

A Study on Customers' Perception of Kusuma Parcel Service

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I. BACKGROUND

This Student Research Paper was prepared as part of the course project work of Moula Hussain, an MBA student who opted for Logistics and Supply Chain Management specialisation in Ballari Institute of Technology and Management, Ballari.

This particular project was taken up by Mr. Moula Hussain Sab under the guidance of Prof. K Srinivasa Murthy for one-month duration. The purpose of the Project was to help the student gain first-hand experience in carrying out field research to understand the importance of services delivery, and also make the student garner the awareness about real-time functioning of a commercial firms involved in logistics.

As part of this project, the student collected secondary information on a logistics industry and the company/business (Kusuma Travels). In addition, he administered a questionnaire to 100 customers of the company, collected the data, analysed the data, developed inferences and submitted a report with few suggestions and recommendations to the company.

The following is the detailed summary of the said report.

II. INTRODUCTION – ABOUT KUSUMA TRAVELS

Kusuma Travels is a prominent bus operator in Karnataka, India, with a strong presence in key cities such as Ballari and Bengaluru. The company is known for its well-established services, offering various bus types including AC and non-AC sleepers and semi-sleepers to cater to different passenger preferences.

Kusuma Travels operate on popular routes like Bangalore to Ballari and Ballari to Bangalore, providing a comfortable and reliable travel experience. Kusuma Travels emphasizes passenger comfort and safety, incorporating amenities like live bus tracking, charging points for phones and laptops, and dedicated customer support. Their commitment to service quality and customer satisfaction has earned them a notable reputation within the region's bus operating industry. Since its inception, the company has prioritized passenger comfort and safety, aiming to redefine the inter-city bus travel experience.

Core Business of Kusuma Travels:

1. Passenger Transportation: Kusuma Travels operates a fleet that includes a variety of modern and luxurious buses, notably sleeper and semi-sleeper coaches, encompassing both AC and Non-AC categories. Kusuma Travels boasts a modern fleet that includes high-end multi-axle coaches from renowned manufacturers such as Mercedes-Benz, Volvo, and Scania. These vehicles are selected to provide passengers with a premium travel experience, emphasizing comfort, safety, and efficiency on their routes. Key routes predominantly connect major cities like Ballari and Bengaluru. The company emphasizes amenities designed to enhance passenger comfort, including live bus tracking, attentive customer support, comfortable seating, Wi-Fi, charging points, and central TV. Punctuality, well-mannered staff, and adherence to safety protocols are also highlighted as core tenets of their service.
2. Parcel Service Integration: While Kusuma Travels primarily focuses on passenger transport, their website's shipping policy (for their related e-

commerce venture, "Kusuma") mentions a commitment to safe product delivery by partnering with reputed couriers like Blue Dart and DHL for domestic and international shipments, respectively. This indicates an existing logistical capability and an understanding of parcel handling. Though specific details about an integrated parcel service directly leveraging their bus network for public customers are not prominently detailed on their main travel booking platforms, the nature of bus operations often lends itself to parcel carriage in the luggage compartments.

The premise of this project suggests an exploration of this latent or underdeveloped segment of their operations, recognizing the potential synergy between their established bus routes and the demand for inter-city parcel movement.

SWOT ANALYSIS

SWOT analysis is a strategic framework employed to assess an organization's current standing and potential future trajectory. It involves a structured evaluation of internal Strengths (advantages and capabilities), internal Weaknesses (limitations and areas for improvement), external Opportunities (favourable conditions in the environment), and external Threats (potential challenges posed by the environment). By considering these four interconnected elements, SWOT analysis provides a clear overview that can inform decision-making, strategy formulation, and the identification of competitive advantages or potential risks.

Strengths

- Established Presence & Route Network:
- Modern Fleet with Comfort Features:
- Dedicated Physical Infrastructure:
- Enhanced Safety Measures:
- Existing Parcel Service Capability:
- Customer Support Presence:

Weaknesses

- Inconsistent Service Quality (esp. Parcel service):
- Limited Parcel Service Visibility & Integration:
- Dependence on others for Last-Mile (Parcel):
- Technology Gaps in Customer Interaction:
- Staff Training & Customer Service Consistency:

Opportunities

- Expand Integrated Parcel Services:
- Enhance Last-Mile Delivery Partnerships:
- Invest in Digital Customer Experience:
- Leverage Data for Service Improvement:
- Strategic Alliances with e-commerce platforms, small businesses, or local vendors for Broader Reach:

