

A PROJECT REPORT

(18MBAPR407)

on the Topic

“A STUDY ON CUSTOMER REFERENCE IN DTDC EXPRESS LTD”

By

Mr. VIGNESH S

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Under the Guidance of

INTERNAL GUIDE

Prof. M Sandeep Kumar

Associate Prof & HOD

Dept of Management Studies

CMR Institute of Technology

Bangalore

EXTERNAL GUIDE

Mr R. Venkataswamy

Manager

DTDC Express Ltd,

Bangalore



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

Sept 2020




102719

No. 132, AECS Layout
I.T. Park Road
Bengaluru 560037
T: +91 80 2852 4466/77
F: +91 80 2852 4630
E: info@cmrit.ac.in
www.cmrit.ac.in

CERTIFICATE

This is to certify that **Mr. Vignesh S** bearing USN **1CR18MBA50** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A STUDY ON CUSTOMER REFERENCE IN DTDC EXPRESS LTD" is prepared by him under the guidance of **Mr. M. Sandeep Kumar**, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.


Signature of Internal Guide


Signature of HoD

Sanjay Jain
Signature of Principal
Principal
CMR Institute of Technology
Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator



Date: 25 February 2020

To whomsoever it may concern

This is to certify that **Mr. Vignesh S** of 4th semester MBA (Regno:1CR18MBA50) student of CMR Institute of technology Bangalore, has successfully completed his project work entitled "**A STUDY ON CUSTOMER PREFERENCE IN DTDC EXPRESS LTD**" from 2/01/2020 to 16/02/2020.

He was sincere and had taken keen interest in completing his training. We wish him all the best and success in his future endeavors.



Kodigehalli Main Rd, Sahakar Nagar, Sanjeevani Nagar, Bangalore-560092

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Mr. Vignesh S

USN : 1CR18MBA50

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EXECUTIVE SUMMARY

The undertaking takes a great will on behalf of me on the same time it has given myself the space on the road to bring my analytical capacity into practise. Therefore, the task became undertaken using the solitary objective of "looking at the interest of customers in choosing DTDC Logistics, and taking a look at logistics in general. Under this undertaking, the approach followed has modified into a dialogue of knowledge and close statement by internal review and records are collected from different properties of number one and secondary. I subsequently pass on finishing the procedure of substantial out the feedback form as of 100 clients that took into account the use of DTDC logistics for each company and client to accomplish this task. Additionally secondary information has been taken from different sources such as magazines, a newspaper, and so on.

This Project is a mandatory requirement to fulfill the requirements of the Master of Business Administration course initiated by the Visveshvaraya Technological University. This Project is to help the students understand the customer preference towards selecting the logistics by the way of carrying on an in-depth study of the research

This chapter begins with a brief history and introduction to the definition of customer preference and satisfaction in India's logistics sector along with the problem statement, the study's priorities, priorities, scope , significance and limitations. The introductory chapter ends with descriptions of the thesis chapter scheme.

The aim of this project to make research on how the customer makes decision in choosing DTDC Express Ltd various suggestions to the organization based on the research made and with the aim to provide suggestions to company.

CHAPTER 1 INTRODUCTION

1.1 LOGISTICS INDUSTRY

In general, logistics is the whole company, and a compound project is introduced. Logistics is management of the flow of factors among them in a typical enterprise senesce. The source factor and the consumption factor defined to satisfy the needs of consumers or groups. In addition to overview gadgets like moment and data, the sources control in logistics may include bodily gadgets such as food, fabric, animal, equipment, and liquids. Physical computer logistics frequently requires data flow coordination, management of components, processing , packaging, transportation, shipping and transportation, and also safety.

The word logistics derives from French logistics from the late 19th century, and was used by Baron de Jomini. It describes logistics since the military technical know-how department contributes to the procurement, acquisition and shipment of materials, workers and centres. And the new oxford American vocabulary describes logistics as 'the full organisation of a complicated project with respect to quite a few individuals, quarters or components.

Ident with the logistics specialist supply chain management group. is a system to prepare for the successful and productive carriage and garage area of goods and to enforce and manage the process from the outset of deals and relevant information. Origin to point of usage for the purposes of compliance with consumer standards which includes sport in, out, intern which intra.

FIELDS AND LOGISTICS ACTIVITIES:-

The incoming logistics system is one of the logistics policy number one for the purchase and distribution of incoming products , parts or incomplete inventory shipment from suppliers to container, warehouse or retail production or assembly arrangements.

THE MAIN FIELDS OF LOGISTICS ARE:-

Procurement logistics:-

The whole process was used to select vendors and discuss products or services distribution agreements. It involves tasks such as market research, preparing needs, purchasing or making choices, dealer management, ordering and order management.

Distribution logistics: -

They're involved with the delivery of finished products to the patron. It consists of order processing, warehouse and transportation. the principle sub-sectors consist of air, rail, water, and truck transportation. Logistics have interaction within the integration of these sub sectors counting statistics, stock, warehousing, cloth-dealing with and packaging.

Disposal logistics:-

It is also known as the opposite logistics that it serves for all reuse-related operations of goods and substances. The primary reason for this area is to lower the logistics price, improve service and maintain herbal sources.

Production logistics:-

The process of this logistics is to streamline and control the flow through the supply chain. Production logistics activities are linked to organizational concepts, layout planning, planning and control of production.

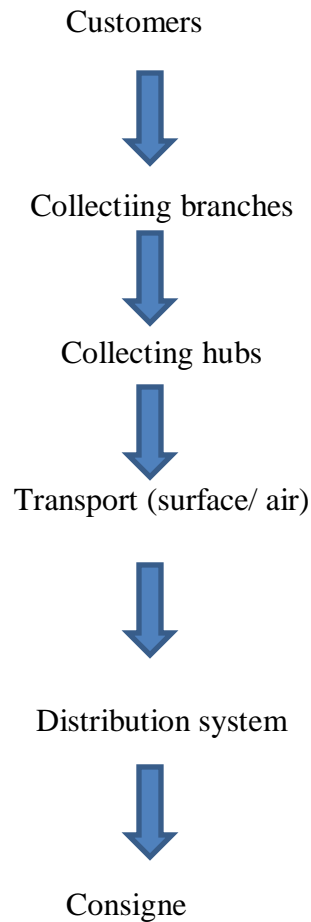
Construction logistics:-

This logistics process is to streamline and control the supply chain flow. Production logistics activities are linked to the concepts of organization, layout planning, production planning.

Digital logistics:-

Is driven by a new generation of web-based, enterprise applications that enable collaboration and optimization leveraging a central logistics information backbone that provides visibility across the entire and extended supply chain.

SUPPLY CHAIN OF DTDC EXPRESS



Archives and goods can either be transported by demand vehicles or by licenced vehicles in the Region. The vast majority of quick transit administrations use leased vehicles for surface shipments and private aircraft for air-express shipments.

An Express Association must ensure that the exactness of its task preparations are carried out for quick shipments and that it conducts daily preparation. The benefit players in transport keep the products through the entire chain consistent and

observable continuity. The key phase of the express sector is discretionary investment.

Express manufacturers use their own trucks to deliver products to the main centre and stack them. The emphasis is where all the numerous branch dispatches are created. The shipping is split into four pieces from the middle, for example. Based on the location of shipments and parcels the consignments are split North Zone, South Zone, Near & Global resulting in free movement of shipments from place of birth to location.

1.2 Company profile



DTDC entered in 1990 clearly capped. Sub Hashish is the leader and owner of DTDC express ltd. DTDC is one of the most important aspects of the market sector within 28 years and is the field of which DTDC is active of work area messaging.

The world's largest express transport companies serving national as well as local administrations. DTDC is also extending its business mission to include the nation's

duration and expansiveness. Today DTDC is one of the rumoured dispatch organisations in India as well as abroad and more than 270crores are valued by the organisation..

For domiciliary and global shipping and packing in India, DTDC Express Ltd provides benefits. The Company offers air freight, surface mail, express traffic, excess and intra-city transportation services through its franchisee.

In the areas of media transition, data innovation, finance, defence, personnel, automobiles, US innovation, the Joined Kingdom, the UAE, Bangladesh , India, Silence, Nepal and Bhutan, the Company provides and offers its services. The company has been integrated with Bangalore as its headquarters.

PROMOTERS OF THE COMPANY

Mr. Subhashishchakraborty

Mr. Suresh Bansal

Mr.Abhishek Chakra borty

VISION AND MISSION STATEMENT

VISION STATEMENT

DTDC is attempting to complete India's most preferred end-to - end Logistics, Express and Retail Services combine with maximum global scope.

MISSION STATEMENT

As the largest Express and Cargo Distribution Company in India by 2017-18 DTDC is trying to expand.

To carry out this goal, the organisation has taken on the main components that accompany it

- Added value administrations to meet consumer demands
- Constant asset enhancement to minimise deductible expenses
- Shift in revenue at each Estimate Chain progression
- Reliable sales control
- Supporting Premium Express Goods for increased customer satisfaction and greater benefits.

QUALITY POLICY

Quality policy is a framework established in the workforce operations by the top management regarding quality. It's a sustainable long term growth strategy. It illustrates the overall quality-related intension and strategy of the business.

DTDC expressly limited, undertaken to-

- Consumer and business satisfaction with high-quality service
- Continues to enhance the quality, operation and quality control framework of goods
- To address the compliant customer at the same time without delay.
- Create a welcoming atmosphere for inspired and dedicated workers.
- Maintain a positive public relationship.

Competitors' Analysis:

According to DTDC, an Indian firm in the courier sector in which GeoPost, Europe's second- largest player in the courier express industry, has a stake, several global firms checked the Indian market by linking up with logistics firms that established fulfilment centers before they foray into the Indian market. Players such as Amazon are massive and produce ample volumes to provide their own facilities. Yet, they typically restrict themselves to holding units (materials) of quick, wide volume, heavy turnaround stock, which is often commoditised. There are also other competitors in terms of logistics industry. They are Bluedart, FedEx, DHL, Chess moving, Ekart, Shiprocket and xpressbees which are equally doing well. But beyond all odds, DTDC is striving to make its best appearance among the competitors.

SWOT ANALYSIS OF DTDC EXPRESS LTD

STRENGTHS

1. Huge transportation value in 3700 Indian areas and 240 Global regions.
2. Franchise Company leaders
3. Nice Consumer and Client Bolster communications.
4. Via web foundation, following the shipments.
5. It transports approx. Twenty million Plots a month.

WEAKNESSES

1. New business organisations and retail locations focused on the web that will sell air tickets and revives on the internet.
2. Organization feels it's impossible to set up retail locations and manage co ordinations all the while.
3. Lack of alertness among Indian shippers.

