

Chapter 6 Modernizing transportation and logistics for Afro-Asian trade corridors

BEHAVIOR OF CUSTOMERS USE THE SERVICES OF MG CARGO PLUS COMPANY LIMITED

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This research study aims at exploring service behavior of customers who come to use the services of MG Cargo Plus Company Limited, employing quantitative methods with a sample of 196 customers who use the services of MG Cargo Plus Company Limited. Questionnaires were distributed to collect data which was statistically analyzed by adopting numerical measures for quantitative data, namely mean, frequency, percentage, and standard deviation. The result reveals that most of the tourists are female aged 21 to 30 years, Bachelor's degree and Monthly income are Over 40,001 Thai Baht. As to Service behavior of customers who come to use the services of MG Cargo Plus Company Limited, it is found that most of them purpose to conduct a trading business, mostly ordered Household products, shipping goods once a week, and volume 1-5 cubic by truck. Most of them contact Via LINE OA, come back to use the service and recommend others to use the service of MG Cargo Plus Company Limited.

Keywords: tourist behavior, cargo, Chinese products

Introduction

Freight forwarding business in Thailand There is starting to be a lot of competition. Continuing from the present business selling products in various forms have emerged. Whether selling products online along with sales at distribution locations makes sellers want to sell products by looking for low costs to get the highest profits. Therefore, ordering products from low cost sources is a channel that is becoming popular. That is ordering products from China. China is a source of cheap products. This may be because Chinese products are known among shoppers as being cheap, fashionable, and various types. (Meepheamphoonsri et al., 2023). As a result, when talking about cheap and modern products, consumers often think of products imported from China.

As a result, the Chinese - Thai shipping business has grown accordingly. Therefore, in order for the shipping service business to grow along with customer needs. and in order to respond to the satisfaction of customers who come to use the service Therefore, it is necessary to study satisfaction. Service quality and guidelines for developing

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At present, Thailand's transportation, including air, ships, and cars, has begun to grow continuously.

It creates importance for the national economy as well as the government sector promoting more international trade. In addition, with the development of more modern technology. The consumer has a channel to recognize the product. More channels for purchasing products than in the past as a result, more Thai people are doing business selling products in the form of selling products through online as well. To meet the need for convenience Fast in transporting goods, therefore many freight service businesses have arisen.

However for a business to be successful, it must operate with quality and efficiency for consumers, such as in the service area. Access to services, communications, information systems.

For this reason, MG Cargo Plus Company Limited is an option for users of goods transport services. Therefore, the researcher is interested in studying Guidelines for developing the quality of freight transport services of MG Cargo Plus Company Limited in order to use the results of the study as a guideline for further developing the quality of the company's services.

Research objective

To explore the service behavior of customers who come to use the services of MG Cargo Plus Company Limited.

Methodology

The research population is a group of 196 consumers who used services at MG Cargo Plus Company Limited, selected by employing convenience sampling technique. The area scope is MG Cargo Plus Company Limited, while the content scope of the research covers consumer behavior.

As to the analysis of quantitative data, the researchers analyzed data obtained from the questionnaires which had been verified and validated by coding and processing it by using statistical software packages in order to calculate the statistical values and conduct a hypothesis test with a 95% level of confidence when a significant difference at the +/- 0.05 level.

The researchers adopted the following statistical measures to analyze the data. A descriptive statistics analysis which shows data on nominal scale.

Results

The research study, entitled " Service behavior of customers who come to use the services of MG Cargo Plus Company Limited" aimed at exploring customers behavior at MG Cargo Plus Company Limited. The researchers collected data from questionnaires filled out by the sample of the research, viz., a total of 196 tourists who come to use the services of MG Cargo Plus Company Limited. The data was analyzed; and the results were presented as follows:

Part I Basic information of the respondents, that is, their genders, ages, Education Level, and Monthly income is shown on nominal scale, in frequency distribution and percentages.

Tab. 1 - Basic information of the respondents

| Profile Factor | | Number (196) | Percentage (100) |
|-----------------|----------------------------|--------------|------------------|
| Gender | Male | 66 | 33.7 |
| | Female | 121 | 61.7 |
| | Others | 9 | 4.6 |
| Age | Below the age of 21 | 37 | 18.9 |
| | Aged 21 to 30 years | 109 | 55.6 |
| | Aged 31 to 40 years | 46 | 23.5 |
| | Aged 41 to 50 years | 4 | 2 |
| Education Level | Under bachelor's degree | 21 | 10.7 |
| | Bachelor's degree | 134 | 68.4 |
| | Master's degree | 41 | 20.9 |
| Monthly income | less than 10,000 Thai Baht | 2 | 1.0 |
| | 10,001 – 20,000 Thai Baht | 17 | 8.7 |
| | 20,001 – 30,000 Thai Baht | 35 | 17.9 |
| | 30,001 – 40,000 Thai Baht | 26 | 13.3 |
| | Over 40,001 Thai Baht | 116 | 59.2 |

Tab. 1 shows the analysis results of the basic information of the sample of 196 customers who use the service of MG Cargo Plus Company Limited. The results reveal that most of them are female, which amount to 121 or 61.7%; and the rest of them include 66 male customers (33.7%) and 9 others customers (4.6%). As to the data about ages, it is found that most of the sample are aged 21 to 30 years which amount to 109 people or 55.6%; and there are 46 customers aged 31 to 40 years (23.5%), 37 customers below the age of 21 (18.9%), 4 customers aged 41 to 50 years (2%).

