

“A Study On Consumer Perception Of Delivery Services In Lunlei Town”



A report submitted to Department of Commerce, Higher And Technical Institute, Mizoram (HATIM) for the academic year of 2022

Submitted By: Lalhlimpuii Pautu

Class Roll No.: 15

University Enrollment No: 2023BCOM015

**Prepared under the guidance and supervision of: Miss Lalremruati
Department of Commerce Higher And Technical Institute, Mizoram.**

DECLARATION

I, Lalhlimpuii Pautu, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 03/05/2022

Lalhlimpuii Pautu

Place: Lunglei, Mizoram

Student

ACKNOWLEDGEMENT

Firstly, I would like to thank God with whom nothing is impossible. I would like give my special thanks to the project supervisor Ms. Lalremruati for her constant support and tireless guidance.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal, HATIM and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank you,

LalhlimpuiiPautu

CONTENTS

Sl. No.	TITLE	Page No.
1.	CHAPTER I	1-6
	Introduction	
	1.1 Conceptual Framework	1-2
	1.2 Literature Review	2-3
	1.3 Rationale of the Project	4
	1.4 Statement of the Project	4
	1.5 Objective of the Project	4
	1.6 Research Methodology	5
	1.6.1 Sample Size	
	1.6.2 Sources of data collection	
	1.6.3 Data Processing	
	1.7 Limitation of the Project	5
	1.8 Chapter Plan	6
2.	CHAPTER II	7-20
	Analysis and Interpretation	
3.	CHAPTER III	21-22
	Results and Discussion	
4.	CHAPTER IV	23-24
	Conclusion and Suggestion	
5.	Bibliography	
6.	Annexure	

LIST OF TABLES

Table No.	Contents	Page No.
2.1.1	Gender of the Respondents	7
2.1.2	Age of the Respondents	8
2.1.3	Marital Status of the Respondents	9
2.1.4	Education Level of the Respondents	10
2.1.5	Occupation of the Respondents	11
2.1.6	Income of the Respondents	12
2.2.1	Most Frequently used	13
2.2.2	Does the stuff at the Services/ Courier are polite and helpful?	14
2.2.3	Does the deliveryman polite and friendly?	15
2.2.4	In what ways the deliveryman contact you when he cannot find your place?	16
2.2.5	Which one do you Prefer?	17
2.2.6	Prefer to Pay the Price	18
2.2.7	Did the package arrived within the specific delivery time?	19
2.2.8	Are you satisfied with the delivery fees offered by the Services/Courier?	20

LIST OF THE FIGURES

Fig. No.	Contents	Page No.
2.1.1	Gender of the Respondents	7
2.1.2	Age of the Respondents	8
2.1.3	Marital Status of the Respondents	9
2.1.4	Education Level of the Respondents	10
2.1.5	Occupation of the Respondents	11
2.1.6	Income of the Respondents	12
2.2.1	Most Frequently used	13
2.2.2	Does the stuff at the Services/ Courier are polite and helpful?	14
2.2.3	Does the deliveryman polite and friendly?	15
2.2.4	In what ways the deliveryman contact you when he cannot find your place?	16
2.2.5	Which one do you Prefer?	17
2.2.6	Prefer to Pay the Price	18
2.2.7	Did the package arrived within the specific delivery time?	19
2.2.8	Are you satisfied with the delivery fees offered by the Services/Courier?	20

CHAPTER I

INTRODUCTION

CHAPTER I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

Delivery Services is the services of collecting the products from the sellers and delivering them to the customers for and on behalf of the sellers, and collecting the products from the customer doorstep for and on behalf of the Sellers, in case of return of the products and delivering them to the Seller, and shall include all the services as set out in this Agreement.

Delivery Services means the fulfilment of delivery requests, meaning the pickup from any location of any item or items and the delivery of the items using a passenger vehicle, bicycle, scooter, walking, public transportation, or other similar means of transportation, to a location selected by the customer located within 50 miles of the pickup location.

The increasingly rapid development of information technology has changed our lifestyles, making them almost completely practical. The internet is one of the main factors in supporting information technology. With the internet, information can be found easily, safely, and at a low cost. Information can be obtained from all corners of the world regardless of time and geographic boundaries because billions of users are connected via global computer services (Akbar, 2014).

In the early stages of COVID-19, it has invariably caused many small businesses to close up shop, without a definite date for the resumption of services. Knowing this, one cannot underscore enough the importance of delivery services during COVID-19.

Those involved in the delivery service industry have been able to tap into the demands which have resulted from the COVID-19 phenomenon. Stringent lockdowns in the past have been gradually eased to accommodate and fast-track economic recovery. In all of these changes, the delivery services have been there from the start, attending to the requirements people are requisitioning from them. Continue reading to learn more about how delivery services will continue to become a force in the industry in the coming months.

Delivery services around this time have been able to adapt to the social distancing measures which have been required in order to prevent the spread of the virus. Businesses with delivery services on hand have been able to effectively and safely reach out to their customer base precisely because of their ability to maintain this kind of measure.

The researcher thinks that the Delivery Services in Lunglei has been improved in many ways like, how they provide servicing facilities, customers care and how they communicate with the customers. The researcher starts this research to find out the problem faced by the customers and to suggest a better services to the customers.

1.2 LITERATURE REVIEW

One of the important parts of study is review of literature because it helps in formulation of the methodology of the study, finding out the causes and effect relationship of the study and exploring the existing research gap. Literature reviews provide a multipurpose guide to a particular topic

Muruganantham and Nandha (2021) Courier services are currently multi-billion-dollar earning industries which help the wheels of business to turn smoothly. With the rapid development of e-business, shorter product and technology life cycles and higher customer expectations, courier service has become more and more popular. Obviously, online sales increased sharply worldwide over the past decade. Traditionally, a courier company delivers messages, packages and mail. A courier service is distinguished from an ordinary mail service by features such as speed, security, tracking, signature, specialization and individualization of services, and committed delivery time which is optional for most everyday mail services. Even with the adaptation of recent technologies to ensure the quick delivery of products at a reasonable cost, most courier companies are poorly rated by customers, especially in social networking sites.

Sanjeet (2020) investigating the human behavioural issues in relation to online services highlights the need to incorporate a trust variable. A new promising research area includes the definition of trust in a service that is increasingly provided without direct contact between the service provider and the customer.

Selvavinayagam (2019) Corporations square measure providing reliable delivery for domestic necessities by planning specifically to meet the requirements of the Indian domestic market, the air and rail services are operating presently to address non-commercial and business shipping necessities thus providing added-value services within the areas of road transport, air and ocean freight, supply and customs and forwarding services.

Wulan and Hendrawan (2018) Examined the selection of forwarder services using the analytical hierarchy process (AHP) method at PT. XYZ, with the result that the most important criteria are cost, then quality, then delivery, and finally responsiveness.

Ashen et al. (2017) An increasing amount of businesses and organisations in recent times are realising that being capable of providing acceptable levels of customer service delivery may, be the deciding factor of whether or not they will exist in the future. In this modern age of technology, competition has increased dramatically due to the fact that, the internet is able to bring many options into the hands of the consumer and has increased the pace of globalisation. Therefore, consumers have more bargaining power than ever before and, are aware of all the information options available to them in order to make informed decisions. The aim of this study was to investigate the impact of service delivery on consumer satisfaction at Ford as exemplified in the title of the paper.

Jacek (2016) The functioning of courier companies is a vital component of modern trade. E-commerce services are changing the way of shopping. Along with them, also courier services change and become more advance. Customers of courier companies become more aware of quality, which they should expect from supplier of these services. The article presents the result of the research of the effectiveness and the timelines of deliveries realized by one of the terminals of a leading courier operator in Poland. The survey involved 55 courier routes over the course of 10 business days. The author analyses weak points of the supply chain and presents two solutions, which may improve quality of delivery processes.

