LOGISTICS PROVIDERS IN COIMBATORE: NAVIGATING THE CHALLENGES AND OPPORTUNITIES

Dr.B.ROHINI, *Assistant Professor,* PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi-642001
Mr. D. MATHIYARASU, *II M COM IB***,** Nallamuthu Gounder Mahalingam College, Pollachi-642001

INTRODUCTION

The Logistics service providers play a crucial role in ensuring the smooth movement of goods across supply chains. In Coimbatore, a rapidly growing industrial hub, the demand for efficient logistics services has increased significantly. Various logistics companies offer transportation, warehousing, and supply chain management solutions, each differing in service quality, pricing, and technological adoption. This study aims to compare leading logistics service providers in Coimbatore, analyzing their strengths, service offerings, and customer satisfaction levels to identify the most efficient and reliable options for businesses. This study aims to conduct a comprehensive comparative analysis of the logistics services providers in Coimbatore, examining their services, infrastructure, pricing, and customer satisfaction levels. The findings of this study will provide valuable insights for logistics services providers, policymakers, and other stakeholders, enabling them to make informed decisions and improve the overall competitiveness of the logistics sector in Coimbatore.

LITERATURE REVIEW

Gabriel Asare (2024) reviewed a study on "The Impact of Logistics Integration on Supply Chain Performance: The Moderating Role of Information Sharing" . The study aims to assess the influence of logistics integration on supply chain performance, as well as the function of information sharing plays in that connection among supply chain partners in a vital section of Ghana's economy . The study employed quantitative approach and adopted the explanatory research designs in the investigation. The research population targets senior management staff of energy firms operating within the Greater Accra Region. The study used convenience sampling approach to select a total of 111 employees from the population. Structured survey questionnaire was used as a data collection instrument to gather primary data from respondents. Data technique used were descriptive and inferential analysis and structural equation modeling using IBM SPSS and Amos version 23. The study found that logistics integration has a significant and positive effect on supply chain performance information sharing correlates positively and significantly with supply chain performance information sharing does not have any influence of the relationship between supply chain performance and logistics integration.

Naway &Rahmat, (2019). Logistics integration is a collaborative and expanded network of the supply chain that provides integrated services as well as internal and external resources. Sun *etal.* (2022) investigated the link between logistic integration and the speed of product delivery. The influence of logistic integration on the speed of product distribution yields the same findings, indicating a positive and substantial association between logistical integration and the speed of goods distribution. The degree to which a client business strategically engages with its supply chain to manage intra and inter-organization operations is characterized as logistics integration Ali *et al (*2022) Firm spot a high amount of strategic significance on logistics integration in a network-based business environment.

STATEMENT OF THE PROBLEM

The logistics industry in Coimbatore is characterized by intense competition, inadequate infrastructure, and inefficient supply chain management, resulting in high logistics costs, delayed deliveries, and poor customer satisfaction. Despite the presence of numerous logistics services providers in Coimbatore, there is a lack of comprehensive information on their services,

infrastructure, pricing, and customer satisfaction levels. Therefore, this study aims to investigate the logistics services providers in Coimbatore, comparing their services, infrastructure, pricing, and customer satisfaction levels, and identifying best practices and areas for improvement.

OBJECTIVES

- To compare the services offered by logistics services providers in Coimbatore.
- To evaluate the infrastructure and technology of logistics services providers in Coimbatore.
- To assess the customer satisfaction levels of logistics services providers in Coimbatore.

RESEARCH METHODOLOGY

This study was undergone in Coimbatore district, It is the third largest city of the state, one of the most industrialized cites in Tamilnadu, It's also "Manchester of South India," Coimbatore is a thriving hub for manufacturing, particularly in textiles, engineering, and automobile industries and also shared with large number of logistics companies. So, the logistics companies in Coimbatore District were selected for the study area. Stratified Random sampling method was adopted and the Primary data forms the base for the study with well-structured questionnaire was framed and filled by 58 respondents during the period of Jan 2024 – Feb 2025. The Simple Percentage Method & Chi-Square method has been used to analyze the collected data.

