

An Analysis Of Customers Insight On Export Procedure, With Reference To Logistic Sector

Ms. V. Betsy Hannah¹, Ms. D. Archana², Ms. P. Caroline Jane³, Ms. R. Suba Ranjini⁴

¹Assistant Professor, St.Peter's College of Engineering and Technology, Chennai,
vincent.betsy2@gmail.com

²Student, St.Peter's College of Engineering and Technology, Chennai, archu170302@gmail.com

³Student, St.Peter's College of Engineering and Technology, Chennai, carolinejeni2113@gmail.com

⁴Student, St.Peter's College of Engineering and Technology, Chennai, shruthisuba27@gmail.com

Abstract

Export is one of several customs procedures for handling goods. Each procedure has its own rules. If you wish to use a specific procedure, you must formally submit a declaration to the revenue authorities for that purpose. A major factor in customer perception and satisfaction is the quality of service provided by a company. This study aimed to analyze customer perceptions of the export procedure. The study employed a survey method and relied on qualitative primary data collected from the field. The Non-Probability Sampling method was used, with a sample size of 75 out of a total population of 100. All 75 respondents were customers of the company. The findings revealed that the relationship between customer perception and tangibility was statistically significant. Service quality, therefore, has a positive impact on customer perception. Furthermore, the study suggested that the company should appoint more sales personnel to attract additional customers. Additionally, offering competitive freight rates could help increase the volume of shipments.

Keywords:(Export Procedure , Customer Perception, Service Quality, Logistics Company.)

INTRODUCTION

This research delves into the export-import procedures and documentation in international trade, highlighting customs clearance, shipping bills, and invoice preparation. It examines how Ace Express Logistics Pvt Ltd ensures efficient cargo handling through innovative and timely services, enabling the company to remain competitive in the business environment.

In addition, the research emphasizes the importance of export documentation, regulatory frameworks, and government incentives in facilitating smooth trade. By understanding customer perspectives, this study aims to analyze the company's role in simplifying export procedures in compliance with global trade requirements.

Foreign trade plays a crucial role in economic development, with exports serving as a primary source of foreign exchange earnings and business growth. Effective export processes and accurate documentation are essential for ensuring smooth trade operations, regulatory compliance, and the seamless movement of cargo.

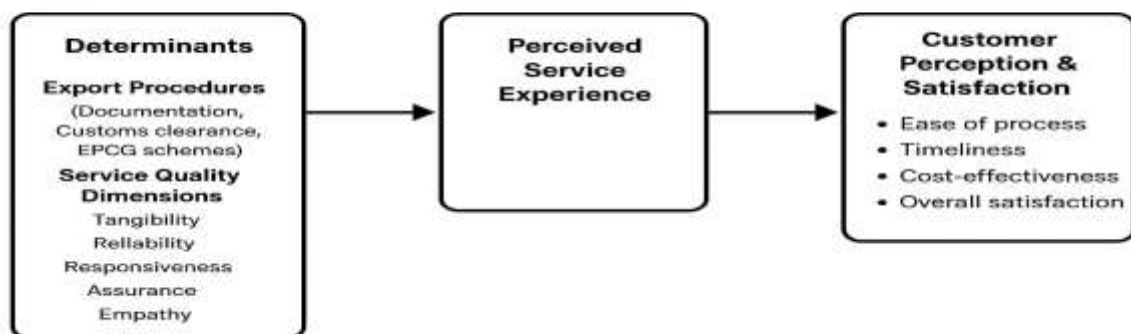
Furthermore, the study explores how the company enhances its export services to meet customer expectations and maintain a competitive edge in the dynamic logistics sector. By analyzing customer experiences and feedback, this research provides valuable insights into the effectiveness of export processes, existing challenges, and potential areas for improvement.

OBJECTIVE

Research questions:

- What are the EPCG (Export Promotion Capital Goods) schemes followed by ACE Express Logistics Pvt Ltd in promoting exports?
- What strategies has ACE Express Logistics Pvt Ltd adopted to enhance its export services?
- What is the level of customer satisfaction with the services provided by ACE Express Logistics Pvt Ltd?

Conceptual framework



REVIEW OF LITRATURE

Robert D. and Thirlwall A. (1975) stated that higher levels of exports enhance productivity, reduce unit costs, and boost economic growth. Increased exports encourage firms to adopt advanced technologies and improve efficiency. They also contribute to economies of scale and better resource utilization. Export-led growth strengthens a country's trade balance and attracts foreign investment. A competitive export sector fosters innovation and industrial expansion.

Olorunishola (1991) described export promotion as a key driver of efficiency and global market expansion. Exposure to foreign competition and technology pushes firms to innovate and improve productivity. This enhances economies of scale and cost-effectiveness in production. Export promotion also fosters diversification, reducing dependence on a single market. Ultimately, it contributes to economic stability and sustainable growth.

