
STUDENTS' PERCEPTION ON COURIER BUSINESS IN BANGLADESH: A STUDY ON UNIVERSITY STUDENTS

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ABSTRACT

With the advancement of technology, logistics has become a necessary element for any company. The courier business has increased rapidly nowadays. There are many e-commerce businesses in our country. Most of them do not have their own delivery system. They deliver products through other media. However, due to some shortcomings like high delivery prices, delayed delivery, and misinformation, this business is not growing as much as expected. Companies have not earned customers' trust. Most of the students said that courier businesses should decrease delivery time. Also, they should increase the quality of the service. They also recommend that they should put a tracking device in the delivery service. In Bangladesh, there is a huge opportunity for this business if businesses can work according to clients' demands. And indirectly, not only people but also the economy will benefit.

Keywords: *logistics, e-commerce, courier services, delivery.*

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1. INTRODUCTION

1.1 Background of The Study

In ancient times, people used to deliver information through messengers. Courier is a synonym of a messenger. Nowadays, when we hear the word “Courier”, the word that comes to our mind is delivery. The courier service is the most interesting service right now. So, what does that actually mean? A courier service is a service that allows someone to send a parcel or consignment from one location to another. Courier service is being used by companies, by institutions, and by people. We are aware that this is an era for e-commerce businesses. At this time, people buy products from e-commerce sites. Just like e-commerce, there is an online courier service. E-commerce businesses mostly use this courier service. Without logistics, any organization cannot operate its business efficiently and effectively. E-courier businesses reduce the burden of e-commerce businesses. E-courier businesses deliver the products to the exact location. People do not have to get to the delivery point anymore. In Bangladesh, this business is growing very fast. People are engaging with this business. There is a huge employment opportunity. And if that happens, the economy will grow automatically. Like e-commerce, the courier business will be an industry in the near future.

There are some limitations to the e-courier business. Such as not being able to deliver the product on time, higher delivery charges, delaying the delivery, etc. Most importantly, they were not able to gain clients’ trust. That is why, even in the pandemic situation, it did not grow as much as it could have. But if the situation is reversed, everyone will benefit from this sector.

The purpose of this study is to discover the perception of students about the e-courier business. So, people can learn about that, which will help them grow.

1.2 Rationale of The Study

In this era of technology, people are adapting to new things. Ease of use, on-time delivery, instant service, these elements attract people very much to receive something new. E-commerce has taken a place in our country. This market is growing rapidly day by day. However, couriers were not able to grow much, even in this pandemic situation. The world is becoming very fast day by day. However, due to the lack of coordination, e-courier businesses in our country are not able to cope with it. They are taking more time to provide delivery, and taking higher service charges. These are the two most significant factors courier businesses from growing rapidly, unlike e-commerce businesses. But if the businesses can give proper service with a suitable delivery charge, this sector will grow. Also, both the businesses and clients will benefit from that. And of course, it will be good for our economy as well.

1.3 Research Objectives

The broad objective of this research is to examine students' perceptions of courier businesses and determine whether the services they receive are satisfactory. To achieve this broad objective, the study focuses on several specific objectives, which include:

- a. From the survey, figure out the most impactful and emphasized factors,

- b. What are the elements that influence the students about the courier business?
- c. Factors that are significantly connected to other factors

1.4 Research Questions

Based on the purpose of discovering the viewpoint of students' perception on courier business, the following research questions were constructed:

- a. Courier businesses should decrease the delivery charge,
- b. Courier businesses provide the right information,
- c. People have trust in e-courier business, etc.

2. REVIEW OF LITERATURE

For every courier service business, the continuous focus should be on improving service quality (Otsetova, 2017). And they should never be assertive to their customers, and by doing that, they will satisfy their clients. In that study, it is also mentioned that the courier is the logistic service for any business. Further, it has been shown that the services should follow the needs and expectations of the customers. Because the competition is increasing day by day, and if businesses want to survive, they should give services according to clients' demands. Therefore, clients are the most precious asset for any company. Revenue is generated by providing services to the clients.

In parcel delivery service assurance is the most noteworthy determinant of customer satisfaction (Siali et al. 2018).