1.3 RATIONALE OF THE PROJECT

The researcher had started the project in the month of March, 2022, the information was collected through questionnaires. The researcher focuses on the relationship between delivery services providers and the customers' satisfaction.

The main aim of the project is to find out the problem faced by the customers. Also, to find out the level of the customer satisfaction and expectation towards the delivery services delivered their packages/parcel at their home or working places.

1.4 STATEMENT OF THE PROJECT

The demand for faster, efficient and traceable delivery is soaring and competition is severe. Delivery services have to handle a large number of shipments for many different clients. The sign of disorganization is late deliveries, customers expect packages to arrive when promised. Delivery needs can vary depending on the day and season, partner with a courier service enjoy flexibility. It is the only way to accurately price products and shipping costs. When there is a high turnover of delivery head, they have to educate about log list, delivery expectations, and deadlines. This is a waste of resources that cause delays in delivery of operational areas.

1.5 OBJECTIVE OF THE PROJECT

- 1) To study the level of consumer satisfaction on Delivery Services.
- 2) To examine the level of expectation towards their services.
- 3) To find out the problem faced by the customers.
- 4) To suggest a better service to the customers.

1.6 RESEARCH METHODOLOGY

1.6.1 Sample size

The study was conducted in Lunglei town. Sample size denoted the number elements selected for the study. For this research, 73 respondents were selected who are willing to participate and share their opinions and experiences regarding the topic.

1.6.2 Sources of data collection

Primary data has been collected through structured questionnaire. The questionnaire was distributed by using Google forms. WhatsApp was used to reach the respondents by sending questionnaire link. The secondary data were collected through different sources, such sources include journals and thesis published, existing research articles and various websites of the internet.

1.6.3 Data Processing

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in pie chart, frequency tables and percentages.

1.7 LIMITATIONS OF THE PROJECT

- 1) The findings of the study are applicable only in the selected study areas and cannot be generalized for other area.
- 2) The researcher feels that the information collected are insufficient and feels that the research would be more reliable if a longer time period were available and the information collected can thus be more sufficient.
- 3) By using Google form, the researcher was able to collect the data but cannot collect much.
- 4) Due to conservative nature, it is possible that some respondents may not have given their responses in the questionnaire in fully true manner.

1.8 CHAPTER PLAN:

These are the chapter plan for the study:

Chapter I: INTRODUCTION

- 1.1 Conceptual Framework
- 1.2 Literature Review
- 1.3 Rational of Project Study
- 1.4 Statement of the Problem
- 1.5 Objective of the Project
- 1.6 Research Methodology
- 1.7 Limitations of the Project
- 1.8 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

BIBLIOGRAPHY

ANNEXURES

CHAPTER II

DATA ANALYSIS AND

INTREPRETATION

CHAPTER II

ANALYSIS AND INTREPRETATION OF DATA

This chapter analyse the socio-economic characteristic of the respondents such as age, marital status, educational qualification, income and so on.

2.1 SOCIO-ECONOMIC BACKGROUND OF THE RESPONDENTS

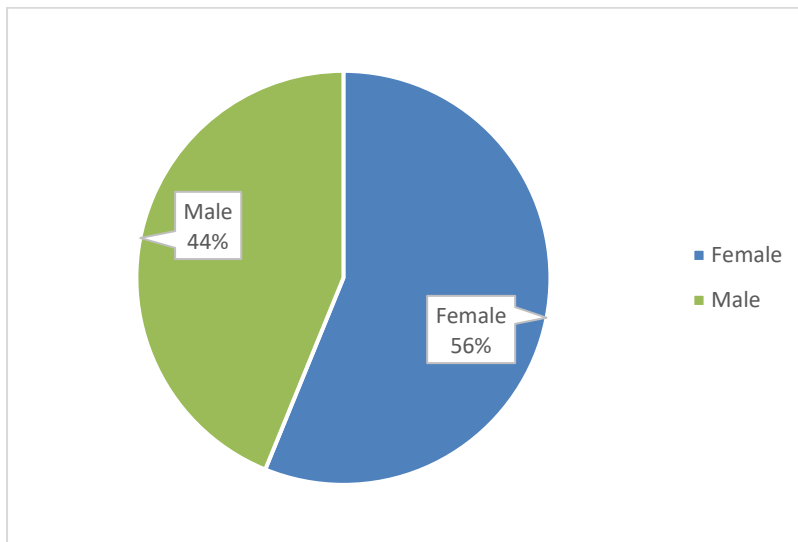
This section analyses and interpret the socio-economic background of the respondents under the study.

Table 2.1.1 Gender of the Respondents

Gender	No. of respondents	Percentage (%)
Female	41	56
Male	32	44
TOTAL	73	100

Source: Field Study

Fig2.1.1 Gender of the Respondents



Interpretation

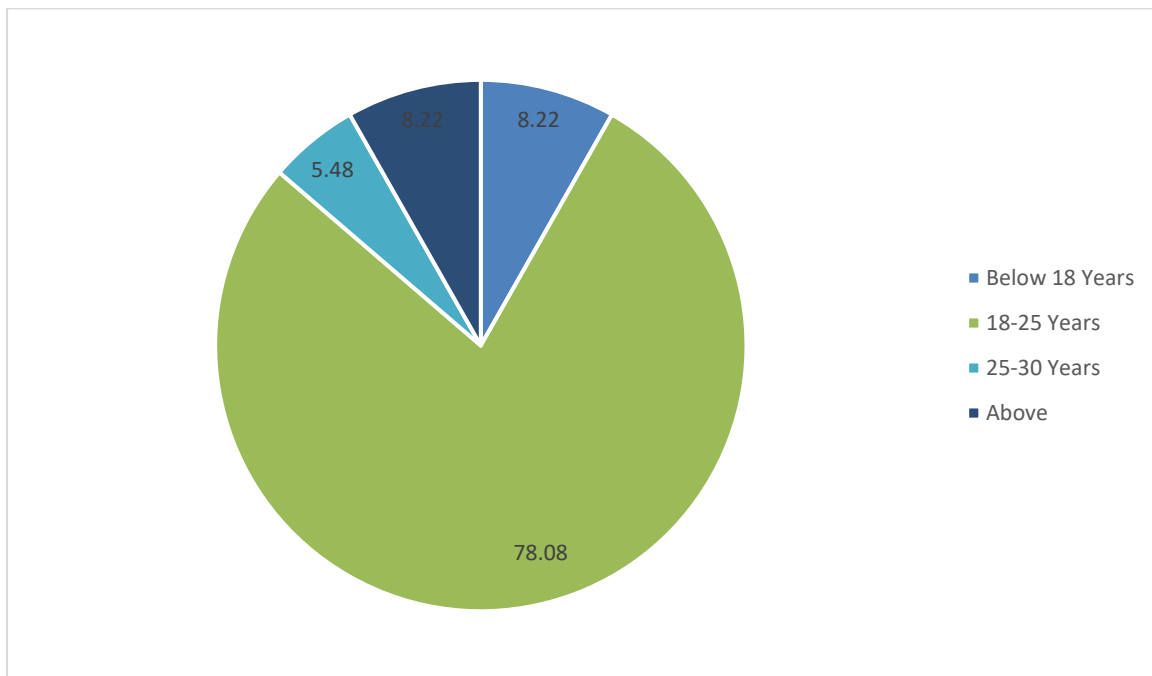
From the above data, we can see that 56% of the respondents are Female. 44% of the respondents are Male.