Threats

- Intense Competition from Established Logistics Players:
- Emergence of New-Age Delivery Models:
- Customer Dissatisfaction & Negative Word-of-Mouth:
- Regulatory Changes & Compliance Costs:
- Infrastructure Limitations with respect to last-mile delivery:
- Fuel Price Volatility & Rising Operational Costs:
- Increased Private Vehicle Ownership:

III. PURPOSE AND OBJECTIVES OF THE RESEARCH

While Kusuma Travels is trying to increase the scope and expand the parcel delivery services, of late, Kusuma travels experiencing with the following:

- ⇒ Late Deliveries of Parcels:
- ⇒ Lost or Damaged Packages and Security Concerns:
- ⇒ Inaccurate Deliveries:
- ⇒ Poor contact and Customer Care Problems:
- ⇒ Inaccurate Tracking Information:
- ⇒ Rising Costs:
- ⇒ Restricted Delivery Options:
- ⇒ Poor Return Handling:

Therefore, this study tries to explore the extent of the problems faced by Parcel-service customers of the company.

3.1. Statement of the problem:

Identify critical problems faced by customers of Kusuma courier services.

3.2. Objectives of the study:

The primary objective is to collect data from a select group of clients through the use of a questionnaire.

- To assess whether the customers of Kusuma courier are satisfied with the quality of delivering service they received.
- To identify the problems faced by the customers by courier services

3.3. Scope of study:

This study specifically investigates the perceptions of both individual and institutional users of courier services regarding the services themselves and their quality. It aims to gather insights into how these distinct groups evaluate various aspects of courier operations, including reliability, speed, customer service, and overall satisfaction.

Also, this study undertakes a comparative analysis of the motivations behind the use of courier services by individual customers vis-a-vis institutional clients aiming to identify and differentiate the key factors that influence their respective choices and preferences when engaging with courier service providers.

IV. RESEARCH METHODOLOGY

The research was done in three stages – primary stage, secondary stage, and the tertiary stage.

4.1. THE PRIMARY STAGE INCLUDES:

- Observation
- Formulating research problems
- Project planning
- Documentation
- Research designs

4.2. THE SECONDARY STAGE INCLUDES:

- Questionnaire preparation
- Data Collection

4.3. THE TERTIARY STAGE INCLUDES

- Analysis of data
- Interpretation

4.4. DATA COLLECTION:

Primary data were gathered through

1. Questionnaire
2. Direct interaction

Secondary data was collected through

1. Company Record
2. Internet
3. Text books
4. Company website
5. Articles
6. Journals

4.5. SAMPLE SIZE:

The sample size for this survey is 50.

Target respondents are customers of Kusuma Travels

4.6. LIMITATION OF THE STUDY

- Time constraint
- Customers are not ready to share their opinion
- This project limited to Ballari city only

V. FIELD RESEARCH FINDINGS

The findings are presented here based on the responses to each critical question asked to the respondents.

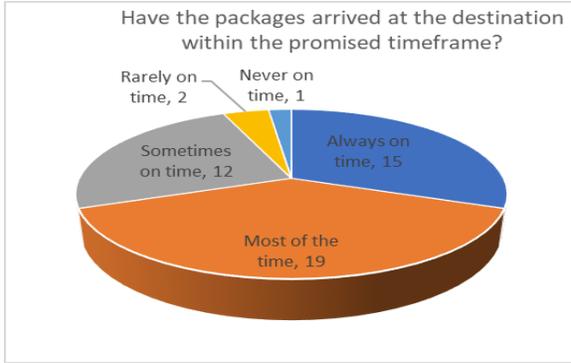
5.1. How often do your send parcels / packages through Kusuma Travels?

	Regularly	Often	Once in a while	Rarely/Never	Total
Frequency of usage	28	6	14	2	50
Percentage	56%	12%	28%	4%	100%

Out of the 50 respondents 34 responded (68%) that they use Kusuma Travels for their parcel deliveries regularly. 28 percent respondents said they use Kusuma Travels once-in-a-while.

5.2. Have the packages arrived at the destination within the promised timeframe?

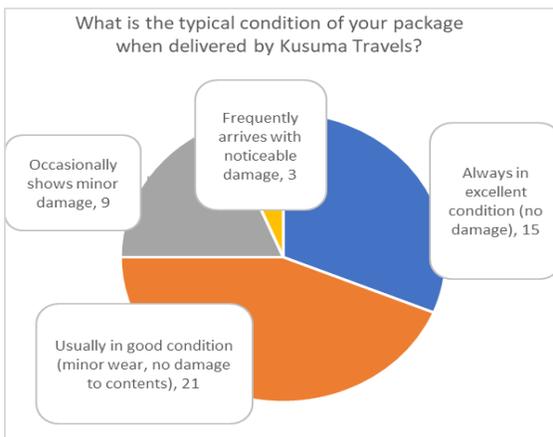
	Always on time	Most of the time	Sometimes on time	Rarely on time	Never on time	Total
Adherence to Delivery Timeframe	15	19	12	2	1	49
Percentage	31%	39%	24%	4%	2%	100%



The feedback from 49 respondents indicates that Kusuma Travel generally performs well, with nearly 70% of packages arriving either always or most of the time within the promised timeframe, highlighting strong reliability. A quarter of deliveries are sometimes on time, suggesting occasional delays. A small percentage of packages (2%) are rarely or never punctual. This overall picture points to a largely efficient service.

