%)	12 (3.4%)	3.73	1.051	1.1	1317
28	Frequent visit to company	84(23.8%)	150(42.5%)	57(16.1%)	55(15.6%)	7 (2%)	3.70	1.057	1.11	1308
29	Technical Level	79(22.4%)	168(47.6%)	49(13.9%)	46 (13%)	11 (3.1%)	3.73	1.046	1.09	1317
30	Interaction / Feedback	85(24.1%)	137(38.8%)	82(23.2%)	38(10.8%)	11 (3.1%)	3.69	1.047	1.09	1306
31	Information	76(21.5%)	159 (45%)	60 (17%)	38(10.8%)	20 (5.7%)	3.66	1.101	1.21	1292
32	Clarity	84(23.8%)	134 (38%)	61(17.3%)	56(15.9%)	18 (5.1%)	3.59	1.159	1.34	1269
33	Instruction Ability	72(20.4%)	165(46.7%)	61(17.3%)	31 (8.8%)	24 (6.8%)	3.65	1.105	1.22	1289
34	Teamwork	98(27.8%)	140(39.7%)	60 (17%)	50(14.2%)	5 (1.4%)	3.78	1.047	1.09	1335
35	Flexibility	55(15.6%)	183(51.8%)	74 (21%)	15 (4.2%)	26 (7.4%)	3.64	1.035	1.07	1285
36	Approachability	74 (21%)	142(40.2%)	73(20.7%)	38(10.8%)	26 (7.4%)	3.56	1.151	1.32	1259

Source: Computed Data

The above Table 1, In the given statements, teamwork is most important factor determining the level of satisfaction towards the human elements of service delivery followed by accuracy of the service, professional skills, technical knowledge, and individual attention with a mean value of 3.78,3.75,3.73 and 3.71 respectively. Further the Table reveals that appearance of the human element is not influencing the opinion about the human elements.
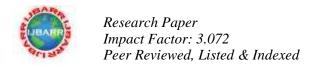
Rotated Factor Matrix
This analysis is purely based on the common factor model, which proposes that each observed response (36 items) is influenced by underlying common factors (factor 1 -13). The following Table 2 shows the rotated factor loading.

Table 2 Rotated Component Matrix

S. No.	Variables	1	2	3	4	5	6	7	8	9	10	11	12	13
1	Helping customers	0.793	0.047	-0.019	-0.121	0.033	0.038	-0.141	0.043	-0.033	0.367	0.002	0.037	-0.073
2	Dress & neatness in appearance	0.788	-0.041	-0.009	0.305	0.062	-0.016	0.043	-0.006	0.064	0.053	0.119	0.022	0.033
3	Visually appealing materials	0.759	-0.046	-0.022	0.062	0.149	0.022	0.128	0.079	0.050	-0.155	0.248	0.052	0.081
4	Timeliness (Punctuality)	0.586	-0.059	0.057	0.235	0.227	-0.028	0.236	0.001	0.045	0.128	-0.401	-0.111	-0.005
5	Performance Consistency	0.023	0.720	0.046	0.072	0.209	0.078	0.146	0.085	0.002	0.147	0.015	0.110	0.227
6	Dependability	-0.090	0.720	0.100	0.016	0.129	0.106	0.087	0.052	0.004	0.100	0.093	0.238	-0.033
7	Caring	-0.025	0.643	0.107	0.076	0.147	0.125	0.076	-0.058	0.016	0.044	-0.048	-0.153	-0.061