Table 2.1.2 Age of the Respondents

Age	No. of respondents	Percentage (%)
Below 18 Years	6	8.22
18-25 Years	57	78.08
25-30 Years	4	5.48
Above 30 Years	6	8.22
TOTAL	73	100

Source: Field Study

Fig.2.1.2Age of the Respondents



Interpretation

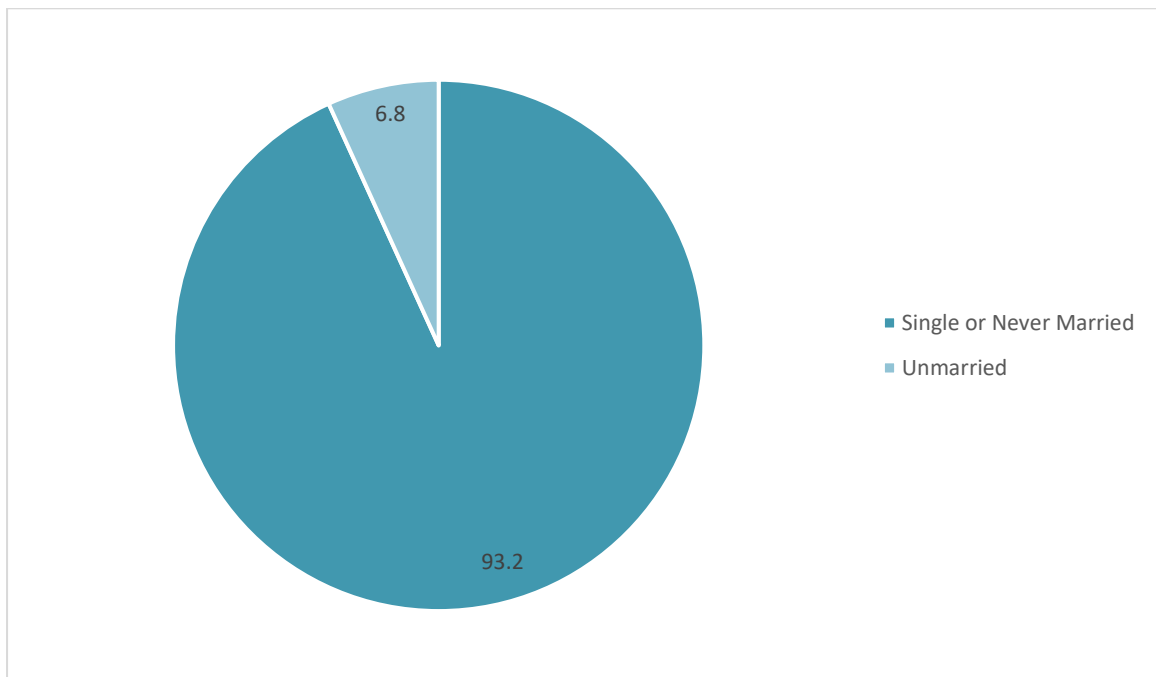
From the above data we can see that 5.48% of the respondents are 23-30 Years, 8.22% of the respondents are Below 18 Years and Above 30 Years, 78.08% of the respondents are 18-25 Years of age.

Table 2.1.3 Marital Status of the Respondents

Marital Status	No. of respondents	Percentage (%)
Single or Never Married	68	93.2
Married	5	6.8
TOTAL	73	100

Source: Field Study

Fig 2.1.3 Marital Status of the Respondents



Interpretation

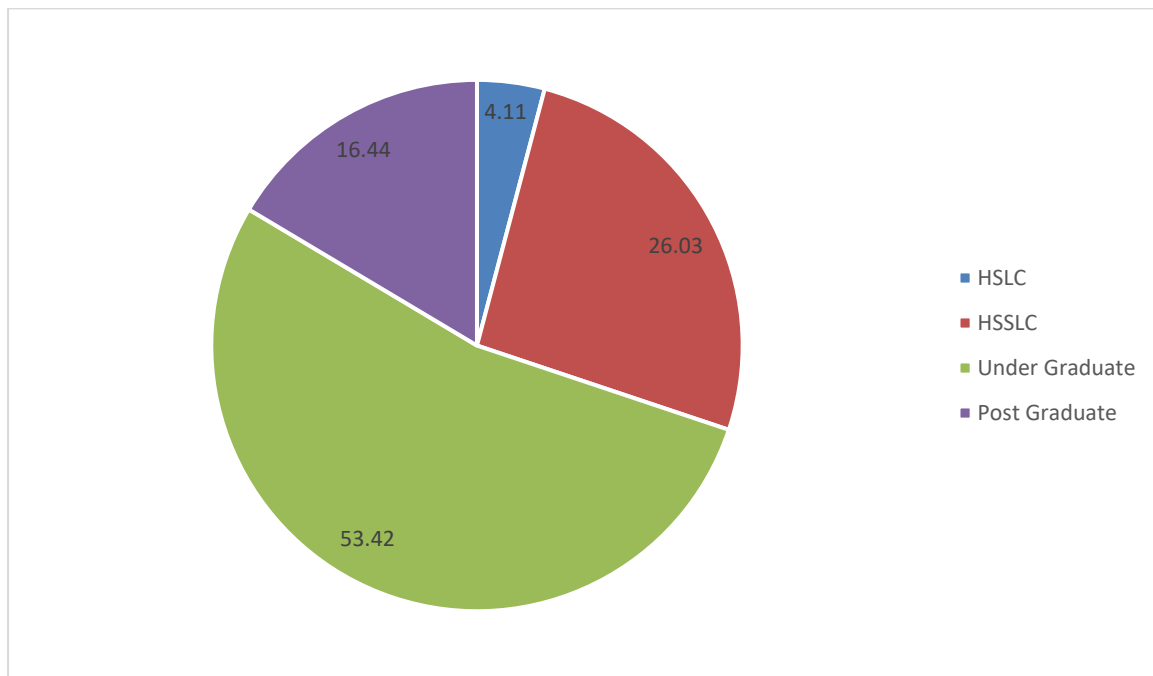
From the above data we can see that 93.2 % of the respondents are Single or never Married and 6.8% of the respondents are married.

Table 2.1.4 Education Level of the Respondents.

Level of Education	No. of Respondents	Percentage (%)
HSLC	3	4.11
HSSLC	19	26.03
Under Graduate	39	53.42
Post Graduate	12	16.44
TOTAL	73	100

Source: Field Study

Fig 2.1.4 Education Level of the Respondents.



Interpretation

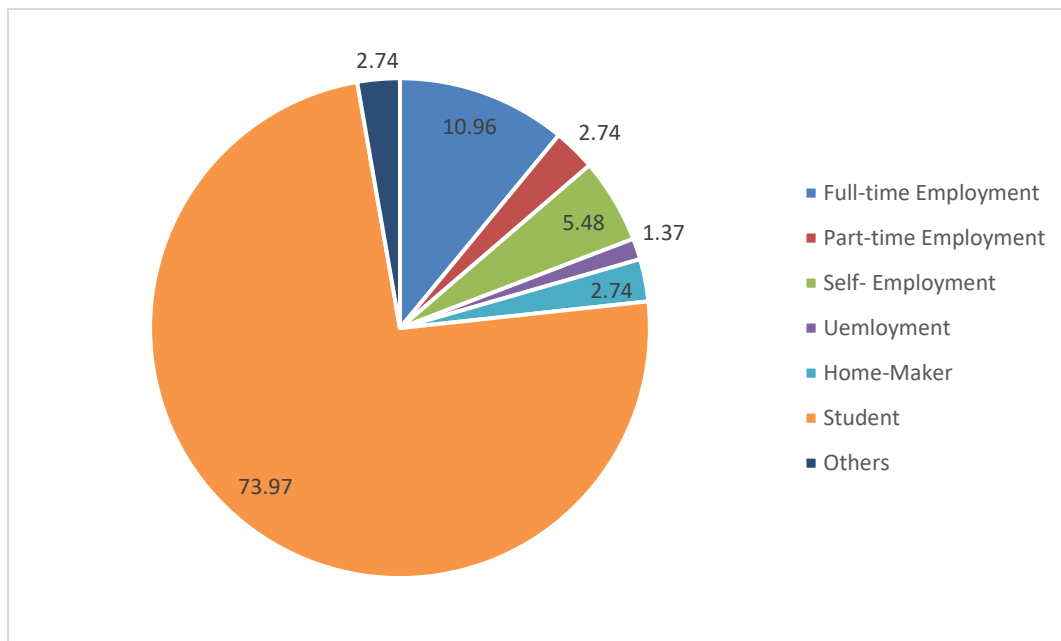
From the above data we can see that 4.11% of the respondents are passed HSLC, 26.30% of the respondents are passed HSSLC, 53.42% of the respondents are Under Graduate, 16.4% of the respondents are Post Graduate.