5.3. What is the typical condition of your package when delivered by Kusuma Bus Travel?

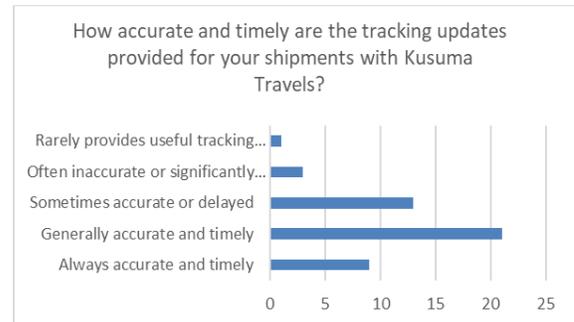
	Always in excellent condition (no damage)	Usually in good condition (minor wear, no damage to contents)	Occasionally shows minor damage	Frequently arrives with noticeable damage	Total
Condition of packages when delivered	15	21	9	3	48
Percentage	31%	44%	19%	6%	100%



Majority (75%) of respondents reported either no damage or only minor wear in parcels transported by Kusuma Travel. A small fraction of respondents frequently observed significant issues upon delivery. This suggests that while overall package handling is effective, there are specific areas where safeguarding the parcels could be improved.

5.4. How accurate and timely are the tracking updates provided for your shipments with Kusuma Bus Travel?

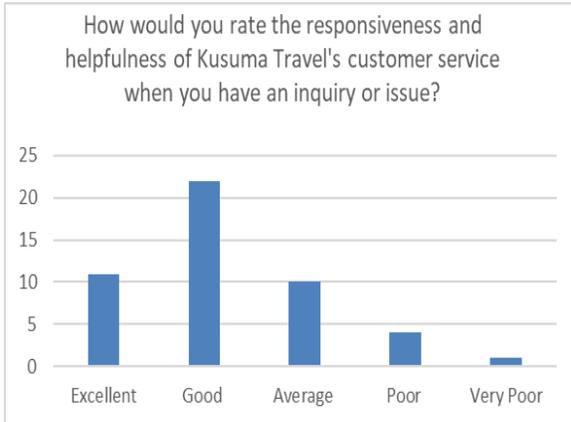
	Always accurate and timely	Generally accurate and timely	Sometimes accurate or delayed	Often inaccurate or significantly delayed	Rarely provides useful tracking information	Total
Tracking updates	9	21	13	3	1	47
Percentage	19%	45%	28%	6%	2%	100%



Based on the responses it appears that Kusuma Travel's shipment tracking is generally effective, as more than 63% of customers report accurate and prompt updates. Nevertheless, almost 28% of users face intermittent issues with precision or timeliness, highlighting an opportunity for greater consistency. A small segment, approximately 8.5%, frequently finds the tracking details unhelpful or considerably behind schedule. Overall, the tracking system demonstrates a baseline of dependability, yet refinement could improve its uniformity and user satisfaction.

5.5. How would you rate the responsiveness and helpfulness of Kusuma Travel's customer service when you have an enquiry or issue?

	Excellent	Good	Average	Poor	Very Poor	Total
Responsiveness and Helpfulness	11	22	10	4	1	48
Percentages	23 %	46 %	21 %	8 %	2 %	100 %



Based on input from 48 individuals, Kusuma Travels normally provides effective customer support, with nearly 69% of users reporting positive experiences. Around 20% of clients describe the service as average, noting occasional delays or inconsistent issue resolution. Conversely, approximately 10% encountered subpar assistance, struggling with accessibility or unaddressed concerns.

5.6. Compared to other courier services you might use/have used; how do you find Kusuma Travel's pricing for Parcel delivery?

