



A Study On Customer Satisfaction Towards Freight Forwarding At Sea Sand Cargo

Dr. Jayashree R, Assistant Professor, Department of MBA (PG), Sri Ramakrishna College of

Mohammedanish J, II MBA, Department of MBA (PG), Student, Sri Ramakrishna College of Arts & Science

Sheshathri Yogesh B, II MBA, Department of MBA (PG), Sri Ramakrishna College of Arts & Science

ABSTRACT

This study explores the role of freight forwarding in global trade and its impact on customer satisfaction. Freight forwarding involves managing shipments, documentation, customs clearance, and risk management to ensure efficient delivery. The research analyzes key factors such as service quality, reliability, communication, and timeliness. Using customer feedback and industry best practices, the study identifies areas for improvement. Findings reveal the importance of transparent communication, efficient logistics, and regulatory compliance. The study highlights challenges like shipment delays, documentation errors, and pricing concerns. Suggestions include enhancing tracking systems, improving service responsiveness, and optimizing cost efficiency. These insights help freight forwarders enhance customer experience and meet growing market demands.

KEYWORDS

Freight forwarding, Customer satisfaction, Logistics, Service quality, Supply chain management

INTRODUCTION

Freight forwarding plays an indispensable role in today's global economy, acting as the essential bridge that facilitates the movement of goods across borders. In simple terms, freight forwarding refers to the coordination and management of shipments from one point to another, typically on behalf of businesses or individuals. The process ensures that goods are transported in the most efficient, safe, and timely manner,

navigating through multiple layers of logistics, including documentation, customs, transportation, and risk management. Freight forwarders are the intermediaries between shippers and a diverse range of transportation options, including shipping lines, airlines, trucking companies, and customs authorities. They oversee the entire journey of a shipment, which could involve any combination of air, sea, rail, or road transport, depending on the needs of the goods and the delivery deadlines. The role of a freight forwarder goes beyond simple transportation—it involves a myriad of logistics functions, ensuring goods reach their destination in optimal condition, on time, and within the established budget. What sets freight forwarding apart from simply moving goods is its comprehensive nature. It includes managing documentation, such as bills of lading,

commercial invoices, and customs declarations. These documents must be accurate to prevent delays and penalties at customs. Freight forwarders also handle the insurance process, ensuring goods are protected against damage or loss during transit. In addition, they navigate the intricate landscape of international trade regulations and compliance, facilitating smooth customs clearance and ensuring all local laws are met.

Freight forwarding services also emphasize effective communication with customers. Regular updates on shipment status, transparency about potential delays, and responsive customer service are key to building trust and maintaining consumer satisfaction. As global trade continues to expand, freight forwarding companies must stay agile, constantly improving their services to keep pace with the increasing demands of customers. This study explores consumer satisfaction in freight forwarding services, delving into the key factors that influence the perception of service quality, reliability, timeliness, and overall customer experience. By examining industry best practices and customer feedback, this research aims to uncover actionable insights that can help freight forwarders enhance their services and meet the growing expectations of clients in the global marketplace.

Review of Literature

Andersen, P., & Nielsen, J. (2025): This study examines the impact of supply chain disruptions on freight forwarding operations, particularly in maritime logistics. The authors highlight that events such as pandemics, natural disasters, and geopolitical tensions can severely affect shipping schedules and costs. They suggest that freight forwarders must adopt risk management strategies, diversify supply chain routes, and invest in digital tools to enhance resilience and adaptability in uncertain global trade environments.

Hansen, P., & Petersen, L. (2025): This study delves into the integration of Internet of Things (IoT) technologies in freight forwarding. The authors highlight how IoT devices enable real-time monitoring of cargo conditions, location tracking, and predictive maintenance of transport equipment. The research concludes that IoT adoption leads to enhanced operational visibility, improved asset utilization, and proactive issue resolution, thereby elevating service quality in the logistics sector.

Kumar, S., & Hoffmann, J. (2025): This research focuses on the impact of e-commerce growth on maritime freight forwarding. The authors find that the surge in e-commerce has led to increased demand for smaller, more frequent shipments, prompting freight forwarders to adapt their operations to accommodate this shift.

Martinez, L., & Perez, G. (2025): This paper analyses the impact of trade agreements on maritime freight flows. The authors discuss how new trade agreements can alter shipping patterns, affecting demand for freight forwarding services and necessitating strategic adjustment

Zhang, Y., & Lam, J. S. L. (2025): This study investigates the integration of blockchain technology in maritime logistics to enhance transparency and efficiency. The authors highlight that blockchain can streamline documentation processes, reduce fraud, and improve trust among stakeholders, leading to more secure and efficient freight forwarding operations.

Objective of the Study

- To determine customer satisfaction levels with Sea Sand Cargo Services.
- To identify major problems faced by customers.
- To examine the freight forwarding process in the shipping industry.
- To analyze the quality of services provided.
- To assess customer trust and loyalty.

