



# A STUDY ON EFFECTIVENESS OF WAREHOUSING AND TRANSPORTATION

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*Abstract:* This study investigates the effectiveness of warehousing and transportation in modern supply chain management. Efficient warehousing and transportation are crucial components for businesses aiming to achieve competitive advantage through streamlined operations and enhanced customer satisfaction. The research employs a mixed-method approach, integrating qualitative analysis of industry practices and quantitative assessment of key performance indicators. Findings reveal that optimized warehousing strategies, including inventory management techniques and layout design, significantly impact operational efficiency and cost reduction. Similarly, the adoption of advanced transportation technologies, such as route optimization and real-time tracking systems, enhances responsiveness and reliability in product delivery. Furthermore, the study highlights the importance of synergy between warehousing and transportation functions for achieving overall supply chain effectiveness. Practical implications and recommendations for practitioners are discussed, emphasizing the need for continuous

*Index Terms* \_ Warehousing, Transportation, Supply Chain Management, Efficiency, Inventory Management, Route Optimization, Real-time Tracking, Synergy, Competitive Advantage, Innovation.

## INTRODUCTION

In today's globalized economy, efficient supply chain management is crucial for businesses to remain competitive. Two key components of supply chain management are warehousing and transportation, which play pivotal roles in ensuring the timely and cost-effective movement of goods from suppliers to customers. Warehousing involves the storage and management of inventory, while transportation encompasses the physical movement of goods from one location to another. The effectiveness of warehousing and transportation operations can significantly impact a company's bottom line, customer satisfaction, and overall supply chain performance. Inefficient warehousing practices can lead to excessive inventory holding costs, product damage, and delays in order fulfillment. Similarly, ineffective transportation strategies can result in

higher logistics costs, delivery delays, and a larger carbon footprint. As businesses strive to optimize their supply chain operations, it is essential to evaluate the effectiveness of warehousing and transportation practices. This study aims to analyze

the current state of warehousing and transportation practices in [industry/region], identify areas for improvement, and provide recommendations for enhancing operational efficiency, reducing costs, and improving customer service levels. By examining key performance indicators, industry best practices, and emerging technologies, this research endeavors to provide valuable insights for supply chain professionals, logistics managers, and decision-makers in developing strategies to streamline warehousing and transportation operations, ultimately contributing to organizational competitiveness and growth.

## **OBJECTIVES THE STUDY**

### **PRIMARY OBJECTIVES:**

- To study about the effectiveness level of warehousing and transportation.

### **SECONDARY OBJECTIVES:**

- To study about the time management for the movement of goods.
- To examine the role of warehousing and transportation.
- To identify the challenges faced in warehousing and transportation.
- To analyse the customer satisfaction of warehousing and transportation.

## **REVIEW OF LITERATURE**

Shashank Kumar 12 Jan (2021) - A warehouse covers a wide spectrum of operations for the distribution of goods in a supply chain network. The advancement of technology and the changing global business environment have compelled the transformation of a warehouse. The present study attempts to revisit the warehouse transformation from 1990 to 2019 through an evolutionary lens. The study also reflects the dominance of developed countries in warehousing research and alludes to more opportunities for practitioners and academicians in developing countries.

Olga Zinina\* and Julia Olentsova (2020) - Every company on the market tries to improve its economic stability, which is necessary in order to take a leading competitive position. If a company has been on the market for a long time, has a high financial stability, sales volumes are growing, the financial result of its activities is positive and has a positive dynamic, then we can safely talk about economic stability in the market.

Marta Viu-Roig (2020) - The Impact of E-Commerce-Related Last-Mile Logistics on Cities: A Systematic Literature Review E-commerce-related last-mile logistics have a great impact on cities. Recent years have seen sustained growth in e-commerce in most developed countries, a trend that has only been reinforced by the COVID-19 pandemic. The perceived impact of this phenomenon varies depending upon the perspective of the players involved: individual members of the public, companies, or the public administrations. Tackling

the issue from these perspectives, the goal of this article is to explore the kinds of impact this phenomenon has and will have.

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. Research methodology may be understood as a science of studying how research is done scientifically. The main objective of this study is to identify the technology advancement in digital marketing and reason to know the adopting technologies in digital marketing

### RESEARCH DESIGN

For this study, a mixed-method research design combining quantitative surveys and qualitative interviews will be employed to comprehensively analyze the impact of digital marketing on consumer purchase decisions.

### SAMPLING METHOD

#### NON-PROBABILITY SAMPLING

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers.

#### CONVENIENCE SAMPLING

Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research. Sometimes called accidental sampling, convenience sampling is a type of non-random sampling