In terms of Monthly income, it is revealed that most of the sample are over 40,001 Thai Baht that amount to 116 people or 59.2% and there are 35 people (17.9%) 20,001 – 30,000 Thai Baht, 26 people (13.3%) 30,001 – 40,000 Thai Baht, 17 people (8.7%) 10,001 – 20,000 Thai Baht, 2 (1.0%) less than 10,000 Thai Baht; respectively.

Part II Service behavior of customers who come to use the services of MG Cargo Plus Company Limited. The service behavior includes purpose of using the shipping service, size of your business, type of product ordered, period and frequency of service use (shipping goods), volume of each shipment, transportation service to use, channels for contacting the company, opportunity to use the

service again, and Have you recommended others to use the services of MG Cargo Plus Company Limited? The questionnaires include single-answer questions. The results obtained from the data analysis are presented as descriptive statistics; and frequency distribution and percentages are shown in Tab. 2 below:

Tab. 2 - Service behavior of customers who come to use the services of MG Cargo Plus Company Limited

| Service behavior | Number (196) | % (100) |
|---|--------------|---------|
| Purpose of using the shipping service | | |
| - for personal use | 9 | 4.6 |
| - to conduct a trading business | 148 | 75.5 |
| - to use products in a company or business | 39 | 19.9 |
| Size of your business | | |
| - minor business (employing no more than 5 people) | 118 | 60.2 |
| - small (employs 5 - 10 people) | 46 | 23.5 |
| - medium size (employing 10 - 50 people) | 30 | 15.3 |
| - others | 2 | 1.0 |
| Type of product ordered | | |
| Industrial products (Machinery equipment) | 27 | 13.8 |
| Agricultural products | 6 | 3.1 |
| Household products | 66 | 33.7 |
| Children's products | 29 | 14.8 |
| Beauty products | 14 | 7.1 |
| Food products | 7 | 3.6 |
| Trendy products | 28 | 14.3 |
| Electrical appliance | 2 | 1.0 |
| IT equipment | 2 | 1.0 |
| Others | 15 | 7.7 |
| Period and frequency of service use (shipping goods) | | |
| Every day | 9 | 4.6 |
| 2 - 3 days times | 15 | 7.7 |
| 5 days times | 7 | 3.6 |
| Once a week | 87 | 44.4 |
| Once a month | 72 | 36.7 |
| Others | 6 | 3.1 |
| Volume of each shipment | | |
| Less than 1 cubic | 70 | 35.7 |
| 1 - 5 cubic | 104 | 53.1 |
| 6 - 10 cubic | 12 | 6.1 |
| More than 10 cubic | 8 | 4.1 |
| More than 100 cubic | 2 | 1.0 |
| Transportation service to use | | |
| By truck | 87 | 44.4 |
| By boat | 37 | 18.9 |
| Both by truck and by boat | 72 | 36.7 |
| Channels for contacting the company | | |
| Through sales staff | 83 | 42.3 |
| Via Facebook Fanpage | 7 | 3.6 |
| Via LINE OA | 94 | 48.0 |
| Via LINE Group | 12 | 6.1 |
| Opportunity to use the service again | | |
| Come back to use the service | 192 | 98.0 |
| No decision yet | 4 | 2.0 |
| Have you recommended others to use the services of MG Cargo Plus Company Limited? | | |
| Recommend | 161 | 82.1 |
| Not recommended | 35 | 17.9 |

Tab. 2 shows results which were obtained from the data analysis of service behavior at MG Cargo Plus Company Limited in which a sample of 196 customers were explored. It is revealed that most of the customers, which amount to 148 people or 75.5%, purpose to using the shipping service for conduct a trading business, 39 people (19.9%) to use products in a company or business and 9 people (4.6%) for personal use the market once a month, respectively.

As to the size of their business, it is found that most of the sample (118 people or 60.2%) minor business (employing no more than 5 people); 46 people (23.5%) small (employs 5 - 10 people); 30 people (15.3%) medium size (employing 10 - 50 people); 2 people (1.0%), respectively.

