

A Comparative Study of Postal Mail Services and Courier Services with Special Reference to Kanniyakumari District

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Abstract

In India, the media transmission industry shapes a fundamental aspect of the nation's monetary turn of events, with homegrown and unfamiliar organizations being critical institutional financial specialists in this division. As of late, the media transmission segment, other assistance segments, developed quickly in monetary significance after the rise of Courier benefits because of the way that individuals in varying backgrounds paying little heed to their pay levels have begun utilizing Courier administration. Accordingly a sound help market, which centers on all needs and needs of clients, is basic for the general development of media transmission part so as to animate monetary development of our nation. In India, there are numerous homegrown and unfamiliar claimed organizations under media transmission division, which prevalently center on giving Courier administration to the individuals. Along with mechanical turn of events, change of significant worth and globalization, the requests from the clients drive the need to change and build up an association by rapidly adjusting innovation to items or administration in a productive way to get points of interest of the Courier Service and India Post to showcase and fulfill the recipients (clients) with creative mechanical based administration. Hence there is a requirement for investigation of the Courier specialist co-ops and India Post to outline suitable systems to augment their client based assistance and fulfillment. In this study, the researcher would like to comparative study of postal mail services and courier services in Kanniyakumari District. The primary aim of this study is to understand the Demographic factors and satisfaction level of both services. For that the researcher circulate 120 samples circulated for both services in the study area and researcher used percentage, Garret ranking method and f-test used for analysis the collected data.

Key words: Desk to Desk Courier & Cargo, Electronic Intimation of Delivery, Emergency Medical Service, Logistic Service Quality, Quick Mail Service.

Introduction

In the period of globalization, the function of the mailing station and just as the administration, it is changed fundamentally. Today postal administration comprise of get, transport and conveyance administration of letters and printed matter (papers, diaries, periodicals, pamphlets and flyers) bundles in homegrown or unfamiliar objections; mailing station counter administration delivered at counters (Sale of stamps, maintaining Recurring Deposit, National Savings Certificate, and Monthly Income Scheme); and other postal administration, for example, Mailbox Rental, Postal Life Insurance, Parcel and Packing administration .

The mailing station offers various types of assistance to general society. These administrations can be comprehensively ordered into postal and non-postal administration. The postal administration incorporate enlistment of letters and packages, booking of significant worth payable letters and bundles, booking of cash orders, authentication of posting, offer of stamps and postal fixed. A mail center serves an assortment of capacities, accordingly making the idea of postal administration unique. Postal administration is controlled by the Government of India all through the nation and the charges for every one of these administration are negligible, which the average person can bear.

Postal and courier services form a key part in the global communication infrastructure, with high economic and social importance. It includes express delivery services. In terms of market access, proposals have underscored the need for commitments resulting in more extensive coverage of these services in the schedules of commitments. In identifying barriers to market access and national treatment, some proposals have emphasized the existence of monopolies, while others have focused on measures discriminating against foreign suppliers.

Statement of the Problem

A mailing station serves an assortment of capacities, along these lines making the idea of postal administration dissimilar. Postal administration is controlled by the Government of India all over the

nation and the charges for every one of these administration are negligible, which the everyday person can manage. It is seen as the most reliable methods for composed correspondence. It is likewise utilized by the average person as the most dependable methods for sending cash through cash requests to people remaining at faraway places. It is likewise the most usually utilized methods for conveyance of articles of significant worth. The previously set of factors is called ascription, which incorporates family connections, family occupation, salary and so on. The other set is the accomplished which incorporates the person's fulfillment through the endeavors like instruction, word related abilities, financial returns and so forth., notwithstanding these two arrangements of factors, the beneficial encounters of an individual additionally impact their mentality and standard of conduct. Combined with the beneficial experience factor, the ascription and accomplished factors would get moved into financial factors and help to decide the social and monetary status of the individuals in the network. The researcher has identified the following problems of the study. The postal mail services and private courier services were facing a number of problems such as difficulty in tracing the address, delivery problems, consignment misrouting, time taken for delivery, damages in the consignment are handled, unsafe article services, working at distance places, non-availability of trained staff, cost challenges and lack of staff co-operation are difficult to solve. So, in this background the present study attempts to appraise a comparative study of postal mail services and courier services with special reference to Kanniyakumari District.