Esfahani (1991) argued that export promotion helps ease foreign exchange constraints and expands international market access. Increased export earnings provide foreign currency to support economic stability. It strengthens trade balances and reduces reliance on external debt. Export-oriented policies encourage domestic firms to meet global standards. Additionally, international trade exposure drives technological advancements and competitiveness.

Torstein Schmitz (2011) highlighted that a bill of lading is a crucial trade document serving as proof of shipment and ownership transfer. It also functions as a security instrument in financial transactions. However, traditional paper-based bills of lading face challenges like fraud risks and processing delays. Digital alternatives, such as electronic bills of lading, offer improved efficiency. Despite its limitations, the bill of lading remains essential for global trade.

Sumeet Gupta, Mark Goh, Robert Dsouza, and Miti Garg (2011) found that complex customs procedures and regulatory inefficiencies hinder cross-border trade in ASEAN. Excessive inspections and inconsistent rulings create delays and higher costs. A lack of coordination between agencies further complicates trade operations. These barriers reduce the competitiveness of exporters and slow regional trade growth. Streamlining regulations and adopting digital solutions can improve trade efficiency.

Nikos Passas and Kimberly Jones (2007) highlighted ways in which trade regulations can be manipulated, leading to fraudulent activities. Loopholes in customs laws allow under-invoicing, misdeclaration, and other illegal trade practices. Weak enforcement encourages non-compliance and revenue losses. Strengthening oversight and improving transparency in customs operations can reduce these risks. International cooperation is also vital in tackling regulatory violations.

Usha Kiran Rai (2010) emphasized that government regulations control the import and export of restricted goods under ITC (HS). Trade in such items requires a valid license, certificate, or official permission. These rules help maintain national security and protect domestic industries. Violations can result in penalties, seizure of goods, or legal actions. Regular updates to ITC (HS) classifications reflect changes in trade policies.

Helpmann and Krugman (1991) – Export promotion focuses on developing competitive industries for international trade. It helps in increasing exports and reducing unemployment by encouraging labour-intensive industries such as footwear and textiles. The strategy also allows domestic producers to benefit

from economies of scale while trade liberalization enhances competitiveness and efficiency.

C. Rama Gopal (2008) – International trade evolved in an unstructured manner as countries exchanged goods. Export documentation followed a similarly haphazard path, requiring multiple formats for each shipment. Trade involves three key channels: transaction and payment, distribution, and documentation/communications, with third parties often facilitating operations.

Donald F. Wood (1990) – Export transactions involve shipment management, distributors, customs brokers, and freight forwarders. Proper documentation is crucial in international trade. Businesses must also consider exchange rates, taxes, and inflation, as these financial aspects affect profitability and mismanagement can lead to significant losses.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to systematically analyze and describe the characteristics of the selected group. Descriptive research is useful for obtaining a clear understanding of a population by collecting, organizing, and interpreting data. The study employs both primary and secondary data collection methods to ensure accuracy and reliability. Primary data is gathered through structured questionnaires, allowing for direct responses from participants, while secondary data is sourced from credible platforms such as the company's website, published journals, and online resources. The research is conducted on a total population of 100 individuals, out of which a representative sample of 75 respondents is selected for analysis. This sample size is carefully chosen to provide meaningful insights while maintaining the study's validity and generalizability.

DATA ANALYSIS AND INTERPRETATION

Table shows rate of the company follows the EPCG scheme

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	30	40%
Agree	18	24%
Neutral	15	20%
Disagree	7	9%
Strongly disagree	5	7%
Total	75	100%

The above table and chart show that out of 75 respondents, 40% strongly agree that they receive ads from the company, 24% agree, 20% are neutral about cargo clearance, 10% disagree, and 10% strongly disagree with the cargo clearance process in the company.