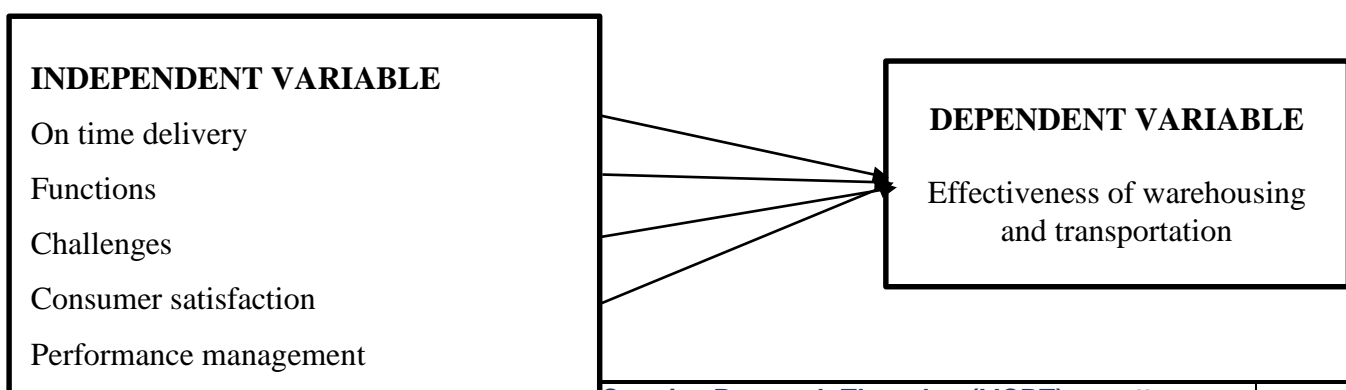
### DATA COLLECTION

The data collected for the study consists of primary source.

#### PRIMARY DATA:

Primary data was collected by questionnaire. The data were collected through questionnaire which was circulated to respondents by using Google Form and results have been analysed based on linear scale method (Strongly Agree to Strongly Disagree) and Multiple-Choice method and Also Short answer choice method.

### RESEARCH MODEL



**HYPOTHESIS:**

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population, and the relation between the variables. A research hypothesis is a hypothesis that is used to test the relationship between two or more variables. There are two types of hypothesis Null Hypothesis and Alternative Hypothesis. H<sub>0</sub>: The null hypothesis is a statement that suggests there insignificant difference, effect, or relationship between the variables under investigation. H<sub>1</sub>:The alternative hypothesis contradicts the null hypothesis and suggests that there is a significant difference, effect, or relationship between the variables.

**ONEWAY ANOVA**

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between frequently transporting goods and customer satisfaction towards warehousing and transportation.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference between frequently transporting goods and customer satisfaction towards warehousing and transportation.

	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	4.501	4	2.250	3.007	.059
<b>Within Groups</b>	35.179	196	.748		
<b>Total</b>	<b>39.680</b>	200			

**INFERENCE:**

As p value is greater than 0.05, we accept null hypothesis. There is no significant difference between frequently transporting goods and customer satisfaction towards warehousing and transportation.

**CHI-SQUARE:**

The Table Shows The Delays In Transit Times Are A Major Challenge For Our Transportation And Convenient With The On Time Responses From The Regular Delivery Of Goods.

	VALUE	DF	ASYMP.SIG.(2-SIDED)
PERSON CHI-SQUARE	29.107	12	.004
LIKEHOOD RATIO	13.593	12	.327
LINEAR-BY-LINEAR ASSOCIATION	6.631	1	.010
N OF VALID CASH	50		

**INFERENCE:**

As p value is greater than 0.05, we accept null hypothesis. There is no significant difference between frequently transporting goods and customer satisfaction towards warehousing and transportation.

**SUMMARY OF FINDINGS**

- THE ABOVE TABLE 3.1 AND CHART 3.1 SHOWS THE AGE OF THE RESPONDENTS. IN THIS 8% BELONG TO THE AGE GROUP OF 15-20, 62% BELONG THE AGE GROUP OF 20-25, 30% BELONG TO THE AGE GROUP OF 30-40.
- THE ABOVE TABLE 3.2 AND CHART 3.2 SHOWS THE EDUCATION QUALIFICATION OF THE RESPONDENTS. IN THIS 18% QUALIFICATIONS BELONG TO 12TH, 38% QUALIFICATION BELONG TO UG, 44% BELONG TO PG
- THE ABOVE TABLE 3.3 AND CHART 3.3 SHOWS THE INCOME OF THE RESPONDENTS. IN THIS 20% BELONG TO BELOW 100000 LPA, 32% BELONG TO 1 - 3 LPA, 44% BELONG TO 3 - 5 LPA AND 4% BELONG TO 5 LPA.
- THE ABOVE TABLE 3.4 AND CHART 3.4 SHOWS THE GOODS DELIVERY MADE ON TIME WITHOUT INTERRUPTION. IN THIS 16% ARE CHOSEN STRONGLY AGREE, 54% ARE CHOSEN AGREE, 28% ARE CHOSEN NEUTRAL AND 2% ARE CHOSEN DISAGREE OPTION.
- THE ABOVE TABLE 3.5 AND CHART 3.5 SHOWS THE MODES OF TRANSPORTATION OF DELIVERING GOODS. IN THIS 14% ARE CHOSEN SURFACE MODE, 64% ARE EXPRESS MODE, 2% ARE CHOSEN RAIL AND 20% ARE CHOSEN AIR OPTION.

## CONCLUSION

Logistics is the one important function in business today. No marketing, manufacturing or project execution can succeed without logistics support. Logistics is a critical factor for effective marketing tool for, if a company cannot reach the right thing at the right place etc., then, regardless of the marketing efforts, the business comes down.

From this study, the effectiveness of warehousing has a crucial role towards the movement of goods through transportations. The various modes of transportation chosen according to the clients for the on-time delivery of goods and the customer satisfaction has been fulfilled. The safety of goods has been taken as a main factors in significance of maintaining safe and securing of goods in warehousing and retaining the trust and belief of customers as one of the best logistic services providing.

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