Table 2.1.5 Occupation of the Respondents.

Occupation	No. of Respondents	Percentage (%)
Full-time Employment	8	10.96
Part-time Employment	2	2.74
Self-Employment	4	5.48
Unemployment	1	1.37
Home-Maker	2	2.74
Student	54	73.97
Others	2	2.74
TOTAL	73	100

Source: Field Study

Fig2.1.5 Occupation of the Respondents.



Interpretation

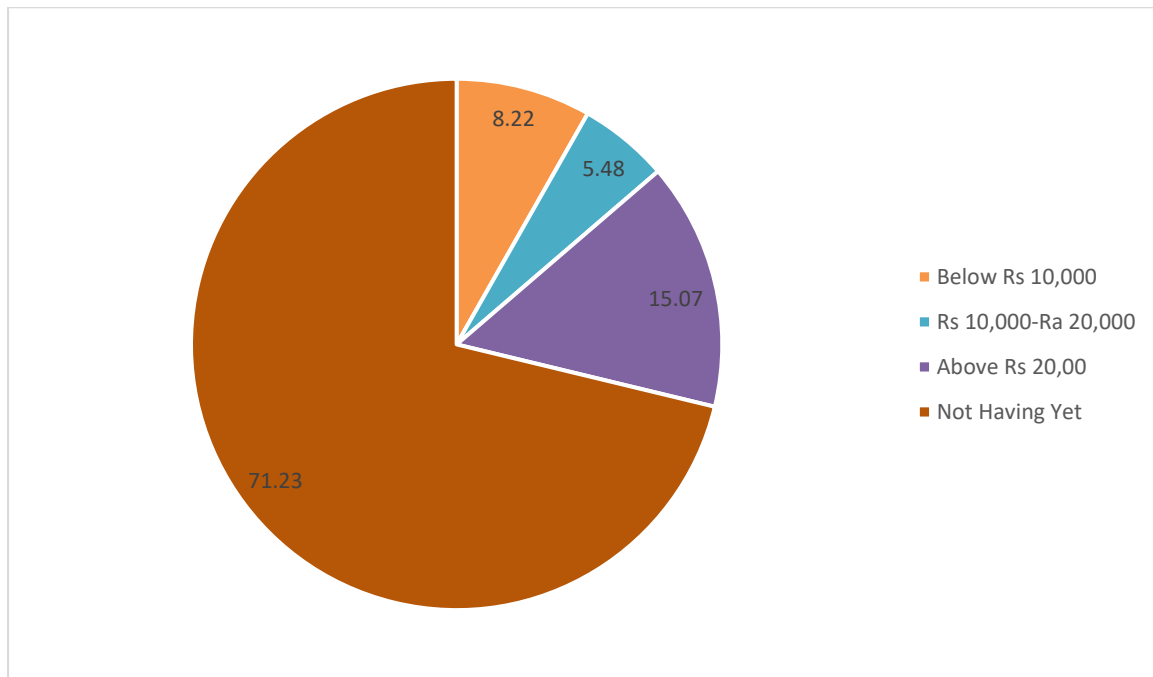
From the above data we can see that 1.37% is unemployment, 2.74% are full-time employment, home-maker and others, 5.48% are self-employment, 10.96% are full-time employment, 73.97% are students.

Table 2.1.6 Income of the Respondents

Income	No. of Respondents	Percentage (%)
Below Rs10,000	6	8.22
Rs 10,000- Rs 20,000	4	5.48
Above Rs 20, 000	11	15.07
Not Having Yet	52	71.23
Total	73	100

Source: Field Study

Fig 2.1.6 Income of the Respondents



Interpretation

From the above data 5.48% of the respondents are having an income around Rs10,000-Rs20,000, 8.22% of the respondents are having an income below Rs10,000, 15.07% of the respondents are having an income above Rs20,000, and 71.23% of the respondents are not having an income.

2.2 CONSUMER OPPINION

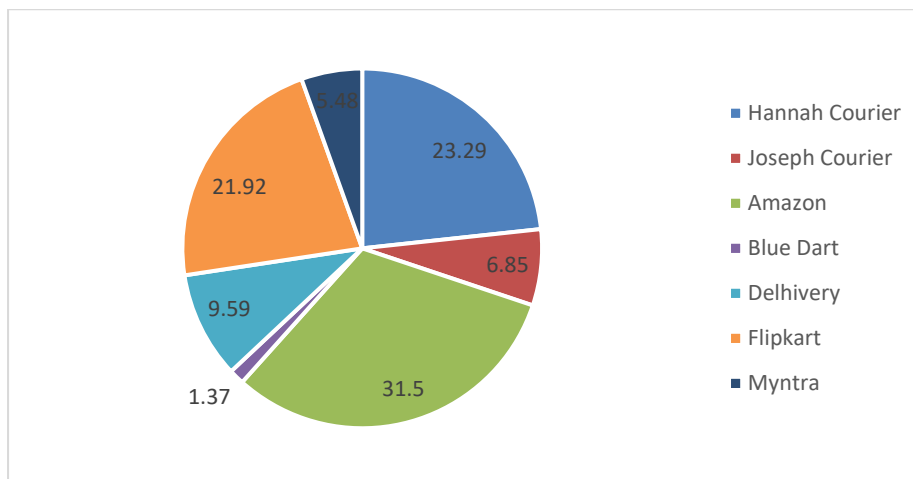
This section analysis the consumer satisfaction and the problem they face while delivering the packages/ parcel.