Customers feel safe and have confidence in a company if there is assurance. Some factors, like accurate recording and confidentiality of tracking status, make a parcel delivery service more reliable. Another factor that was mentioned in the research is responsiveness. Customers want to feel important, and if the company can give them that, they can retain the customer forever. In addition, price is another significant factor in customer satisfaction. Customers will not be satisfied if the price is not suitable.

Delaying delivery is one of the important factors for decreasing customer satisfaction (Al Karim, 2013). There is a saying, "Time is Money". Time is the most precious element for any person. That is why businesses should consider it the most. Ho (2012) discussed that for achieving customer satisfaction accuracy of orders is one of the most significant factors. Also, timeliness helps companies to acquire customer satisfaction. The conducted study demonstrates that the prime motives behind the choice of a courier company are delivery completion time, service prices, and safety concerns (Marcysiak, 2021).

2.1 Research Hypothesis

For this research, there are two hypotheses. They are:

Ho: Students are not satisfied with the courier business.

H1: Students are satisfied with the courier business.

3. RESEARCH METHODOLOGY

Research was conducted on "Students' Perception on Courier in Bangladesh: A Study of University Students". All the university students in Bangladesh were the population. Primary

data has been implemented for analysis in this research. Questionnaires are the most appropriate way of collecting data. In the questionnaire, there are many questions, and based on the courier, these questions are made. Nowadays, students like to give their opinions through Google Docs, and it is used for collecting data. Facebook, Messenger, and Gmail have been used to provide the questionnaire. A total of 44 students have given data for this research. The two-digit number 44 will be the sample size for this research. Some tests have been applied for this research. SPSS was the most appropriate software to operate the tests. I have done correlation, frequencies, and descriptive analysis for this research.

4. FINDINGS AND ANALYSIS

4.1 Descriptive Analysis

A total of 44 pieces of data has been collected for my research. Among 44 respondents, 35 are male, and 9 are female.

Table 1. Descriptive Analysis

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Female	9	20.5	20.5
	Male	35	79.5	100.0
	Total	44	100.0	100.0

Source: The authors' own work.

The students' age group was between 21 and 26.

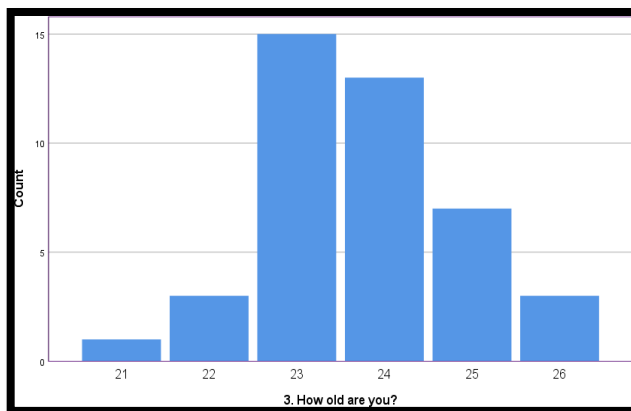


Figure 1. Age Group of the Respondents.

4.2 Inferential Analysis

The renowned Likert scale has been used for the questionnaire. I have chosen strongly disagree as 1, disagree as 2, neutral as 3, agree as 4, and lastly strongly agree as 5.

Figure 2 shows that most of the respondents agreed that courier businesses should decrease the delivery charge.

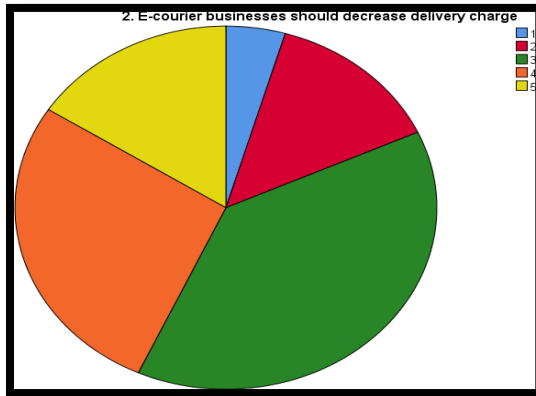


Figure 2. Frequencies of courier businesses should decrease the delivery charge

In Figure 3, we can see that almost half of the respondents are neutral about trusting courier businesses.