ANALYSIS AND INTERPRETATION

Table 1: Personal Profile of the Respondents

S.NO	VARIABLES	NO OF RESPONDENCE	PERCENTAGE
01	**TYPES OF SERVICES**	**NUMBER**	**PERCENTAGE**
	Transportation	29	47.5
	Warehousing	4	6.6
	Freight Forwarding	24	39.3
	Others	4	6.6
	TOTAL	**61**	**100**
02	**PRIMARY CLIENT BASE**	**NUMBER**	**PERCENTAGE**
	SME ‘s	27	44.27
	Large Corporations	34	55.73
	Retail Business	0	0
	TOTAL	**61**	**100**
03	**SPECALIZATION OF SERVICE BY THE COMPANY**	**NUMBER**	**PERCENTAGE**
	Transportation	36	59.01
	Warehousing	1	1.63
	Inventory Management	0	0
	Freight Forwarding	20	32.86
	Customs Clearance	4	6.5
	TOTAL	**61**	**100**
04	**SUPPLY SOLUTIONS**	**NUMBER**	**PERCENTAGE**
	Yes	33	54.09
	No	28	45.91
	TOTAL	**61**	**100**
05	**SERVICES CUSTOMIZABLE TO MEET SPECIFIC CLIENT NEEDS**	**NUMBER**	**PERCENTAGE**
	Yes	56	91.81
	No	5	8.19
	TOTAL	**61**	**100**
06	**INDUSTRIES YOU SERVE**	**NUMBER**	**PERCENTAGE**
	Textile	11	19.0
	Automotive	9	10.3
	E-Commerce	2	3.4
	Others	39	67.3
	TOTAL	**61**	**100**

Source: Primary Data

From the Table 1 shows that out of 61 respondents, most of the logistics company have engaged and specialized in Transportation, and Majority of the respondents client were large corporations 31 (53.4%),and most of the company provides supply chain solutions 30 (51.7%).Most of Logistics company provide specific clients needs Majority of the companies provide service to industries are Plantation and some companies providing all services.

OTHER FINDINGS

- Majority of the companies are with GPS Tracking system.
- Most of the respondents do not face challenges in adopting new technologies.
- Many companies have implemented internet of things(IOT) for fleet tracking as advanced technologies
- Lack of skilled workforce is the primary operational challenges faced by the most of the logistic companies.
- Most of the companies experienced competitive advantages.
- Many companies have ease of booking and payment services.
- Majority of the companies offers reality of services.
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Table 2: Cross Tabulation of Chi Square Analysis for Customer Service and Service Offered

H_0 : There is no association between Customer Service and Service Offered

H_1 : There is association between Customer Service and Service Offered

Customer Service and Service Offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	15.977a	6	.014	006h	.004	008
Likelihood Ratio	16.792	6	.010	.007	.005	.010
Fisher's Exact Test	13.047			.014	.011	.017
Linear-by-Linear Association	6.514		.011			
N of Valid Cases	61	1	-	.010h	.007	.012

The Pearson Chi-Square test shows a p-value of 0.014**,** which is less than 0.05, indicating a significant relationship between customer service and the service offered. We can reject the null hypothesis and conclude there is no association between customer service and service offered.

Table 3: Cross Tabulation of Chi Square analysis for Ease of Booking and Service Offered

H_0 : There is no association between Ease of Booking and Service Offered

H_1 : There is association between Ease of Booking and Service Offered

Ease of Booking and Service Offered	**Value**	**Degree of Frequency**	**Asymp. Sig. (2-sided)**	**Monte Carlo Sig. (2-sided)**		
				Sig.	**Lower Bound**	**Upper Bound**
Pearson Chi-Square	15.977a	6	.014	.006h	.004	.008
Likelihood Ratio	16.792	6	.010	.007	.005	.010
Fisher's Exact Test	13.047			.014	.011	.017
Linear-by-Linear Association	6.514		.011	.010h	.007	.012
N of Valid Cases	61	1	-			

The Pearson Chi-Square test tests whether there is a significant association between the two variables. The p-value of 0.014 is less than 0.05, meaning that the relationship between the two variables is statistically significant at the 5% level. We accept it as alternative hypothesis, and Ease of booking and service offered were related.

Table 4: Cross Tabulation of Chi Square Analysis for Packing Quality and Service Offered

H_0 : There is no association between Packing Quality and Service Offered

H_1 : There is association between Packing Quality and Service Offered

Packing Quality And Service Offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	13.399	9	.145	.127h	.118	.135
Likelihood Ratio	12.428	9	.190	.148h	.139	.157
Fisher's Exact Test	12.094			.180h	.170	.190
Linear-by-Linear Association	.002		.967		1.000 h	1.000
N of Valid Cases	61	1	-	1.000h		

The Pearson Chi-Square test assesses whether there is a significant relationship between the two variables. The p-value of 0.145 is greater than the commonly used significance level of 0.05, indicating that there is no association between the variables. We accept as null hypothesis and there is no relationship between packing quality and service offered.

Table 5: Cross Tabulation of Chi Square Analysis for Availability of Service and Service Offered

H_0 : There is no association between Availability of Service and Service Offered

Availability Of Service And Service offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	13.399	9	.145	.127h	.118	.135
Likelihood Ratio	12.428	9	.190	.148h	.139	.157
Fisher's Exact Test	12.094			.180h	.170	.190
Linear-by-Linear Association	.002		.967		1.000 h	1.000
N of Valid Cases	61	1	-	1.000h		

H_1 : There is association between Availability of Service and Service Offered

The Pearson Chi-Square test assesses whether there is a significant association between the two variables. The p-value of 0.145 **is** greater than 0.05**,** which indicates that there is significant association between the variables. The null hypothesis can be rejected.