OPPORTUNITIES

1. Rarely some group members who work on both residential and universal administration.
2. It is a duty-free organisation, which will help it grow rapidly.
3. Securing stake in various organisations can be used to penetrate all of finished Asia and blend the meaning.

THREATS

1. Fees over the fringe can impede the production designs of DTDC.
2. Client grumbles from administration will represent terrible image.
3. Competitor companies paid at low rates.

FUTURE GROWTH AND PROSPECTS

The company has obtained several key initiatives to achieve the potential goals and targets:

- Promoting luxury products with a view to improved administration and customer satisfaction and greater profitability.
- Constant asset improvement to slash spending.
- Right away settling client complaints.
- Enhance Value added services bearing in mind the end aim of fulfilling consumer demands.
- Guarantee of income at every step of the chain of esteem
- Better control of sales.

The DTDC and its administration are based on building the accompanying foundational barriers, of which a portion are:

- Take stock of good quarterly results
- Clear brand awareness by organised re-marking of all entities and establishment locations
- Corporate Governance
- Mandatory Disclosures
- More transparent public relations
- An integral theory of business
- Reliability management.

CSR INITIATIVES OF DTDC

Since its birthplace its CSR is outstanding as its operation structure, DTDC has been faithfully linked with corporate social obligations. DTDC claims that the only way to manage the overall population 's assistance is to make their consumers subordinate and DTDC has helped more than 5,000 families over the past 23 years. Besides supporting the general public through its development initiatives, DTDC is busy with various money-related operations, this consolidates such as campaigns for flood aid, work age, planning and services for adolescent advancement. DTDC represents the general public better at the period and it also provides an alternative treatment plot for the normal social orders.

The Subhasish Chakraborty Foundation was launched on October 15, 2011, with over 12,000 people in the foundation starting now. The state focuses on tendering and taking care , for example, of the financial issues that the general public is looking at –

- Sanitation services in town
- Right to Education
- Develop the colleges and schools
- Implementing awareness campaigns
- Regressive College Scholarship
- Emergency Facilities
- Go on the green
- Assistance and rehabilitation care to the vulnerable,

DTDC PARTNERS

Deloitte



ORACLE



PROCESS



- Reporting time: 9 AM to 10 AM
- Order collecting from 10 AM to 7 PM
- Packing and unloading at Head office from 7 PM to 8PM
- Packing and shipping (other city) from 8:30PM to 9:30PM
- Request settlement in case of loss

- FIR copy to counter and from counter to main offices
- Then the case is assessed by the company
- And then the booking fee is handed back with the value of goods within 7 to 15 days.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 BACKGROUND OF THE STUDY

Researcher and the company have understood the importance of the Customer preference in choosing their brand when compared to the other companies. it is considered that the customer preference plays an major roles towards the logistics business, customers preference for the brand can be gained only when the company meets the customers expectation towards the service offered and maintaining the level of satisfaction and keep the customers through the service offered. this research shows that Customer preference is one great attribute to any company for that matter. This Research will help the company to understand the behaviour of the customer and their attitude towards choosing the brand, it will also help them to understand the major things that the company should concentrate on to gain the customers goodwill and retain the customers with the company.

2.2 REVIEW OF LITERATURE

- **Coltman, Devinney, & Whiting(1996)**

This study depicts the customer preferences towards logistics services .there are various factor that the customer looks into while selecting the transportation services that are cost, delivery time, and quality and in this study they explore the importance of various components of the supply chain products to understand the decision making that consider when buyers select an outsourced service provider.

- **Lehmusvaara ,Tuominen, Korpela(1998)**

The main purpose of this study is where the researcher wants to know that how decision support system that integrates the decision making methodology of the analytical hierarchy process. In this research they focused on decision support system to choose the carrier that provided company's transport services and to select feasible logistics.

- **Aghazadeh, Meade & Sarkis(2001)**

This study reveals that the consumer uses parameters to choose the equal attribute of influential third party LSP and main management. It talks about the success metric for selecting a third-party reverse logistics supplier, such as time-delivery, reported fill rate, quality of service level, overall order cycle period. Time, efficiency, expense and reliability are main considerations in this analysis for third-party logistics.

- **Aicha Aguezzoul (2004)**

There were many features in logistics industries but 3PL has become one of the most common practiced features in the logistic industry. She started doing research on 3PL in order to know the customer preference of selecting the 3PL criteria which means she wanted to know whether customers are choosing company which is offering 3PL or the customers are choosing the company which not offering the 3PL.

- **Michel,Wynne&Stephen(2005)**

The main aim of this paper was that there were many research paper that was conducted in the logistics industry which was majorly focused on satisfaction of

the customer and retention of the customers Hence, Michel came up with an paper which will find the preference of the customer which will help the manager to know how to attract and retain the customer into the company. The main aim of this paper is to know the preference of the customers.

- **Norbis & Mary (2006)**

The main purpose of conducting this research is to differentiate transportation choices and preference of the customers with the view to know what are the different types of transportation logistics that are available for the customer to send and receive their carrier goods from one place to another and on what basis the customers choosing the companies .the another reason for preparing this paper for academic purpose in order to conduct an research to help the company to know what are the consequences that they are facing and to overcome that problems.

- **Rajesh, Pugazhendhi & ganesh(2007)**

This paper depicts that how logistics activities has become an important practice by many companies and customers life and on what aspect customers are choosing logistics services. Third party logistics (3PL) service was newly introduced and it was attracting many of the customers so these three authors started to conduct a research on to understand the preference or the attitude of the customer towards choosing each and every logistics especially with these features.

- **Geraldo , Julio & Librantz(2009)**

This paper explains evaluating and selection of Logistics Service Providers (LSPs) in an particular region in an America .the result that were conquered mainly on the service quality that is been provided by the logistics industry. Because America is

the place where lots of exports and imports happen so he chooses that country to see how customers are choosing the logistics for transferring their goods from one place to another especially from one country to another.

- **Rudolf, Lenka & Kamila (2011)**

This paper is focused on understanding the logistics services as a competitive advantage and to know the frame of e-commerce in the service sector. They feel that the customers consider their purchase behaviour as a very difficult task. Because customers are being very conscious to find out which is the best company in order to avail the services. His aim was to identify and evaluate the customers in preferring the frame of the sales of a cluster analysis and to know what the customers are mainly aiming for.

- **Theodore & Bisnar (2014)**

The study focuses on Service Quality which mainly deals with independent variables: Preferential Influence, Service Performance, Service Availability and Service Satisfaction. He conducted a research in order to know which among the four factors is very important and then with the help of exploratory method he conducted a research and came to a conclusion that customer preferences are mainly influenced by all three factors i.e., Service Performance, Service Availability with Satisfaction of the customer which concluded that a customer will prefer a brand only if all the three factors are fulfilled and levels of expectation are met.

- **Ruth Banomyong (2015)**

The main of this research was to know the key attributes and freight logistics service quality and to know the behaviour and impact shippers' towards the customer and to understand the third party logistics service providers (3PLs). The aim of this paper was to know that what is that impacted in the customer mind to create a value of (3PLs) while developing marketing strategies to attract and retain the existing clients.

- **Voicu (2016)**

In this study shows that one of the most important resources that a company should possess is information. She adds that it is hidden deep inside a “black box “– the mind of the customer, as in the case of information about consumer preference. Difficult as it may seem, it has been shown that customer preference can be measured. This provides an understanding of the choices of customer

- **Edward Anderson (2017)**

This paper is mainly aimed on certain points or key factors such as the choice of the customers especially service related to logistics. Even though there were many factors which influence the customer and their behaviour towards choosing a particular brand he thought of concentrating on the basis in revealing independent variables that the customers are looking at for choosing the company.

CHAPTER 3 RESEARC DESIGN

3.1 STATEMENT OF PROBLEM

The research is general refers to any problem that has been arisen is difficult to solve in which the the researcher experiences the context of finding an solution for the problem that has been arisen and to find the solution to the problem.

In this sense, consumer choice plays an important role in any logistics business in this regard. The research is carried out so that consumers choose DTDC to their rivals may be established. The priorities must be defined in accordance with certain aspects (demand, location, revenue, product selection and consumer satisfaction levels).

NEED FOR THE STUDY

In this age, the logistic business in the retail sector faces more competition. Consumers who visit the distribution business would improve excellent facilities for consumers. Price also plays a significant role for consumers to pick to choose the supermarket. Owing to the intense rivalry in the industry, consumer tastes continue to evolve every day. This study has been done to help the business to better understand the customer's needs, consumer desires and company decisions and identify strategies for the delivery of productive operation that lead to increasing the number of clients and income, as well as to maintain a strong relationship with consumers.

3.2 OBJECTIVES OF THE STUDY

- To know the needs of the customers when using DTDC.
- To research factors impacting customer preference in selecting a logistics firm.
- Researching factors keeping customers visiting DTDC
- To consider each organisation 's importance
- To determine if consumers are happy with the current service pattern.

3.4SCOPE OF THE STUDY

The research is appropriate for the use of DTDC facilities in the field of consumer decision making. In regards to its competition, the varied advantages and characteristics of the company tend to consider the consumers' choice. DTDC will continue to improve its brand, boost sales and attract new clients, retain current consumers and ensure a degree of satisfaction with their future buyers.

3.5 RESEARCH METHODOLOGY

Methodology of Research is a formal way to solve the problem. It is one of the standard way of conducting the research in an organization. The method or the procedure by which the organization will explain, describe and predict the phenomenon is said to Research Methodology.

It also describes the ways of collecting data or information, sample size and the sampling procedure. Research methodology is one of the prominent of finding

solutions for a given problem on a specific matter. It is the process where the researcher conducts an research in an systematic way of finding an solution to the problem that is raised in the organization.

1. SOURCE OF INFORMATION

The customers of DTDC Express Ltd were the major source of the information for the collecting the required primary data. The secondary data were collected for this academic project report.

Primary Source:-

Primary data were gathered through

1. Questionnaire
2. Direct interaction
3. Observation

Secondary source:-

Secondary data was collected through

1. Company Record
2. Internet
3. Text books
4. Company website
5. Articles
6. Journals

RESEARCH DESIGN:

At DTDC express ltd , this study was conducted on an aggregate of about 100 respondents. A research is an systematic arrangement of the various conditions of collecting and analyzing the data in a manner that is intended to combine the relevance for the purpose of research in the company according to the procedure.

Indeed, research is a design that is done in a conceptual structure in which the research is carried out. It acts like a blueprint of the data that is Collected, Measured and analyzed. As a search, the design includes the brief description about the activity of the researcher is going to do and the way in which he is going to find the solution.

RESEARCH TYPE:

Descriptive research is conducted to approach at certain fact findings. The direct interaction and questionnaire were the methods used to collect data for relevant information.