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#	Item													
8	Individual attention	0.044	0.636	-0.174	0.220	0.065	-0.106	-0.002	0.155	0.030	0.014	-0.166	0.213	-0.149
9	Frequent visit to company	0.014	0.035	0.867	-0.003	0.023	0.017	0.100	0.014	0.022	0.028	-0.028	0.066	-0.022
10	Credibility	0.007	-0.004	0.741	-0.053	-0.061	-0.105	0.258	0.088	0.103	-0.049	0.215	0.003	0.040
11	Ability	-0.040	-0.121	0.617	0.130	0.057	0.066	0.183	0.372	0.255	-0.073	0.131	0.056	0.040
12	Accuracy	0.079	0.195	0.029	0.769	0.057	-0.120	-0.023	0.067	0.011	0.010	-0.006	0.070	-0.132
13	Problem solving	0.048	0.185	0.017	0.710	-0.015	-0.028	0.124	-0.002	-0.041	-0.017	-0.035	0.221	-0.157
14	Attitude	0.209	-0.140	0.002	0.583	-0.152	0.046	0.056	0.052	0.084	0.132	0.331	-0.069	0.015
15	Respect	0.146	-0.107	-0.086	0.480	-0.046	-0.026	0.139	0.077	0.198	0.427	0.360	-0.166	-0.039
16	Consideration	-0.061	0.150	-0.026	-0.071	0.817	0.001	-0.032	0.051	-0.039	0.205	0.102	0.057	-0.027
17	Commitment to complete a job	0.244	0.068	0.041	-0.053	0.688	0.015	-0.003	-0.114	-0.122	-0.013	-0.004	0.027	0.175
18	Clarity	0.029	-0.030	-0.004	-0.063	-0.017	0.797	0.117	-0.048	0.059	0.087	0.152	-0.061	0.233
19	Instruction ability	0.012	0.025	-0.055	-0.090	0.007	0.769	-0.035	0.069	-0.063	0.025	-0.062	-0.069	-0.046
20	Team Work	0.019	-0.077	-0.018	0.043	0.023	0.609	0.209	0.085	0.047	0.138	0.132	0.171	-0.228
21	Flexibility	-0.017	-0.125	0.175	0.030	-0.053	0.420	0.104	-0.046	0.009	0.174	0.306	-0.149	0.382
22	Pleasing personality	0.116	0.038	0.162	0.120	-0.036	-0.030	0.791	0.002	-0.015	-0.033	0.105	0.074	0.049
23	Different facial expression	0.002	-0.023	0.025	0.099	0.458	0.098	0.595	0.077	0.124	0.200	-0.059	0.002	0.095
24	Behaviour	-0.039	0.521	0.058	-0.077	-0.184	0.028	0.542	0.122	0.102	0.240	-0.009	0.022	0.098
25	Interaction	0.046	0.108	0.026	0.044	-0.011	0.005	0.057	0.817	-0.053	0.082	0.014	0.241	0.046
26	Technical Level	0.099	0.071	0.221	-0.072	-0.025	0.141	0.024	0.670	0.105	0.083	0.133	-0.380	-0.094
27	Professional Skill	-0.136	-0.021	0.399	0.044	0.038	-0.021	-0.204	0.454	-0.058	0.046	0.013	0.355	0.064
28	Providing Services as promised	0.025	-0.004	0.033	0.034	-0.085	0.003	0.127	0.031	0.780	0.125	-0.097	0.085	-0.245

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No.	Item	1	2	3	4	5	6	7	8	9	10	11	12	13
29	Customer to feel safe,secure,satisfied& delighted in operation	0.005	0.052	0.116	0.042	0.020	0.012	0.107	0.068	0.743	0.056	0.054	0.055	0.218
30	Knowledge on EXIM Norms	-0.159	0.066	0.252	-0.066	-0.089	0.010	0.027	0.375	0.462	-0.190	0.168	-0.133	0.046
31	Politeness	0.153	0.028	-0.027	0.041	0.153	0.002	-0.126	0.093	0.063	0.811	0.196	-0.018	0.001
32	Friendliness	0.108	-0.085	-0.059	0.244	0.394	-0.053	0.283	0.046	0.238	0.449	-0.306	-0.112	0.102
33	Work ethic	0.159	-0.090	0.119	0.147	0.062	-0.004	0.053	-0.051	-0.045	0.134	0.615	-0.013	-0.049
34	Interpersonal Skills	0.069	-0.072	-0.067	0.122	0.373	0.027	-0.198	0.052	0.290	0.284	0.465	-0.032	0.213
35	Information	0.073	0.065	0.122	0.012	0.051	0.036	0.075	0.077	0.103	-0.043	-0.038	0.806	0.090
36	Approachability	0.031	-0.016	-0.027	-0.028	-0.099	0.005	0.050	0.021	0.013	0.020	-0.009	0.079	0.808

Source : Computed Data

Table 2 shows the factor loadings for each item in relation to the various factors, these principles in the Table show the load and correspondence each item has to a factor or component. It also exhibits the rotated factor loading for thirty six human elements. It is clear form Table that all the thirty six variables have been converted into thirteen factors. The factors with identified new names are discussed in the following Table 3.