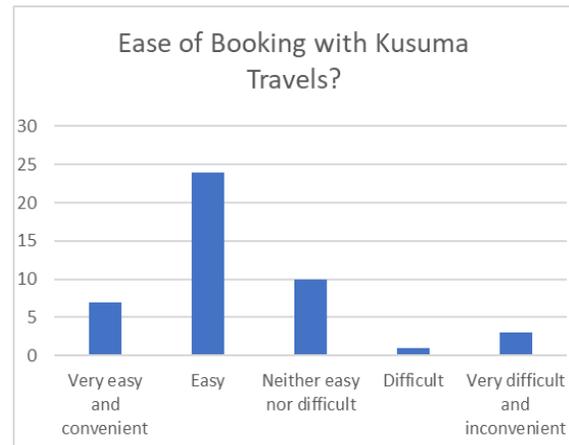
	Much more affordable	Slightly more affordable	Slightly more expensive	Much more expensive	Total
Cost comparison with competitors	18	19	9	2	48
Percentages	38%	40%	19%	4%	100 %

Analysis of 48 responses suggests Kusuma Travels holds a significant pricing edge, with more than three-quarters of users reporting its services as notably or somewhat more economical than rival options. Nearly one-fifth of clients regard its costs as being on

par with other providers. A minimal segment, approximately 4%, viewed its pricing as marginally higher. Consequently, the collected data firmly establishes cost-effectiveness as a key strength for Kusuma Travels among its users.

5.7. How easy is it to book a courier service and arrange for package pickup with Kusuma Travels?

	Very easy and convenient	Easy	Neither easy nor difficult	Difficult	Very difficult, inconvenient	Total
Ease of Booking	7	24	10	1	3	48
Percentages	15%	50%	21%	2%	6%	100 %

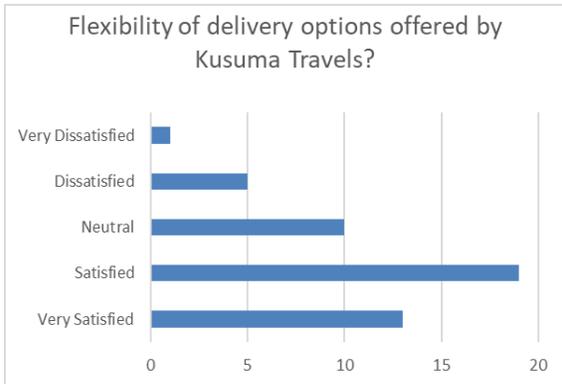


Reviewing 48 customer submissions, parcel booking service with Kusuma Travels appears largely user-friendly, with 65% individuals reporting a positive experience. While about twenty percent view the process as neither easy nor challenging, indicating potential for streamlined operations, a small yet significant portion, over 8%, encounters considerable difficulties. This feedback highlights a generally accessible system; though specific hurdles warrant attention to improve overall client satisfaction.

5.8. How satisfied are you with the flexibility of delivery options (e.g., specific time slots, alternative pickup locations) offered by Kusuma Travels?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total
Flexibility in delivery options	13	19	10	5	1	48
Percentages	27%	40%	21%	10%	2%	100%

A review of 48 survey responses reveals a generally positive sentiment regarding Kusuma Travels flexible delivery options, with 67% of users expressing satisfaction.



While roughly one-fifth of customers hold a neutral stance, a minority, approximately 12.5%, voiced dissatisfaction, indicating unmet needs. This pattern highlights the service's success in accommodating many clients' flexible demands, yet also points to areas where expanding options could further enhance customer experience.

5.9. How confident are you in the security and safe handling of your packages throughout the delivery process with Kusuma Travels?

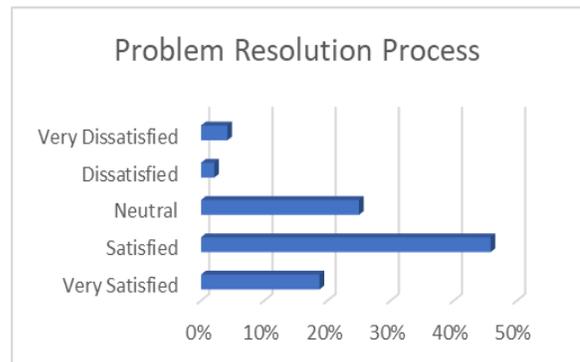
	Very Confident	Confident	Neutral	Not Confident	Not at all Confident	Total
Confidence in security and safe handling of parcels	10	21	13	1	1	48
Percentages	21%	44%	27%	2%	2%	100%



Out of 48 responses, a significant portion (65%) of Kusuma Travels clientele felt secure regarding the handling and safety of their packages, indicating a reliable operation. 27% of individuals surveyed remained undecided, neither fully trusting nor distrusting the security protocols. Conversely, a small group, about 4%, openly expressed a lack of faith in the safety measures. This implies that while numerous customers are reassured by the current process, there's a distinct opportunity to bolster perceived security across all deliveries.