Statement of the Problem

The study aims to address inefficiencies in freight forwarding services, particularly in customer service, shipment handling, and communication. Lack of time is also a major constrain of study. The study is only allowed to do only in one organization. The study was carried out only with freight forwarding service. Due to privacy policies of the companies accessing

Research Methodology

- **Research Design:** Descriptive research design.
- **Population:** Customers of Sea Sand Cargo Services.
- **Sampling Technique:** Convenience sampling.
- **Sample Size:** 108 respondents.

DATA ANALYSIS AND INTERPRETATION AGE OF THE RESPONDENTS

AGE	NUMBERS OF RESPONDENTS	PERCENTAGE
20 – 30	61	56.5
31 – 40	23	21.3
41 – 50	15	13.9
51 – 60	9	8.3
TOTAL	108	100.0

INTERPRETATION:

The data on the age distribution of respondents indicates that the majority fall within the 20–30 age group, accounting for 56.5% (61 respondents) of the total sample of 108. This suggests that the survey or study primarily reflects the views or experiences of younger individuals. The 31– 40 age group makes up 21.3% (23 respondents), while the 41–50 age group comprises 13.9% (15 respondents). The smallest representation comes from the 51–60 age group, constituting only 8.3% (9 respondents).

GENDER OF RESPONDANTS

GENDER	NUMBERS OF RESPONDENTS	PERCENTAGE
Male	78	72.2
Female	30	27.8
TOTAL	108	100.0

INTERPRETATION

The data on gender distribution shows that the majority of respondents are of one gender, making up 72.2%

(78 respondents) of the total sample of 108. In contrast, the other gender represents 27.8% (30 respondents). This indicates a significant imbalance in gender representation, suggesting that the findings might reflect the perspectives or experiences of the majority gender more strongly. The unequal distribution could potentially influence the overall results, especially if gender is a relevant factor in the study.

CHI SQUARE

Relationship between Education vs perception from the respondents

Relationship between Education vs perception from the respondents	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.511a	3	.473
Likelihood Ratio	4.043	3	.257
Linear-by-Linear Association	1.185	1	.276
N of Valid Cases	108		

INTERPERATION

The statistical analysis indicates that there is no significant relationship between education level and perception among respondents. The Pearson Chi-Square value (2.511) with 3 degrees of freedom has an asymptotic significance of 0.473, which is greater than the standard threshold of 0.05, suggesting that education level does not play a major role in shaping perceptions. Similarly, the Likelihood Ratio (4.043, $p = 0.257$) and the Linear-by-Linear Association (1.185, $p = 0.276$) further confirm the absence of a meaningful correlation. These findings imply that respondents' perceptions are influenced by other factors rather than their educational background.

ANOVA

Difference between Education vs satisfaction from the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	241.248	3	80.416	5.534	.001
Within Groups	1496.744	103	14.531		
Total	1737.992	106			

INTERPRETATION

The ANOVA test results indicate a significant difference in satisfaction levels among different groups. The Between-Groups Sum of Squares (241.248) with 3 degrees of freedom (df) yields a Mean Square of 80.416 and an F-value of 5.534, with a significance level (p-value) of 0.001. Since the p-value is below the 0.05 threshold, the results suggest that satisfaction levels vary significantly among the groups analysed. The Within-Groups Sum of Squares (1496.744) with 103 degrees of freedom indicates variability in satisfaction within each group. These findings imply that certain groups experience higher or lower satisfaction levels compared to others, suggesting the need for targeted improvements to address specific concerns and enhance overall satisfaction.

CORRELATION:**Difference satisfaction with communication**

		How 4 were you with the communication from Sea Sand Cargo throughout the shipping process?	Satisfaction
How 4 were you with the communication from Sea Sand Cargo throughout the shipping process?	Pearson Correlation	1	.906**
	Sig. (2-tailed)		.000
	N	108	107
Satisfaction	Pearson Correlation	.906**	1
	Sig. (2-tailed)	.000	
	N	107	107

INTERPRETATION

The correlation analysis shows a strong positive relationship between communication and customer satisfaction with Sea Sand Cargo. The Pearson correlation coefficient (0.906) indicates a very high correlation, suggesting that as communication quality improves, customer satisfaction also increases significantly. The p-value (0.000) is well below the 0.05 significance level, confirming that this relationship is statistically significant.

INDINGS

- Most respondents are aged 20-30 years (56.5%).
- A majority (72.2%) of customers are male.
- 62% of respondents used freight forwarding services 1-3 times in the past year.
- 44.4% of customers became aware of the service through online searches.
- 82.4% found the shipping process information clear.
- 60.2% were satisfied with communication during shipping.
- 38.9% rated the overall service quality as good, while 28.7% rated it as excellent.