Sampling Technique:

Sampling technique refers to the way or the methodology that is used by the researcher in order to carry out the research using a sample from the available large population, it depends completely on the type analysis that is to be performed. In this research , the data collection method I have taken up is Simple Random sampling.

SAMPLE SIZE:

The sample is taken as 100 respondents.

TOOLS FOR TECHNIQUE:

- Tables
- Charts
- Graphs
- Images

HYPOTHESIS

Chi-square Testing:-

Formula:- $X^2 = \frac{(O-E)^2}{E}$ $E = \frac{RT \cdot CT}{100}$

O= Observed value

E= Estimated Value

Ho= There is NO significance relationship between Customer opinion and DTDC services. H1= There is significant relationship between the Customer opinion and DTDC services.

Particular	Yes	No	Row Total
Very satisfied	25	0	25
Satisfied	35	0	35
Neutral	12	1	13
Dissatisfied	3	9	12
Very dissatisfied	0	15	15
Column Total	75	25	100

O	E	(O-E)	(O-E)²	(O-E)²/E
25	18.75	6.25	39.06	2.08
35	26.25	8.75	76.56	2.92
12	9.75	2.25	5.06	0.52
3	9	-6	36	4
0	11.25	-11.25	126.56	11.25
0	6.25	-6.25	39.06	6.25
0	8.75	-8.75	76.56	8.75
1	3.25	-2.25	5.06	1.56
9	3	6	36	12
15	3.75	11.25	126.56	33.75
			CV=	83.07

Degree of Freedom $D = (C-1)(r-1)$
 $= (5-1)(2-1)$

$= (4)(1)$

$= 4$

Level of significance at 5% is

9.49 Calculated Value >

Tabulated Value

Since calculated value (83.07) is greater than tabulated value (9.49) Hence the alternative hypothesis (H1) is accepted.

LIMITATIONS:

- a) The company had confidential data that could not be disclosed.
- b) Customers were a little biased to the responds.
- c) The research was done in a very short span of time.

- d) Very little information available about the company.
- e) It has been a great constraint.
- f) The sample was restricted to only courier customers. And knowledge of the services

3.13 CHAPTER SCHEME:

CHAPTER SCHEME:

1. INTRODUCTION

Chapter-1 This chapter describes about the Topic of what is internship is all about and Brief about the industry to which the company belongs to the various important aspects of the Industry, Finishing with the Details about the company how they actually work their head quarters operation cycle and etc.

2. CONCEPTUAL BACKGROUND AND REVIEW OF LITERATURE

Chapter-2 Describes about the Theoretical background of the study and 20 Literature Reviews.

3. RESEARCH DESIGN

In Chapter-3 It Describes about statement of problem, scope, research methodology, stheces of information (primary and secondary sthece). Research Design and type; need for study, objectives of the study, sampling technique, sample size, tools for techniques and mainly research hypothesis and limitations.

4. INTERPRETATION AND ANALYSIS:

Chapter-4 describes about the analysis done and interpretation given for the survey done. According to the survey done, the survey has to be nalyser for each question and the results has to be interrupted accordingly to the analysis done.

5. FINDING AND SUGGESSTION AND CONCLUSION

Chapter-5 gives the findings for each question from the Analysis and Interpretation and the Suggestion are given for the questionnaire for which the employees are not satisfied with and finally the conclusion

6. BIBLIOGRAPHY:

Bibliography basically contain data from which the information is been collected. They are the Websites, Textbooks, journals and the Company website.

CHAPTER 4

ANALYSIS AND INTERPRETATION

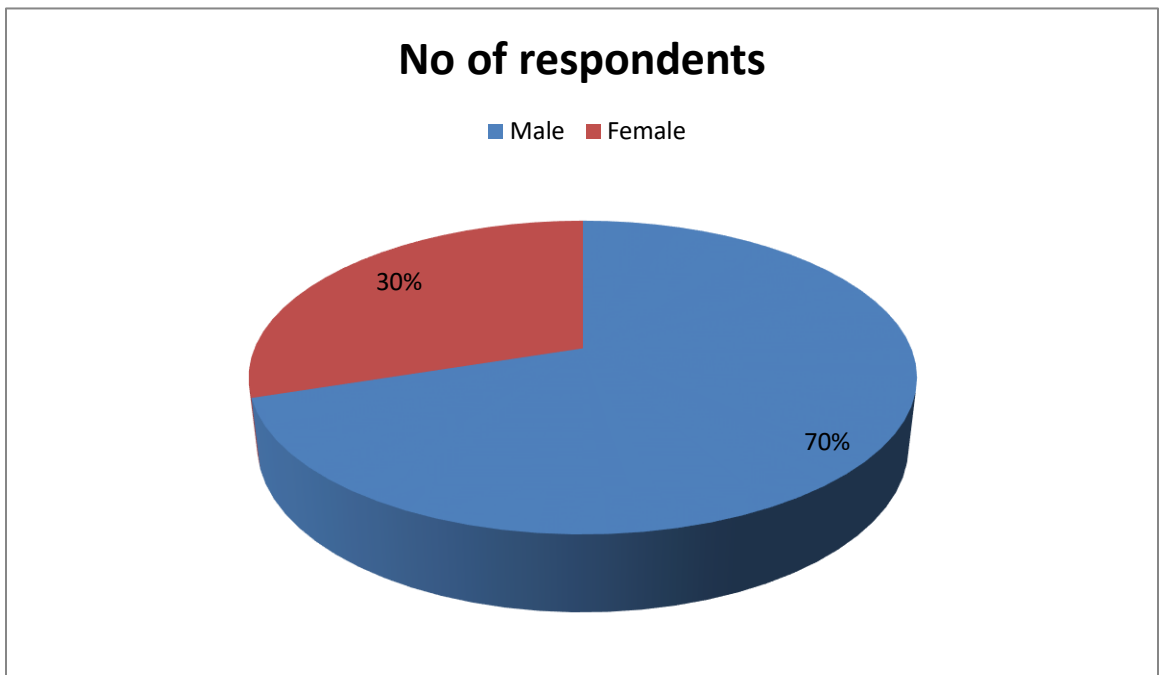
4.1 Table showing gender of the Respondents

Gender	No of respondents
Male	70
Female	30
Total	100

Data analysis:

According to the above data it is clear that majority of the respondents are males were in 70 out of 100 respondents are male and remaining 30 are females.

4.1 Chart representing Gender of the Respondent



Interpretation:-

The above graph Shows that Majority of the customers belong the Male category with 70% and 30% of Female.

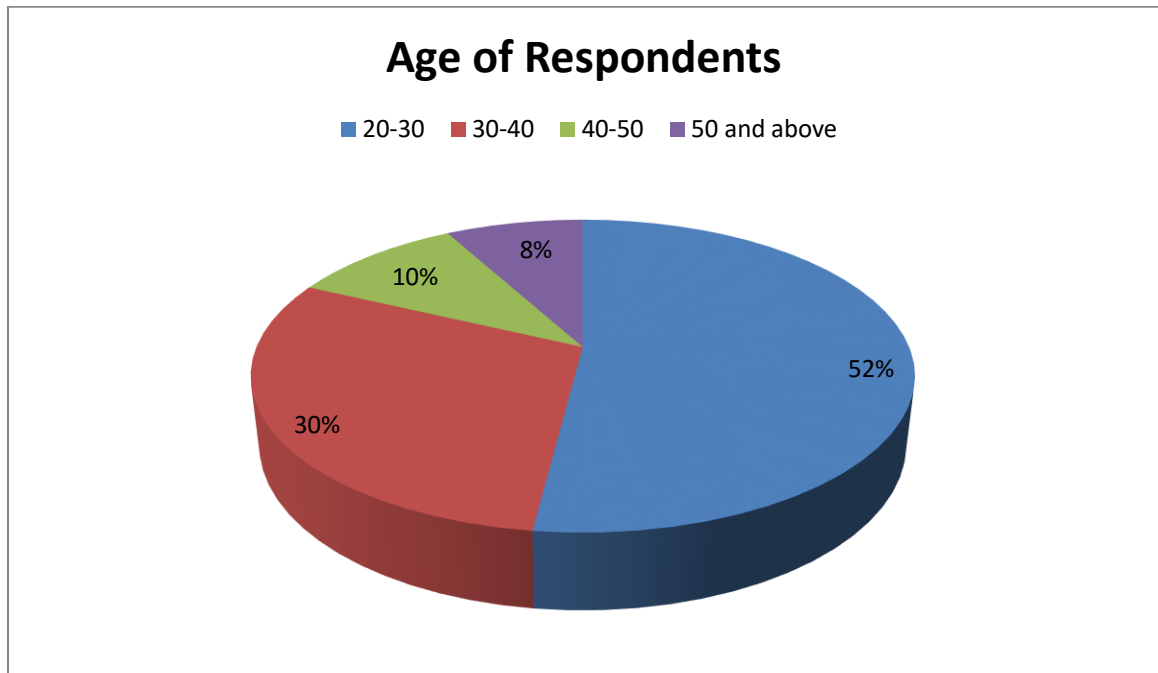
4.2 Table representing the Age of the respondents.

Age	No of Respondents
20-30	52
30-40	30
40-50	10
50 and above	8
Total	100

Data Analysis:

From the above data we can state that Majority of the respondents Belong to the age group of 20-30 (52 Respondents), following the 30-40(30 respondents), 40-50(10 respondents, 50 and above(8 respondents) Respectively.

4.2 Chart representing the Age of the respondents.



Interpretation:

From the above chart we can state that Majority of the respondents Belong to the age group of 20-30 (52% Respondents), following the 30-40(30% respondents), 40-50(10% respondents, 50 and above(8% respondents) Respectively.