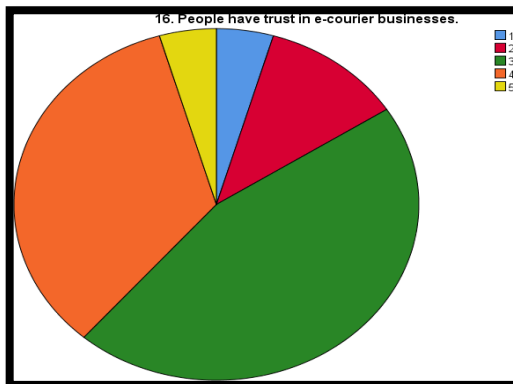


Figure 3. Frequencies of People have trust in courier businesses

4.3 Correlations

Table 2. Correlation

		1. Courier businesses are taking suitable delivery charge.	2. Courier businesses should decrease delivery Charges.	16. People have trust in courier businesses.
1. Courier businesses are taking suitable delivery charges.	Pearson Correlation	1	-.455**	.352**
	Sig. (1-tailed)		.001	.010
	N	44	44	44
2. Courier businesses should decrease delivery charges	Pearson Correlation	-.455**	1	-.437**
	Sig. (1-tailed)	.001		.001
	N	44	44	44
16. People have trust in Courier businesses.	Pearson Correlation	.352**	-.437**	1
	Sig. (1-tailed)	.010	.001	
	N	44	44	44

** . Correlation is significant at the 0.01 level (1-tailed).

Source: The author's own work.

From Table 2, we can see that there is a strong relationship between “Courier businesses are taking suitable delivery charges” and “Courier businesses should decrease delivery charges”. On the other hand, there is also a relationship between “Courier businesses should decrease delivery charges” and “Courier businesses are taking suitable delivery charges”.

From Table 3, it seems that there is strong collaboration between “Courier businesses deliver the product right on time” and “Courier businesses provide the right information”. These two variables have a significant relationship.

Table 3. Correlation 2

3. Courier businesses deliver the product right on time.			5. Courier businesses provide the right information	6. Courier businesses are willing to improve the service.	
3.	Courier businesses deliver the product right on time.	Pearson Correlation	1	.332*	-.095
		Sig. (1-tailed)		.014	.271
		N	44	44	44
5.	Courier businesses provide the right information	Pearson Correlation	.332*	1	-.028
		Sig. (1-tailed)	.014		.429
		N	44	44	44
6.	Courier businesses are willing to improve the service.	Pearson Correlation	-.095	-.028	1
		Sig. (1-tailed)	.271	.429	
		N	44	44	44

*. Correlation is significant at the 0.05 level (1-tailed).

Source: The author's own work.

5. DISCUSSION

From the analysis, I can say that there is a significant relationship between variables. And in the survey, half of the respondents said that they are neutral about trusting courier businesses. Half of the respondents agreed that they are taking a suitable delivery charge. Among 44 respondents, 35 respondents agreed that Bangladesh has a long way to go in the courier business. 33 respondents agreed that it feels comfortable using apps rather than websites. Furthermore, most of the respondents agreed that the courier business should decrease the delivery time. From the analysis, I have

noticed that there is a strong interaction between the variables “Courier businesses give quality service” and “Courier businesses should decrease delivery charge”. In addition, “Online courier service is more efficient than offline service” and “Courier businesses give quality service”. Besides, it also appears that a strong relationship exists between “People have trust in courier businesses” and “Courier businesses give quality service”.

6. CONCLUSION

Mankind's habits change from time to time. Our ancestors used to go to the riverbank to receive the products. At present, we are getting products wherever we want to. It is all thanks to technology for making that happen. Logistics has always been an asset to any business for operating smoothly. Courier businesses or online delivery businesses are helping e-commerce businesses as a medium for delivering their products. Nevertheless, courier businesses did not grow as much as e-commerce businesses. If it can increase its service quality, this sector will be one of the most profitable sectors in Bangladesh. Students have given some recommendations for courier businesses. They are:

- a. Firstly, the businesses should decrease the delivery time and the delivery charge,
- b. They should include the order's tracking service,
- c. Provide “Star Card” to frequent users,
- d. They should not delay when they deliver the product.

Apart from these, there were also many other recommendations for courier businesses. If they can increase the service quality and apply these recommendations, this sector surely will expand. And this will bring us close to a stable economy.

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