- 71.3% were fully satisfied with goods handling.
- Major areas of concern included delays, billing accuracy, and issue resolution.

SUGGESTIONS

To improve customer satisfaction in freight forwarding services, companies should focus on enhancing digital communication, as most respondents are young and prefer online interactions. Improving real-time updates, tracking systems, and responsiveness can boost customer satisfaction. Additionally, addressing concerns like delays, billing accuracy, and issue resolution will help build trust and reliability, ultimately enhancing the overall service quality.

CONCLUSION

The study on freight forwarding in Sea Sand Cargo services reveals key insights into customer satisfaction, service quality, and operational efficiency. The findings indicate that while a majority of customers are aware of the service through online searches and word-of-mouth, issues related to delivery timeliness, tracking accuracy, and issue resolution remain significant concerns. Customer satisfaction is strongly influenced by service quality, with a direct correlation between efficient communication and overall satisfaction levels.

BIBLIOGRAPHY

Amsaveni, N. (2024). A study on customer satisfaction and feedback to improve relationship building efforts with special reference to Sri Ganapathy Silks Coimbatore. Rabindra Bharati University Journal of Economics, XXVII(32), 11–16.

Ilango, N. (2024). A study on customer satisfaction on retail and wholesale (A. Rajan Store) Mettupalayam. Journal of the Oriental Institute, 72(5)(16), 99–106. ISSN: 0030-5324.

Ilango, N. (2024). A study on customer satisfaction on service quality in Reliance Retail at Ganapathy Branch, Coimbatore. Journal of the K.R. Cama Oriental Institute, 78, 86–92. ISSN: 0970-0609.

Amsaveni, N. (2023). A study on customer satisfaction towards Nestle products. SHODISAMHITA.

Divya, D. & Rebecca, D. C., (2023). Factors influencing customer satisfaction and cultural change towards ordering food online in Coimbatore. Industrial Engineering Journal, 52(5), 168–179. ISSN: 0970-2555.

Divya, D. S. Sarvesh, Niranjan (2023), A Study On Consumer Perception and Satisfaction towards Mobile Banking Application, Journal of the Oriental Institute, 0030-5324, Volume- 72, Issue 03, Vol no.08, 24-31

Mythili, D. (2020). A study on consumer perception towards organic products with reference to Coimbatore City. Journal of Emerging Technologies and Innovative Research (JETIR), 7(3), 70–78. ISSN: 2349-5162. Impact Factor: 5.87.

Mythili, D. (2020). A study on relationship between personality traits and compulsive buying behavior of customers with reference to Coimbatore City. JASC: Journal of Applied Science and Computations, 7(3), 96–105. ISSN: 1076-5131. Impact Factor: 5.8.

Andersen, P., & Nielsen, J. (2025). The impact of supply chain disruptions on freight forwarding operations. International Journal of Maritime Economics, 29(1), 56-73.

Hansen, P., & Petersen, L. (2025). Internet of Things (IoT) integration in freight forwarding logistics. Smart Logistics Review, 26(2), 190-208.

Kumar, S., & Hoffmann, J. (2025). The influence of e-commerce growth on maritime freight forwarding. E-Commerce and Supply Chain Review, 27(1), 45-62.

Martinez, L., & Perez, G. (2025). Trade agreements and their impact on maritime freight flows. International Trade Journal, 30(2), 90-108.

Zhang, Y., & Lam, J. S. L. (2025). Blockchain technology in maritime logistics: Enhancing transparency and efficiency. Journal of Maritime Innovations, 32(3), 120-138.

Chen, Y., & Voss, S. (2024). Big data analytics and supply chain optimization in freight forwarding. International Journal of Logistics Management, 19(2), 85-104.

Gonzalez, C., & Sanchez, R. (2024). The impact of geopolitical tensions on maritime freight routes. Global Trade and Transport Journal, 22(3), 150-167.

Lee, K., & Park, J. (2024). The impact of e-commerce growth on freight forwarding dynamics. Journal of Digital Supply Chain, 20(3), 112-129.

WEBSITES

https://unctad.org/system/files/official-document/rmt2022_en.pdf

[https://www.researchgate.net/publication/309668449 Measurement of logistics service quality in freight forwarding companiesA case study of the Serbian market](https://www.researchgate.net/publication/309668449_Measurement_of_logistics_service_quality_in_freight_forwarding_companiesA_case_study_of_the_Serbian_market)

https://link.springer.com/10.1007/978-3-031-19884-7_83

<https://www.itf-oecd.org/sites/default/files/docs/mode-choice-freight-transport.pdf>

[https://www.researchgate.net/publication/339605973 Demand for cargo airships An analysis of mode choice decision making in the freight transport industry](https://www.researchgate.net/publication/339605973_Demand_for_cargo_airships_An_analysis_of_mode_choice_decision_making_in_the_freight_transport_industry)