Table 2.2.1 Most Frequently used

Option	No. of Respondents	Percentage (%)
Hannah Courier	17	23.29
Joseph Courier	5	6.85
Amazon	23	31.50
Blue Dart	1	1.37
Delhivery	7	9.59
Flipkart	16	21.92
Myntra	4	5.48
Total	73	100

Source: Field Study

Fig2.2.1 Most Frequently used



Interpretation

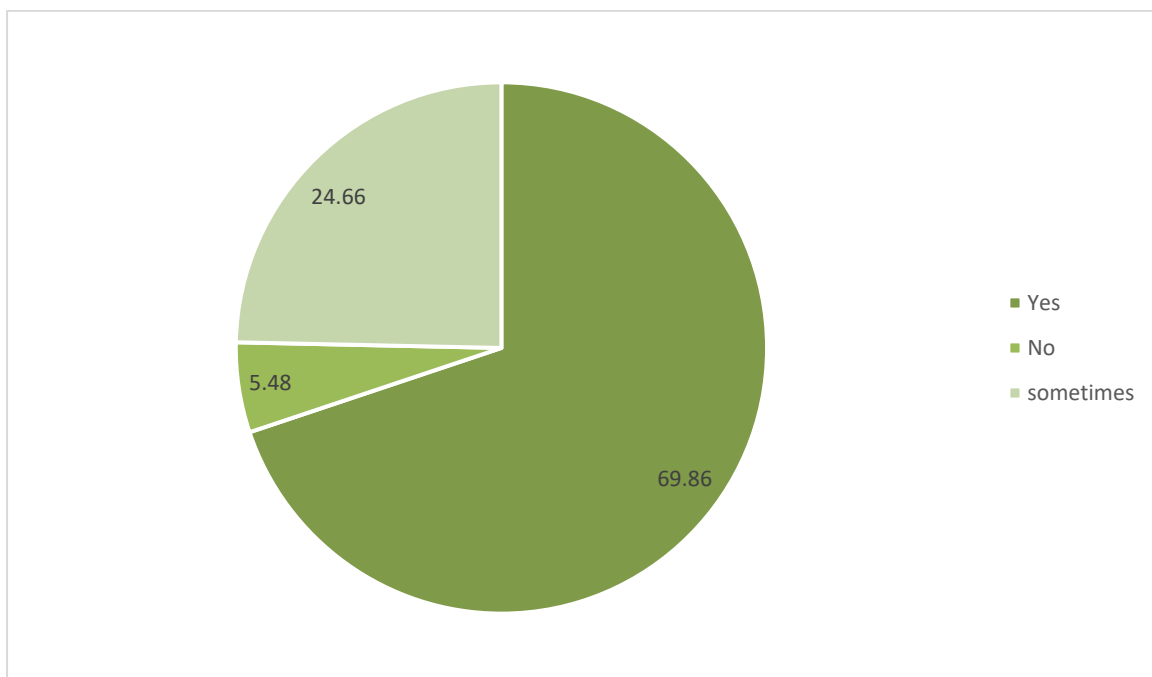
From the above data we can see that 1.37% of the respondent is using Blue Dart, 5.48% of the respondents are using Myntra, 6.85% of the respondents are using Joseph courier, 9.59% of the respondents are using Delhivery, 21.92% of the respondents are using Flipkart, 23.29% of the respondents are using Hannah Courier, and 31.5% of the respondents are using Amazon.

Table 2.2.2 Does the stuff at the Services/ Courier are polite and helpful?

Options	No. of the respondents	Percentage (%)
Yes	51	69.86
No	4	5.48
Sometimes	18	24.66
Total	73	100

Source: Study Field

Fig 2.2.2 Does the stuff at the Services/ Courier are polite and helpful?



Interpretation

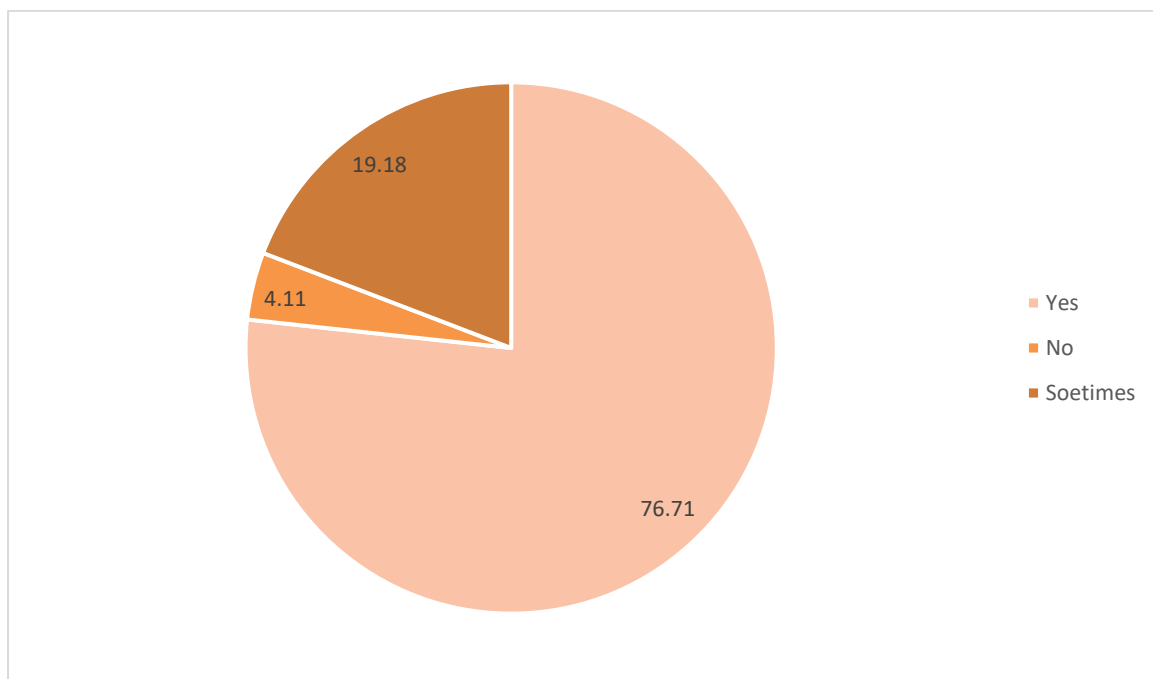
From the above data we can see that 5.48% of the respondents are saying that the stuff are not polite and helpful, 24.66% of the respondents are saying that the stuff are polite and helpful sometimes, and 69.86% of the respondents are saying that the stuff are helpful and polite. So the stuff at the Delivery Services are polite and helpful.

Table 2.2.3 Does the deliveryman polite and friendly?

Options	No. of the respondents	Percentages (%)
Yes	56	76.71
No	3	4.11
Sometimes	14	19.18
Total	73	100

Source: Field Study

Fig 2.2.3 Does the deliveryman polite and friendly?



Interpretation

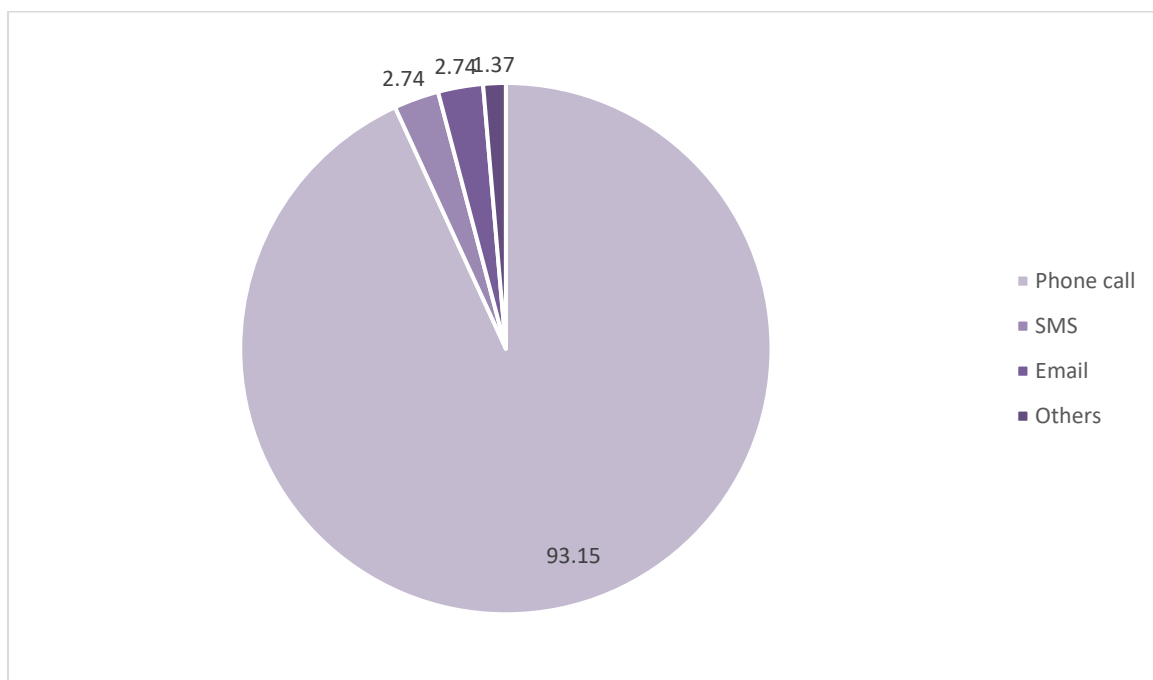
From the above data we can see that 4.11% of the respondents are saying that the Deliveryman is not polite and friendly, 19.18% of the respondents are saying that the Deliveryman is polite and friendly sometimes, and 76.71% of the respondents are saying that the Deliveryman is polite and friendly. So, from this data we can know that the Deliveryman are polite and friendly to the customers.