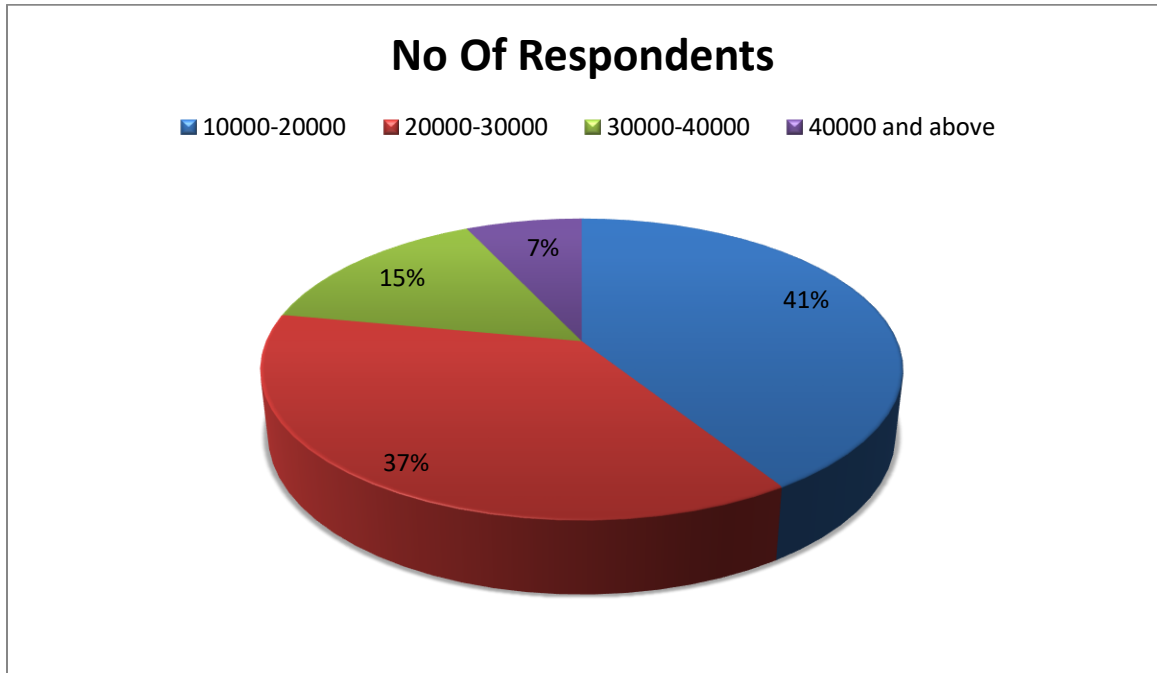
4.3 Table Showing the Monthly income.

Income	No Of Respondents
10000-20000	41
20000-30000	37
30000-40000	15
40000 and above	7
Total	100

Data Analysis:

From the above data we can state that Majority of the respondents monthly income is 10000- 20000 (41 Respondents), following the 20000-30000 (37 respondents), 30000-40000 (15 respondents), 40000 and above (7 respondents) respectively.

4.3 Chart Showing the Monthly income.



Interpretation

From the above chart we can state that Majority of the respondents monthly income is 10000- 20000 (41% Respondents), following the 20000-30000 (37% respondents), 30000-40000 (15% respondents), 40000 and above (7% respondents) Respectively.

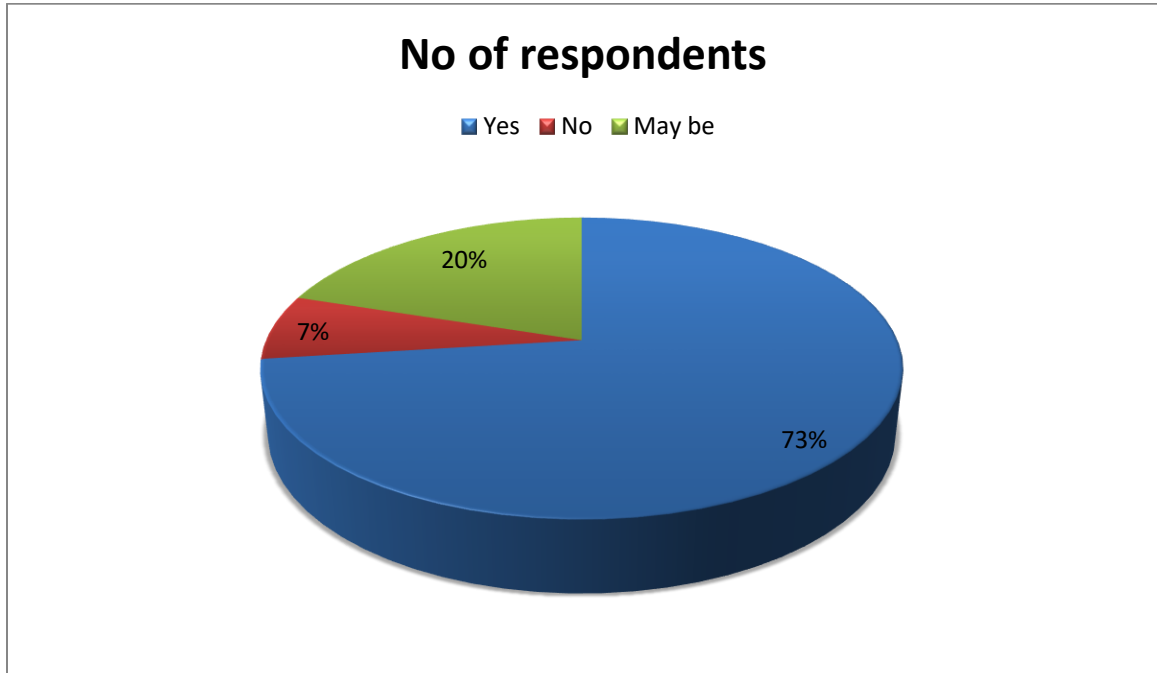
4.4 Table showing the Customer delight towards DTDC networks

Opinion	No of respondents
Yes	73
No	7
May be	20
Total	100

Data Analysis:

The above table states that 73 respondents are happy with DTDC networks, 7 respondents said that they are not happy and 20 respondents said may be respectively.

4.4 Chart showing the Customer delight towards DTDC networks



Interpretation:

The above chart states that 73% respondents are happy with DTDC networks, 7% respondents said that they are not happy and 20% respondents said may be respectively

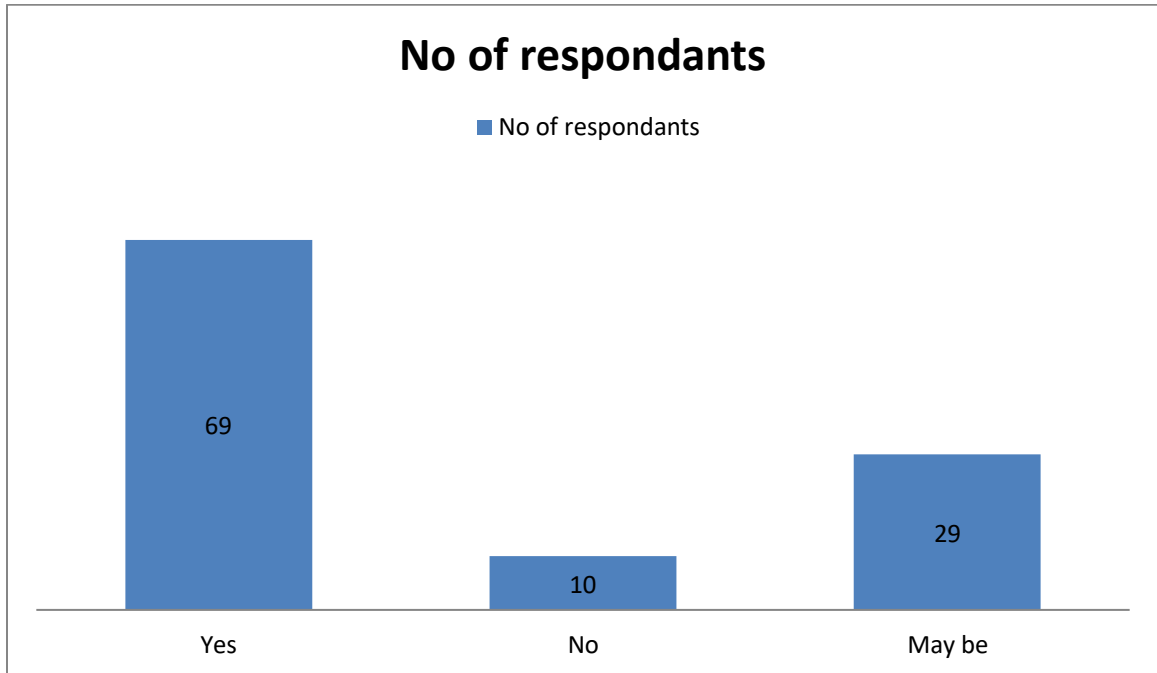
4.5 Table Representing Customer opinion towards delivering the product on time

Opinion	No of respondants
Yes	69
No	10
May be	29
total	100

Data Analysis:

The table above shows that majority of the respondents accept that the delivering the product on time ie., 88% yes and No 8% and Maybe 4% respectively.

4.5 Chart Representing Customer opinion towards delivering the product on time



Interpretation:

The chart above shows that majority of the respondents accept that they delivering the product on time ie., 88% yes and No 8% and Maybe 4% respectively.

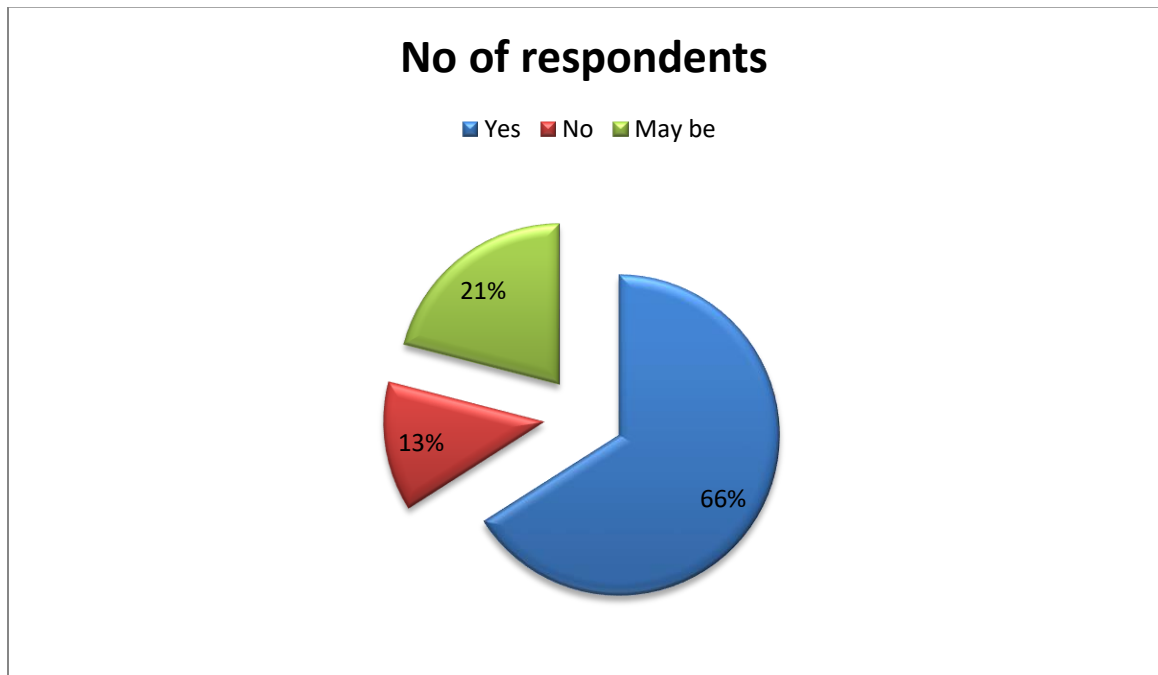
4.6 Table Depicting the Brand image of DTDC

Opinion	No of respondents
Yes	66
No	13
May be	21
Total	100

Data Analysis:

The table above states that 66 respondents are impacted by the brand image while making purchase decision,13 respondents are not impacted by the brand image of DTDC and 21 respondents said may be respectively.

