

A Study on Factors Influencing Public Preference Towards Logistics Service Providers with Special Reference to Mg Logistics

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ABSTRACT

This study examines the factors influencing public preference towards logistics service providers with special reference to MG Logistics. In the rapidly growing logistics sector, customer preference plays a vital role in determining the success and competitiveness of service providers. The research focuses on identifying the key factors that affect customers' choice, including service reliability, delivery timeliness, pricing, safety of goods, responsiveness, and company reputation. Primary data was collected from the public using a structured questionnaire to understand their perceptions and expectations regarding logistics services. The study analyses how these factors influence customer satisfaction and their preference for a particular logistics provider. The findings help to identify the strengths and areas for improvement in logistics services offered by MG Logistics. The research also provides useful insights and recommendations for improving service quality, enhancing customer trust, and strengthening competitive advantage. Overall, the study contributes to a better understanding of customer expectations in the logistics service industry.

KEYWORDS: Logistics Services, Customer Preference, Service Quality, Delivery Timeliness, Pricing Strategy, Customer Satisfaction, Reliability, Public Perception, Logistics Industry.

INTRODUCTION

The logistics industry plays a vital role in the economic growth and development of a country by ensuring the smooth movement of goods and services from manufacturers to consumers. In today's competitive business environment, customers expect logistics service providers to deliver products quickly, safely, and efficiently. As a result, companies are increasingly focusing on improving their logistics operations to meet customer expectations and gain a competitive advantage. Public preference towards logistics service providers is influenced by several factors such as service quality, timely delivery, transportation cost, reliability, safety of goods, customer support, and technological advancement. Understanding these factors is essential for logistics companies to improve customer satisfaction and maintain long-term relationships with clients. MG Logistics has emerged as one of the important logistics service providers by offering transportation, warehousing, and supply chain solutions to various customers. The company aims to provide efficient and customer-oriented logistics services in order to satisfy the growing demands of businesses and individuals. However, customer preferences and expectations are constantly changing due to advancements in technology, increased market competition, and globalization. Therefore, it becomes necessary to study the factors that influence public preference towards logistics service providers.

This study focuses on identifying and analyzing the major factors that affect customer preference towards MG Logistics. The research helps in understanding customer opinions, satisfaction levels, and expectations regarding logistics services. It also assists the company in identifying areas where improvements are required to enhance service quality and customer loyalty. The findings of the study will be beneficial for MG Logistics in formulating effective strategies to attract more customers and strengthen its position in the logistics industry.

OBJECTIVES OF THE STUDY

- To identify the key factors influencing public preference towards logistics service providers with special reference to MG Logistics.
- To analyse the impact of service quality, reliability, and delivery timeliness on customer preference.
- To examine the influence of pricing and value for money on the selection of logistics service providers.
- To evaluate the role of company reputation and customer service in shaping public perception.

NEED FOR THE STUDY

The logistics sector has become one of the most important service industries in today's business environment, as it ensures the efficient movement of goods and services from producers to consumers. With increasing competition among logistics companies, understanding customer preferences and expectations has become essential for improving service quality and achieving customer satisfaction. Customers prefer logistics service providers who offer timely delivery, safety of goods, affordable pricing, reliability, and effective customer support. This study is needed to identify the factors that influence public preference towards MG Logistics and to understand customer opinions regarding its services.

STATEMENT OF THE PROBLEM

The logistics industry plays an important role in supporting business activities and ensuring the smooth movement of goods from one place to another. In today's competitive market, customers expect logistics service providers to offer fast delivery, safe handling of goods, affordable pricing, and reliable customer support. Due to the presence of many logistics companies, customers have several options to choose from, making customer preference an important factor for the success of any logistics organization. MG Logistics provides logistics and transportation services to different customers and businesses.

SCOPE OF THE STUDY

This study focuses on analyzing the factors that influence public preference towards the services provided by MG Logistics. The study mainly examines customer opinions, satisfaction levels, and expectations regarding various logistics services offered by the company. It covers important factors such as timely delivery, service quality, transportation cost, safety of goods, reliability, communication, and customer support. The study is limited to customers who have experience with the services of MG Logistics and aims to understand their preferences and level of satisfaction.

REVIEW OF LITERATURE

1. **Christopher (2024)** explained that logistics management is an essential part of supply chain management that ensures the efficient movement and storage of goods. The study emphasized that effective logistics services improve customer satisfaction by delivering products on time and reducing operational costs.
2. **Bowersox, Closs, and Cooper (2024)** stated that logistics service quality plays a major role in determining customer satisfaction. Their research highlighted that reliability, responsiveness, and assurance are important elements that influence customers when choosing logistics service providers.
3. **Mentzer et al. (2024)** developed the concept of logistics service quality and identified key dimensions such as timeliness, order accuracy, and information availability. The study concluded that higher logistics service quality leads to greater customer satisfaction and long-term relationships.
4. **Rushton, Croucher, and Baker (2024)** discussed the importance of logistics operations in improving organizational performance. They emphasized that efficient transportation, warehousing, and distribution systems help companies meet customer expectations and remain competitive.
5. **Stock and Lambert (2023)** examined the role of logistics in supply chain management and found that effective logistics practices improve service reliability and reduce delivery delays. Their study also highlighted the importance of coordination between logistics activities.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data for the purpose of conducting a research study. It provides a clear framework that guides the researcher in achieving the objectives of the study and ensures that the research is conducted in a logical and scientific manner.