As for the type of product ordered, it is discovered that most of the sample (66 people, 33.7%) Household products, 29 people (14.8%) children's product, 28 people (14.3%) Trendy products, 27 people (13.8%) Industrial products (Machinery equipment, 14 people (7.1%) Beauty products, 6 people (3.1%) agricultural products, 2 people (1.0%) electrical appliance and 2 people (1.0%) IT equipment. and 15 people (7.7%) others, respectively.

As for period and frequency of service use (shipping goods), it is revealed that most of the sample (87 people, 44.4%) use once a week, 72 people (36.7%) use once a month, 15 people (7.7%) use 2 - 3 days times, 9 people (4.6%) use every day, 7 people (3.6%) use 5 days times and 6 people (3.1%) others, respectively.

As to volume of each shipment, most of the sample (104 people, 53.1%) order 1 - 5 cubic, 70 people (35.7%) order less than 1 cubic, 12 people (6.1%) order 6 - 10 cubic, 8 people (4.1%) more than 10 cubic; and 2 people (1.0%) more than 100 cubic, respectively.

As for transportation service to use, it is found that most of the sample (87 people, 44.4%) use truck transport services, 72 people (36.7%) use transportation services both by truck and boat; and 37 people (18.9%) use the boat transportation service, respectively.

As to Channels for contacting the company, it is discovered that most of the sample (94 people, 48.0%) contact Via LINE OA, 83 people (42.3%) through sales staff, 12 people (6.1%) contact Via LINE Group, and 7 people (3.6%) Via Facebook Fanpage, respectively.

As to opportunity to use the service again, it is discovered that most of the sample (192 people, 98.0%) come back to use the service and 4 people (2.0%) No decision yet, respectively.

As for Have you recommended others to use the services of MG Cargo Plus Company Limited? It is found that most of the sample (161 people, 82.1%) recommend to use the service, and 35 people (17.9%) It is not recommended to use the service, respectively.

Discussion

The most of the customers are female aged 21 to 30 years and Bachelor's degree and Monthly income are Over

40,001 Thai Baht. According to Kumnapat (2015) who conducted research on the topic “Factors Affecting Consumers in Chiang Mai in Purchasing Children's Clothing Imported from the People Republic of China in Chiang Mai Province” with the majority of sample group being female purchasing ready-made children's clothing, with an average age of 35 years, and have a bachelor's degree. So that Selection of target market segments and appropriate product positioning leads to the design of diverse products Comprehensive service provision Setting strategies to maintain the old customer base creates brand loyalty and stimulates continuous service use. Including the establishment of an agency to research new things. Develop services to be diverse for the market, keep up with the changes in the world and consider the principles of morality and ethics in doing business. (Jirotkulkit & Witthawassamrankul, 2024).

As to service behavior of customers who come to use the services of MG Cargo Plus Company Limited, it is found that most of them purpose to conduct a trading business, mostly ordered household products. However, Behavior in ordering products that differ according to format of business operations. The group that has a pre-order business model will start using the service. Only when there is an order from a customer.

As a result, there is an uncertain time for ordering. with demand fast service with minimal errors in order to deliver products to customers completely and punctual, while the group has a form of ordering stock products for ready-to-ship distribution. Ordering time depends on remaining stock. As a result, this group is able to plan orders. Products in order to reduce costs as low as possible a large number of products will be ordered during various promotions.

The format for receiving service news is the same, namely following the brand's own Facebook page and Line ads. Both channels are the main channels for receiving news. (Chaiyakhunt, 2017) As it is found that most of them shipping goods once a week, and volume 1-5 cubic by truck. Most of them contact Via LINE OA. Most of them will come back to use the service and recommend others to use the service of MG Cargo Plus Company Limited. Consistent with Chitpakdeerat et al. (2014) who has done research on the topic of “The Study of Service Quality of Logistics Service Providers in Indonesia. Science and Engineering Connect” said the most popular channel for sourcing logistics service providers is through word of mouth from people who have used the service before.

Recommendations

Most of customers contact Via LINE OA. And most of them will come back to use the service and recommend others to use the service of MG Cargo Plus Company

Limited., the company should have control over the quick accurate professional response to all customers.

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DIGITALIZING PORT OPERATIONS: LESSONS FROM LEKKI DEEP SEA PORT FOR AFRO-ASIAN MARITIME TRADE

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The Lekki Deep Sea Port in Lagos, Nigeria, represents a paradigm shift in African maritime infrastructure, not merely due to its scale but because of its comprehensive integration of digital technologies from inception. This article examines the port's operational model as a blueprint for enhancing Afro-Asian maritime trade, a corridor of growing strategic importance. Through a qualitative analysis of Lekki's implementation of a Port Community System, terminal automation, and data integration platforms, this research explores how digitalization can overcome chronic inefficiencies that have long plagued African ports, such as prolonged vessel turnaround times, documentation delays, and lack of visibility in the supply chain. The findings indicate that Lekki's technology-first approach has reduced average vessel turnaround time to

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