Review of Literature

Luce Brotcorne (2019) “A Managerial Analysis of Urban Parcel Delivery: A Lean Business Approach”, It is improper integration of traditional transportation modes with low emissions vehicles can generate a price war that reduces the service quality, undermining the efficiency and the profitability of parcel delivery operators. This paper aims to provide managerial insights to design a win-win strategy for the co-existence of traditional and green business models. In doing so, we adopt a multi-disciplinary approach that integrates a qualitative analysis through a Lean Business methodology, named GUEST, with a quantitative analysis based on simulation-optimization techniques. This kind of holistic vision has received little attention in the literature. The first analysis investigates the parcel delivery industry with an emphasis on the main business models involved, their costs and revenues structures, while the quantitative part aims to simulate the system and extract sustainable policies. In this direction, the paper suggests some managerial insights concerning the split of the customer demand between traditional and green operators, according to the classes of parcels and geographical areas of the city.

Vinayagamoorthy and Senthilkumar (2012), “A Growth of Rural Postal Life Insurance in India, (A Study with special Reference to Dharmapuri District), in their study revealed that the growth of rural postal life insurance is simultaneously increased in terms of number of policies in force, sum assured and claim settled during the year from 2001 to 2010. Further they suggested the India post to concentrate on creating awareness about postal life insurance, improve the infrastructure facilities and hospitality of the staff.

Postal Mail Services

An office or station of a government postal system at which mail is received and sorted from which it is dispatched and distributed, and at which stamps are sold or other services rendered. Postal mail service - the system whereby messages are transmitted via the post office; “the mail handles billions of items every day”;

Speed Post

Speed Post is the trade name or brand name for a high-speed postal service provided by several postal companies around the world. Speed Post, the market leader in the domestic express industry, provides express and time-bound delivery of letters and parcels.

Registered Post

Registered post is just an ordinary post with special features as it is safe, secure and record proof. The price of this is higher than normal and speed post.

Objectives of the study

1. To examine the important factors to select the service providers of postal mail and courier services
2. To study the comparison of postal mail and courier services in Kanniyakumari District.
3. To identify and analyse the satisfaction level of quality of services offered by postal mail and courier services in Kanniyakumari District.

Research Design

The primary objective of the study was to examine the comparative analysis of user opinion on using postal mail and courier service in Kanniyakumari District. To examine the sample respondents opinion the descriptive research methods was used and to analyze the relationship between sample postal mail users and courier services users analytical research method was also used. Both qualitative and quantitative data was collected from sample respondents. The null hypothesis was used to test to fulfill the objective of the study. The present study is of Descriptive in nature. Sample size selected for the study was 120 respondents for both services in Kanniyakumari District of Tamil Nadu State. Convenience sampling technique was adopted in the selection of the respondents. Researcher used percentages, Garret Ranking method and f-test for analysing the data.

Limitations of the Study

1. The sample size may not adequately represent the entire district of Kanniyakumari District.
2. It is difficult to know if all the respondents give accurate information; some respondents tends to give misleading information.

Results And Discussions

Table 1: Comparison of Common Service Preferred by the Respondents

Factors	Postal		Courier	
	No of Respondents	Percentage	No of Respondents	Percentage
Documents	13	22	10	17
Confidential letters	10	17	8	13
Financial instruments	5	8	6	10
Demand drafts	1	2	4	7
Share/dividend warrant	7	12	3	5
Medicines	4	7	7	12
Samples	3	5	5	8
Insurance policies	8	13	8	13
Other products (Parcels, Books, Prizes, flowers, Online product, products etc.,)	9	15	9	15
Total	60	100	60	100

Sources: Primary Data

The above table shows that the Comparison of Common Service Preferred by the Respondents. The researcher selected nine factors like Documents, Confidential letters, Financial instruments, Demand drafts, Share/dividend warrant, Medicines, Samples, Insurance policies and Other products (Parcels, Books, Prizes, flowers, Online product, products etc.,) for both Postal mail and Courier services. The most of the respondents preferred as Documents for both services.

Table 2: Reason for selecting the Postal mail or Courier services

Reason	Postal		Courier	
	Mean Scores	Rank	Mean Scores	Rank
Near to your residence	59.47	III	59.54	II
Rate	59.54	II	59.47	III
Reliability	59.41	I	59.41	I
Past experience	58.98	V	58.98	V
Prompt and Accuracy service	58.69	VI	59.67	IV
Any other please specify (picks up, proof of mail, delivery confirmation etc.,)	59.67	IV	58.69	VI

Sources: Computed Data

The reliability is important factor for both postal and courier services. The price is assigned as important rank in postal mail whereas promptness and accuracy is assigned as important rank in courier services.