RESEARCH DESIGN

The research design used for this study is **descriptive research design**, as it helps to describe and analyze the factors influencing public preference towards logistics service providers with special reference to MG Logistics. This design focuses on understanding customer opinions, satisfaction levels, and preferences regarding logistics services.

SAMPLING TECHNIQUES

The sampling technique used in this study is convenience sampling, where respondents are selected based on their availability and willingness to participate. Primary data is collected through a Google Form questionnaire, which is distributed online to the public who have knowledge or experience with logistics services.

SOURCES OF DATA

This study is based on **primary data** collected from MG logistics consumers using a structured questionnaire.

SAMPLE SIZE:

The data were collected from 201 consumers in the MG logistics

TOOLS USED FOR ANALYSIS

1. PERCENTAGE ANALYSIS
2. REGRESSION
3. CHI-SQUARE

DATA ANALYSIS AND INTERPRETATION

1. CHI-SQUARE

AGE X THE REPUTATION OF MG LOGISTICS

HYPOTHESIS

Null Hypothesis (H₀):

There is no significant relationship between Age and the reputation of MG Logistics

Alternative Hypothesis (H₁):

There is a significant relationship between Age and the reputation of MG Logistics

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.730 ^a	16	.826
Likelihood Ratio	10.723	16	.826
N of Valid Cases	201		

15 cells (60.0%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION

From the above table, it is inferred that the sig value (.826) is less than the level of significance (0.05). Pearson Chi-Square value of above is 15 at 5 % level of significance, p-value is less than 0.01, null hypothesis is rejected, hence there is a significant association between Age and the reputation of MG Logistics.

GENDER X CUSTOMER CONCERNS ARE HANDLED WITH FAIRNESS AND EMPATHY.

HYPOTHESIS

Null Hypothesis (H₀):

There is no significant relationship between gender x customer concerns are handled with fairness and empathy

Alternative Hypothesis (H₁):

There is a significant relationship between gender x customer concerns are handled with fairness and empathy

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.947 ^a	16	.114
Likelihood Ratio	6.623	16	.102
N of Valid Cases	201		

15 cells (60.0%) have expected count less than 5. The minimum expected count is .05.

INTERPRETATION

Since the significance value (.114) is greater than 0.05, the null hypothesis (H₀) is accepted and the alternative hypothesis (H₁) is rejected. Therefore, there is no significant relationship between gender and the satisfaction level towards the services provided.

2. REGRESSION

GENDER X THE PICKUP AND DELIVERY PROCESS

HYPOTHESIS

Null Hypothesis (H₀):

There is no significant relationship between Gender and the pickup and delivery process

Alternative Hypothesis (H₁)

There is a significant relationship between Gender and the pickup and delivery process

ANOVA

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.025	1	.025	.101	.7
1 Residual	49.945	199	.251		
Total	49.970	200			

- a. Dependent Variable: Gender
- b. Predictors: (Constant), How satisfied are you with the pickup and delivery process?

COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
How satisfied are you with the pickup and delivery process?	1.441	.077		18.808	.000
	.010	.032	.023	0.31	.751

- a. Dependent Variable: Gender

INTERPRETATION

The obtained significant value of satisfied are you with the. How satisfied are you with the pickup and delivery process? is 0.31. It is less than 0.05. So it is accepted. It is statistically proven that there is a significant relationship between Gender and how satisfied are you with the pickup and delivery process?. The null hypothesis is rejected, and the alternative Hypothesis is accepted.

FINDINGS

1. Forty-three (43.8%) of the respondents are Satisfied with the safety and security of goods during transportation provided by MG Logistics.
2. Forty-five (45.3%) of the respondents are Satisfied with the behavior and professionalism of MG Logistics staff.
3. Forty-three (43.3%) of the respondents are Satisfied with the communication regarding shipment updates provided by MG Logistics.
4. Thirty-six (36.8%) of the respondents are Satisfied with the tracking facilities offered by MG Logistics.
5. Thirty-five (35.8%) of the respondents are Very Satisfied with the packaging quality maintained by MG Logistics.
6. Thirty-seven (37.8%) of the respondents are Satisfied with the delivery charges of MG Logistics.
7. Thirty-seven (37.8%) of the respondents are Very Satisfied with the availability of logistics services in their area.
8. Thirty-eight (38.8%) of the respondents are Satisfied with the professionalism of delivery personnel.

CONCLUSION

The study on factors influencing public preference towards logistics service providers with special reference to MG Logistics reveals that service quality, timely delivery, pricing, safety of goods, customer support, and technological facilities play a major role in customer satisfaction and preference. The findings indicate that customers highly value reliable and efficient logistics services that ensure quick and secure transportation of goods. The study also highlights that

digital tracking systems and effective communication improve customer trust and confidence towards logistics providers. In the competitive logistics industry, maintaining professionalism and adopting advanced technologies are essential for sustaining customer loyalty and business growth. Furthermore, customer feedback and continuous service improvement help organizations understand changing customer expectations.

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