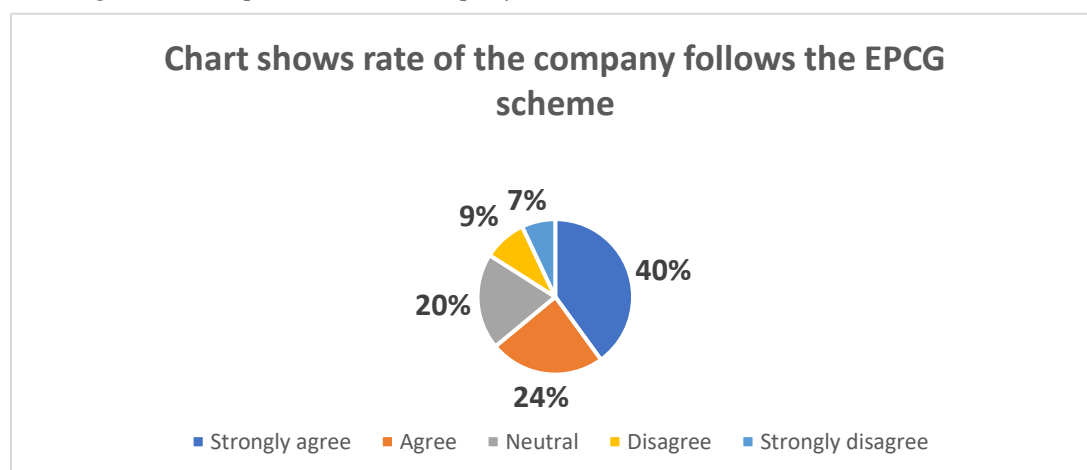
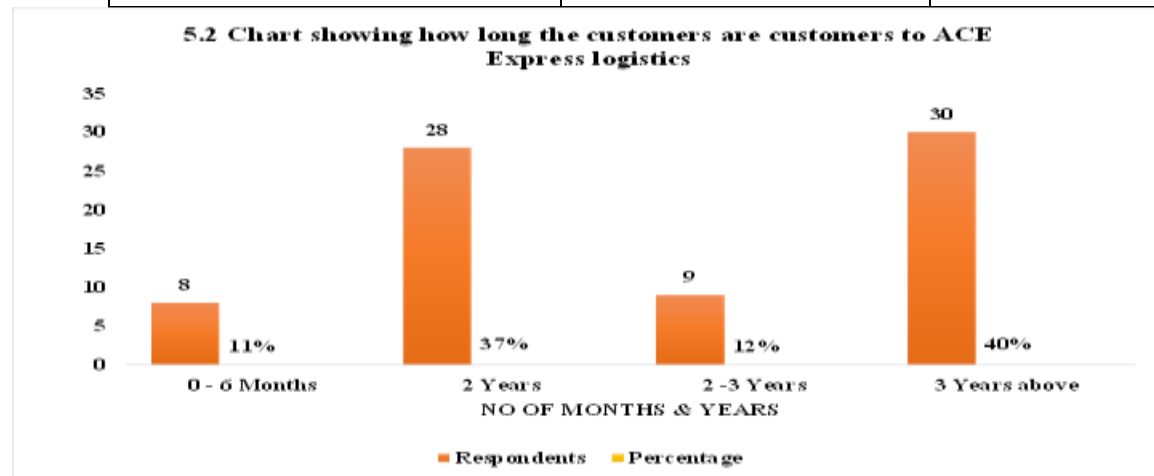


Table showing how long the customers are been customers to ACE Expresslogistics

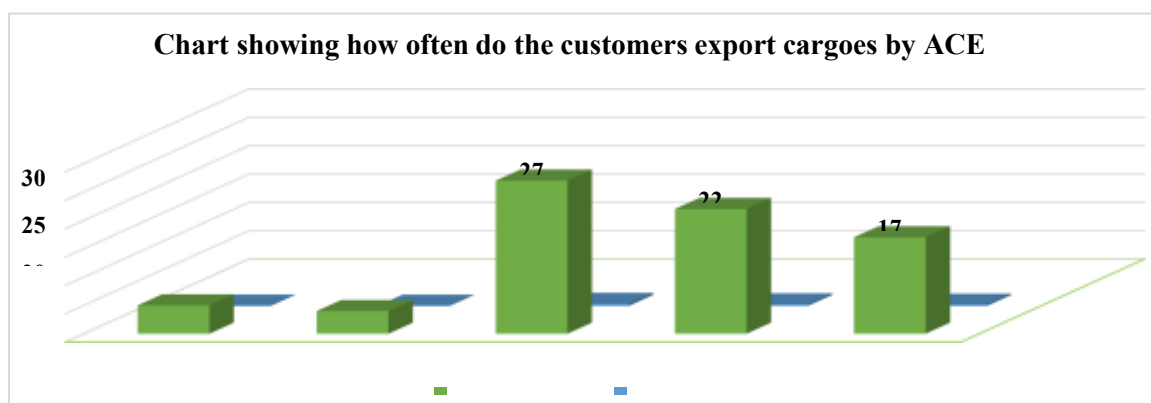
NO OF MONTHS & YEARS	RESPONDENTS	PERCENTAGE
0-6 Months	08	11%
2 Years	28	37%
2-3 Years	09	12%
3 years above	30	40%
Total	75	100%



The above table and chart show that out of 75 respondents, 11% have been customers of ACE Express Logistics for 0–6 months, 37% for 1–2 years, 12% for 2–3 years, and 40% for more than 3 years.