4.6 Chart Depicting the Brand image of DTDC



Interpretation:

The chart above states that 66 % respondents are impacted by the brand image while making purchase decision,13% respondents are not impacted by the brand image while making purchase decision and 21 respondents said may be respectively.

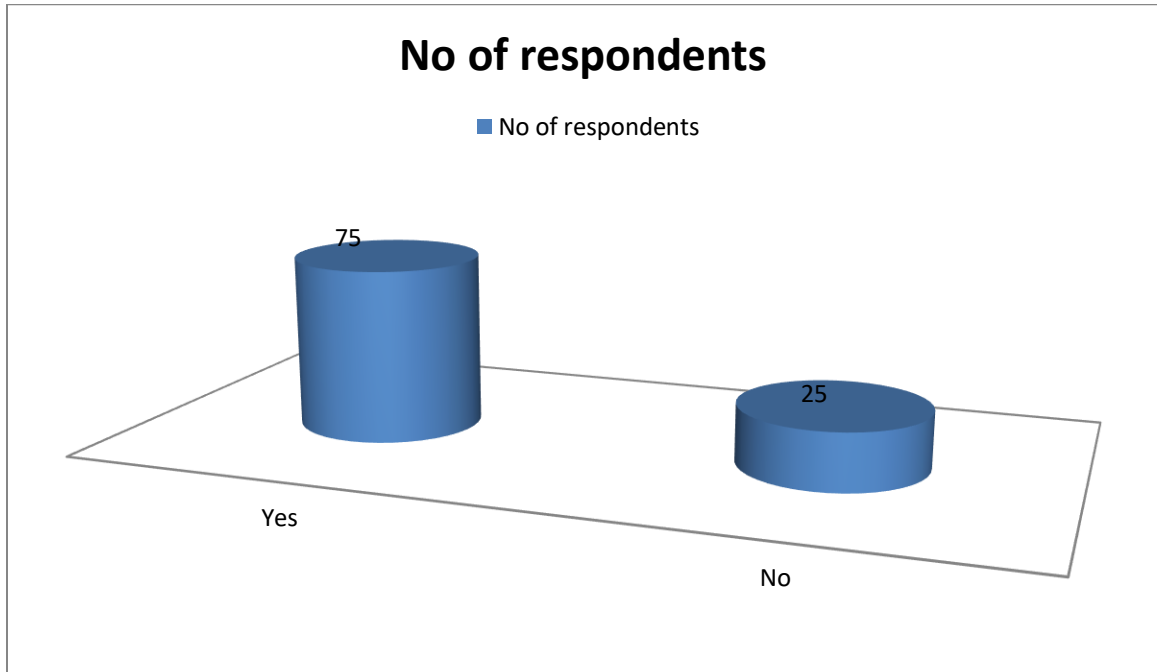
4.7 Table Showing the Customer opinion towards recommending DTDC service to their friends and family.

Opinion	No of respondents
Yes	75
No	25
Total	100

Data Analysis:

The table above shows that 75 respondents recommend DTDC services to their family and friends, 25 respondents said that they won't recommend to their family and friends respectively.

4.7 Chart Showing the Customer opinion towards recommending DTDC service to their friends and family.



Interpretation:

The chart above shows that 75% respondents recommend DTDC services to their family and friends, 25% respondents said that they won't recommend to their family and friends respectively.

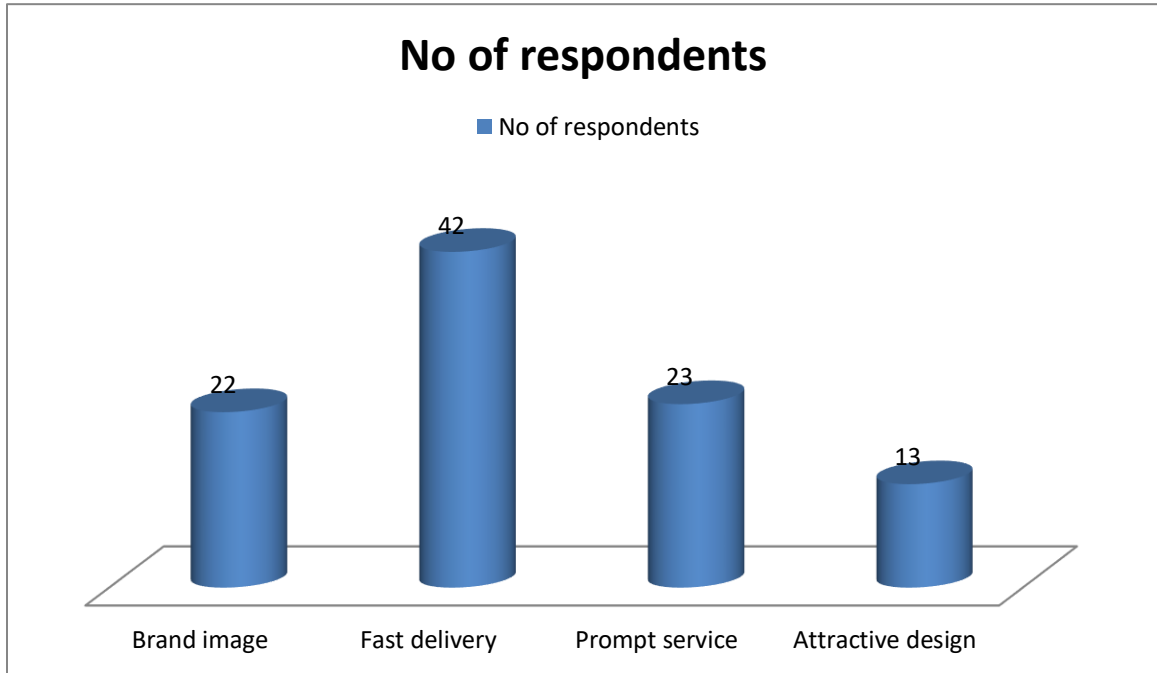
4.8 Table Representing the features of DTDC which influence the customer to choose DTDC

Opinion	No of respondents
Brand image	22
Fast delivery	42
Prompt service	23
Attractive design	13
Total	100

Data Analysis:

The table above states 22 respondents are impacted by the brand image ,42 respondents said that they impacted by the fast delivery, 23 respondents said that they impacted by the prompt services and 13 respondents are impacted by the attractive design respectively.

4.8 Chart Representing the features of DTDC makes that makes the customer to choose DTDC



Interpretation:

The table above states 22% of respondents are impacted by the brand image ,42% of respondents said that they impacted by the fast delivery, 23% of impacted said that they impacted by the prompt services and 13% of respondents are impacted by the attractive design respectively.

4.9 Table showing the Factor influencing the purchase decision of consumers choosing DTDC among the competitors

Opinion	No of respondents
Packaging	26
Price Quality	33
Brand Name	21
Service Delivery	20
Total	100

Data Analysis:

The above table shows that 26 respondents are influenced by the packaging ,33 respondents are influenced by the price quality,21 respondents are influenced by the brand name and rest 20 respondents are influenced by the service delivery respectively.

4.9 Chart showing the Factor influencing the purchase decision of consumers choosing DTDC among the competitors



Interpretation:

The above chart shows that 26% of respondents are influenced by the packaging ,33% of respondents are influenced by the price quality,21% of respondents are influenced by the brand name and rest 20% of respondents are influenced by the service delivery respectively.

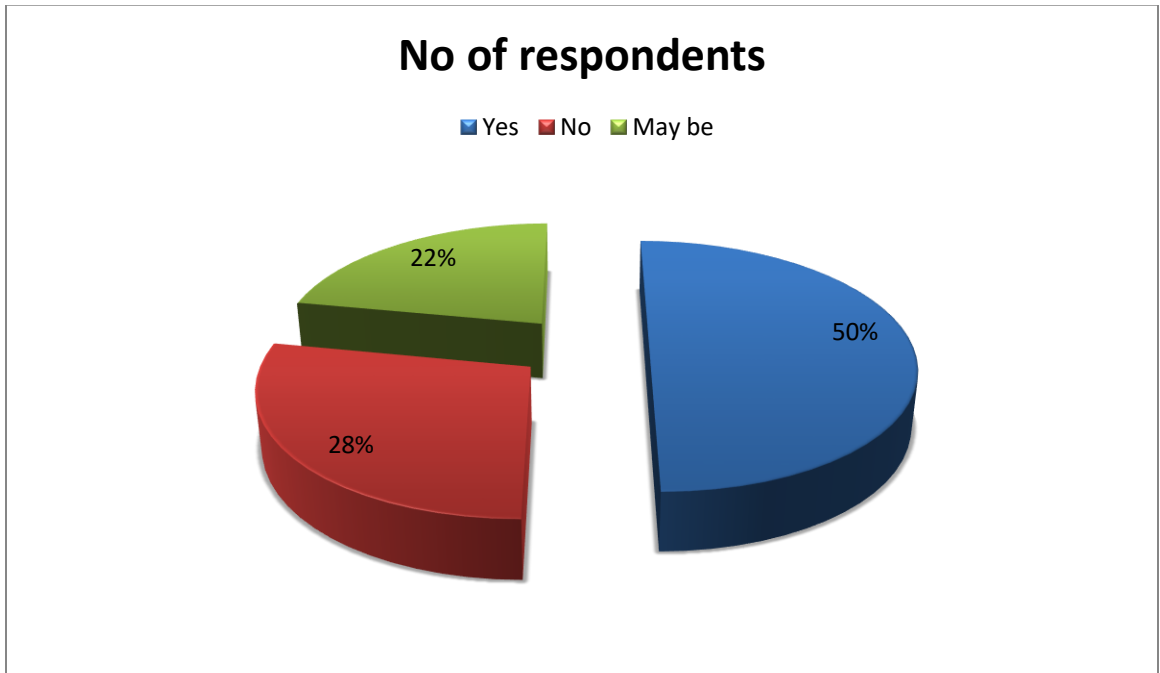
4.10 Table representing the advertisement of DTDC.