Table 6: Cross Tabulation of Chi Square Test Analysis for Delivery Speed and Service Offered

H_0 : There is no association between Delivery Speed and Service Offered

H_1 : There is association between Delivery Speed and Service Offered

Delivery Speed and Service Offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)	
				Sig.	Lower Bound
Pearson Chi-Square	5.650a	6	.464	439h	.426
Likelihood Ratio	5.952	6	.429	.468h	.455
Fisher's Exact Test	6.573			.352b	.339
Linear-by-Linear Association	.986c		.321	.340h	.327
N of Valid Cases	61	1			

With a calculated chi-square value 0.464 is greater than the commonly used significance level of 0.05. Therefore, in this analysis, we accept the null hypothesis and conclude that there is no significant relationship between delivery speed and services offered.

Table 7: Cross Tabulation of Chi Square Analysis for Real Time Services and Service Offered

H_0 : There is no association between Real Time Services and Service Offered

H_1 : There is association between Real Time Services and Service Offered

Real Time Service And Service Offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	13.399	9		.127h	.118	.135
Likelihood Ratio	12.428	9		.148h	.139	.157
Fisher's Exact Test	12.094			.180h	.170	.190
Linear-by-Linear Association	.002		.011		1.000	1.000
N of Valid Cases	61	1	-	1.000h		

The Pearson Chi-Square test assesses whether there is a significant association between the two categorical variables. The p-value of 0.145 is greater than 0.05, which means that there is no statistically significant association between Real time service and service offered.

Table 8: Cross Tabulation of Chi Square Analysis for Cost Effectiveness and Service Offered

H_0 : There is no association between Cost Effectiveness and Service Offered

Cost Effectiveness And Service Offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)	
				Sig.	Lower Bound
Pearson Chi-Square	13.399	9	.145	.118	.135
Likelihood Ratio	12.428	9	.190	.139	.157
Fisher's Exact Test	12.094			.170	.190
Linear-by-Linear Association	.002		.967	1.000 h	1.000
N of Valid Cases	61	1	-		

H_1 : There is association between Cost Effectiveness and Service Offered

With a calculated Pearson Chi-Square test is 0.145**,** which is greater than the typical significance threshold of 0.05**.** Therefore, the result suggests that there is no statistical significant association between the two categorical variables being analyzed. Additionally, the test is affected by the fact that 62.5% of cells have expected counts less than 5**,** which violates the Chi-Square test's assumptions. There is no relationship between cost effectiveness and service offeredz

Table 9: Cross Tabulation of Chi Square analysis For Reality of service and Service Offered

H_0 : There is no association between Reality of Service and Service Offered

H_1 : There is association between Reality of Service and Service Offered

With a calculated value of 0.010 is also less than 0.05, confirming that there is a statistically

Reality and Service Offered	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	15.977a	6	.014	.006h	.004	.008
Likelihood Ratio	16.792	6	.010	.007	.005	.010
Fisher's Exact Test	13.047			.014	.011	.017
Linear-by-Linear Association	6.514		.011	.010h	.007	.012
N of Valid Cases	61	1	-			

significant association between Reality of service and service offered to the two variables, consistent with the Pearson Chi-Square test. The p-value of 0.014 is less than 0.05, indicating that there is a statistically significant association between the variables.

Table 10: Cross Tabulation of Chi Square Analysis for Type of Service Offered and Industries Primarily Serve

H_0 : There is no association between Type of Service Offered and Industries Primarily Serve

H_1 : There is association between Type of Service Offered and Industries Primarily Serve

With a calculated table value.000 is lower than the standard level of 0.05 significant, there is

Service Offered and Industries Primarily Serve	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	32.227s	9	.000	.030b	.025	.034
Likelihood Ratio	15.911	9	.069	.037b	.032	.041
Fisher's Exact Test	15.119			.062b	.055	.068
Linear-by-Linear Association	.591c		.442	.471b	.458	.484
N of Valid Cases	61	1	-			

association between service offered and industries serve. So that is statistically significant. We accept it as alternative hypothesis.