Table 2.2.4 In what ways the deliveryman contact you when he cannot find your place?

Options	No. of Respondents	Percentage (%)
Phone Call	68	93.15
SMS	2	2.74
Email	2	2.74
Others	1	1.37
Total	73	100

Source: Field Study

Fig2.2.4 In what ways the deliveryman contact you when he cannot find your place?



Interpretation

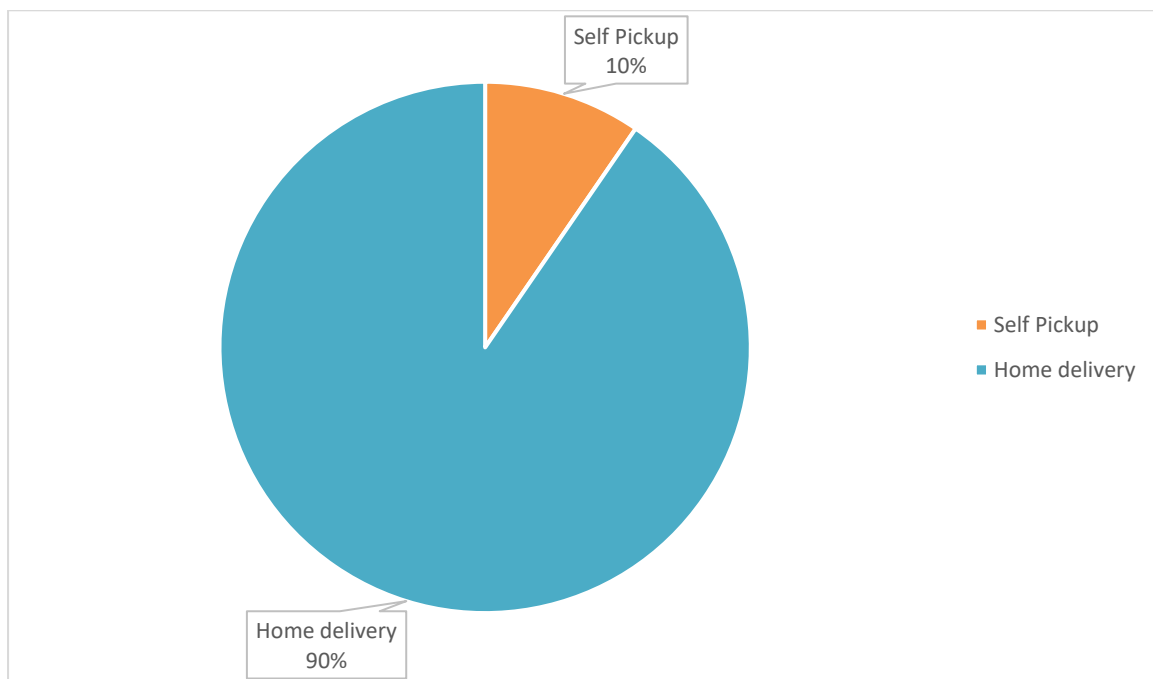
From the above data 2.74% of the respondents are contact by SMS and Email by the deliveryman, 93.15% of the respondents are contact by Phone Call by the deliveryman, and the remaining 1.37% are contact by other tools by the deliveryman. So, the Deliveryman usually used to contact the customer by Phone Call.

Table 2.2.5 Which one do you Prefer?

Options	No. of Respondents	Percentage (%)
Self - Pickup	7	10
Home delivery	66	90
Total	73	100

Source: Field Study

Fig 2.2.5 Which one do you Prefer?



Interpretation

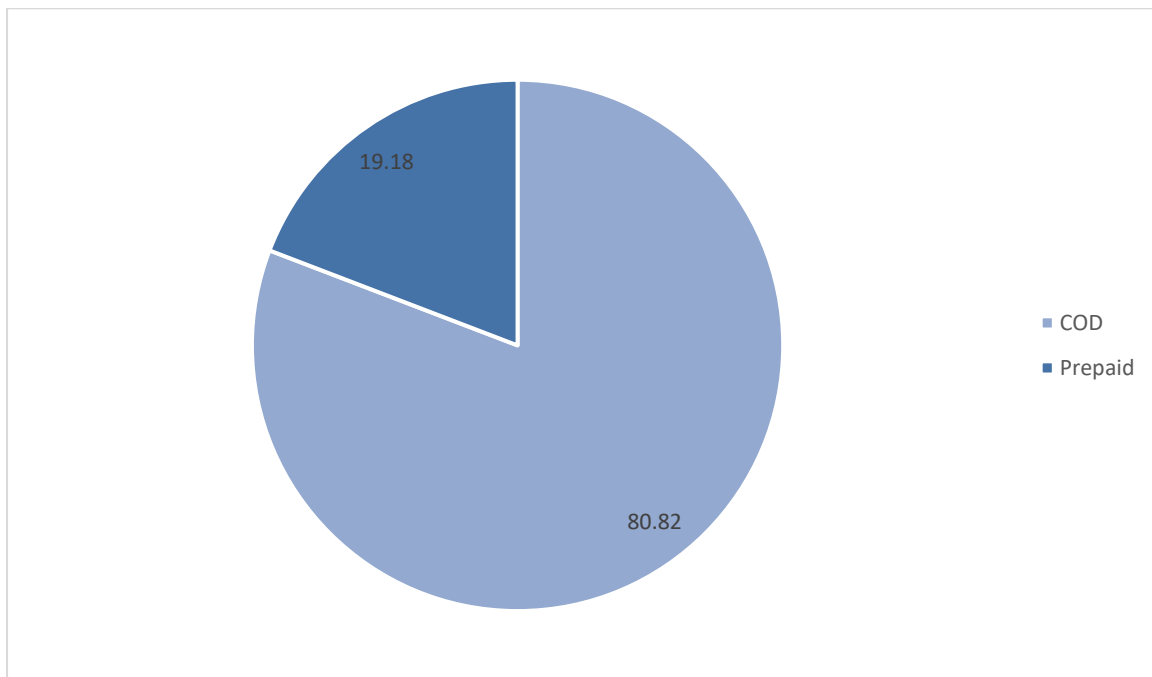
From the above data we can see that 10% of the respondents wants Self Pickup from the Delivery Services/ Courier, and 90% of the respondents wants Home Delivery.