Table 3 Factor Matrix

Factor No.	Factor Name	Selected Statement Variable	Items Loading
F1	Promptness	Helping customers	.793
F2	Accomplishment	Performance Consistency	.720
F2	Accomplishment	Dependability	.720
F3	Believableness	Frequent visit to company	.867
F4	Truthfulness	Accuracy	.769
F5	Allegiance	Consideration	.817
F6	Suppleness	Clarity	.797
F7	Countenance	Pleasing personality	.791
F8	Occurrence	Interaction	.817
F9	Affirmation	Providing services as promised	.780
F10	Affability	Politeness	.811
F11	Honesty	Work ethic	.615
F12	Notification	Information	.806
F13	Exemplary	Approachability	.808

It is inferred from the Table 3 that; taking efforts to helping customers of 0.793, "Performance Consistency and reliability" with 0.720 of factor loading , "Frequent visit to company" with a factor loading of 0.867, "accuracy" with factor loadings of 0.769, "Consideration" with the factor loading of 0.817, "Clarity" with factor loadings of 0.797, "pleasing personality" with a factor loading of 0.791, "Interaction" with a factor loading of 0.817, "Providing services as promised" with a factor loading of 0.780, "Politeness" with factor loadings of 0.811 and "work ethic" with a factor loading of 0.615 "Information" with factor loadings 0.806 and "Approachability" with a factor loading of 0.808 are the variable with the highest factor loading under the

factor F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12 and F13. Therefore, these are the identified 13 important traits which have developed human elements of service delivery towards the services rendered by International shipping agents among the respondents in Tirupur cluster.

It's concluded that, "Helping Customer" is the main factor to satisfy the customers in terms of human elements of service delivery. Then performance consistency, frequent visit to company, accuracy and consideration are the other factors which occupy run second, third, fourth, fifth factors and so on.

Findings
1. In the study area respondents feel about human elements of service delivery is up to the average level only in all the aspects.
2. The opinion of exporters towards human elements of service delivery in the given 36 statements, the statement relating to teamwork is most important factor determining the level of satisfaction towards the human elements of service delivery followed by accuracy of the service, professional skills, technical knowledge, and individual attention with a mean value of 3.78, 3.75, 3.73 and 3.71 respectively.
3. It shows that appearance of the human elements is not influencing the opinion of the human element among the exporters which is recorded with a low mean value of 3.47 among the 36 statements.
4. By using the rotated factor loading for thirty six variables related to human elements, it has been extracted into thirteen factors. Among these, the factor called "Helping Customer" is the main factor to satisfy the customers in terms of human element of service delivery with a factor loading of 0.793, followed by the "performance consistency", "frequent visit to company", "accuracy and consideration" are the other factors which occupy second, third, fourth and fifth loadings of 0.720,0.867,0.769 and 0.817.
5. The study depicts that there is no significance difference between selected dependent and independent variables is taken.
6. The results depict that there is no significance difference among the independent variables such as nature of concern, age of concern, nature of export status, annual turnover, nature of product, place of stuffing, port of shipment, nature of shipment, type of container used, company's container service providers, association with agents, availability of credit facilities, mode of payment and their opinion on human elements of service delivery at 5% level of significance.
7. "Frequency of export" the reliant variable is with the P value of 0.085. Since calculated P value is more than 0.05 it can be completed that there is no connection between frequency of export and human elements of service delivery. But as per Tukey HSD test there is a relationship within variables called "frequency of export".

Suggestions
- The exporters are not fully satisfied about the human elements of service delivery. It may cause to exit the customer to other shipping agents. Hence the researcher recommends the shipping agents to monitor and review the human elements of service delivery.
- It is observed that from the human fundamentals of service release, the customers are expecting "accuracy of service", "professional skills" and "technical knowledge". Hence the researcher suggest to shipping agents to concentrate on these core areas while appointing their representative rather than their appearance.
- Customers opinion on human elements of service is less than the average level. So the researcher recommends to the shipping agents to relook the performance of human elements and also suggests to provide adequate training to improve the service quality.

Conclusion
The present study carried out by the researcher has been a rewarding experience in the sense that it has identified the customer satisfaction towards the human elements (Shipping Agents) service delivery with respect to Tirupur cluster and the factor that influence the satisfaction. The customers has been considered as the vital focus area in the sectors of the logistics industry. As a result the logistics companies in the modern days in the highly competitive situation lay down their stress on providing a superior quality of services to their customers and improving the fulfillment of their customers on their execution. By offering better,diversied and customized services to fulfill the needs and wants of the customers, ensuring the effective utilization of the professional expertise possessed by the shipping agents through sophisticated technologies and creating a trust in the minds of exporters on the shipping agents will facilitate the shipping agents to offer superior quality of services to the customers and offering a better level of customer satisfaction. It is hoped that the suggestions offered through this study will be very much useful to the shipping agents and other stakeholders.

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