Table 11: Cross Tabulation Chi Square Analysis for Logistical Service company specialization and Challenges in Adopting New Technologies

H_0 : There is no association between Logistical Service company specialization and Challenges in Adopting New Technologies

H_1 : There is association between Logistical Service company specialization and Challenges in Adopting New Technologies

Company Specialize And Challenges Adopting In New Technologies	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)		
				Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	31.481	12	.002	.041b	.036	.046
Likelihood Ratio	24.417	12	.018	.005b	.003	.007
Fisher's Exact Test	23.789			.005b	.003	.007
Linear-by-Linear Association	7.094[c]		.008	.006b	.004	.008
N of Valid Cases	61	1	-			

The Asymptotic p-value of 0.002 is less than the standard significance level of 0.05, indicating a statistically significant association between the company specialize and challenges for adopting new technologies variables. The Monte Carlo p-value of 0.041 (with a 99% confidence interval between 0.036 and 0.046) also supports the result, confirming a significant relationship and we accept it as alternative hypothesis.

Table 12: Chi Square Analysis for Implementation of Advanced Technologies and Barriers in Adopting the Advanced Technologies

H_0 : There is no association between Implementation of Advanced Technologies and Barriers in Adopting the Advanced Technologies

H_1 : There is association between Implementation of Advanced Technologies and Barriers in Adopting the Advanced Technologies

Implementation of Advanced Technologies and Barriers in Adopting the Advanced Technologies	Value	Degree of Frequency	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)	
				Sig.	Lower Bound
Pearson Chi-Square	16.587s	6	.002		.010b
Likelihood Ratio	16.511	6	.018		.020b
Fisher's Exact Test	14.969				.015b
Linear-by-Linear Association	6.444c		.008		.010b
N of Valid Cases	61	1	-		

With a calculated table value.011 less than the standard level of 0.05, so it statistically significant that the implementing new technologies and barriers in adopting. We accept it as alternative hypothesis, hence, there is association between Implementation of Advanced Technologies and Barriers in Adopting the Advanced Technologies.

RESEARCH GAP

This study on Despite the growing importance of logistics services in supporting industrial and commercial activities, there remains a significant research gap in understanding the performance and efficiency of logistics service providers in Coimbatore. While extensive studies have been

conducted in larger metropolitan cities, the unique logistics landscape of Coimbatore, an emerging industrial hub, has not been adequately explored. Existing literature often overlooks the region-specific challenges, such as infrastructure limitations, traffic congestion, and last-mile delivery issues, which directly impact service efficiency. Moreover, there is limited comparative analysis of service quality, cost-effectiveness, technology adoption, and customer satisfaction among different logistics providers operating in the city. The lack of comprehensive data on how local and national logistics companies address these challenges and maintain competitive performance creates a gap in understanding their operational strengths and weaknesses. This study aims to bridge that gap by offering a detailed comparative evaluation of logistics service providers in Coimbatore, shedding light on their service standards, technological integration, and overall efficiency.

SCOPE FOR FURTHER RESEARCH

The logistics is undergoing significant transformations driven by emerging trends reshaping the industry. Hence the following areas shall be better scope.

- Adoption of eco-friendly practices like green warehousing and electric vehicles.
- Comparative analysis of service quality between local and national logistics providers.
- Analyze the potential of collaborative logistics models to improve cost and service efficiency.

SUGGESTIONS

- Recommend the adoption of logistics management software, improved real-time tracking systems, and automation to reduce inefficiencies.
- Suggest policy changes or government support in terms of investment in logistics infrastructure and technology.
- Focus on a particular segment like e-commerce logistics, industrial supply chains, or last-mile delivery services.
- Conduct surveys or interviews to understand customer expectations and satisfaction levels.
- Propose government initiatives for enhancing logistics infrastructure, reducing regulatory hurdles, and promoting investment in logistics technology.
- Recommend developing training programs for logistics professionals to improve their skills and adapt to new technologies.
- Analyze gaps between customer needs and the services offered by different logistics providers.
- Set up small, localized distribution hubs to ensure faster and more efficient deliveries.

CONCLUSION

This study provides a comprehensive comparative analysis of logistics service providers in Coimbatore, highlighting their strengths, challenges, and areas for improvement. The findings reveal significant differences in service quality, cost efficiency, technology adoption, and customer satisfaction among various providers. While some companies excel in offering timely and reliable services, others face challenges related to infrastructure, last-mile delivery, and technological integration. The research also underscores the growing need for logistics providers to adopt advanced digital tools and sustainable practices to remain competitive in an evolving market. Moreover, this study identifies critical gaps in the logistics sector, such as the lack of streamlined operations, limited use of modern technologies, and inconsistent service standards. Addressing these issues through innovation, workforce training, and collaborative logistics model**s** can significantly enhance service efficiency and customer satisfaction. The insights from this research offer valuable guidance for logistics companies, policymakers, and businesses aiming to strengthen the supply chain ecosystem in Coimbatore .Finally, the study opens several avenues for future research, including exploring the impact of technology on logistics efficiency, the role of sustainable practices, and the potential of third-party and fourth-party logistics models. By continuing to investigate these areas, researchers can contribute to the development of a more efficient, cost-effective, and customer-focused logistics sector.

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