Table 2.2.6 Prefer to Pay the Price

Options	No. of Respondents	Percentage (%)
Cash On Delivery (COD)	59	81
Prepaid	14	19
Total	73	100

Source: Field Study

Fig 2.2.6 Prefer to pay the Price



Interpretation

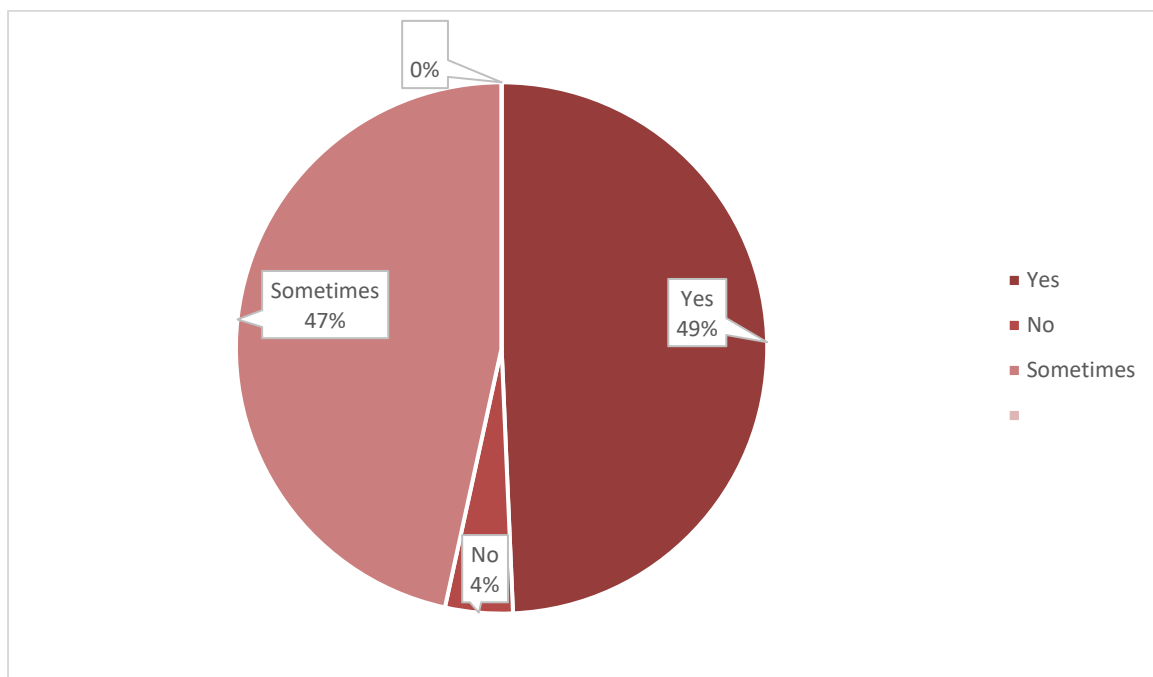
From the above data we can see that 19% of the respondent wants to pay the price before they get the packages(prepaid), and 81% of the respondents wants to pay the price after they received the package(COD).

Table 2.2.7 Did the package arrived within the specific delivery time?

Options	No. of Respondents	Percentage (%)
Yes	36	49
No	3	4
Sometimes	34	47
Total	73	100

Source: Field Study

Fig 2.2.7 Did the package arrived within the specific delivery time?



Interpretation

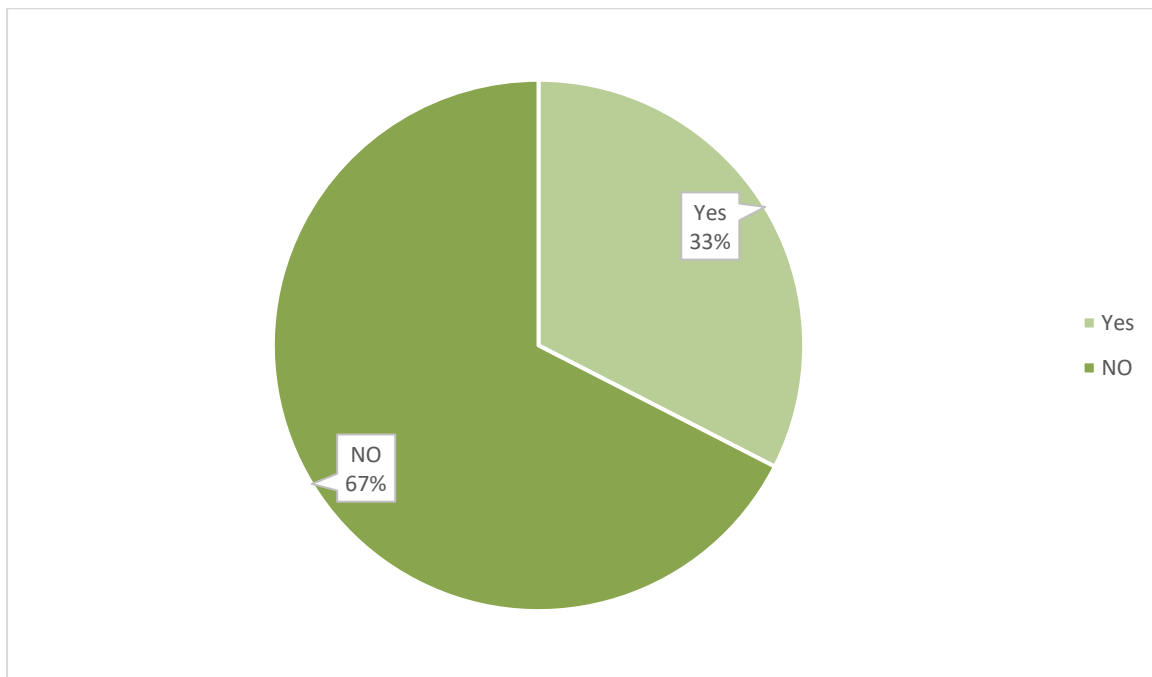
From the above data we can see that 4% of the respondents did not received the package in a specific date, 47% of the respondents received the package in a specific date sometimes and 49% of the respondents received the package on a specific date.

Table 2.2.8 Are you satisfied with the delivery fees offered by the Services/Courier?

Options	No. of Respondents	Percentage (%)
Yes	63	86
No	10	17
Total	73	100

Source: Field Study

Fig2.2.8 Are you satisfied with the delivery fees offered by the Services/Courier?



Interpretation

From the above data we can see that 33% of the respondents are satisfied with the delivery fees offered by the Delivery Services and the rest 67% of the respondents are not satisfied with the delivery fees offered by the Delivery Services.

CHAPTER III

RESULT AND DISCUSSION

CHAPTER III

RESULT AND DISCUSSION

The followings are the results of the customer perception on Delivery Services in Lunglei Town.

- 56% of the respondents are Female and 44% of the respondents are Male.
- 5.48% of the respondents are 23-30 Years, 8.22% of the respondents are Below 18 Years and Above 30 Years, 78.08% of the respondents are 18-25 Years of age.
- 6.8% of the respondents are married and 93.2 % of the respondents are Single or never Married.
- 4.11% of the respondents are passed HSLC, 26.30% of the respondents are passed HSSLC, 53.42% of the respondents are Under Graduate, 16.4% of the respondents are Post Graduate.
- 1.37% is unemployment, 2.74% are full-time employment, home-maker and others, 5.48% are self-employment, 10.96% are full-time employment, 73.97% are students.
- 5.48% of the respondents are having an income around Rs10,000-Rs20,000, 8.22% of the respondents are having an income below Rs10,000, 15.07% of the respondents are having an income above Rs20,000, and 71.23% of the respondents are not having an income.
- 1.37% of the respondent is using Blue Dart, 5.48% of the respondents are using Myntra, 6.85% of the respondents are using Joseph courier, 9.59% of the respondents are using Delhiver, 21.92% of the respondents are using Flipkart, 23.29% of the respondents are using Hannah Courier, and 31.5% of the respondents are using Amazon.
- 5.48% of the respondents are saying that the stuff are not polite and helpful, 24.66% of the respondents are saying that the stuff are polite and helpful sometimes, and 69.86% of the respondents are saying that the stuff are helpful and polite.
- 4.11% of the respondents are saying that the Deliveryman is not polite and friendly, 19.18% of the respondents are saying that the Deliveryman is polite and friendly sometimes, and 76.71% of the respondents are saying that the Deliveryman is polite and friendly.