Opinion	No of respondents
Yes	50
No	28
May be	22
Total	100

Data Analysis:

The table above shows that 50 respondents have seen the advertisement of DTDC, 28 respondents have not seen the advertisement of DTDC and rest 22 respondents said may be respectively.

4.10 Chart representing the advertisement of DTDC.



Interpretation:

The chart above shows that 50% of respondents have seen the advertisement of DTDC, 28% of respondents have not seen the advertisement of DTDC and rest 22% of respondents said may be respectively.

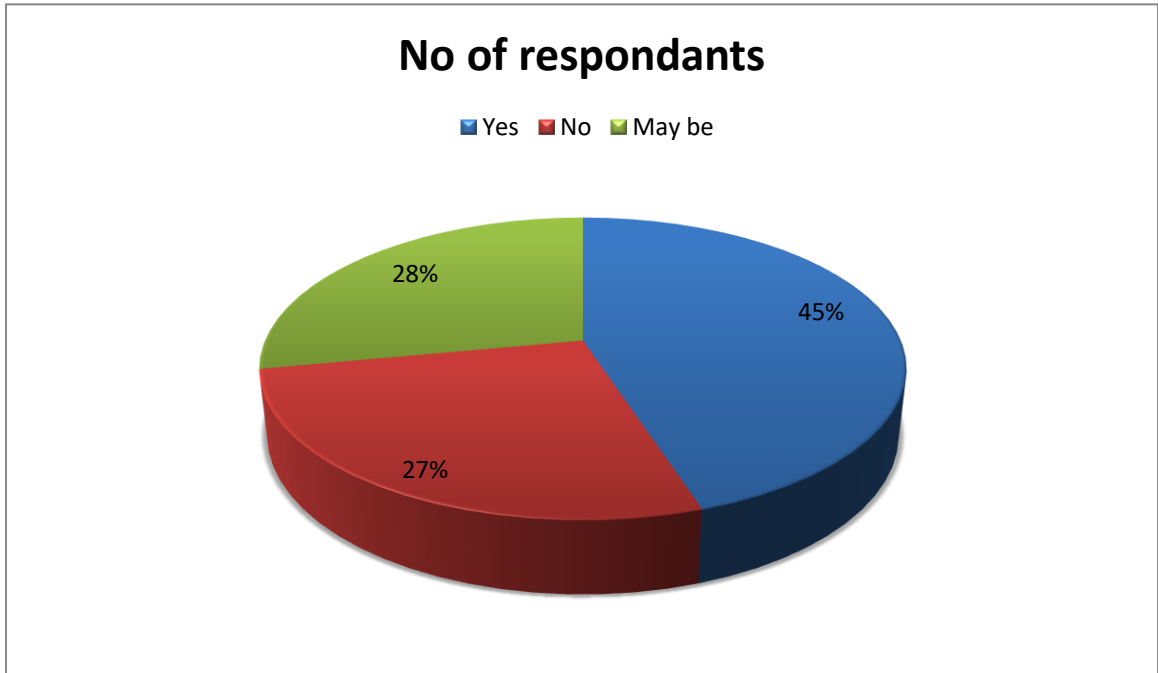
4.11 If yes, Did advertisement impact you to choose DTDC.

Opinion	No of respondents
Yes	45
No	27
May be	28
Total	100

Data Analysis:

The table above shows that 45 respondents impacted by the DTDC advertisement , 27 respondents are not impacted by the DTDC advertisement and remaining 28 respondents said may be respectively.

4.11 Chart representing the impact of DTDC advertisement



Interpretation:

The chart above shows that 45% of respondents impacted by the DTDC advertisement, 27% of respondents are not impacted by the DTDC advertisement and remaining 28% of respondents said may be respectively

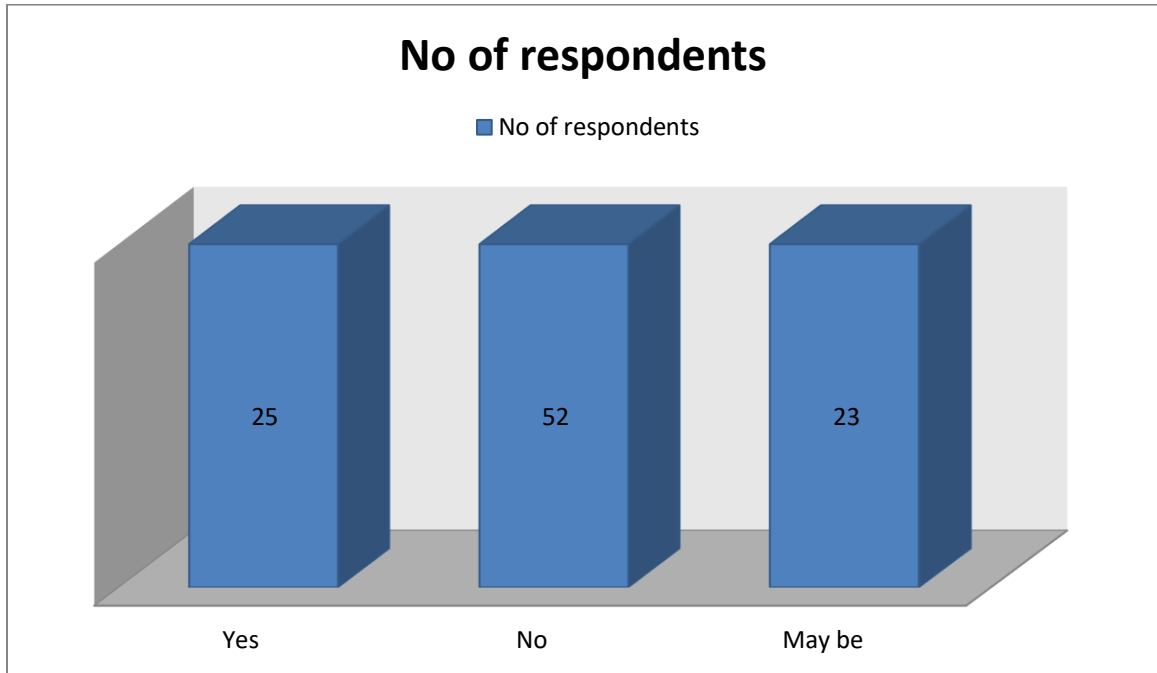
4.12 Table representing Customers facing difficulty with DTDC delivering services

Opinion	No of respondents
Yes	25
No	52
May be	23
Total	100

Data Analysis:

The table above shows that 25 respondents are facing difficulties with DTDC delivering services, 52 respondents said that won't face difficulties and remaining 23 respondents said may be respectively.

4.12 Chart representing Customers facing difficulty with DTDC delivering services



Interpretation:

The chart above shows that 25% of respondents are facing difficulties with DTDC delivering services, 52% of respondents said that won't face difficulties and remaining 23% of respondents said sometimes respectively.

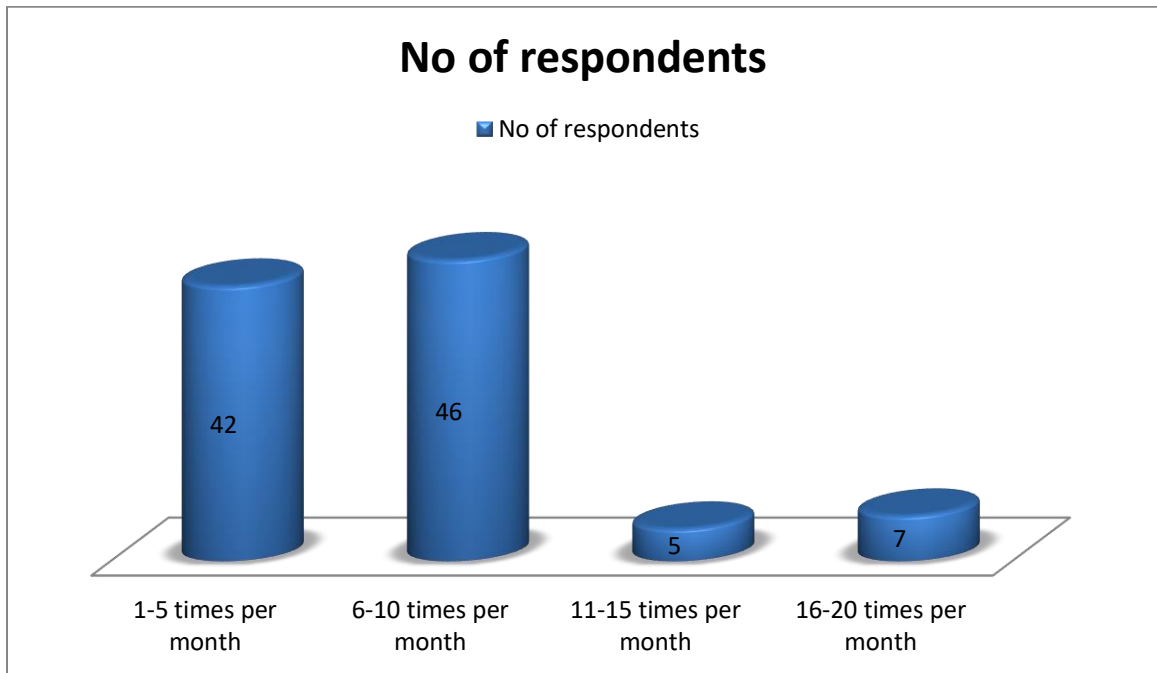
4.13 Table showing the Usage of courier by the customer

Opinion	No of respondents
1-5 times per month	42
6-10 times per month	46
11-15 times per month	5
16-20 times per month	7
Total	100

Data Analysis:

The table above states that 67 customer said that they use courier 1-5 times per month ,46 customer said that they use courier 6-10 times per month, 5 customer said that they use courier 11-15 times per month, 7 customer said that they use courier 16-20 times per month respectively.

4.13 Chart Showing the Usage of courier by the customer



Interpretation:

The table above states that 67% customer said that they use courier 1-5 times per month ,46% customer said that they use courier 6-10 times per month, 5% customer said that they use courier 11-15 times per month, 7% customer said that they use courier 16-20 times per month respectively.