Table showing how often do the customers export cargoes by ACE Express logistics

NO OF DAYS	RESPONDENTS	PERCENTAGE
Everyday	5	7%
2-3 days	4	5%
Weekly	27	36%
Fortnight	22	29%
Monthly	17	23%
Total	75	100%



The above table and chart show that out of 75 respondents, 7% export cargo every day, 5% export cargo every 2–3 days, 36% export cargo weekly, 29% export cargo fortnightly, and 23% export cargo only once

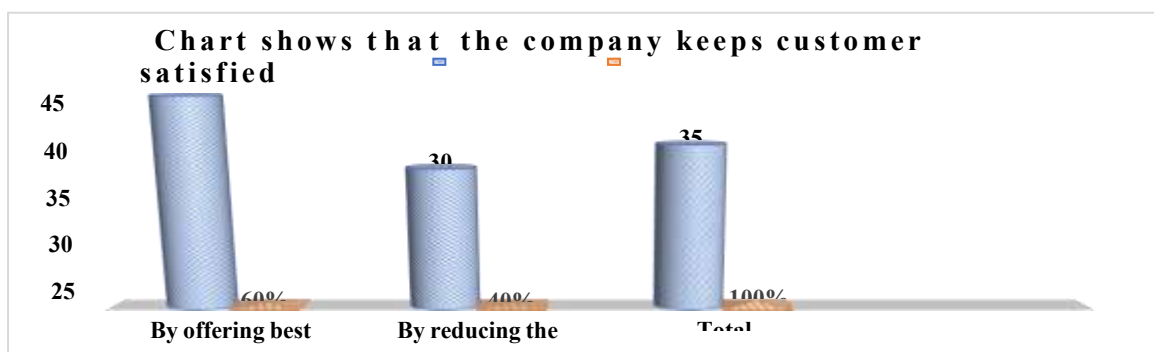
a month.

Table shows the company keeps the customer satisfied

SATISFACTION	RESPONDENTS	PERCENTAGE
By offering best service	45	60%
By reducing the freight rates	30	40%
Total	75	100%

The above table and chart show that out of 75 respondents, 60% state that customers are satisfied with the best service, while 40% state they are satisfied due to reduced freight rates.

CHISQUARE TEST



Chi-Square Test on Facility Provided and Satisfaction Level

Null Hypothesis (H_0): There is no significant relationship between the facility provided and the satisfaction level.

Alternative Hypothesis (H_1): There is a significant relationship between the facility provided and the satisfaction level.

CHI - SQUARE TABLE

S.NO	OBSERVED	EXPECTED	(O-E)	(O-E) ²	(O-E) ² /E
1	8	9.6	-1.6	2.56	0.27
2	9	8.4	0.6	0.36	0.04
3	9	6.4	2.6	6.76	1.05
4	2	2.8	-0.8	0.64	0.22
5	2	2.8	-0.8	0.64	0.22
6	7	5.44	1.56	2.43	0.44
7	4	4.76	-0.76	0.58	0.12
8	3	3.63	-0.63	0.40	0.11
9	2	1.59	-0.41	0.17	0.11
10	1	1.59	-0.59	0.35	0.22
11	6	4.8	1.2	1.44	0.3
12	2	4.2	-2.2	4.84	1.15
13	3	3.2	-0.2	0.4	0.125

14	1	1.4	-0.4	0.16	0.11
15	3	1.4	1.6	2.56	1.83
16	1	2.56	-1.56	2.43	0.95
17	5	2.54	2.76	7.62	3.40
18	0	1.71	-1.71	2.92	1.71
19	2	0.75	1.25	1.56	2.08
20	0	0.75	-0.75	0.56	0.75
21	2	1.6	0.4	0.16	0.1
22	1	1.4	-0.4	0.16	0.11
23	1	1.07	-0.07	0.49	0.00458
24	0	0.47	-0.47	0.22	0.47
25	1	0.47	0.53	0.28	1.59

At a 5% significance level with 16 degrees of freedom, the Chi-Square table value is 26.63. Since the calculated value (17.26) is less than the table value (26.63), we fail to reject the null hypothesis (H_0). Hence, there is no significant relationship between the facility provided and the satisfaction level.

CONCLUSIONS

Through this research, I have gained valuable insights into various aspects of freight forwarding, including the freight forwarder's mission, export standard operating process, Incoterms, required documents for export procedures, and different types of containers. The study has considered all relevant factors and provided valuable recommendations to enhance exports, contributing to improved operational efficiency. Additionally, the research has helped refine the company's marketing strategies for exports while ensuring customer satisfaction through competitive freight rates, faster customs clearance, and proactive communication of offers via email. Furthermore, the company now allocates substantial time to addressing internal operational issues and implementing necessary changes to streamline export functions.

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