- 2.74% of the respondents are contact by SMS and Email by the deliveryman, 93.15% of the respondents are contact by Phone Call by the deliveryman, and the remaining 1.37% are contact by other tools by the deliveryman.
- 10% of the respondents wants Self Pickup from the Delivery Services/ Courier, and 90% of the respondents wants Home Delivery.
- 19% of the respondent wants to pay the price before they get the packages(prepaid), and 81% of the respondents wants to pay the price after they received the package (COD).
- 4% of the respondents did not received the package in a specific date, 47% of the respondents received the package in a specific date sometimes and 49% of the respondents received the package on a specific date.
- 33% of the respondent are satisfied with the delivery fees offered by the Delivery Services and the rest 67% of the respondents are not satisfied with the delivery fees offered by the Delivery Services.

From the above data collected we can know that Hannah Courier and Amazon are frequently used by the customers and the stuff at the desk and the deliveryman are maintain a good relationship with the customers.

CHAPTER IV

SUGGESTION AND CONCLUSION

CHAPTER IV

SUGGESTION AND CONCLUSION

SUGGESTION

- 1) The delivery heads and department focuses to increases the customer satisfaction level.
- 2) Want to develop transportation and non-verbal communication.
- 3) To improve the delivery services with respect to time such as delivery in 24 hours even for other than local areas.
- 4) To train the employee to develop relationship with regular clients.
- 5) The customer has to mention their address clearly, so that the deliveryman can reachout easily.
- 6) Measure loyalty as the total number of orders, the most loyal customers are willing to pay more than the least loyal customers for the delivery service attributes of speed and precision.
- 7) Understanding customer preferences for various delivery time slots in the context of attended home delivery is important to academics and practitioners alike.
- 8) It is still mature and fully enthusiastically. Any requirements regarding logistics want to be updated and modify modules.

CONCLUSION

In this study, the three most important attributes according to consumers were found, namely cost, insurance, and delivery time. There are differences in preferences in the choice of delivery services when shopping online based on gender. Women's considerations of the cost attribute are higher than men's considerations. Determining a marketing strategy is important for shipping service companies. Companies can look at the important factors to determine the right strategy. The company can also simulate the odds of the strategy being implemented using the equation generated above.

The customers are not homogeneous in their preferences. Specifically, we identify a number of customer-specific characteristics that drive customer preferences. For example, customer loyalty to the retailer is positively associated with a customer's willingness to pay for both speed and precision. the rewards often given to loyal customers (e.g., free shipping promotions) may be unwarranted. Instead, these promotional rupees might be better spent in attracting new customer to the business.

The system will be used for day to day activities like out return, company details, hub rates, booking non-delivery and pickup centres. It is not easy to do this process manually because it would become very hectic. As per the client requirement, main object should be managing consignment in an effective manner.

This study was undertaken to investigate the impact of service delivery on customer satisfaction so as to identify possible gaps in service delivery can improve on, as well as to ascertain the feasibility to create a specialised focus on customer services, in order to increase their market share and ultimately selling market. The objectives of the study were to explore the impact of service delivery on consumer satisfaction, to explore the factors that influence consumer satisfaction, to identify the challenges faced in customer service delivery and to make recommendations on improving customer services.

BIBLIOGRAPHY

BIBLIOGRAPHY

REFERENCES

1. MohdTamizi Mazlan (2021) „Challenge ECommerce to the Logistics Courier Services Provider during MCO in Malaysia“ IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 23, Issue 2. Ser. II (February 2021), PP 59-62.
2. Sanjeetwalia (2020) „Trust in Courier Services as a Determinant of Service Quality“ Research Project No. 2017/25/N/HS4/02051, Relational model of quality shaping system of courier services in e-commerce.
3. Wulan, A., &Hendrawan, B. (2018). AnalisisPemilihanJasa Forwarder denganMenggunakanMetode Analytical Hierarchi Process (AHP) di PT. XYZ. Journal of Applied Business Administration, 2 (2), 294–306. <https://doi.org/10.30871/jaba.v2i2.1126>
4. Ashen Ramdhani*Graduate of the Regent Business School, Durban, Republic of South Africa*XolelwaMnyamana*External Dissertation Supervisor and Academic, Regent Business School, Durban, Republic of South Africa* Anis Mahomed Karodia (PhD) *Professor, Senior Academic and Researcher, Regent Business School, Durban, Republic of South Africa.* Investigating the impact of service delivery on customer Satisfaction: A case study of Forrd-G autenprovince(Republic of South Africa).
5. JacekKarcz (2016) Improvement quality of courier delivery https://www.researchgate.net/publication/307832317_Improvements_in_the_quality_of_courier_delivery
6. Mr. Mehul Chandrakant Chhatbar a comparative study of satisfaction of consumers while using services of India post and private courier services in Mumbai NET, M. Com, Assistant Professor, Department of Accountancy, K. P. B. Hinduja College of Commerce, Mumbai.

APPENDIX

APPENDIX

QUESTIONNAIRE(ENGLISH)

This questionnaire is to be used by LalhlimpuiiPautu, 4th Semester B.com, HATIM only for study purposes. I would be very grateful to you if you could kindly look upon and give answers to it. The names of the respondents will not be clarified.

1. Gender

- (i) Male
- (ii) Female

2. What is your Age?

- (i) Below 18 Years
- (ii) 18-25 Years
- (iii) 25-30 Years
- (iv) Above 30 Years

3. Marital status

- (i) Single or never Married
- (ii) Married

4. Educational Qualification:

- (i) HSLC
- (ii) HSSLC
- (iii) Under Graduate
- (iv) Post- Graduate

5. Occupation of the Respondents

- (i) Full time Employment
- (ii) Part time Employment
- (iii) Self Employment
- (iv) Unemployment
- (v) Home Maker
- (vi) Students
- (vii) Others

6. Income

- (i) Below Rs 10,000
- (ii) Rs 10,000-Rs 20,000
- (iii) Above Rs 20,000
- (iv) Not having yet

7. Location (VengHming)

8. Most Frequently used

- (i) Hannah Courier
- (ii) Joseph Courier
- (iii) Amazon
- (iv) Blue Dart
- (v) Delhivery
- (vi) Flipkart
- (vii) Myntra

9. Does the staff at the Deliver Services/ Courier are polite and helpful?

- (i) Yes
- (ii) No
- (iii) Sometimes

10. Does the Deliveryman polite and friendly?

- (i) Yes
- (ii) No
- (iii) Sometimes

11. Did you get notification from the Delivery Services after your package was taken out to delivered?

- (i) Yes
- (ii) No
- (iii) Sometimes

12. In what ways the deliveryman contact you when he cannot find your place?

- (i) Phone call
- (ii) SMS
- (iii) Email
- (iv) Others

13. Which one do you prefer?

- (i) Self Pickup
- (ii) Home Delivery

14. Which one do you prefer to pay the price?

- (i) Cash On Delivery (COD)

(ii) Prepaid

15. Did the package arrived within the specific delivery time?

(i) Yes

(ii) No

(iii) Sometimes

16. Are you satisfied with the delivery fees offer by the services/Courier?

(i) Yes

(ii) No

(iii) Sometimes

17. Your favourite Delivery services/courier