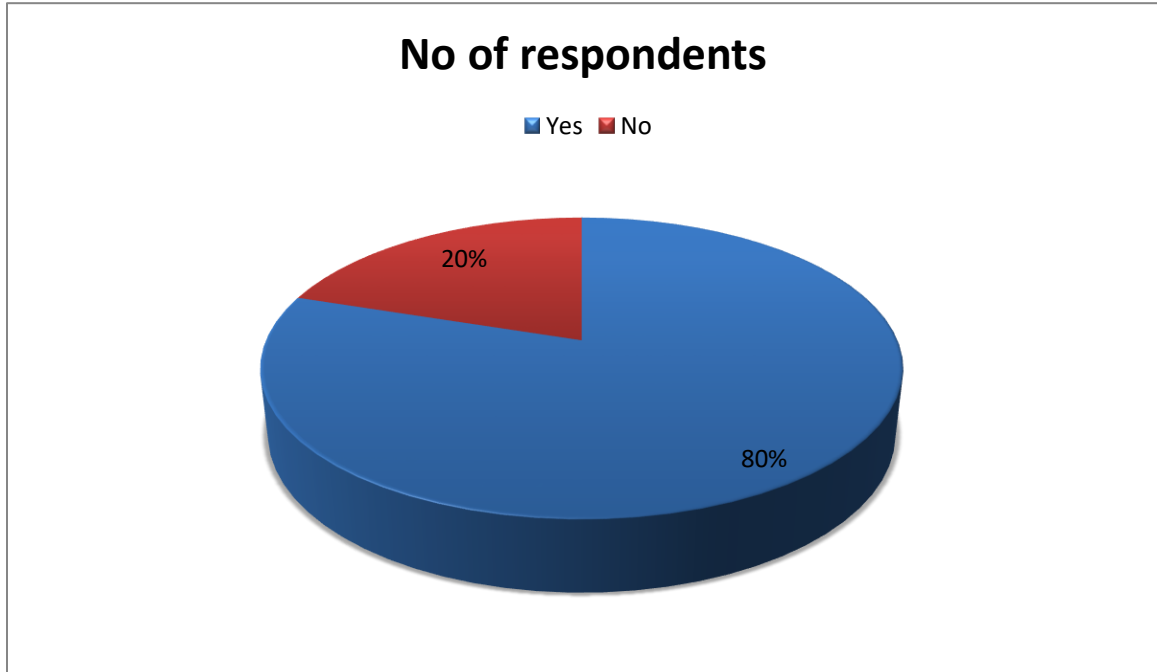
4.14 Table showing if the customer is satisfied with the existing courier/delivery?

Opinion	No of respondents
Yes	80
No	20
Total	100

Data Analysis:

The above table shows that the 80 customers are satisfied with the existing courier and 20 customers are dissatisfied with the existing courier/delivery respectively

4.14 Chart showing if the customer is satisfied with the existing courier/delivery?



Interpretation:

The above table shows that the 80% of customers are satisfied with the existing courier and 20% of customers are dissatisfied with the existing courier/delivery respectively

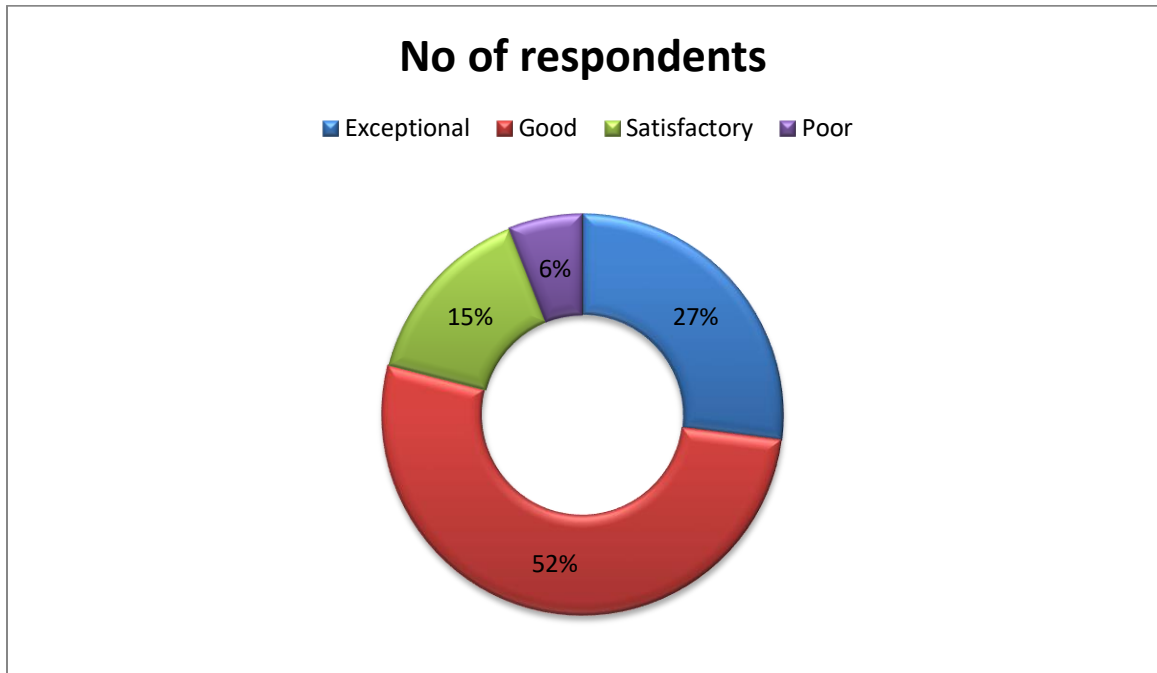
4.15 Table Representing Customer opinion on same day service delivery

Opinion	No of respondents
Exceptional	27
Good	52
Satisfactory	15
Poor	6
Total	100

Data Analysis:

The above table depicts that 27 respondents think it exceptional regarding same day service delivery, 52 respondents say it is good, 15 respondents are satisfactory and the rest 6 respondents say it is poor respectively.

4.15 Chart Representing Customer opinion on same day service delivery



Interpretation:

The above chart depicts that 27 % of respondents thinks its exceptional regarding same day service delivery,52% of respondents says its good, 15% of respondents are satisfactory and remaining 6% of respondents says its poor respectively.

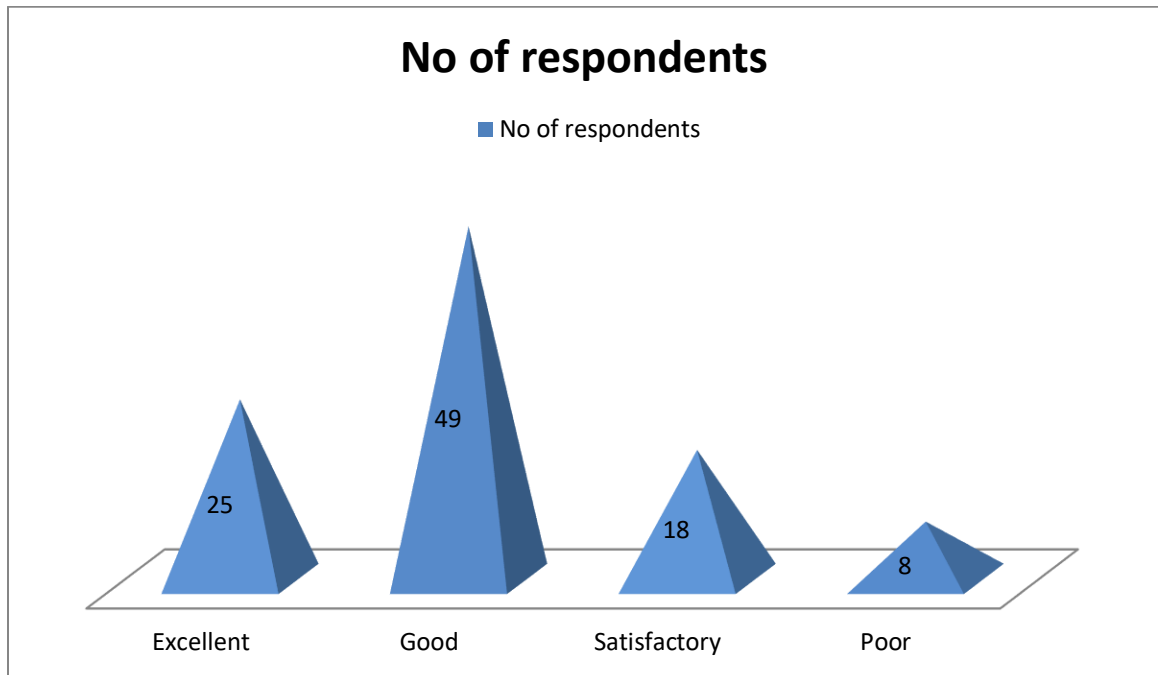
4.16 Table showing the Customer opinion on overnight parcel delivery

Opinion	No of respondents
Excellent	25
Good	49
Satisfactory	18
Poor	8
Total	100

Data Analysis:

The above table shows that 25 respondents says its excellent for the overnight parcel delivery, 49 respondents says its good,18 respondents says its satisfactory and remaining 8 respondents says its poor respectively.

4.16 Chart Showing the Customer opinion on overnight parcel delivery



Interpretation:

The above chart shows that 25% of respondents says its excellent for the overnight parcel delivery, 49% of respondents says its good, 18% of respondents says its satisfactory and remaining 8% of respondents says its poor respectively.

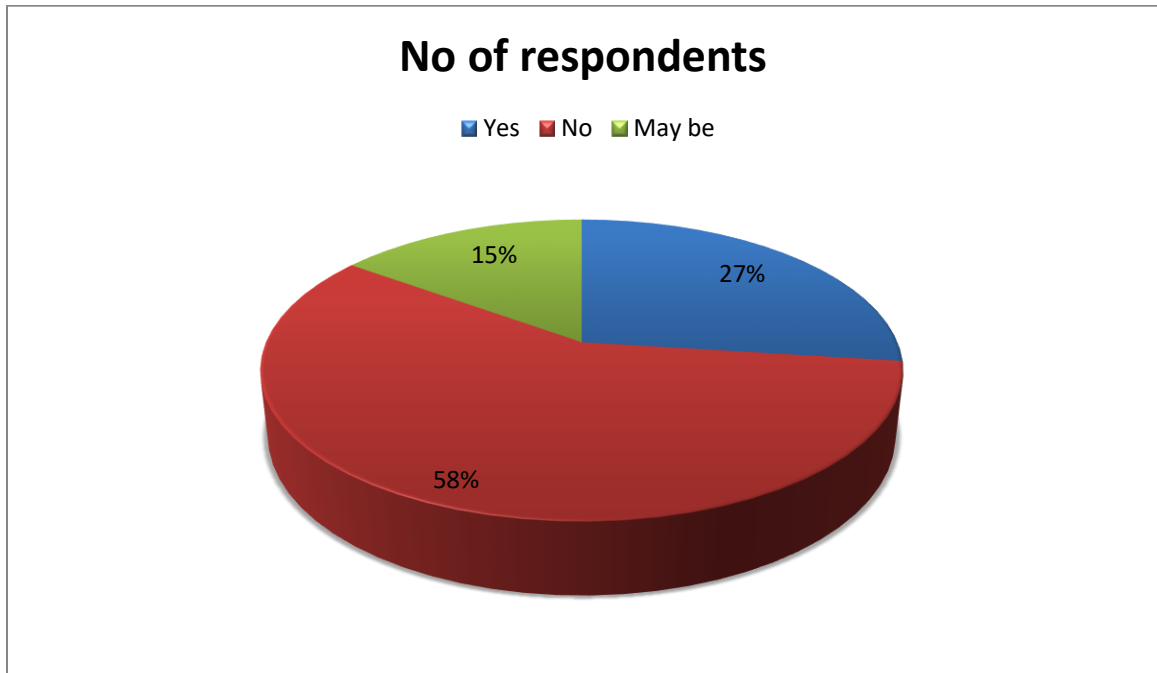
4.17 Table showing the Complaints department used by customers

Opinion	No of respondents
Yes	27
No	58
May be	15
Total	100

Data Analysis:

The above table shows that 27 respondents use complaints department ,58 respondents said that they have not used and remaining 15 respondents said may be respectively.