5.10. If you have ever had a problem with a delivery (e.g., lost item, wrong delivery), how satisfied were you with Kusuma Travel's problem resolution process?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total
Problem Resolution Process	9	22	12	1	2	48
Percentages	19%	46%	25%	2%	4%	100%

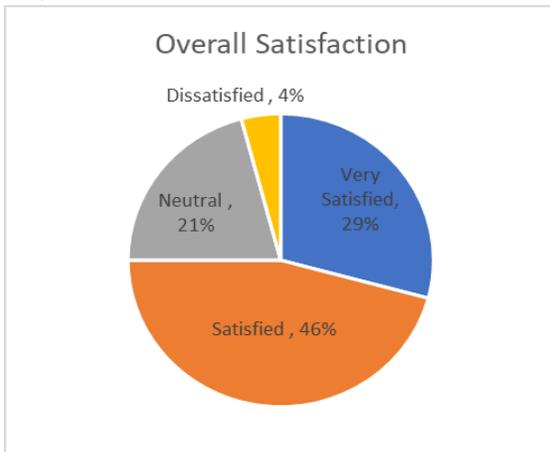


Out of the total 48 respondents, 31 (65%) were satisfied with problem resolution process of Kusuma Travels mentioning that their concerns were addressed effectively and often swiftly. Roughly a quarter of those surveyed maintained a neutral stance, indicating that while issues were ultimately resolved, it frequently involved some personal effort or delays. Conversely, a small yet notable percentage (6%) reported dissatisfaction, attributing it to inadequate handling or a complete lack of resolution. This feedback suggests that while Kusuma Travels generally navigates customer issues successfully, there remains an opportunity to refine the process for enhanced consistency and to mitigate frustrating experiences across the customer base.

5.11. How would you rate your overall satisfaction with Kusuma Travel's parcel service?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Total
Overall Satisfaction	14	22	10	2	48
Percentages	29%	46%	21%	4%	100%

Drawing from 48 customer responses, the general sentiment toward Kusuma Travels parcel service is quite favourable. A significant portion, close to three-quarters of users, expressed contentment or strong contentment with the service. Around 20% of those surveyed adopted a neutral stance, neither strongly approving nor disapproving. Only a small portion of 4%, indicated dissatisfaction.



This evidence suggests Kusuma Travels largely fulfils or surpasses client expectations, though a

minor segment experiencing negative outcomes presents an opportunity for targeted service enhancements.

VI. CONCLUSIONS & SUGGESTIONS

CONCLUSIONS:

- ❖ Based on this customer perception research, we can conclude that Kusuma Travels is performing well on the following parameters:
- ❖ **Competitive Pricing:** A substantial portion of the customer base (over 77%) perceived Kusuma Travel's pricing as more affordable than competitors, highlighting a strong competitive advantage.
- ❖ **Adherence to delivery schedules:** A significant majority of customers (nearly 70%) consistently receive packages on time or most of the time, indicating strong adherence to delivery schedules.
- ❖ **Delivering parcels in good condition and confidence in Package Security:** Over 75% of packages arrive in good to excellent condition, suggesting careful handling during transit. About 65% customers expressed confidence in the secure handling of their packages, showing a good level of trust in the service's integrity.
- ❖ **Reliable Tracking:** More than 63% of users find tracking updates to be consistently accurate and timely, providing a generally dependable system for shipment visibility.
- ❖ **Effective Customer Service:** Customer service is largely viewed positively, with close to 69% of respondents rating it as good or excellent in responsiveness and timely problem resolution.
- ❖ **General Ease of Booking:** Booking and arranging package pickups are mostly straightforward, with over two-thirds of users finding the process easy or very easy.
- ❖ **Positive Delivery Flexibility:** Over 66% of customers are satisfied or very satisfied with the current delivery options, indicating that flexibility meets the needs of many.
- ❖ **Effective Problem Resolution:** When issues arise, over 64% customers report satisfaction with how problems are resolved.
- ❖ Finally, overall high-level of satisfaction: The overarching sentiment is positive, with nearly 75% of respondents expressing overall satisfaction with Kusuma Travel's parcel service.

SUGGESTIONS:

While tracking and customer service are generally effective, there are discernible opportunities to enhance consistency in these areas, as well as to refine delivery flexibility and streamline issue resolution processes. Overall, the findings underscore a reputable courier service that largely meets customer expectations, with strategic potential for optimizing specific operational touchpoints to further elevate the client experience. We also suggest Kusuma Travels to refine the process for enhanced consistency in problem resolution to mitigate frustrating experiences across customer base.

VII.LITERATURE REVIEW / REFERENCES FOR
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