Table 3: Satisfaction about the Quality of service provided by the Postal mail

Service	Postal mail					
	HS	S	N	DS	HDS	Total
Quick service	8	23	19	6	4	60

Cost of service	21	16	15	5	3	60
Reliability	11	29	17	2	1	60
Wide range of coverage and useful service	18	27	13	1	1	60
Door step service	22	26	11	1	0	60
Proof for delivery	12	28	12	6	2	60
Customer care	5	14	37	2	2	60

Sources: Primary Data

The aboveTable shows that a maximum of 21 respondents are highly satisfied and 16 respondents are satisfied with cost of service provided by the postal department. Followed by 5 respondents are highly satisfied and 14 respondents are satisfied with customer care service of the postal department.

Table 4: Satisfaction about the Quality of service provided by the Courier services

Particular	Courier services					Total
	HS	S	N	DS	HDS	
Quick service	17	23	18	1	1	60
Cost of service	21	17	19	2	1	60
Reliability	24	21	11	3	1	60
Wide range of coverage and useful service	21	28	10	1	0	60
Door step service	25	22	12	1	0	60
Proof for delivery	11	21	20	6	2	60
Customer care	19	20	17	3	1	60

Sources: Primary Data

The above table shows that a maximum of 23 respondents were satisfied for Quick service in the courier services. Followed 21 respondents were percent were highly satisfied with Cost of service. The respondents of 24 were highly satisfied with Reliability. 28 respondents were highly satisfied for the purpose of Wide range of coverage and useful service, 25 respondents highly satisfied for the Door step service, 21 respondents satisfied for Proof for delivery and 20 respondents satisfied for Customer care.

Testing the significant different between Age and Customer Satisfaction about the Service Quality of Postal Mail and Courier services.

Table 5 One Way ANOVA for Age and Satisfaction about the Service Quality of Postal Mail and Courier service.

Table 5: Age and Satisfaction about the Service Quality of Postal Mail and Courier service

Variables	Postal		Courier	
	F-Value	Sig.	F-Value	Sig.
Quick service	3.171	0.014*	2.576	0.037*
Cost of service	3.142	0.015*	4.059	0.003*
Reliability	2.394	0.050*	2.613	0.035*
Wide range of coverage and useful service	2.839	0.024*	2.601	0.036*
Door step service	3.227	0.013*	2.668	0.032*
Proof for delivery	2.134	0.076	3.242	0.012*
Customer care	2.656	0.033*	2.639	0.033*

Source: Calculated from Primary Data * Significant at 5 percent level

Postal Mail

The calculated F value of 3.171, 3.142, 2.394, 2.839, 3.227, 2.134 and 2.656 are significant at five percent level. Since the respective p value is less than 0.05; the null hypothesis of "There is no significant difference between age and satisfaction about the service quality of postal mail" is rejected. Hence, it can be stated that there is a significant difference between age and satisfaction on service quality of postal mail. Thus, it can be concluded that the age is vary as the satisfaction on service quality of postal mail.

Courier Company

The calculated F value of 2.576, 4.059, 2.613, 2.601, 2.668, 3.242 and 2.639 are significant at five percent level. Since the respective p value is less than 0.05; the null hypothesis of "There is no

significant difference between age and satisfaction about the quality of courier services” is rejected. Hence, it can be stated that there is a significant difference between age and satisfaction on quality of courier services. Thus, it can be concluded that the age is vary as the satisfaction on quality of courier services.

Findings

1. Majority of respondents’ age group were 26-45.
2. Post - Graduation were high as compared to other Educational groups.
3. Most of respondents Professional Status were Self Employed.
4. Majority of the respondents Monthly Income were Rs. 25001-35000.
5. Most of the respondents preferred as Documents for both services.
6. The reliability is important factor for both postal and courier services.

Suggestions of the Study

1. The study has indicates that youngsters and urban category are more attracted by the courier service. Hence, the courier services provider to extent their service to rural area and more concentration need to attract the elders segment to become potential users of courier services.
2. To postal mail service provider should improve the delivery service with respect to time and safety of delivery in 24 hours even for rural areas also.
3. The post mail needs to compare their service with courier services like charges for parcel and has to adopt the changes.

Conclusion

The postal department has introduced many new services after entering the courier service companies in India. Both postal department and courier service companies were entered into modern technology service to meet out the competition. Thus, to know about the users opinion about the use postal mail services and courier services is essential. The primary objective of this study was to assess the relationship between the postal mail service users and courier service users opinion on using different services in Kanniyakumari district. The analysis result shows that, the courier services providing quick, timely, safe delivery, economical rates for their service, pickup facility, suitable working hours and prompt delivery even holidays also facilitate the people. Hence, the study concludes that majority of the sample postal mail users and courier service users stated that they were satisfied about using postal mail service in the aspects of price service, time and others. On the other side majority of the courier mail service users opined that the cost of courier services is high compare with postal mail services.

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