4.17 Chart showing the Complaints department used by customers



Interpretation:

The above chart shows that 27% respondents use complaints department, 58% respondents said that they have not used and remaining 15% respondents said may be respectively.

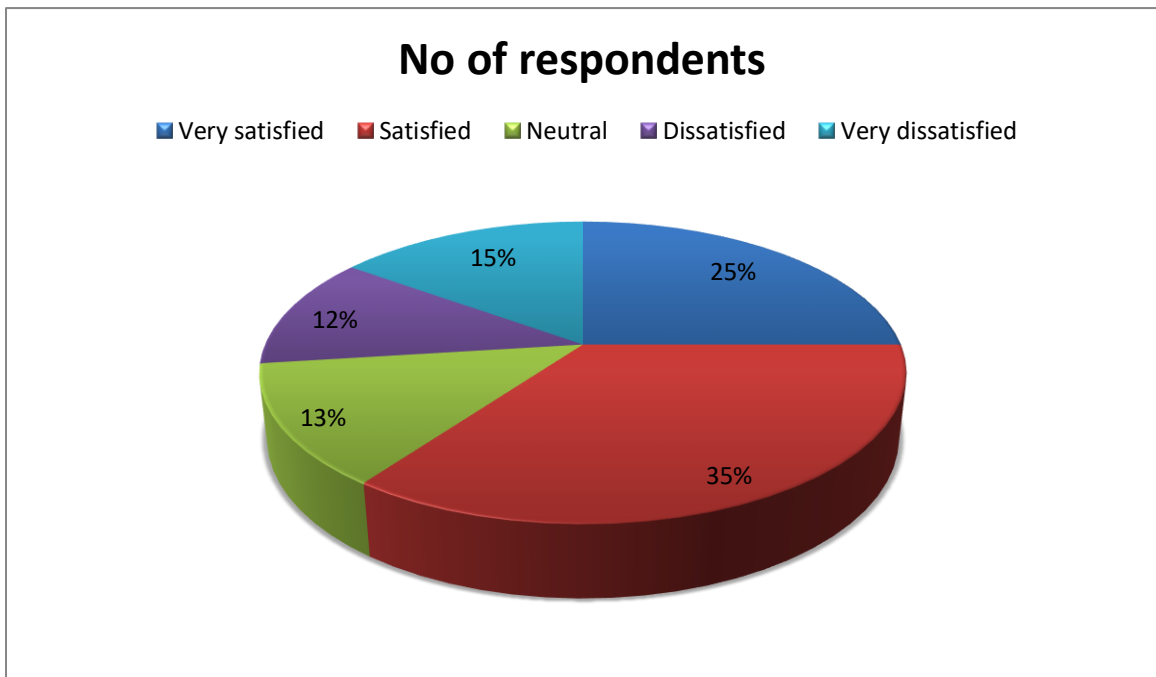
4.18 The table shows customer satisfaction with the DTDC service.

Opinion	No of respondents
Very satisfied	25
Satisfied	35
Neutral	13
Dissatisfied	12
Very dissatisfied	15
Total	100

Data Analysis:

The above table shows that 25 respondents are satisfied with services, 35 respondents are satisfied, 13 respondents says its neutral, 12 respondents says that they are dissatisfied and remaining 15 respondents says they are very dissatisfied.

4.18 Chart representing the Customer satisfaction with the DTDC service.



Interpretation:

The above chart shows that 25% of respondents are satisfied with services, 35% of respondents are satisfied, 13% of respondents says its neutral, 12% of respondents says that they are dissatisfied and remaining 15% of respondents says they are very dissatisfied.

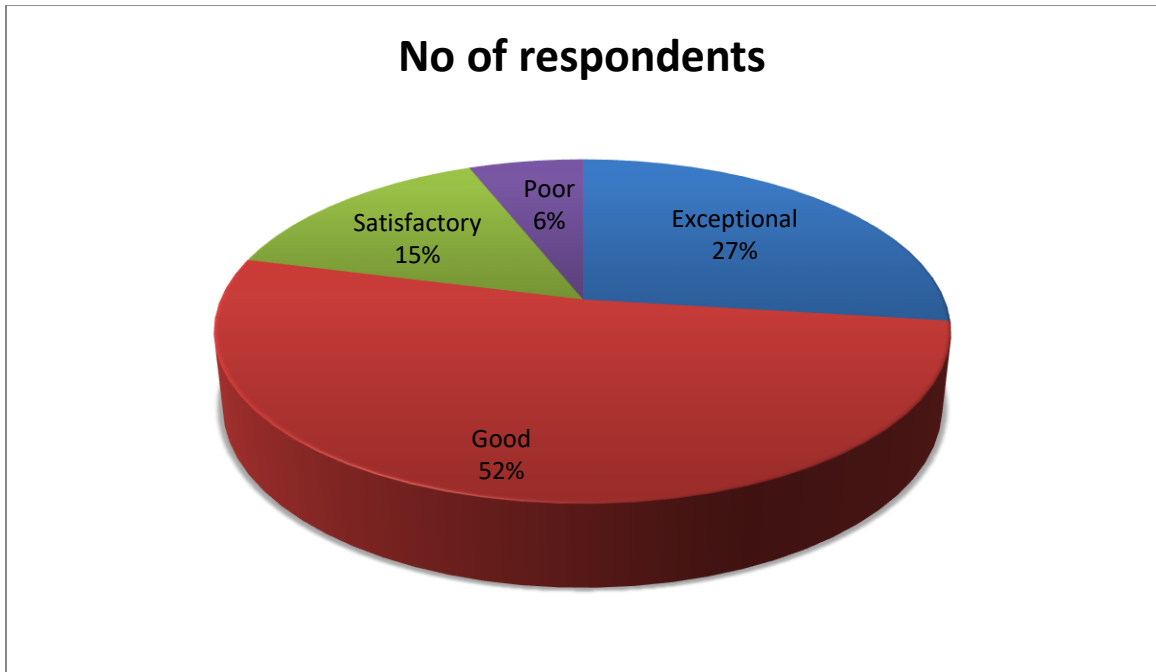
4.19 Table representing the Customer opinion on purchase tracking system of DTDC

Opinion	No of respondents
Exceptional	27
Good	52
Satisfactory	15
Poor	6
Total	100

Data Analysis:

The above table state that 27 respondents said its exceptional on purchase tracking system of DTDC, 52 respondents said its good, 15 respondents said its satisfactory and remaining 6 respondents says its poor respectively.

4.19 Chart representing the Customer opinion on purchase tracking system of DTDC



Interpretation:

The above table state that 27% of respondents said its exceptional on purchase tracking system of DTDC, 52% of respondents said its good ,15% of respondents said its satisfactory and remaining 6% of respondents says its poor respectively.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

- Majority of the respondents belong to the male category.
- 20-30 is the age group that most of the customers belong to.
- The range of salaries of most of the customers is 10000-20000
- Most of the customers are delighted towards the services offered by DTDC
- Most of the customer feels that the company delivers the product on time.
- Customers have stated that the impact of the brand image is high.
- Majority of the customers have told that they would recommend DTDC to their family and friends.
- Fast delivery is the major reason for choosing DTDC over their competitors.
- Price quality of the company has a great influence in the minds of the customer.
- Majority of the customers have seen the DTDC advertisements.
- Customers those who have seen the advertisement of DTDC have made an great impact on availing the services.
- Most of the customers don't face any difficulty in dealing with the company.
- Majority of the customers use DTDC services for 1-5 times per month
- Most of the customers are extremely satisfied with the existing courier services.
- Customers feels that the deliver on the same day services is good.
- Customers feels that the overnight parcel deliver services is good.

5.2 SUGGESTIONS:

- DTDC logistics should build client solutions as a real revenue boost to help DTDC get its missing clients back.
- In contrast to other courier services, the price of DTDC has been found to be poor, thereby raising the premium so that the franchisor's margin can be improved.
- The survey showed that most of the buyers were not concerned because, instead of being postponed, the freight stock was highly worried whether freight boxes might be shipped or processed in other cost forms, which would lead to the selling. Price place a major role in service sector since it is logistics, especially business clients will be ready to pay more if there is any urgency in delivering the goods so the company has to improvise on fast mode delivery.
- DTDC has to develop their applications regarding the tracking consignment and make easy for the customers in order track their shipments.
- Proper settlement has to be made for the damage of the goods, delay of delivering the products, delivering the wrong goods to the customer and other issues of the customer that will help to create a good impression about the company
- DTDC application has to be customized based on the customer requirements.
- Feedback can be collected from the customer's right after the delivery for the immediate rectification.
- Maintaining uniformity in rendering services between counters and customer
- DTDC should also concentrate on reaching to remote areas.
- The company should concentrate more towards the quality of service delivery that is offered to the customers and providing offers and discounts to regular customer in order to retain the customer for a longer period of time.

5.2 CONCLUSION:

The assignment of project was done in order to view the to study “Customer preferences in choosing DTDC express ltd”. Customers plays an Vital role in any organisation for that matter, hence it is highly important for each and every organisation to concentrate on customer preferences while decision making ,to maintain the level of satisfaction of the customer and maintain a good relationship with the customer and gain better goodwill from them.

In the research that was conducted to know the customer preferences with reference to the delivery/courier service offered in DTDC express ltd, the Customers preferences are based on quality, speed delivery, discounts and offers while choosing the company and customers are satisfied with the services that is offered by them. It is further advisable for the company to maintain the same kind of relationship with the customers and look after the various problems and difficulties faced by them and rectify their problems immediately in order to make the customer feel comfortable and delighted about the company.

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papers:

vamsinath

(employee)

koushik

(employee)

Mahesh Chandra (employee)

